

The Importance of MICE Education

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Meetings Industry or **MICE** Industry
is the fastest growing segment



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M = Corporate Meetings

I = Incentive Travel Programmes

C = Association Meetings

E = Exhibitions



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Observations:

1. **Insufficient** collaboration between the MICE industry & educational institutes
2. **Little** recognition of MICE's contribution to the economy



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MICE industry associations such as ICCA, SITE, MPI, IAPCO, IAEM etc all have their own educational programmes. Few educational institutes collaborate with tourism educational institutes



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Many tourism educational institutes do not put enough emphasis on MICE education in their undergraduate curriculum



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Government agencies, travel industry and industry associations in general do not have enough recognition of MICE's significance. Hence, little research done or resources invested, focus still on leisure tourism



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Many view tourism education as vocational training, and tourism educational institutes also face the challenge of their role in education vs training



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In the case of HK PolyU's SHTM,
series of EDP started since 2002,
MOU signed with Shanghai,
Shandong & UNWTO, and MICE
executive development
programmes for SMTAC and KCA



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Great need for **continuing education** for MICE industry personnel



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Tailor made educational programmes are required for NTO, DMC, PCO, hotels / convention centres, attractions, government / government agencies, and even corporations and professional associations



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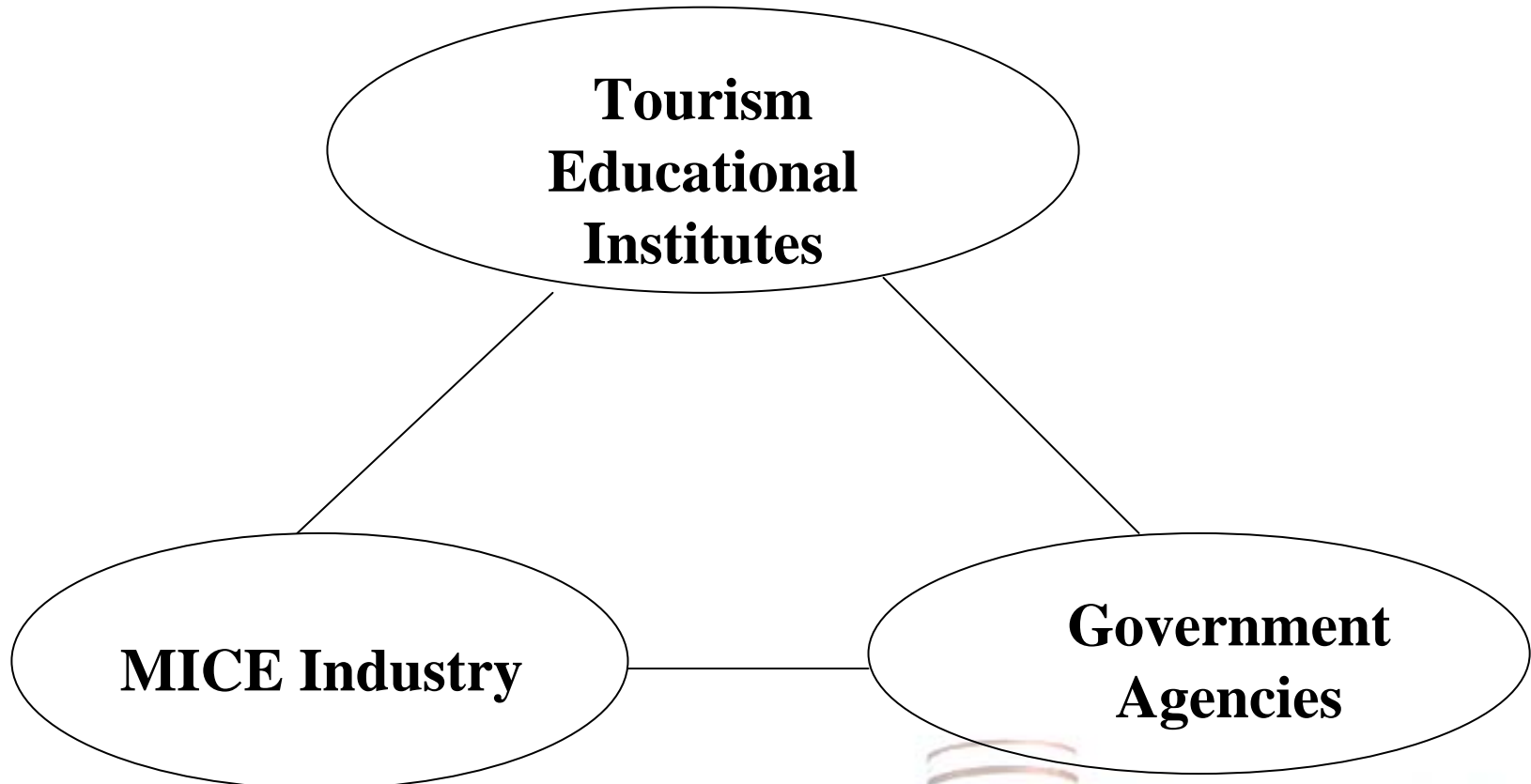
MICE education can start as early as in high school e.g. Travel & Tourism subject in Hong Kong's secondary 4 & 5 curriculum since 1993. Now in 125 schools and over 9,000 students taking T & T as "O" Level exam subject



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Thank You



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