| Research Article

Organizational Principles of Mice Tourism

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Abstract: This article provides a comprehensive overview of the principles of organizing MICE tourism and its directions.

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MICE events are a whole range of corporate events aimed at solving certain business tasks. Otherwise, this concept sounds like "Business tourism", since it often implies business trips to other regions and countries.

The abbreviation MICE include the first letters of four main concepts:

M - Meetings (business meetings)

I - Incentives (tours for employees or partners)

C - Conferences (business events: conferences, seminars, round tables, etc.)

E - Events (corporate events) MICE-мероприятия преследуют следующие цели:

➢ Employee motivation

➢ Development of communications in the team

➢ Training and advanced training of personnel and partners

Today, MICE events are one of the most effective and prestigious tools for business development. Professional organization and holding of MICE events helps to strengthen ties in the work team, raise corporate spirit and increase employee motivation.

Any corporate event has certain goals, and it is important to evaluate its effectiveness after the event, which depends on several factors. For example, on the chosen format. It is also important to take into account the specifics of the company or a specific department for whose employees the event is being organized.

The effectiveness of the event also depends on the attitude and preparation of the employees themselves. It is important not only to present the fact of participation in the event, but to be able to interest and arouse intrigue, motivate.

It is also important to understand that the effectiveness of the event largely depends on the general situation in the company.

This type of activity is of great interest to workers in the field of professional education. First of all, it will help to bring the educational institution to a higher level, increase the percentage of applicants entering this educational institution, and demonstrate the high competence of the teaching staff. The off-site event has a number of advantages:

➢ listeners are immersed in a new, creative environment, open up to new experiences, and acquire the professional knowledge they need;

➢ the atmosphere of cooperation helps to unite the team and acquire new necessary business contacts;

➢ the process of learning and sharing experiences is underway;

➢ new ideas emerge and are developed during the learning process, and are simultaneously transmitted to many people;

➢ seminar listeners gain a full understanding of their professional field;

➢ any joint project develops a "team spirit" and participants become like-minded people;

➢ during the training process, a number of collective decisions are developed, which will subsequently be implemented by employees;

➢ seminar participants are formed into groups, in which it is always possible to identify a leader, and this gives the opportunity to see new abilities of employees;

➢ the trip becomes a memorable event;

➢ as practice shows, business contacts that were established specifically at off-site events acquire broader professional content in various directions.

When preparing business events, all technological nuances should be taken into account. The general concept of developing a business event should be based on the target audience and the goals that the customer sets for the project organizers.

Therefore, when preparing an event, the following should be specified:

➢ primary audience - those people whose behavior you want to change (i.e. the group that should be directly influenced);

➢ secondary audience - individuals who are directly connected with the primary audience;

➢ tertiary audience - organized groups of people (clubs, associations, leagues, etc.) that influence the primary and secondary audiences.

Moderation of a MICE project and selection of professional moderators are the key to the success of the event. The moderator's responsibilities include [4]:

➢ leading the event on a given topic;

➢ moving the discussion in the right direction;

➢ managing the level of activity of the discussion;

➢ involving all participants in the discussion;

➢ observing the speaking schedule;

➢ managing feedback from the audience.

Proper organization of the time resource, i.e. using a conference or seminar scenario plan, will not let its participants get bored or, on the contrary, tired. The practice of holding business events shows that sometimes the speakers' breakdowns occur mainly due to the organizers' incorrectly allocated time for their speech.

One of the most important stages in organizing a business project is the correct choice of its venue - renting a hall or several rooms at once.

It is necessary to immediately assess the technical potential of the premises: is there all the necessary equipment for a high-quality event (projector, plasma panels, microphones, equipment for Internet bridges, office equipment, flipcharts). It is advisable to decorate the premises with symbols, the logo of the customer company, the logo of the project itself, it is necessary to think over the design of the premises, correctly use the space for the convenience of holding the event.

Next, the convenience of communication between the audience and each other is thought out. For this, badges are developed with the names of the participants, the companies they work for and their positions. The organizing company should also have badges in their corporate style for the convenience of communication between the target audience and the organizers. When preparing a MICE project, it is also necessary to take into account that technical staff will be required - sound engineers, administrators, etc.

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