

**Post COVID Impact on MICE Tourism in Coimbatore**

By

**HARINI. S**

**20PTA008**

Thesis Submitted To

**Avinashilingam Institute for Home Science and Higher Education for  
Women Coimbatore- 641043**

In Partial fulfilment of the Requirements For

**Master's degree**

**In**

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM AND TRAVEL MANAGEMENT)**

**May 2022**

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**CERTIFIED AS BONAFIDE RESEARCH WORK**

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THE GUIDE**

## DECLARATION

I declare that the dissertation entitled “**Post COVID Impact on MICE Tourism in Coimbatore**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism Management is the record of work carried out by me during the period from January 2022 to May 2022 under the guidance of **Dr.K.Sathiyabamavathy, MBA, M.Phil, Ph.D, SET,** Assistant Professor, Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other University or other similar institution of Higher Learning.



**Signature of the Supervisor**



**Signature of the Candidate**

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# **INTRODUCTION**

## **1.1 Tourism**

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries and affects the economy of both the source and host countries, in some cases being of vital importance.

## **1.2 Tourism Encompasses**

### **Outbound Tourism**

Outbound tourism comprises the activities of residents of a given country travelling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business and other purposes.

### **Inbound Tourism**

Inbound tourism comprises the activities of non-residents traveling to a given country that is outside their usual environment and staying there no longer than 12 consecutive months for leisure, business or other (corresponding) purpose.

## **1.3 Significance of Tourism**

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, trains and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, restaurants, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs.

## **1.4 Tamil Nadu Tourism**

Tamil Nadu is a state in the south-eastern part of the Indian Peninsula. Tamilnadu is previously a part of the United Madras Province, which was later partitioned based on languages. Tamil Nadu has more than 4,000 years of continuous cultural history. Tamil Nadu has some of the most remarkable temple architecture in the country, and a living tradition of music, dance, folk arts and fine arts. Tamil Nadu is well renowned for its temple towns and heritage sites, hill stations, waterfalls, national parks, local cuisine and the natural environment and wildlife. The state has the largest tourism industry in India. With an annual growth rate of 16%. In 2015, the number of domestic arrivals was at 333.5 million making the state the most popular tourist destination in the country, and foreign arrivals numbered 4.68 million, the highest in the country, making it the most popular state for tourism in the country. Tamil Nadu with a GDP of \$150 billion is the second largest economy of the country and Tourism is one of the main sources of its revenue. Tourism in the state is promoted by the Tamil Nadu Tourism Development Corporation headquartered in the capital city of Chennai. Tamilnadu is a year-round tourist destination, and the industry is the largest in the country. [Agaraj & Murati (2009)] Chennai formerly known as Madras, is the capital city of the state, and India's fourth largest metropolis. The city is known for its beaches, ancient Tamil architecture, Anglo-Indian architecture, cultural festivals and is India's largest shopping destination. Chennai is seen as the gateway to Southern India and is well connected to all parts of India by road, rail and air.

## **1.5 MICE**

MICE stand for Meetings, Incentives, Conferences and Exhibitions and it represents a lucrative part of the tourism mix across the globe. MICE can also be referred to as Business Tourism or Business Events.

## **A textile mill in Avinashi Road**

National Textile Corporation is a company owned by the Indian government has 5 Mill units in Coimbatore.

- Coimbatore Murugan Mills
- Cambodia Mills
- Coimbatore Spinning and Weaving Mill
- Pankaja Mills
- Sri Rangavilas Mills

The neighbouring town of Tirupur is home to some of Asia's largest garment manufacturing companies, exporting hosiery clothes worth more than 50,000 million.

Coimbatore has a large and a diversified manufacturing sector facilitated by the presence of Sakthi Group, Bannari Amman Group, Lakshmi Machine Works, Larsen & Toubro, Baker Hughes, Alstom, ZF Friedrichshafen, Mahle GmbH, Konecranes, Pricol, PEEPL Automation, V-Guard Industries, Suzlon, ARGO-HYTOS, Titan, Flowserve, KSB, Makino, Messer, Gilbarco Veeder-Root, Bradken, Rieter, VWR International, Hella, Shanthi Gears, ITC Limited, ACC Cements, TTK Prestige, Kirloskar Group, Hirotec, ELGI Equipments, Roots Industries, Salzer Electronics, Mak Controls and systems, Texmo Industries, SE Electricals, FASCO Coimbatore(Factory Automation and Solutions Company) and others. Larsen & Toubro has huge manufacturing facility spread over 300-acre own campus. And there are more than 25,000 small, medium, large sale industries in the city. Coimbatore also has Engineering SEZ in the outskirts of city "Aspen SEZ" spread over 376 acres. CODISSIA Industrial Park is being set up at Moperipalayam nearly 260 acres and at Kallapalayam nearly 150 acres. The city already has industrial estates owned by SIDCO at Kurichi, SIDCO at Malumichampatti, Electrical & Electronics Industrial Estate at Kalapatti and Sree Suba Ganesh Industrial estate near Kovilpalayam. The large number of engineering colleges in the region producing about 50,000 engineers.

Lakshmi Machine Works is India's largest textile machinery and CNC Machine Tool manufacturers based out of Coimbatore.

## **Engineering Procurement and Tooling**

More than 50,000 engineering units' function in and around Coimbatore city. What began as a focused centre for the manufacture of textile motors in the early 1900s has today become a multidisciplinary entity that is capable of catering to voluminous demands in the international market. Tooling Divisions were incepted primarily as captive units for manufacturing houses and have become a major engineering activity in the city today. Today several such companies offer precision tooling services to global industries. The light engineering industry in the Coimbatore region also specializes in offering customized engineering solutions for diverse requirements.

## **Automotive engineering and components**

CODISSIA Trade Fair Complex, Coimbatore 2014

Coimbatore has emerged as one of the most trusted outsourcing destinations for the auto component industry. Several factors have contributed to this growth, including ready availability of resources and skilled technical talent.[9] Technical Partnerships and strategic alliances with global manufacturers have given the Coimbatore auto component industry more mileage in the international market. Today, auto majors with a growing presence in India source both major components and sub-assemblies from the city. Several international automotive manufacturers source components ranging from exhaust systems to braking systems, seating, electronic and electrical components, mechanical engine parts, body components and suspensions and radiators among others. Many auto component manufacturing companies are OE partners to multinational brands. Textool was one such company that once designed and supplied Sten Guns to the Indian Government after independence. They also developed the first in-house-designed car in the 1960s, which never saw the light of day due to the license raj. They made several prototypes until the 1990s. They successfully manufactured India's first indigenously developed diesel engines in 1972 for cars and their own CNC lathes in 1982. Today their spin-off company, Jayem Automotives Pvt Ltd, offers R & D services to Tata Motors, Renault, Volvo, Eicher, Daimler, TVS, Hero Motors and Robert Bosch GmbH. Maruti Suzuki and Tata Motors source up to 30% of their automotive components from Coimbatore. Some of the country's leading auto component makers based on in Coimbatore include Pricol, Hirotec, Craftsman Automation and Roots Industry. Apart from this Robert Bosch GmbH has a large technical centre in the city.

Coimbatore has more than 700 wet grinder manufacturers with a monthly output, of 75,000 units per every 100,000 produced in India, as of 2015. The term "Coimbatore Wet Grinder" was given a Geographical indication for wet grinders manufactured in Coimbatore in 2006. Coimbatore is also home to a common facility for the manufacturers of wet grinders.

### **Motor and pumps**

Coimbatore is also called as the Pump City of Asia and has played a dominant role in the agricultural sector since independence and holds a major portion of the total Indian market share. The first motor to be manufactured in India came from a small engineering shop in Coimbatore. Today, the pump and motor manufacturing sector are among the largest engineering activities in the city. The pump manufacturing industry in Coimbatore. Over the years, the city has become as well known for its pumps as it has for its textiles. Many brands in the international market are Coimbatore based companies and the quality and technical superiority of the products has helped the sector cater to both domestic and global demands. Apart from a leading presence in the water pump market, the city's manufacturing houses also specialize in the manufacture of industrial pumps. The motor and pump industry supplies over 40% of India's requirements.

### **Jewellery and gems**

Coimbatore is one of the major gold jewellery manufacturing hubs in India, renowned for making cast jewellery and machine-made jewellery. The city is home to about 3000 jewellery manufacturing companies and to over 40,000 goldsmiths. The jewellery manufacturers have an active association called Coimbatore Jewellery Manufacturers' Association and have also jointly established Coimbatore Gem and Jewellery Industries Private Limited (Cojewel), which is a common facility with niche goldsmith machinery to be used by the members of the association.

Several jewellery retail chains like Kirtilal's are based in Coimbatore or have their manufacturing base in Coimbatore. Owing to the presence of many jewellery manufacturers and the strong engineering base, the city is home to several companies manufacturing jewellery making machinery. The city is also a major diamond cutting centre in South India. For example, Kirtilal's Jewellers alone have 5 diamonds cutting and polishing centres in Coimbatore.

## **IT Information Technology and BPO**

### **SEZ at Saravanampatti**

The city is the second largest software producer in Coimbatore, next only to Chennai. IT and BPO industry in the city has grown greatly with the launch of TIDEL Park Coimbatore & Wipro Software Development Centre, KCT TechPark, Hanudev Infopark, Rathinam Technopark, KGISL Campus, Span Venture SEZ, Elysium Central and other planned IT parks in and around the city. It is ranked at 17th among the global outsourcing cities. Companies like Amazon, Accenture, Bosch, Cognizant, Capgemini, Ford, IBM, Tata Consultancy Services, Infosys, Wipro, HCL, Tech Mahindra, Ericsson, L&T Infotech, Cameron International, NTT DATA, Harman, ThoughtWorks, McWane, Mindtree, Tessolve, Applied Materials, IQVIA, Deloitte, Owler, UST Global having a presence in the city. Cognizant has second largest headcount in the country with more than 15000+ employees in the city. And Bosch has one of the largest development centers in Coimbatore outside Germany with 5500+ employees in the city. Software export stood more than ₹15,000 crores for the financial year 2018–2019, which is second largest in the state after Chennai.

With abundance of engineering colleges and availability of skilled resources Coimbatore is becoming a go-to destination for the technology start-ups recently, companies like RFPIO, headquartered in Portland, USA is building enterprise scale products with engineering team operating from Coimbatore.

TICEL Bio-Park III, a Bio-Technology Park constructed in 10 acres of land at Somayampalayam, Coimbatore.

Due to huge demand from IT Companies for space at Coimbatore, ELCOT IT park is being constructed at 114 Crores in ELCOT SEZ which is set to open in 2022 and TIDEL Park Coimbatore-Phase-II is planned to be built within ELCOT SEZ in additional 6 acres of land with 5 Lakh sq. feet space at 250 crores.

### **IT Parks**

- TIDEL Park Coimbatore in ELCOT SEZ @ Peelamedu
- ELCOT IT Park in ELCOT SEZ @ Peelamedu-Under Construction
- Hanudev Infopark @ Nava India, Avinashi Road
- KCT TechPark @ Saravanampatti
- KGISL Campus @ Saravanampatti
- Mohan Business Park @ Saravanampatti to Thudiyalur Road
- Rathinam Techno Park @ Eachanari, Pollachi Road
- Embassy Tech Zone @ Span Venture SEZ, Eachanari, Pollachi Road
- Industrial Parks

- Sree Suba Ganesh Industrial Estate-Kuppepalayam
- Electronics Industrial Estate- Civil Aerodrome Post
- Annamalai Industrial Park, Kalapatti
- Sulur Industrial Estate-Kannampalayam
- Defense & Aero Park- Sulur-Planned
- ADD ELCINA Electronics Park, Annur-Proposed
- Logistics Parks
- Amazon Fulfilment Centre- Coimbatore
- Flipkart Fulfilment Centre- Coimbatore
- Indos pace Skill Logistics Park - Coimbatore
- Safexpress Logistics Park
- Marudhamalai Andavar Industrial & Logistics Park, Coimbatore by TVS Industrial & Logistics Park Pvt Ltd
- Adithya Warehouse

## 1.6 Mice in Coimbatore

Coimbatore is a great place whichever you look at it - doing business or visiting places! It is well connected by air, trains, and road to most places - Bangalore, Chennai, Mumbai, Hyderabad, Delhi, Kochi.

If you are visiting for business, this is also the best place for textile machinery, components, castings, windmills etc. as well as textiles, garments etc. Information Technology is the next wave of business that is coming here! You can pack a game of golf too with business at the Coimbatore Golf Course at Chettipalayam.

If you are a tourist, there's plenty to do - go to Conoor or Ooty, Pollachi, Valparai, Topslip, or drive down to Thrissur, Guruvayur and Palakkad in Kerala. There are several options - hotels or homestays - all of them offer a great glimpse of the place as well as a local food and culture.

It is a growing city, just next to Chennai in the state of Coimbatore and has a decent, down to earth outlook. The city is clean, and traffic is manageable.

Coimbatore also sounded as "Kovai" the second largest city (by population) in the South Indian state of Coimbatore and a major textile and engineering hub of South India. It is the administrative headquarters of the Coimbatore District.

It is a heavily industrialized city and a regional hub for textiles, manufacturing, software services, education, and health care. The city is also referred to as "THE MANCHESTER OF SOUTH INDIA" due to the presence of a flourishing textile industry. The city has over 25,000 small, medium, and large-scale industries and 2 IT SEZs.

Coimbatore has a pleasant, salubrious climate, not reaching the high temperatures of other southern India cities. The city has a tropical wet and dry climate. Situated in the Western part of the state of Coimbatore.

## 1.7 Objectives of the Study

- To study the regional disparity in the spread of MICE Tourism in Coimbatore.
- To examine the problems faced by MICE Tourism in Coimbatore.
- To examine the recent trend in MICE Tourism.

- To assess the cost-effectiveness of MICE Tourism.
- To examine the contribution of MICE Tourism activities towards tourism.
- To propose measures to revive MICE Tourism in Coimbatore.

### **1.8 Scope of the Study**

Validated questionnaire data collection and the preliminary studies on the topic from the validated articles and expertise journals, gives an in-depth idea about Impact on Post pandemic impact on MICE Tourism in Coimbatore. It enhances the ideas about problem solving methods and the crisis of MICE Tourism. It shows both the positive and negative impacts while in the crisis which the society going through.

### **1.9 Limitation of the Study**

- Due to Covid-19 pandemic the study leads online survey, and we went through the journals.
- The reliability of online materials e.g.: The economical articles are sceptical.
- Due to the pandemic Face to face interaction with the marketing executives prevented thus not helping us find more data.

### **1.10 Chapterization**

#### **➤ Chapter 1**

**Tourism, Tourism Encompasses, Significance of Tourism, Tamil Nadu Tourism, MICE, MICE in Coimbatore, Objectives of the study, Scope of the study, Limitations of the study, Chapterization**

#### **➤ Chapter 2**

**History of Business travel, MICE Tourism, MICE destination in India, New Delhi – Break the cliché and discover something new, Gurgaon – Enjoy the buzz of CyberHub, Mumbai – Experience the nightlife, Bangalore – Go on a night trek, Hyderabad – Take up a culinary tour, Pune – Bring out the adventurer in you, Ahmedabad – Buy unique gifts for your boss, home, and friends, MICE Tourism in India and COVID-19, Features, Benefits, Considerations, About the study area, Coimbatore**

#### **➤ Chapter 3**

**Introduction, Descriptive Research, Research design, Sampling design, Source of Data, Data collection, Construct measurement, Tools for analysis, Percentage Analysis, Descriptive Statistics**

#### **➤ Chapter 4**

**Demographic Profile, Descriptive Statistics**

#### **➤ Chapter 5**

**Findings, Suggestions, Conclusion**

# **REVIEWS OF LITERATURE**

## 2.1 History of Business Travel

Business travel is as old as business itself. Stacker traced the history of business travel, from ancient trade routes and steam locomotives to business-class airfare.

From the first trade routes that were established in Eurasia in 3000 B.C., the exchange of goods across the globe has been a major driver of business travel. As technology advanced, so too did business travelers' modes of transport. The horse-drawn caravans of the Silk Road gave way to the steam engines of Europe and the United States centuries later, and later yet the invention of the airplane would cut travel times even more substantively.

As travel became easier, the world grew increasingly interconnected. Multinational corporations could communicate between their constituent parts with ever-increasing ease, and distributors of goods and services could offer them to the entire world instead of just their small, geographic spheres.

Business travel is applicable for all types of workers, from corporate executives and tradespeople to artisans, and construction workers. Beneficiaries of business travel include the entire travel and hospitality industry, from airlines to hotels to train companies. Keep reading to learn more about the history of business travel.

Considering the current circumstances, resilience theory has emerged as a prominent theme in tourism literature. However, underscores that literature tends to lack an agreed upon definition of resilience since the concept has been adopted across various disciplines. Avers the various definitions of resilience to include two factors: (i) the systems' robustness (or resistance) to unexpected external shocks and disruptions, and (ii) the ability of these systems to recover or bounce back. Generally, the resilience theory relates to the capacity of tourism systems to effectively deal with disasters and crises. Within the sustainable tourism development paradigm, resilience thinking has been described to concern maintaining the business operations and capacity of tourism businesses (and destinations) to ensure a return to a desirable state following exogenous shocks. One of the core differences between the disciplinary definitions of resilience relates to their different viewpoints on stability, or the state of equilibrium. The state of equilibrium refers to the ability of systems to maintain operations - i.e., the performance of key functions, during periods of crisis. One set of resilience definitions view resilience as the capacity of systems to return to pre-crisis state (i.e., to bounce back), while another set of definitions acknowledge crisis to force systems over a certain threshold of change, consequently forming a new state. In this latter case, the crises create a 'new normal'. In the context of the current study, resilience therefore relates to the ability of the MICE sector to adapt to the new normal, as the scale and magnitude of the COVID-19 pandemic had led to long term structural changes in the tourism environment. Accordingly, since industries' reports and the government reports often relate recovery to pre-COVID-19 growth statistics, the nature and characteristics of tourism will undoubtedly be altered going forward owing to the socio-economic, political, and psychological effects of the pandemic, highlight that existing research into resilience has often focused on natural disasters, climate change, economic downturns and/or terrorist attacks, leaving scant application of the theory to health crises, particularly disease outbreaks. As such, the study conforms with the assertion of Lew (2014) on the importance of context when examining

resilience. Similarly, the resilience, and dynamics affecting resilience, differs between industry sectors, therefore, when exploring the resilience of the MICE sector, it becomes paramount to unpack the nature and characteristic of the sector, pre-COVID-19, as well as to examine the current COVID-19 measures affecting the sector in late 2021. MICE tourism

## **2.2 MICE tourism**

Which is considered one of the oldest forms of travel, owes much of its growth to globalization. Indeed, the sector has been noted to be an articulation of the global economy. Such assertions have been supported by various reasons, including the interconnectedness of industries as well as the growth and expansion of travel and information technology. Notably, business travel has become a core part of many, if not all, sectors of the economy as it relates to knowledge and business expansion. In fact, some authors posit the importance of exploring both the tourism and non-tourism effects of business travel in destinations to gain a comprehensive understanding of the sector. It is unfortunate that very few studies have gone on to discuss the importance of MICE tourism from a non-tourism perspective.

Generally, this form of tourism caters to three key markets to educate, motivate, network and/or sell to other markets. Focusing on their fundamental role to the network society and knowledge-based economies, Rogerson (2015) avers MICE tourism to be crucial in meeting the increased need for knowledge transfer, thereby advancing knowledge-based societies. Additionally, argue that the role of this sector of tourism is for improving business performance by emphasising how it serves to underpin innovation. Expanding on the role of the MICE sector, Bartis et al. (2021) report that these events are important platforms for trade and interactions amongst businesses. In this regard, the authors thus affirm their contribution to the advancement of an economic sector as well as its value chain. Evidently, while tourism is the beneficiary for the operations of the MICE sector, this sector exists to achieve the specific objectives of organisations. Against the backdrop of the reasons outlined above, the MICE sector had long been considered a key area for growth in global tourism industries. This had been realized by the immense infrastructural developments (mostly facilities and transportation) which provide for the sector, thereby making it an important aspect of urban development. Other studies have drawn specific attention to this distinctive market, owing to its greater than normal spend, and its limited seasonality in travelling. Additionally, since MICE tourism facilitates core functions of organisations, Fenich (2008) contends its relative resilience in times of crises. For these reasons, amongst others, MICE tourism has become known to increase the competitiveness of tourism destinations. Affirming such assertions, note that the sector offers opportunities for diversification of the tourism experience, especially from the natural and anthropogenic elements of destinations that have long attracted international tourists.

## **2.3 Mice Destinations in India**

In the recent years India has emerged as one of the most sought-after MICE destinations. India provides an impressive combination of accommodation and other conference support facilities to hold a successful conference. High-tech facilities matching global standards are offered at conference and meeting venues in India.

India is in a constant process of upgrading its MICE facilities. As an emerging globalized service industry, MICE is especially valued by national government for its high growth potential, highly beneficial innovations, large opportunities for employment, large industry associations and the efficient utilization of assets. The Indian Government realizes the fact that the long-term sustainability of conference business can be ensured through building an extensive network of allied infrastructure, which ranges from availability of hotel rooms, excellent connectivity to the venue, a well-developed transport network and other tourist attractions. The government is providing financial support for developing international convention centres and tourism related infrastructure.

In 2020, the travel & tourism industry's contribution to the GDP was US\$ 121.9 billion; this is expected to reach US\$ 512 billion by 2028. In India, the industry's direct contribution to the GDP is expected to record an annual growth rate of 10.35% between 2019 and 2028.

By 2028, Indian tourism and hospitality is expected to earn US\$ 50.9 billion as visitor exports compared with US\$ 28.9 billion in 2018. International tourist arrivals are expected to reach 30.5 million by 2028.

The travel market in India is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20.

In FY20, tourism sector in India accounted for 39 million jobs, which was 8.0% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.

The hotel & tourism sector received cumulative FDI inflow of US\$ 15.89 billion between April 2000 and June 2021

Is business travel becoming a routine and killing all the enthusiasm you had at the time of your first few trips? Well, most of us who travel 5-7 days a month can certainly understand the reason. Rushing around, packing-unpacking stuff, crowded planes, and traffic jam can cause a lot of stress. How about keeping an extra day for 'Me' time? You can read your favourite book, catch up on the latest movie, binge eat or simply sleep endlessly. The options are aplenty. While the last option would tempt many; uncovering the different aspects of the destination you will be visiting would bring a whole new dimension to your trip. Here are the top 7 business destinations of India where you can experience some exclusive things and make your business travel an affair to remember.

### **2.3.1. New Delhi – Break the cliché and discover something new**

Chandni Chowk, Connaught Place, Qutub Minar and Red Fort are the hotspots so ditch them... Yes, you read it right! Ditch them and go on a hunt to explore the lesser-known Mehrauli Archaeological Park and Hauz Khas village. These extraordinary riches in South Delhi date back to more than 1000 years and are an absolute escape from the city's cacophony. In the latter, you can also explore some designer labels.

### **2.3.2. Gurgaon – Enjoy the buzz of CyberHub**

Have you cracked a great deal with the client? Why not celebrate your success at the city's most loved place: CyberHub! To your wonder, it spreads over 2 lakh sq ft. and houses over 50 pubs, bistros, cafes, and restaurants. Guess what, it also has a state-of-the-art amphitheatre where you can often see dazzling live performances.

### **2.3.3. Mumbai – Experience the nightlife**

Bang the best when in Mumbai! See an old friend and ask him/her to accompany you to a nightclub. The financial capital is widely known for its effervescent yet safe nightlife. There are many swanky pubs and nightclubs in Mumbai that can sway you away with groovy music and sparkling cocktails. If you are in Juhu, then the must-visits are Trilogy and Tryst. Blue Frog in Lower Parel and Club Royalty in Bandra West are great places for a gala time. So, what are you waiting for?!

### **2.3.4. Bangalore – Go on a night trek**

When in Bangalore, in fact in any of the above cities, you can meet up a long-known LinkedIn contact for building better connections. However, doing things that take you away from work, even for a little while, will make you come back to it with a whole new energy. So, why not go on an exciting night trek to Anthargange, Kabbaldurga, Makalidurga or Savandurga Hills? Guess what? Most of these are 1-night treks of easy level so even if you are not physically prepared; you will be able to do it.

### **2.3.5. Hyderabad – Take up a culinary tour**

The City of Nizams, Hyderabad is a paradise for gastronomes. With a free day in hand, you can go on a food walking tour through the narrow streets and bylanes of Hyderabad Old City. Exploring the Charminar area, sample some amazing authentic fare, including the world-famous Hyderabadi biryani which has a long history and hundreds of debates attached to it. On the tour, you might see people delved into deep discussions about its origin over a steaming cup of Irani tea. What more? You can keep recording the whole tour and become a local guide to your friends.

### **2.3.6. Pune – Bring out the adventurer in you**

On your next business trip to Pune, let the long-held stress burst with an adventurous escapade. Head out to Lonavala (65 km from Pune) for hot air ballooning or Kamshet (47 km) for paragliding. The aerial view of rolling hills and expanse of greenery would compel you to make another trip soon.

### **2.3.7. Ahmedabad – Buy unique gifts for your boss, home, and friends**

Who doesn't know that Ahmedabad is nicknamed as the City of Mills?! Its colourful bandhej and embroidered fabrics are a hit among one and all. So, taking it home as a souvenir or a gift for your special someone becomes even more necessary. Buying an exquisite ceramic art piece or stone carving for your boss can bond you both quite well. You want market suggestions? Head out to Gurjari, Lal Darwaja and Law Garden Night Market. Whether you are a die-hard shopping fan or a rare shopper, Ahmedabad would certainly delight you with its choicest collection of handicrafts. We are sure this list would help you make better plans for your next business trip to these cities. If you liked our compilation or have any recommendations, do leave your comments below. We'll make sure to add them in future. Have a happy trip!

## 2.4 MICE tourism in India and COVID-19

In the specific case of India, MICE tourism has been described as an important contributor to the country's tourism growth. India is a globally competitive MICE destination, with the country having a long history of hosting several international and major events including the 2002 World Summit on Sustainable Development, the 2006 World Economic Forum, 2011 United Nations Climate Change Conference and the 2018 BRICS Summit. In addition, the importance of the sector has been further solidified by the country's international ranking as a MICE destination. Evidently, this is a significant economic sector in the country on which the country had sought to capitalize through several interventions, including the establishment of the national convention bureau in 2012, the development of world-renowned convention and hotel facilities, as well as the improvement of transportation networks. This consequently confirms the views on the link between urban development and MICE tourism. While the sector had been performing impressively before the pandemic, the onset of the COVID-19 (and the subsequent measures taken by the Indian government) severely impacted the operations of events in the country. The local safety measures implemented to limit the spread of the virus included a national lockdown order, international travel bans (resulting in the grounding of air travel), restrictions on gatherings as well as social distancing measures. Ho and Sia (2020) explain that such safety measures implemented by India, as well as by other countries, are a result of confirmation that the main drivers of the spread were population densities as well as the intensity of social contacts. As a result, the events sector was amongst the hardest hit tourism sectors. The national lockdown order within India involved the institution of the National State of Disaster which introduced a varied Alert Level system to manage the gradual easing of lockdown restrictions based on the severity of the COVID-19 crisis in the country. The Alert Level system comprises of 5 Levels in which the fifth level is the most restrictive and the first level means most restrictions on movement, business and social activity are eased. One of the earliest reactions of the tourism industry to the pandemic was the mass cancellation of events, which was sustained throughout most of 2020. Notably however, in India, business travel was one of the first types of travel to be permitted under the COVID-19 regulations (specifically Alert Level 3), and MICE tourism has been identified as one of the key focus areas for recovery in the country (India Travel Trade, 2020; Rogerson and Baum, 2020). Accordingly, this provides a valuable opportunity to explore the adaptive responses of the sector to understand the process of recovery for the sector.

Business trips and business tours are somewhat similar in terms of event tourism education (Holloway and Humphreys, 2019). The difference lies in the very essence of the event, but the mechanisms are generally the same. The fact that Abu Dhabi and Dubai are among the most important business centres of today increases the role of business tourism and its share in the country's tour production. Numerous conferences, business congresses, and diplomatic visits constitute the major drivers of business tourism.

Literature on the use of tourism infrastructure and tourism management distinguishes the following principles that most countries rely upon 1. Tourism and product topologies, territoriality research. 2. The presence of private and public travel companies and agencies. 3. Resources and recreational opportunities, tourist flows, and service offers. 4. Independent choice of tourism agencies. Communication with a client through outsourcing in business tourism creates an opportunity for world leaders in this industry to quickly grow and solve

multiple problems, including the global ones caused by COVID-19 pandemic. To survive, tourism agencies need to make efficient use of all reserves. Ensuring survival through competitiveness is a dynamic process aimed at long-term gain. The main goal of managing corporate competitiveness in the MICE industry is to create sustainable competitive advantages that can recover the position of MICE agencies and enable their financial performance in the post-pandemic environment.

Existing studies on competitiveness in the tourism industry emphasise the importance of infrastructure and support services for environmental sustainability. Previous researchers relied on a survey of tourism experts and key tourism stakeholders. Some scholars made use of a mixed (quantitative qualitative) method to measure competitiveness of a given industry in Iran. Others have developed their own industry competitiveness indices. For instance, some authors used data from the Travel and Tourism Competitiveness Index produced by the World Economic Forum in a global analysis of industry competitiveness. Using structural equation modelling to the impact of tourism industry recovery and growth on environmental sustainability proves the presence of environmental degradation.

Among effective indicators are a sound tourism infrastructure and the potential of tourism destinations to grow through the adoption of public policies or private initiatives. The competitiveness of the MICE industry is considered regarding subjective assumptions about competitiveness and significance of single indicators for sustainable development. For example, Porter developed a universal model of micro-level competition. Poon's framework for tourism competitiveness is built on innovative processes, quality, and privatisation. The WES model is a macroeconomic framework that considers tourism policies. In Dwyer's model, the price component is recognised as a major component. The Crouch-Ritchie model integrates a whole range of tourism competitiveness factors, systematising global forces that pose challenges and open opportunities for tourism. The comparative study of Slovenia and Serbia tourism sectors using a modified IPA matrix identified the areas for improvement and actions for closing the gap between importance and performance of the MICE industry (these relate to the creation and adoption of innovative products) (Dwyer et al., 2016).

According to the World Travel and Tourism Council, an international tourism trade organization, Indian business tourism will contribute over \$14.2 billion to the economy in 2011, representing a 7.8 percent increase over 2010. The sector employs thousands of people in the hotel business and contributes to other hospitality businesses like restaurants and attractions. Business generated from the Indian domestic market generates most of the revenue, but the industry also focuses on the international market, showcasing India to the world.

## **2.5 Features**

Convention centers in several cities accommodate groups of up to 5,000. Delhi and neighbouring Noida, long time convention gathering points, both feature expo centers, as does Chennai on the east coast. India's centrally located technology centre, Hyderabad, features a facility that targets the MICE market. Even much smaller Agra, home to the Taj Mahal, entered the market with a new meetings facility, as has Cochin, a tropical city bordered by the enchanting backwaters area of Kerala state.

## 2.6 Benefits

While India's major convention centers and hotels meet business tourism requirements, the biggest benefit to the buyer is India itself. MICE market travellers, as well as individual business travellers, can explore diverse activities in conjunction with their business agenda. Delhi offers a historical perspective---monuments to the past such as the Red Fort---and a culinary feast of choices, especially vegetarian options. A side trip to Jaipur, the "pink city" provides camel and elephant rides to ancient forts. And the majestic Himalayas are only a few hours north featuring cool, pristine air and Buddhist temples. In the south, business tourists ply the waters through jungle, visit colourful Christian churches and watch fisherman catch fish with large nets. Both Mumbai and Chennai boast an ocean waterfront.

## 2.7 Considerations

While business tourism grows, the Indian hotel industry has trouble keeping up with demand, and coupled with leisure tourism expansion, occupancy rates are high. As a result, room rates can be expensive and bookings for larger groups need to be made well in advance of travel. In addition, large hotels outside the major centers can be difficult to find and may not meet international standards. Tourism officials work to expand facilities and open new venues, such as facilities near remote game parks.

The first transcontinental business flights

In 1958, Boeing introduced the world to 707 airliners. These would prove to be transformative for transcontinental business travel. That same year, Pan Am introduced overseas flights on 707s. This allowed business partners, for example, in London and New York, to meet to discuss business far more efficiently than ever before. A journey that would have taken nearly a week at sea could be cut down to just several hours on the 707s.

1979: Business-class flight tickets are introduced

In 1979, the airline Qantas introduced business class tickets. Due to the rising popularity of air travel in the preceding decades, airports, and planes themselves were more crowded than they had been in the early days of travel. Qantas—and other airlines shortly after—introduced business fares to shield travellers from crowds. The extra space and separation from the noise of the airport came with a price, however. Business-class fares were more expensive than those sold for coach. Today, a business-class fare can cost up to five times the price of a coach ticket.

2020: Business travel grounded

Business travel was side-lined as COVID-19 swept the globe in 2020. Travelers who once would have boarded trains, planes, and automobiles to shake hands with business contacts in person were suddenly told to stay home. Business meetings shifted to Zoom and other forms of virtual communication. Business travel budgets declined by 90% or more in 2020. Further, 93% of companies suspended international business travel.

2021: Business travel makes a comeback

In 2021, there are signs that business travel is making a comeback. After 18 months of pandemic-related restrictions on travel, people are itching to hit the road again. A whopping 96% of business travellers have said they are excited to travel again. A further 80% say they are concerned their careers will suffer if they do not make face-to-face connections in business. Industry experts have said that business travellers are now opened to traveling further, taking extended stays, and staying in new types of accommodations.

## **2.8 About the Study Area**

### **2.8.1 Coimbatore**

Coimbatore Tamil pronunciation, also known as Kovai or Covai is one of the major metropolitan cities in the Indian state of Coimbatore. It is located on the banks of the Noyyal River and surrounded by the Western Ghats. Coimbatore is the second largest city in Coimbatore after Chennai and the 16th largest urban agglomeration in India as per the census 2011. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of Coimbatore District. In 1981 Coimbatore formed as third municipal corporation in Coimbatore after Chennai and Madurai. Podanur Junction is the oldest Railway station in Coimbatore City. The city is one of the largest exporters of Jewellery, Wet grinders, Poultry and Auto Components; the "Coimbatore Wet Grinder" and the "Kovai Cora Cotton" are recognised as Geographical Indications by the Government of India. Being a hub of textile industry in South India, the city is sometimes referred to as the "Manchester of South India". It was ranked the 7th best city in India in the Ease of Living index 2020.

Economy of Coimbatore is heavily influenced by information technology, engineering and textiles. Coimbatore is called the Manchester of South India due to its extensive textile industry, and IT industry, small and medium scale enterprise gross domestic product of Coimbatore city is around \$45 billion in 2021. It is second largest city by GDP in Coimbatore. The city has four special economic zones are in the pipeline. In 2010, Coimbatore ranked 15th in the list of most competitive (by business environment) Indian cities.

Coimbatore has trade associations like CODISSIA, COINDIA and COJEWEL representing industries in the city. Coimbatore also has a 160,000 square feet trade fair ground, built in 1999. It was named COINTEC due to its hosting of INTEC (Small Industries Exhibition). The Trade Fair complex, one of the country's largest, was built in six months, and is owned by CODISSIA (Coimbatore District Small Industries Association). It is also the country's largest pillar-free hall, according to the Limca Book of Records.<sup>[6]</sup>

Coimbatore houses many small, medium, and large textile mills, along with several textile research institutes. The city also houses two of the Centres of Excellences (COE) for technical textiles proposed by Government of India, namely Meditech, a medical textile research centre based at SITRA, and InduTech based in PSG College of Technology. There are several large textile mills in the city such as Lakshmi Mills, Shiva Texyarn Limited, Bannari Amman Spinning Mill, SKS spinning mills, Kadri Mills, Varadharaja Textile Mill, KPR Mills, Premier Mills, world-famous micro cotton towel producers - Sharadha Terry Products etc.

# **RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered.

The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After those theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

### **3.2 Descriptive research**

Descriptive research is used to obtain information concerning the status of the Phenomena to describe "what exists" to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

### **3.3 Research Design:**

To start research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the 'research onion' respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study. The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested.

The research philosophy reflects how and in which way we view the world furthermore how we view our research, and it is helpful to explain research approaches when collecting and analyzing the data. Positivism is the philosophy which provides a natural science way to conduct the research.

The researcher does not affect or be affected by the subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy.

To collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviors and purchasing decisions, a quantitative approach is used to analyze the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self-administered and published electronically using the internet, internet-mediated questionnaires. Since the nature of the questionnaire help to reach a large population, internet-mediated questionnaire makes that one step further and it was possible to reach more respondents. After finalizing the questionnaire, before the distribution of them, the questionnaire presented to few participants to test it.

### **3.4 Sampling Design**

#### **Strategy**

In order to address the research, aim the participants were selected using a non-probability sampling method.

#### **Types of Universes**

To the study, in and around Coimbatore respondents were selected as population.

#### **Sample Size**

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 250 from in and around Coimbatore.

#### **Sampling Procedure**

The sampling procedure used is convenience sampling. The sampling is selected based on convenience in and around Coimbatore which served as main factor for the selection of the sampling procedures. The convenience sampling is a non-probability technique where subjects are selected because of their convenient.

### **3.5 Source of Data**

#### **Primary Data**

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus, the primary data has been collected as structured questionnaire and multiple-choice questions. It covers in and around Coimbatore.

#### **Secondary Data**

Secondary sources are those data's which have already been collected by someone else and which have already been passed through the statistical such as articles, journals, internet and publish survey reports.

### **3.6 Data Collection**

#### **Questionnaire:**

A questionnaire consists of a few questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple-choice questions and Likert's 5 rating scale questions. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

### **3.7. Construct measurement (scale)**

#### **Likert scale**

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

<b>SCALES</b>	<b>SCORE</b>
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

### **3.8 Tools for analysis**

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument were distributed to respondents for their feedback. The statistical analysis was done through SPSS 20.0 version.

- Percentage Analysis
- Descriptive Statistics

### **3.9 Percentage Analysis**

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondent's response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study are done on the gender, age, education, annual income, marital status, mode of transport and employment status.

#### **3.9.1 Descriptive Statistics**

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and measures. Together with sample graphics analysis they found the basis of virtually every quantitative analysis of data.

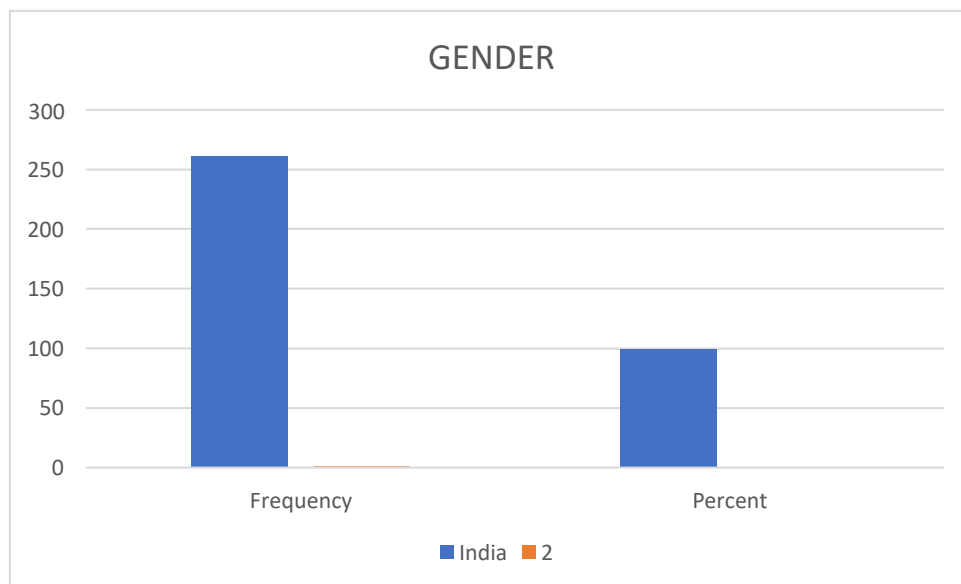
# **ANALYSIS AND INTERPRETATION**

## DEMOGRAPHIC PROFILE

**Table 4.1.1 Gender of the Respondents**

Gender	Frequency	Percent
Male	74	28.2
Female	188	71.8
Total	262	100.0

**Figure 4.1.1 Gender of the Respondents**

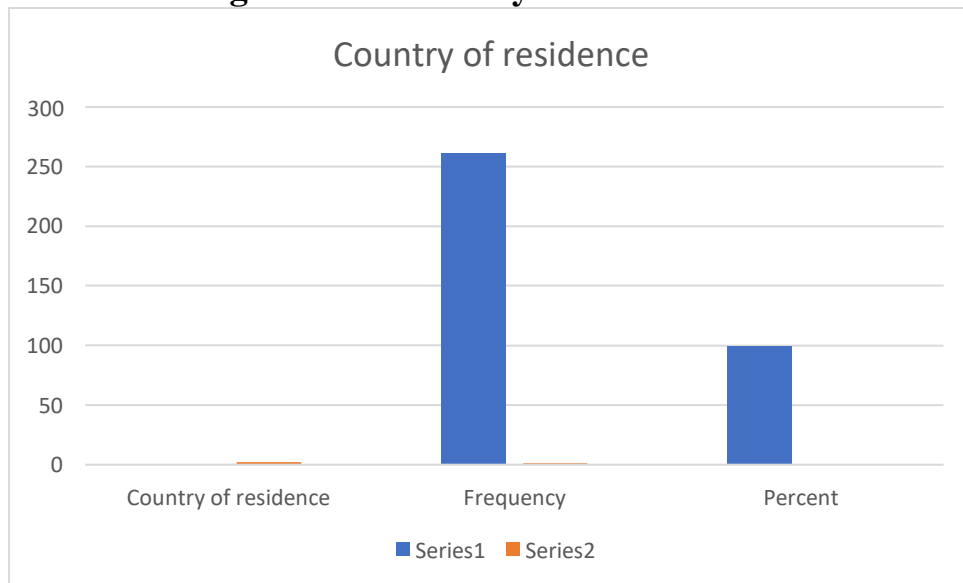


The above table 4.1.1 shows that 28.2 percent of the respondents are Male, and 71.8 percent of the respondents are Female. Thus, majority of the respondents are Female.

**Table 4.1.2 Country of Residence**

<b>Country of residence</b>	<b>Frequency</b>	<b>Percent</b>
India	261	99.6
2	1	.4
Total	262	100.0

**Figure 4.1.2 Country of Residence**

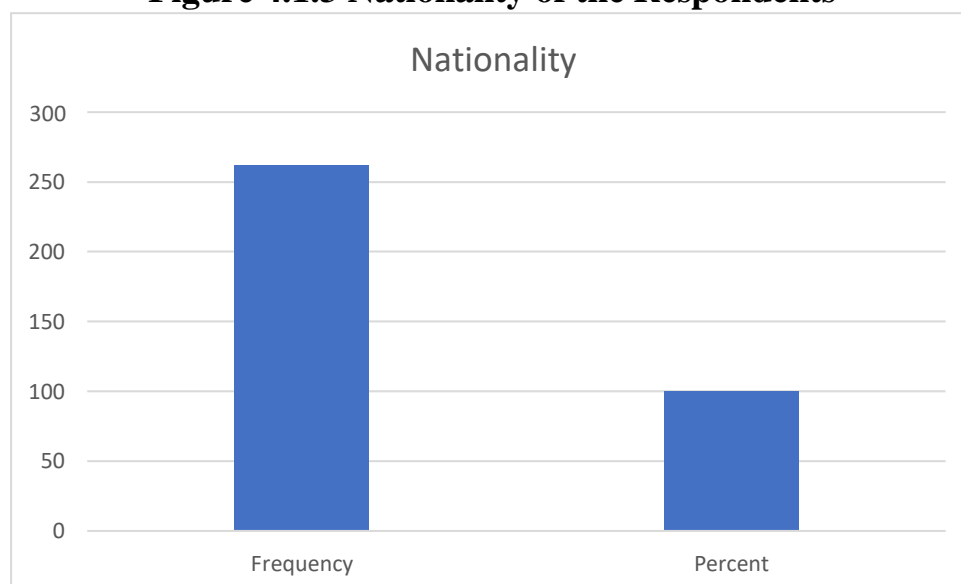


The above table 4.1.2 shows that 99.6 percent of the respondents are from India and 0.4 percent of the respondents are from 2. Thus, many of the respondents are from India.

**Table 4.1.3 Nationality of the Respondents**

<b>Nationality</b>	<b>Frequency</b>	<b>Percent</b>
Indian	262	100.0

**Figure 4.1.3 Nationality of the Respondents**

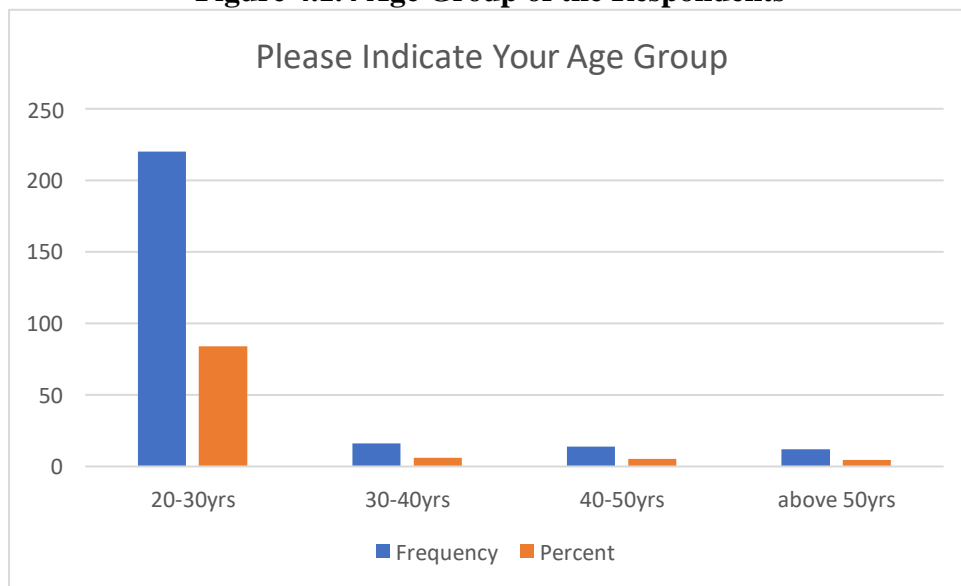


The above table 4.1.3 shows that 100.0 percent of the respondents are Indian.

**Table 4.1.4 Age Group of the Respondents**

Age Group	Frequency	Percent
20-30yrs	220	84.0
30-40yrs	16	6.1
40-50yrs	14	5.3
above 50yrs	12	4.6
Total	262	100.0

**Figure 4.1.4 Age Group of the Respondents**

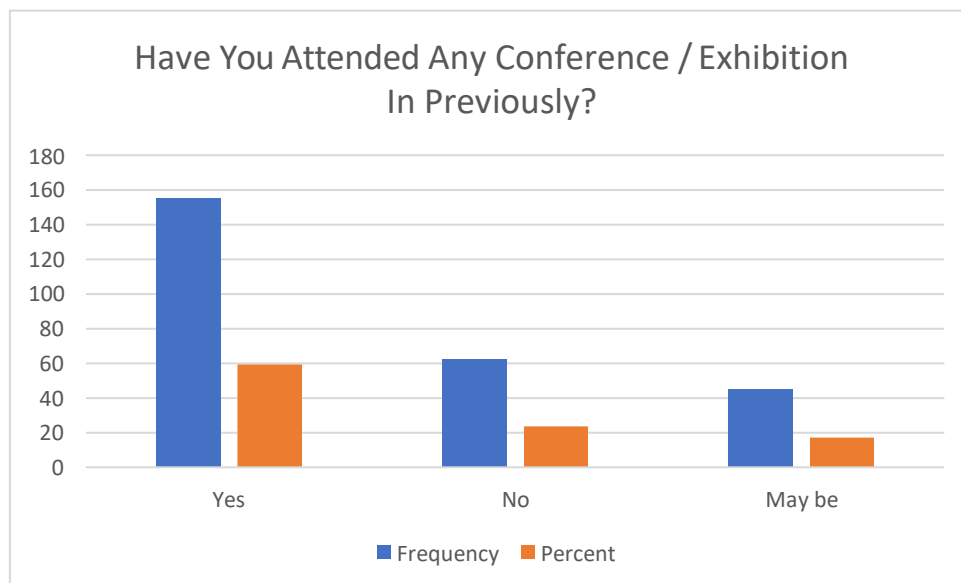


The above table 4.1.4 shows that 84.0 percent of the respondents are 20-30yrs, 6.1 percent of the respondents are 30-40yrs, 5.3 percent of the respondents are 40-50yrs and 4.6 percent of the respondents are above 50yrs. Thus, most of the respondents are 20-30yrs.

**Table 4.1.5 Have You Attended Any Conference / Exhibition in Previously?**

<b>Have You Attended Any Conference / Exhibition in Previously?</b>	<b>Frequency</b>	<b>Percent</b>
yes	155	59.2
no	62	23.7
maybe	45	17.2
Total	262	100.0

**Figure 4.1.5 Have You Attended Any Conference / Exhibition in Previously?**

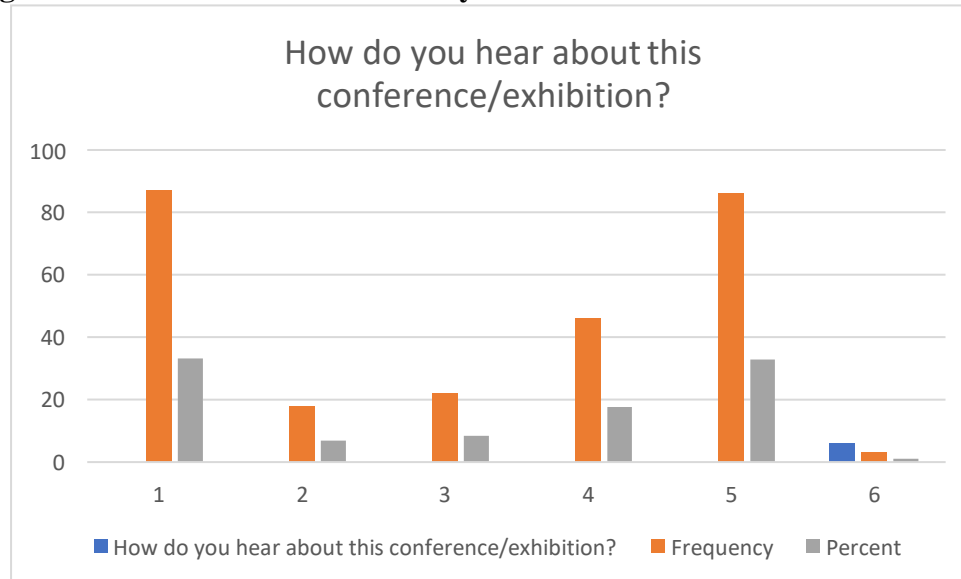


The above table 4.1.5 shows that 59.2 percent of the respondents say Yes, 23.7 percent of the respondents say No, and 17.2 percent of the respondents say May be. Thus, most of the respondents say Yes.

**Table 4.1.6 How do you hear about this conference/exhibition?**

How do you hear about this conference/exhibition?	Frequency	Percent
website	87	33.2
journal	18	6.9
magazine	22	8.4
e mail	46	17.6
word of mouth	86	32.8
6	3	1.1
Total	262	100.0

**Figure 4.1.6 Have You Attended Any Conference / Exhibition in Previously?**

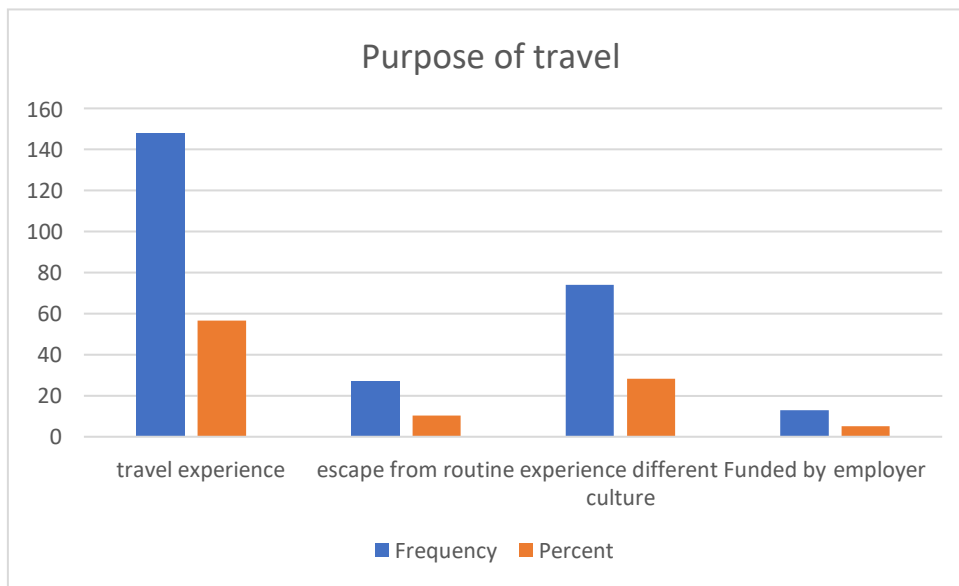


The above table 4.1.6 shows that 33.2 percent of the respondents are from Website, 6.9 percent of the respondents are from Journal, 8.4 percent of the respondents are from Magazine, 17.6 percent of the respondents are from e mail, 32.8 percent of the respondents are from Word of mouth and 1.1 percent of the respondents are from 6. Thus, many of the respondents are from Website.

**Table 4.1.7 Purpose of travel**

Purpose of travel	Frequency	Percent
travel experience	148	56.5
escape from routine	27	10.3
experience different culture	74	28.2
Funded by employer	13	5.0
Total	262	100.0

**Figure 4.1.7 Purpose of travel**

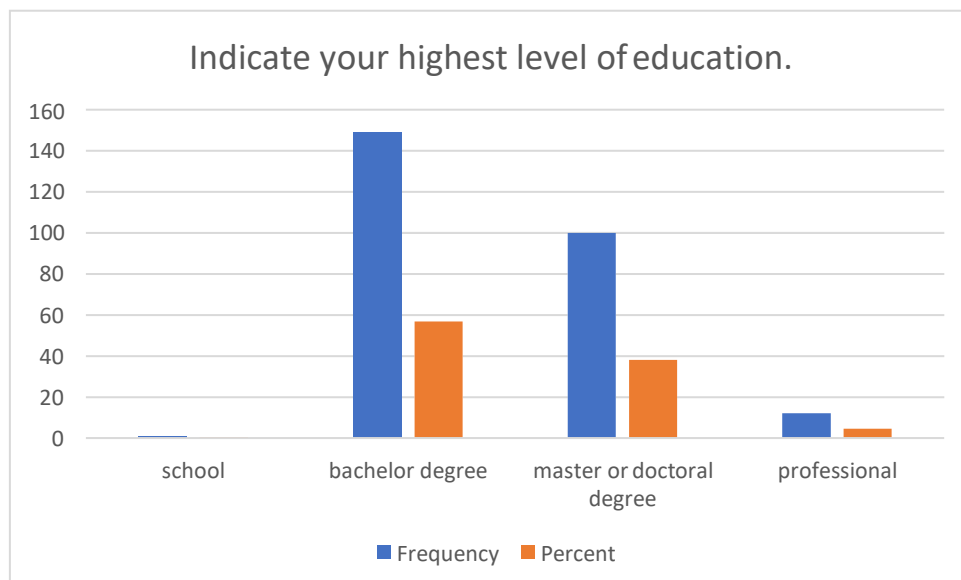


The above table 4.1.7 shows that 56.5 percent of the respondents are for Travel experience, 10.3 percent of the respondents are for Escape from routine, 28.2 percent of the respondents are for Experience different culture and 5.0 percent of the respondents are for Funded by employer. Thus, most of the respondents are Travel experience.

**Table 4.1.8 Indicate your highest level of education.**

<b>Indicate your highest level of education.</b>	<b>Frequency</b>	<b>Percent</b>
school	1	.4
Bachelor’s degree	149	56.9
master or doctoral degree	100	38.2
professional	12	4.6
Total	262	100.0

**Figure 4.1.8 Indicate your highest level of education**

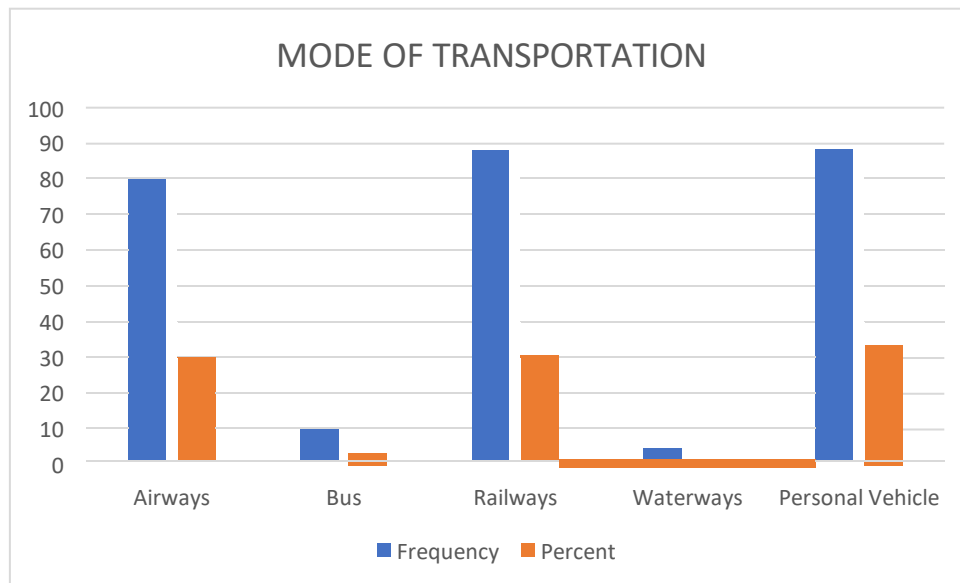


The above table 4.1.8 shows that 0.4 percent of respondents are School, 56.9 percent of the respondents are bachelor’s degree, 38.2 percent of respondents are Master of doctoral degree and 4.6 percent of respondents are Professional. Thus, many of the respondents are bachelor’s degree.

#### 4.1.9 Mode of transportation you prefer to travel.

Mode of transportation you prefer to travel	Frequency	Percent
airways	77	29.4
bus	9	3.4
railways	83	31.7
waterways	5	1.9
personal vehicle	88	33.6
Total	262	100.0

#### 4.1.9 Mode of transportation you prefer to travel.

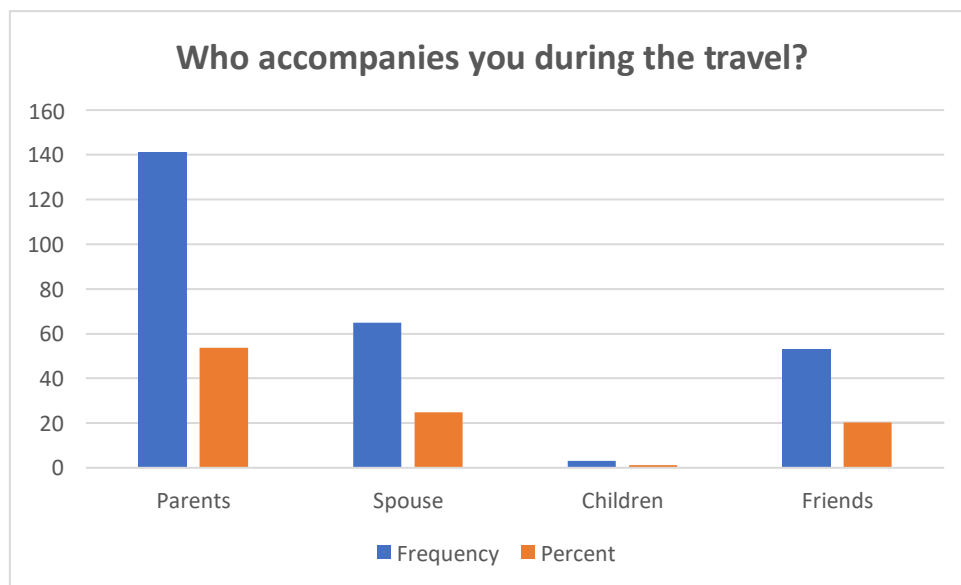


The above table 4.1.9 shows that 29.4 percent of the respondents prefer Airways, 3.4 percent of the respondents prefer Bus, 31.7 percent of the respondents prefer Railways, 1.9 percent of the respondents prefer Waterways and 33.6 percent of the respondents prefer Personal Vehicle.

**Table 4.1.10 Who accompanies you during the travel?**

Who accompanies you during the travel?	Frequency	Percent
parents	141	53.8
spouse	65	24.8
children	3	1.1
friends	53	20.2
Total	262	100.0

**Figure 4.1.10 Who accompanies you during the travel?**

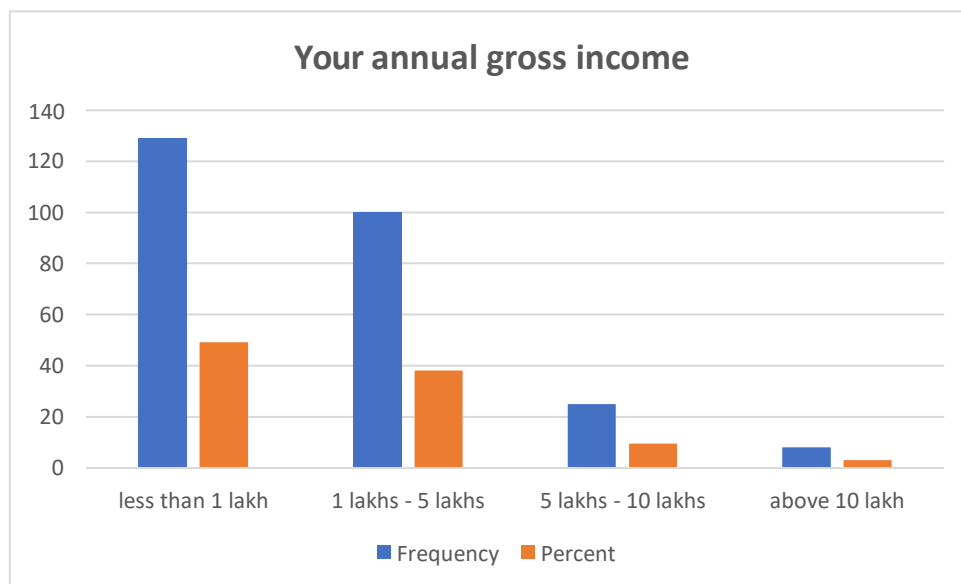


The above table 4.1.10 shows that 53.8 percent are accompanied by Parents, 24.8 percent are accompanied by Spouse, 1.1 percent are accompanied by Children, 20.2 percent are accompanied by Friends. Thus, many of the respondents are accompanied by Parents.

**Table 4.1.11 Annual Income of The Respondents.**

Your annual gross income.	Frequency	Percent
less than 1 lakh	129	49.2
1 lakh - 5 lakhs	100	38.2
5 lakhs - 10 lakhs	25	9.5
above 10 lakhs	8	3.1
Total	262	100.0

**Figure 4.1.11 Annual Income of The Respondents.**



The above table 4.1.11 shows that 49.2 percent have annual gross income of less than 1 lakh, 38.2 percent have annual gross income of 1 lakh – 5 lakhs, 9.5 percent have annual gross income of 5 lakhs – 10 lakhs and 3.1 percent have annual gross income of above 10 lakhs. Thus, many of the respondents have annual gross income of less than 1 lakh.

## 4.2 DESCRIPTIVE STATISTICS

**Table 4.2.1 How important do you consider each of these motivations in attending this Conference/Exhibition?**

<b>Factors</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Interested in the conference/exhibition program.	262	1	5	3.47
For career development.	262	1	5	3.59
Social networking opportunities.	262	1	5	3.74
For business opportunities.	262	1	5	3.66
To be involved with a 4 association.	262	1	5	3.65
Quality of conference/exhibition.	262	1	5	3.58
Gain knowledge and new 4 relationships.	262	1	5	3.75
Listen to well-k2wn speakers.	262	1	5	3.69
Present a paper or exhibit a product.	262	1	5	3.49
Draw up new 2iness contracts.	262	1	5	3.64
Identify competing products/ service offerings.	262	1	5	3.69
It is a work requirement.	262	1	5	3.54
Extremely Important To build new 4 relationships.	262	1	5	3.74

From the above table 4.2.1 it ranges from 3.75 to 3.47. Gain knowledge and new 4 relationships, has the highest mean value of 3.75 and Interested in the conference/exhibition program, has the lowest mean value of 3.47. Thus, all the respondents agree to Coimbatore being Interested in the conference/exhibition program, For career development, Social networking opportunities, For business opportunities, To be involved with a 4 association, Quality of conference/exhibition, Gain knowledge and new 4 relationships, Listen to well-k2wn speakers, Present a paper or exhibit a product, Draw up new 2iness contracts, Identify competing products/ service offerings, It is a work requirement, Extremely Important To build new 4 relationships.

**Table 4.2.2 Please Indicate Your Perceptions Of “Coimbatore” As A Conference/ Exhibition Destination**

<b>Factors</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Interesting museums/ heritage.	262	1	5	3.58
Unique culture.	262	1	5	3.61
Rich and beautiful scenery.	262	1	5	3.76
Attractions and activities are cheap.	262	1	5	3.52
Fun destination.	262	1	5	3.54
Good shopping facilities.	262	1	5	3.55
Good climate.	262	1	5	3.69
Good place for relaxation.	262	1	5	3.77
High quality accommodation facilities.	262	1	5	3.64
Fair value for money.	262	1	5	3.56
Offers opportunities for sports and adventurous activities.	262	1	5	3.53
Service staff are qualified, helpful, and friendly.	262	1	5	3.63
Wide selection of restaurants.	262	1	5	3.66
Good network of tourist information.	262	1	5	3.82
Easy to get to Coimbatore.	262	1	5	3.76
Safe and friendly destination.	262	1	5	3.84
Family-oriented destination.	262	1	5	3.79
Modern/trendy destination.	262	1	5	3.64
Traditional cultural destination.	262	1	5	3.72
Communication is 2t a problem for English 2n-speaking people.	262	1	5	3.56

From the above table 4.2.2 it ranges from 3.84 to 3.52. Safe and friendly destination, has the highest mean value of 3.84 and Attractions and activities are cheap, has the lowest mean value 3.52. Thus, all the respondents agree to Coimbatore being Interesting museums/ heritage, Unique culture, Rich and beautiful scenery, Attractions and activities are cheap, Fun destination, Good shopping facilities, Good climate, Good place for relaxation, High quality accommodation facilities, Fair value for money, Offers opportunities for sports and adventurous activities, Service staff are qualified, helpful, and friendly, Wide selection of restaurants, Good network of tourist information, Easy to get to Coimbatore, Safe and friendly destination, Family-oriented destination, Modern/trendy destination, Traditional cultural destination, Communication is 2t a problem for English-speaking people.

**Table 4.2.3 Please Indicate to What Extent You 4 With The Following Statements Regarding Attending This Conference/ Exhibition. As A Conference/ Exhibition Destination**

<b>Factors</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Supportive and Friendly people.	262	1	5	3.60
Intense sense of community.	262	1	5	3.67
Intercultural interaction.	262	1	5	3.75
Good image/reputation.	262	1	5	3.79
Competitive transportation & infrastructure.	262	1	5	3.73
Safe and secure.	262	1	5	3.73
To tell people about this Conference/ Exhibition.	262	1	5	3.58

From the table 4.2.3 it ranges from 3.79 to 3.58. Good image/reputation, has the highest mean value 3.79 and to tell people about this Conference/ Exhibition, has the lowest mean value 3.58. Thus, all the respondents agree to Coimbatore being Supportive and Friendly people, Intense sense of community, Intercultural interaction, good image/reputation, Competitive transportation & infrastructure, Safe and secure, to tell people about this Conference/ Exhibition.

**Table 4.2.4 Impact of Covid-19 On Mice Tourism.**

<b>Factors</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
COVID impacted MICE Tourism.	262	1	5	3.76
Businessmen do not feel safe to travel.	262	1	5	3.59
Venues have many protocols.	262	1	5	3.76
Protocols were a huge hindrance.	262	1	5	3.74
Pricing have increased due to the lack of business.	262	1	5	3.84
New normal is still unfavourable.	262	1	5	3.62
Decrease in international arrivals and departures.	262	1	5	3.84
Businessmen preferring online meetings rather than crowded meeting rooms.	262	1	5	3.78
MICE tourism will be back to normal soon.	262	1	5	3.84

From the above table 4.2.4 it ranges from 3.84 to 3.59. Pricing have increased due to the lack of business, MICE tourism will be back to normal soon, decrease in international arrivals and departures has the highest mean value 3.84 and businessmen do not feel safe to travel, has the lowest mean value 3.59. Thus, all the respondents agree to Coimbatore being COVID impacted MICE Tourism, businessmen do not feel safe to travel, Venues have many protocols, Protocols were a huge hindrance, Pricing have increased due to the lack of business, New normal is still unfavourable, decrease in international arrivals and departures, businessmen preferring online meetings rather than crowded meeting rooms, MICE tourism will be back to normal soon.

## **CONCLUSION AND FINDINGS**

## 5.1 FINDINGS

- This rapid assessment has provided an overview of the ongoing crises up to the end of March 2020 and discussed how it compares to earlier crises. With the magnitude of the COVID-19 pandemic, there is an urgent need not to return to business-as-usual when the crisis over, rather than an opportunity to reconsider a transformation of the global tourism system.
  
- This raises a considerable number of related questions and research needs, i.e., whether the pandemic will support nationalism and tighter borders even in the longer-term; the role of domestic tourism in the recovery and the longer-term transformation to more resilient destinations.
  
- The behavioral demand responses of tourists in the short- and longer-term, including business travel and widespread adoption of videoconferencing; the financial stimulus and its consequences for austerity and climate change mitigation; as well as the world's perspectives.
  
- Specifically, regarding the latter, the pandemic raises questions of vulnerability, as low-paid jobs in tourism have disproportionately affected by the crisis and early indications are the tourism impacts in lower income countries will be disproportionately considerably greater.
  
- COVID-19 provides striking lessons to the tourism industry, policy makers and tourism researchers about the effects of global change. The challenge is now to collectively learn from this global tragedy to accelerate the transformation of sustainable tourism.

## 5.2 Conclusion

The tourism industry has seen a major cause and carrier of the novel coronavirus that triggered the outbreak of COVID-19. The unsustainable practices of the industry did not help the cause of sustainable living worldwide. The pandemic has nearly brought the global tourism industry to a halt. All stakeholders in the industry must work together to make the industry sufficiently resilient to deal with the crisis. Based on the studies conducted to understand the tourism industry in the context of COVID-19, we propose a resilience-based framework for the industry. Through our framework, we argue that with the help of the resilient approach from governments, market players, technology innovators, and the workforce employed in the industry, the tourism sector may end up evolving in a much more sustainable way post-pandemic. The involvement of local communities is going to be immensely critical in this journey, as the restrictions on international travel may stay longer than anticipated. Such developments would widen not only the base of the tourism industry but also present opportunities for less-developed tourism spots to grow further. Large-scale tourism players would need a reboot to survive in post-pandemic times. Still, acting in line with our resilience-based framework, small-scale players certainly can emerge victorious and ensure the well-being of the society at large while also facilitating sustainable tourism.

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# **ANNEXURE**

# QUESTIONNAIRE

## SECTION A

1. Have you attended any conference/Exhibition in previously?

Yes

No

Maybe

2. Gender

Male

Female

Other

3. Country of residence.

4. Nationality

5. Please indicate your age group.

20 – 30 yrs.

30 – 40 yrs.

40 – 50 yrs.

Above 50 yrs.

6. How did you hear about this Conference\ Exhibition?

Website

Journal

Magazine

E-mail

Word of mouth

Other (please specify) .....

7. Purpose of travel:

a. Travel experience

b. Escape from routine

c. Experience different culture

d. Combine leisure with business

e. Funded by employer

8. Please indicate your highest level of education

- School
- Bachelor's degree
- Master or Doctoral degree
- Professional
- Other.....

9. Mode of transportation:

- a. Airways
- b. Bus
- c. Railways
- d. Water ways
- e. Personal vehicle

10. Who has accompanied you during the travel:

- a. Parents
- b. Spouse
- c. Children
- d. others (specify)

11. Your annual gross income group

- Less than 50,000rs.
- 50,000 – 1 lakh
- 1 lakh – 5 lakhs
- 5 lakh – 10 lakhs
- Above 10 lakhs

## SECTION B

12. How important to you consider each of these motivations in attending this Conference/ Exhibition? (Please circle a number from 1 to 5)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Interested in the conference/exhibition program					
For career development					
Social networking opportunities					
For business opportunities					
To be involved with a professional association					
Quality of conference/exhibition					
Gain knowledge and new professional relationships					
Listen to well-known speakers					
Present a paper or exhibit a					

product					
Draw up new business contracts					
Identify competing products/ service offerings					
It is a work requirement					
Extremely Important To build new professional relationships					

13. Please indicate your perceptions of “Coimbatore” as a Conference/  
Exhibition destination.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
<b>ATTRACTIONS/ACTIVITIES</b>					
Interesting museums/ heritage					
Unique culture					
Rich and beautiful scenery					
Attractions and activities are cheap					
Fun destination					
Good shopping facilities					
Good climate					
Good place for relaxation					
<b>ACCOMMODATION</b>					
High quality accommodation facilities					
Fair value for money					
Offers opportunities for sports and adventurous activities					
Service staff are qualified, helpful, and friendly					
Wide selection of restaurants					
<b>DESTINATION</b>					
Good network of tourist information					
Easy to get to Coimbatore					
Safe and friendly destination					
Family-oriented destination					
Modern/trendy destination					
Traditional cultural destination					
Communication is not a problem					

for English non-speaking people					
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14. Please indicate to what extent you agree with the following statements regarding attending this Conference/ Exhibition. As a Conference/ Exhibition destination:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Supportive and Friendly people					
Intense sense of community					
Intercultural interaction					
Good image/reputation					
Competitive transportation & infrastructure					
Safe and secure					
To tell people about this Conference/ Exhibition					

15. Impact of COVID-19 on MICE Tourism.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
COVID impacted MICE Tourism.					
Businesspeople do not feel safe to travel					
Venues have many protocols					
Protocols were a huge hindrance					
Pricing have increases due to lack of business					
New normal is still unfavorable					
Decrease in international arrivals and departures					
Businesspeople preferring online meetings rather than crowded meeting rooms					
MICE tourism will be back to normal soon					