

POSSIBILITIE OF THE ESCALATION OF THE MICE TOURISM IN UDAIPUR

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ABSTRACT

This study specially focuses on the possibilities to flourish the MICE tourism in Udaipur City. As Udaipur is one of the most popular tourist destination on world map, which has been acclaimed as “**the best tourist place in world**” by “**Travel and Leisure Magazine**”. Udaipur is one of the fastest and dynamic cities of India and currently it is a favourite place to live and hold an important place for investment and growth in years to come. In recent years continuously the city is hosting the National and International exhibitions, conferences, meetings and royal weddings also. So, to observe all this opportunities it can be a hub for the MICE tourism.

MICE (Meeting, Incentive, Conventions & Exhibition) is one of the most innovative & demanding form of business tourism. Currently MICE tourism in India is having the annual growth 15 to 20 percent. To promote a city as MICE destination requires a good amount of infrastructural facilities. Government of India (2006) plans to develop few cities as MICE destination, Udaipur may be is also one of them. This paper tries to find out the present & future prospects of MICE tourism in Udaipur. For this an opinion survey of MICE stakeholders such service providers (which include hotels, travel agents) and MICE customers is done.

KEYWORDS: MICE, Opportunity, Udaipur, Destination



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