

**SUSTAINABLE PRACTICES FOR MICE TOURISM FROM THE PERSPECTIVES OF
CONVENTION CENTRE IN TERENGGANU**



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DECEMBER 2012

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3. Acknowledgements

I would like to thank Allah Almighty for His blessing and grace. It is with His blessing that the research, sustainable practices for MICE tourism from the perspectives of Convention Centre in Terengganu is completed. I hope that this report will provide valuable information to everybody.

I would like to take this opportunity to acknowledge the committee members, En Razlan Adli Zain and Puan Zatul Iffah Mohd Fuza for the help and support in finishing this research. Their understanding, ideas, comments and suggestion provided was valuable throughout the completion of the research.

I also like to extend the gratitude to the lecturers in UiTM Terengganu that have provided the researchers immeasurable assistance during the ordeal of completing this research. The same goes to those that give cooperation in collecting the information about MICE industry in Malaysia namely as Ministry of Tourism, Malaysia, Tourism Malaysia , MyCEB and ICCA.

I also like to acknowledge the UiTM especially the RMI unit for the Excellent Fund Grant to complete this research. It help a lot in completing this research.

My thanks also go the responder that I interviewed in Terengganu Islamic Civilization Park(TICP) due to his cooperation to finish up this research.

Last but not least, I would like to pay tribute to my family members for their patience and understanding throughout the process of completing the research.

5. Report

5.1 Proposed Executive Summary

Malaysia nowadays is being accepted as one of the top destination for meeting, incentives, convention and exhibition (MICE) tourism. It has attracted both local and foreign tourist to participate in one of this tourism sectors. The issues of sustainable development are growing trends in many industries including tourism. The papers will focus on the sustainable development in the MICE tourism practices. The objective of this paper is to look at the development of MICE industry in Terengganu. In addition, this paper aims to look the sustainable concept that suitable to be implementing for MICE tourism. A questionnaire will be used to collect the data to look at the sustainable practice that used in the MICE venue. Other than that, data will be collected using the secondary data to collect information about MICE industry in Malaysia. The result of this study is useful to provide recommendation on the suitable sustainable practices in the MICE industry.

5.2 Enhanced Executive Summary

Terengganu is one of the state that actively promoting tourism. MICE Tourism is one of the tourism products that promoted in this state. It has attracted both local and foreign tourist to participate in one of this tourism sectors. However there is lacking of data regarding this tourism product in Terengganu. The issues of sustainable development are growing trends in many industries including tourism. The papers will focus on the sustainable development in the MICE tourism practices. The objective of this paper is to look at the development of MICE industry in Terengganu. In addition, this paper aims to look the sustainable concept that suitable to be implementing for MICE tourism focusing at convention centre. A semi structured interview was used to collect the data in order to look at the sustainable practice that used in the MICE venue specifically at Terengganu Islamic Civilization Park Convention Centre(TICPCC). Other than that, data will be collected using the secondary data to collect information about MICE industry in Terengganu. The result of this study is useful to provide recommendation on the suitable sustainable practices for the MICE industry especially to be implement in convention centre. Further research on detail practices on each element namely as economic, social and environment is useful. In addition, the sustainable practices at different types of MICE venues should be conducted in order to practice a sustainable development in MICE venues.

5.3 Introduction

5.3.1 Background Of Study

The MICE industry encompasses the related diverse meeting, incentives, conventions and exhibitions sectors, including conferences, congresses and trade shows. According to Mc Cabe(2000) , the meetings and convention industry is regarded as one of the most dynamic and important sectors of the tourism industry and the main activities is business rather than leisure.

Malaysia is fast emerging as one of the top destination in the world for MICE and conference tourism. It is ranked in top forty in the world (International Congress and Convention Association ICCA ,2009). The conference tourist arrivals contributed less than 5 % of tourist arrival in Malaysia. According to the Meetasia(the leading portal of middle east Meeting, Incentives & Event planners), the industry in Asia Pacific Region is expected to attract more than 100 million business travellers and MICE visitors by 2015.

MICE activities required different suppliers including international and domestic transport, accomodation, catering , pre and post conference activities, purpose built convention centers, exhibitions facilities and audiovisual services (Dwyer et al 2000). Davidson and Rogers(2006) categorise the suppliers into destinations, venues, transports, accomodation and ancillary services. In this paper, the focus will be on the venue side.

Terengganu located along the East coast of Peninsular Malaysia. It is neighbour to Kelantan in North and Pahang in South. This state covers around 12,995 Squares Kilometers and it comprises of seven districts namely as Besut , Setiu, Kuala Terengganu, Hulu Terengganu , Marang, Dungun and Kemaman. Each of this district have its own specilty for tourism purposes. Tourism in Terengganu is growing rapidly and MICE tourism is one of the products that promoting in this state. There are many venues that available in this state. However, this study will only focused on the convention center which is at Terengganu Islamic Civilization Park(TICPCC).

Sustainable development is a hot topic that discuss for so many years. It is significance for a development country for how to make the development sustainable especially in tourism industry. Agenda 21 calls on countries, organizations and non – governmental organizations to develop and use indicators of sustainable development.