

**SUSTAINABLE DEVELOPMENT PRACTICES IN MICE(MEETING, INCENTIVES,
CONVENTION, EXHIBITION) TOURISM.**



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5. Report

5.1 Proposed Executive Summary

MICE (meeting, incentives, convention& exhibition) tourism is a growing sectors in Malaysia. Undeniably it able to attract tourist to come to Malaysia and do their business here. Realizing the importance of this sector, it is necessary to prepare a guidelines for the industry so that it able to sustain for a long time. Malaysia nowadays is promoting tourism and at the same time applying the sustainable development concept. So, this study will be conducted to see the practices that suitable for the industry to apply sustainable development and at the same time promoting MICE tourism to the world. The study will focus from Malaysia perspectives. The samples of the study will be the buyers and the suppliers of MICE industry in Malaysia. The buyers will response on the human systems dimensions while the suppliers will respond on ecosystem dimension. Interviews will be conducted with the focus group(the suppliers) to look at the practices that used in the MICE venues. Then, structured questionnaire consist of open ended and close ended questions will be prepared and distributed to the suppliers and buyers of the industry. The expected outcome will showed the suitable practices that can be applied for MICE tourism and at the same time, the awareness about the sustainable development concept can be revealed especially from the buyers and suppliers perspectives.

5.2 Enhanced Executive Summary

MICE tourism is growing in Malaysia. It was proof that this industry has give benefits to many people. Sustainable tourism is the main issues in tourism industry. It should be conducted in proper ways so that the aim of sustainable development can be achieved. This study was conducted for analyzing the MICE industry in Malaysia and also the implementation of sustainable tourism in this tourism product. Sustainable tourism development practices are the subset of sustainable tourism whereby it consider the three main indicators which are economy, social and environment. This study used these three indicators to identify the sustainable tourism development practices in MICE tourism. Due to time and resource limitation, this study is only focused at Hotel that has MICE venues in East Coast Region in Peninsular Malaysia namely Pahang, Kelantan and Terengganu. A primary and secondary data was used to collect the data for this research. This research is also used the collaboration between quantitative and qualitative data. An interview with the focus group and structured questionnaire was used to collect data for this study. Data was analyzed using the SPSS packages. Result of the study is useful to identify the attitudes of MICE venues towards sustainable tourism development and guidelines for the implementation of sustainable tourism development practices at MICE venues