The Importance of MICE Education

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Meetings Industry or **MICE** Industry is the fastest growing segment
M = Corporate Meetings
I = Incentive Travel Programmes
C = Association Meetings
E = Exhibitions
Observations:

1. **Insufficient** collaboration between the MICE industry & educational institutes

2. **Little** recognition of MICE’s contribution to the economy
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
Many tourism educational institutes do not put enough emphasis on MICE education in their undergraduate curriculum.
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
Many view tourism education as vocational training, and tourism educational institutes also face the challenge of their role in education vs training.
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
Great need for **continuing education** for MICE industry personnel
Tailor made educational programmes are required for NTO, DMC, PCO, hotels / convention centres, attractions, government / government agencies, and even corporations and professional associations.
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.
Thank You