

DOI 10.52260/2304-7216.2024.4(57).20

UDC 338.482

SRSTI 06.71.57

B. Taipakova*, PhD student
K. Mussina, c.e.s., assoc. professor
*Eurasian National University,
 Astana, Kazakhstan*

* – main author (author for correspondence)
 e-mail: bayana81@mail.ru

ANALYSIS OF THE IMPACT OF KEY FACTORS DEVELOPMENT OF MICE TOURISM ON THE FREQUENCY OF EVENTS

In this research the author conducted a survey and examined the impact of the effectiveness of interaction between the authorized government body and private organizations in the field of tourism, the level of development of destination marketing on the frequency of international-level MICE tourism events in the capital.

This study used the method of one-phase analysis of variance (ANOVA analysis), as well as the method of analyzing contingency tables (χ^2 test of independence (Pearson's chi-squared test) using the SPSS program. The study sample includes 50 respondents directly related to the development of tourism in Astana. The results of this analysis indicate that the number of experienced specialists in the field of MICE tourism development does not affect the frequency of MICE tourism events with p -value $0.961 > 0.05$. The second result of the analysis showed that the level of development of destination marketing affects the frequency of MICE tourism events, with p -value $0.046 < 0.05$. And finally, the last result of the analysis indicates that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism also does not affect the frequency of MICE tourism events, with a p -value $0.209 > 0.05$.

Keywords: MICE tourism, tourist, destination marketing, public-private partnership, event tourism, urban environment, destination, urban tourism, tourism business, digital environment.

Кілт сөздер: МІСЕ туризм; турист; мақсатты маркетинг; мемлекеттік-жекешелік әріптестік, event-туризм, қала ортасы, дестинация, қалалық туризм, туристік бизнес, сандық орта.

Ключевые слова: МІСЕ-туризм, турист, маркетинг направления, государственно-частное партнерство, event-туризм, городская среда, дестинация, городской туризм, туристский бизнес, цифровая среда.

JEL classification: L 83

Introduction. The purpose of this study is to research the influence of key factors in the development of MICE tourism in the capital of Kazakhstan.

The MICE industry, based on meetings, incentive trips, conventions and exhibitions [1, 2, 3, 4, 5], has grown rapidly over the past few years decades. The MICE industry is known not only as a service industry, but also as one of the fastest growing sectors of the tourism industry [1]. The MICE industry brings together various sectors such as trade, transport, travel, leisure, accommodation, food and beverage, venues, information technology and finance, which are described as multi-faceted industries that are mainly focused on the development of the Getz events industry [6].

Today Astana is at the beginning of the development of events and festivals. Most events are related to MICE, are governmental or political; and leisure events are mainly aimed at local residents. There are no statistics on the number of all business and leisure events held in the city. In this regard, the most reliable method of investigating this issue is the processing of expert survey data using the IBM SPSS Statistics program.

Being predominantly a MICE destination, Astana has good quality MICE facilities. The city has 113 MICE halls in hotel establishments, which can accommodate 12,287 participants. Additionally, Astana has 20 other facilities for MICE, exhibitions and events, which can accommodate 83,307 participants, of which 20% are pure MICE.

For example, in 2016 About 20 major MICE events and 19 leisure events were held. Most MICE events are organized in March-May and September-November. MICE sites actually host many more events, but there are no official statistics regarding events, organizers and number of participants. 3 ICCA events were held in Astana in 2016, 6 confirmed ICCA events for 2017 and 1 for 2018. At the Palace of Peace and

Reconciliation in 2016 160 events were held (70% private/corporate and 30% public), and the Independence Palace hosted 80 events (mostly political and government) in the same year.

Literature review. Key factors for the development of MICE tourism are of great importance, which need to be studied both separately and in dependence on each other. MICE means meetings, incentives, conferences or congresses, as well as conventions and exhibitions. Business tourism includes all aspects of the experience of travelers staying at least one night away from their permanent residence [7]. MICE as a business travel can have the characteristics of any other type of travel. The World Tourism Organization (UNWTO) official definition of tourism suggests that people who travel for business or professional reasons are also considered tourists [8].

The International Congress and Convention Association (ICCA) definition is “relatively more comprehensive and defines business tourism as “a series of activities aimed at providing accommodation and services to millions of delegates at meetings, congresses, exhibitions, business events and incentive trips.” Accepting With all this taken into account, one comprehensive and complete definition of business tourism can be given, in which there are business reasons and participation in meetings, congresses, conventions, exhibitions, conferences and incentive trips, where business travelers enjoy the full range of tourism services and major tourism products within tourist destinations [8].

Getz and Page describe MICE tourism as business events [3].

The MICE sector requires conference centers and exhibition halls, including numerous small private parties and events held in restaurants, hotels or resorts. Sports also require special facilities, including sports parks, arenas and stadiums. Festivals and other cultural events are less dependent on infrastructure and can be held in parks, streets, theaters, concert halls and all other public or private venues. Entertainment events such as concerts are typically produced by the private sector and use many types of venues.

The main part. The research hypothesis is central to all research endeavors, “whether qualitative or quantitative, exploratory or explanatory. At its core, a research hypothesis defines what the researcher expects to find - it is a preliminary answer to the research question that guides the entire study.” However, developing testable research hypotheses requires skill along with careful attention to how the proposed research method is to develop and test hypotheses [9].

The research model proposed by the author includes the influence of the main factors of MICE tourism development on each other, as well as on the frequency of international MICE tourism events in the capital. Based on the formulation of the problem, goals and in accordance with the model created in this study, the following hypotheses can be formulated (Figure 1).

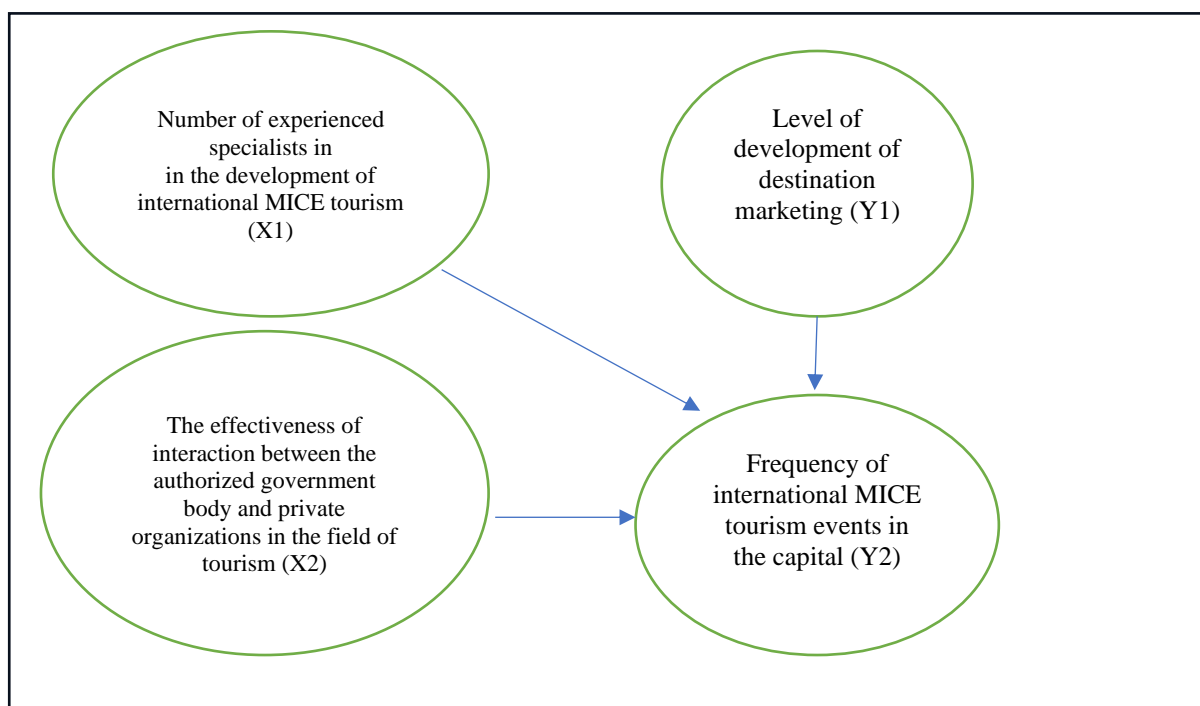


Figure –1. Research model

**Compiled by authors*

H1 - It is assumed that the number of experienced specialists in the field of MICE tourism development influences the frequency of MICE tourism events.

H2 - It is assumed that the level of marketing development of a destination influences the frequency of MICE tourism events.

H3 - It is assumed that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism affects the frequency of MICE tourism events.

The empirical data of this study was collected through a paper-based survey in Astana. Specifically, a questionnaire was used to collect data to test the hypotheses. Tourism stakeholders representing travel agents, tour operators, restaurant owners, event organizers, hoteliers, government officials, and academics were interviewed as the study population. A total of 50 responses were collected from the survey and coded for analysis.

The largest share fell on representatives of private organizations in the field of tourism 25 people - 50% (25), followed by persons representing bodies of state and quasi-state structures - (15 people, 30.0%), and persons representing the scientific field (5 doctoral students and 5 university teachers, 20%).

In order to explore the connections between the key factors in the development of MICE tourism in the capital of Kazakhstan, special attention is paid to the effectiveness of interaction between the authorized government body and private organizations in the field of tourism, the level of development of destination marketing, and the frequency of international level MICE tourism events in the capital. This study used the method of one-phase analysis of variance (ANOVA analysis), as well as the method of analyzing contingency tables (χ^2 test of independence (Pearson's chi-squared test) using the SPSS program (Table 1). The normality of the data can be checked as one of the assumptions when using the Levene's test. For test χ^2 , the author checked that the sample size is sufficient, and no more than 20% of the expected frequencies are less than 5, as this may affect the validity of the test.

Table –1

General coded data obtained through questionnaires

№	X1	Y2	№	X1	Y2	№	X1	Y2	№	X1	Y2
1	2	1	14	15	2	27	28	2	40	16	1
2	9	1	15	9	2	28	14	3	41	15	2
3	6	2	16	8	1	29	16	2	42	22	2
4	11	2	17	9	3	30	17	1	43	13	2
5	9	1	18	6	3	31	18	2	44	15	2
6	9	1	19	8	3	32	14	2	45	17	2
7	5	3	20	17	3	33	19	2	46	17	3
8	7	1	21	18	1	34	14	1	47	18	2
9	7	2	22	9	3	35	15	2	48	19	2
10	14	3	23	11	1	36	24	2	49	14	2
11	4	2	24	15	1	37	14	1	50	15	2
12	6	1	25	16	3	38	13	3			
13	7	1	26	10	3	39	10	2			

* Compiled by authors

To test the first hypothesis (H1), the one-way analysis of variance (ANOVA) method was used.

H1 – It is assumed that the number of experienced specialists in the field of MICE tourism development (X1) influences the frequency of MICE tourism events (Y2).

Anova test data suggests that the null hypothesis cannot be rejected since the value is 0.961, which is greater than the value of 0.05, that is, the null hypothesis is true and should not be rejected (Table 2).

Table –2

ANOVA regarding number of experienced specialists

	Sum of squares	St.sv.	Middle square	F	Significance
Between groups	5,570	18	0,309	0,451	0,961
Within groups	21,250	31	0,685		
Total	26,820	49			

* Compiled by the authors

Therefore, we can conclude that there is no connection between the number of experienced specialists in the field of MICE tourism development and the frequency of MICE tourism events, this can also be seen in the graph.

Based on the results of the study, we can conclude that the number of experienced specialists in the field of MICE tourism development does not affect the frequency of MICE tourism events.

To test the second hypothesis (H2), the method of analyzing contingency tables was used (χ^2 test of independence (Pearson’s Chi-square).

H2- It is assumed that the level of development of destination marketing (Y1) (low -1, medium -2, high - 3) affects the frequency of international MICE tourism events in the capital of Kazakhstan (Y2) (up to 10 times a year -1, from 10 to 50 times a year - 2, more than 50 times a year - 3). General coded data obtained through questionnaires are given in Table 3.

Table –3

General coded data obtained through questionnaires

№	Y1	Y2	№	Y1	Y2	№	Y1	Y2	№	Y1	Y2
1	1	1	14	2	2	27	3	2	40	2	1
2	2	1	15	2	2	28	1	3	41	2	2
3	1	2	16	1	1	29	1	2	42	3	2
4	2	2	17	1	3	30	2	1	43	2	2
5	1	1	18	3	3	31	1	2	44	2	2
6	2	1	19	1	3	32	2	2	45	2	2
7	1	3	20	2	3	33	1	2	46	2	3
8	1	1	21	2	1	34	1	1	47	2	2
9	2	2	22	1	3	35	2	2	48	2	2
10	2	3	23	1	1	36	3	2	49	2	2
11	3	2	24	2	1	37	1	1	50	2	2
12	1	1	25	2	3	38	2	3			
13	1	1	26	1	3	39	3	2			

* Compiled by the authors

The Pearson Chi-square indicator has a not insignificant value of 9.698, and the significance does not exceed 0.05 (0.046), which also confirms the presence of a relationship between our variables (Table 4).

Table – 4

Chi-square tests			
	Meaning	St.St.	Asymptotic significance (2-sided)
Pearson chi-square	9.698a -	4	0,046
Likelihood ratios	11,482	4	0,022
Line-to-linear connection	0,876	1	0,349
Number of valid observations	0,50		

a. For a number of cells of 4 (44.4%), a value less than 5 is assumed. The minimum expected number is 1.44.
* Compiled by the authors

Thus, based on the analysis, we can conclude that the level of development of destination marketing influences the frequency of MICE tourism events.

To test the fourth hypothesis (H3), the method of analysis of contingency tables was applied (χ^2 test of independence (Pearson’s Chi-square)).

H3- It is assumed that the effectiveness of interaction between authorized government bodies and private organizations in the field of tourism (X2) (on a scale from 1 to 10) affects the frequency of MICE tourism events (Y2) (up to 10 times a year -1, from 10 to 50 times a year -2, more than 50 times a year - 3). General coded data obtained through questionnaires are given in Table 5.

Table – 5

General coded data obtained through questionnaires

№	X2	Y2	№	X2	Y2	№	X2	Y2	№	X2	Y2
1	4	1	14	9	2	27	9	3	40	1	2
2	8	2	15	2	2	28	4	1	41	2	2
3	10	1	16	8	1	29	1	1	42	9	3
4	1	2	17	2	1	30	4	2	43	2	2
5	5	1	18	1	3	31	2	1	44	3	2
6	2	2	19	4	1	32	8	2	45	10	2
7	9	1	20	3	2	33	3	1	46	2	2
8	4	1	21	6	2	34	3	1	47	3	2
9	3	2	22	2	1	35	2	2	48	3	2
10	9	2	23	8	1	36	3	3	49	10	2
11	10	3	24	1	2	37	1	1	50	2	2
12	3	1	25	4	2	38	4	2			
13	8	1	26	10	1	39	4	3			

* Compiled by the authors

The Pearson’s Chi-square indicator has a value of 20.244, and the significance significantly exceeds 0.05 (0.209), which also confirms the absence of a relationship between the variables.

Based on the results of the analysis, we can conclude that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism does not affect the frequency of MICE tourism events.

The results of this analysis indicate that the number of experienced specialists in the field of MICE tourism development does not affect the frequency of MICE tourism events, while Levene's test for homogeneity of variances with a significance of 0.231, and p-value $0.961 > 0.05$.

The second result of the analysis showed that the level of development of destination marketing affects the frequency of MICE tourism events, with the independence criterion χ^2 equal to 9.698, degree of freedom 4, and p-value $0.046 < 0.05$.

And finally, the last result of the analysis indicates that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism also does not affect the frequency of MICE tourism events, while the Pearson’s Chi-square is 20.244, the degree of freedom is 16, with a p-value $0.209 > 0.05$ (Figure 2).

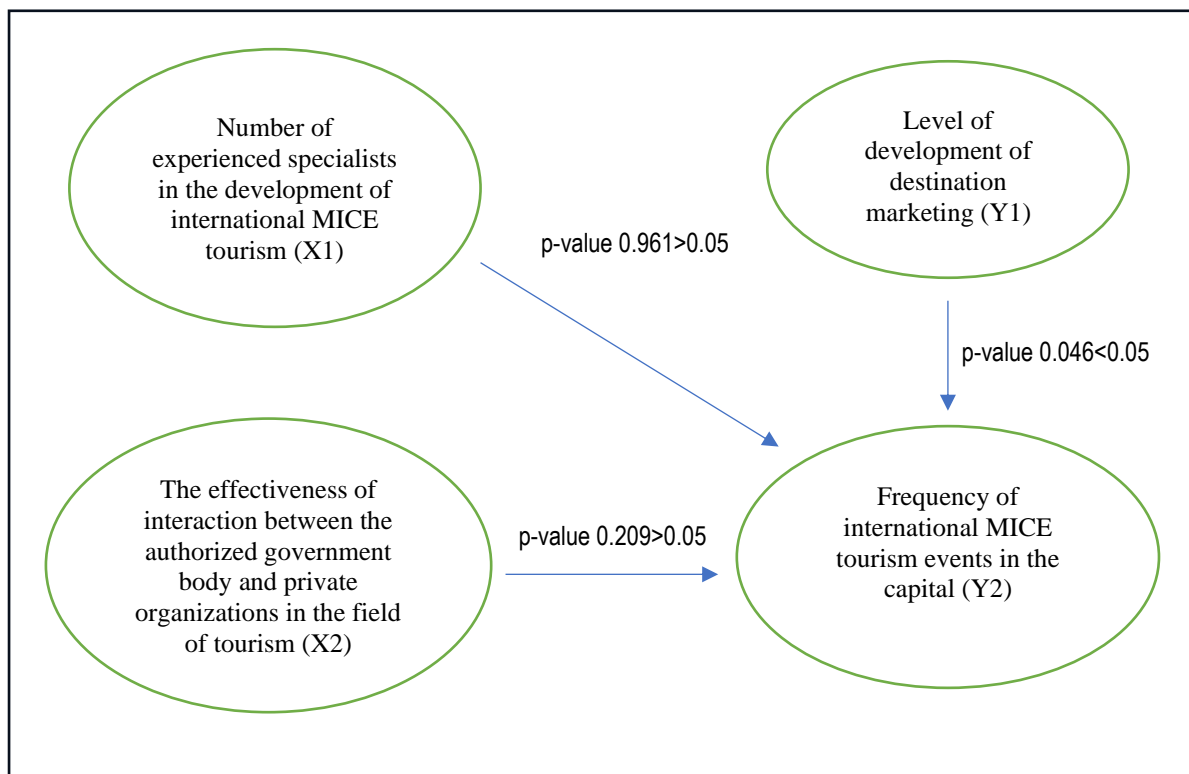


Figure – 2. **Research model**

** Compiled by the authors*

Conclusions. It is expected that stakeholders in the development of MICE tourism need increase the number of experienced specialists in the field of MICE tourism development through trainings (including the following sections: introduction to the international MICE market, funds and trends; specifics of international association markets and how to sell a city/association property; specifics of international corporate markets and how to sell destinations / corporate property; market research and lead generation; bidding methods; how to organize an inspection site and FAM trip; customer relationship management; sales and presentation skills; negotiation methods; participation fairs; working with intermediaries), and it is also necessary for specialists to undergo international CMP certification: Certified Meetings Professional, CSEP : Certified Special Events Professional, CMM Certification in Meeting Management , DMCP : Destination Management Certified Professional .

The MICE industry, especially international branded hotels, can join forces and contacts with government agencies in order to create faster outreach to corporate clients. This means that through already established networks, international hotels have connections around the world and it is possible to attract customers in key markets and grow business potential for Astana.

It is necessary to introduce an “Ambassador” program in the MICE industry, which is associated with a person - a citizen of Kazakhstan, who is an internationally recognized person, has a certain status in an international association or international corporation and is willing to work with various government bodies and local stakeholders, both local and foreign to attract congresses and meetings in Astana. An “ambassador” can lead local associations and societies (president, general secretary), can be in certain positions in international associations (president, board members, committee members) or director of a local office (CEO, CFO) and actively work and contribute to attracting international congresses and meetings in the capital. Representatives of government agencies need to gather individual people: tourism professionals, diplomats, politicians, businessmen, teachers, doctors (representatives of the academic and business environment), since they are on the list of the most important candidates for the role of representative of Astana. It is important to understand that the role of the ambassador is based more on an informal basis (lobbying, opinion and decision leaders, etc.), while the government agency and the meeting industry takes care of all tender and logistics issues.

In the absence of the influence of experienced specialists on the frequency of MICE events, the development of this area of tourism in the capital will experience stagnation and regression, which will

lead to a direct decrease not only in the economic indicators of tourism, but also to a decrease in the image and rating of the destination of Astana in the world as a whole.

It is expected that a future researcher can study the factors influencing the development of MICE in the capital, so that he can expand and detail other indicators.

REFERENCES

1. Taipakova B. Analysis of the interaction of MICE tourism development factors (the case of Astana city in Kazakhstan) // *GeoJournal of Tourism & Geosites*. – 2023. – № 3(51). – P. 1600-1609. – DOI: 10.30892/gtg.514 spl01-1156
2. Campiranon K., Arcodia C. Market segmentation in time of crisis: A Case study of the MICE sector in Thailand // *Journal of Travel & Tourism Marketing*. – 2008. – №2(41). – P. 151–161. – DOI: 10.1300/J073v23n02_12
3. Getz D., Page S.J. Progress and prospects for event tourism research // *Tourism Management*. – 2016. – № 4(52). – P. 593–631. – DOI: 10.1016/j.tourman.2015.03.007
4. McCartney G. The CAT (Casino Tourism) and the MICE (Meetings, Incentives, Conventions, Exhibitions): Key Development Considerations for the Convention and Exhibition Industry in Macao // *Journal of Convention & Event Tourism*. – 2008. – № 9. – P. 293–308. – DOI: 10.1080/15470140802493380
5. Rogerson C. Conference and exhibition tourism in the developing world: The South African experience // *Urban Forum*. – 2005. – № 2(16). – P. 176–196.
6. Vardopoulos I. et al. Smart ‘tourist cities’ revisited: culture-led urban sustainability and the global real estate market // *Sustainability*. – 2023. – №5(15) – P. 4313–4326. – DOI: 10.3390/su15054313
7. Xu J., Hui C. K. T., Chan E. A. H. Hong Kong’s destination image in the eyes of residents // *Journal of China Tourism Research*. – 2015. – №11(4). – P. 440–460. – DOI: 10.1080/19388160.2015.1111182
8. Avraham E. Destination marketing and image repair during tourism crises: The case of Egypt // *Journal of Hospitality and Tourism Management*. – 2016. – № 28. – P. 41–48. – DOI: 10.1016/j.jhtm.2016.04.004
9. Godovykh M., Tasci A. D. A. The influence of post-visit emotions on destination loyalty // *Tourism Review*. – 2021. – № 1(76). – P. 277-288. – DOI: 10.1108/TR-01-2020-0025

REFERENCES

1. Taipakova B. Analysis of the interaction of MICE tourism development factors (the case of Astana city in Kazakhstan) // *GeoJournal of Tourism & Geosites*. – 2023. – № 3(51). – P. 1600-1609. – DOI: 10.30892/gtg.514 spl01-1156
2. Campiranon K., Arcodia C. Market segmentation in time of crisis: A Case study of the MICE sector in Thailand // *Journal of Travel & Tourism Marketing*. – 2008. – №2(41). – P. 151–161. – DOI: 10.1300/J073v23n02_12
3. Getz D., Page S.J. Progress and prospects for event tourism research // *Tourism Management*. – 2016. – № 4(52). – P. 593–631. – DOI: 10.1016/j.tourman.2015.03.007
4. McCartney G. The CAT (Casino Tourism) and the MICE (Meetings, Incentives, Conventions, Exhibitions): Key Development Considerations for the Convention and Exhibition Industry in Macao // *Journal of Convention & Event Tourism*. – 2008. – № 9. – P. 293–308. – DOI: 10.1080/15470140802493380
5. Rogerson C. Conference and exhibition tourism in the developing world: The South African experience // *Urban Forum*. – 2005. – № 2(16). – P. 176–196.
6. Vardopoulos I. et al. Smart ‘tourist cities’ revisited: culture-led urban sustainability and the global real estate market // *Sustainability*. – 2023. – №5(15) – P. 4313–4326. – DOI: 10.3390/su15054313
7. Xu J., Hui C. K. T., Chan E. A. H. Hong Kong’s destination image in the eyes of residents // *Journal of China Tourism Research*. – 2015. – №11(4). – P. 440–460. – DOI: 10.1080/19388160.2015.1111182
8. Avraham E. Destination marketing and image repair during tourism crises: The case of Egypt // *Journal of Hospitality and Tourism Management*. – 2016. – № 28. – P. 41–48. – DOI: 10.1016/j.jhtm.2016.04.004

9. Godovykh M., Tasci A. D. A. The influence of post-visit emotions on destination loyalty // Tourism Review. – 2021. – № 1(76). – P. 277-288. – DOI: 10.1108/TR-01-2020-0025

Тайпакова Б.М., Мусина К.П.

ІС-ШАРАЛАР ЖИЛІГІНІҢ МІСЕ-ТУРИЗМНІҢ ДАМУЫНА НЕГІЗГІ ФАКТОРЛАРДЫҢ ӘСЕРІН ТАЛДАУ

Аңдатпа

Бұл мақалада автор сауалнама жүргізу арқылы, уәкілетті мемлекеттік орган мен туризм саласындағы жеке ұйымдардың өзара іс-қимылы тиімділігінің, дестинациялық маркетингтің даму деңгейінің елордада халықаралық деңгейдегі туристік МІСЕ-іс-шараларды өткізу жиілігіне әсерін талдады. Атаулы зерттеуде SPSS бағдарламасын қолдана отырып, бір фазалы дисперсиялық талдау әдісі (ANOVA-талдау), сондай-ақ конъюгация кестесін талдау әдісі (χ^2 - тәуелсіздік критерийі (Пирсон хи-квадрат критерийі) қолданылды. Зерттеу үдерісіне Астанада туризмнің дамуына тікелей қатысы бар 50 респондент қатысты. Осы талдаудың нәтижелері МІСЕ-туризмді дамыту саласындағы тәжірибелі мамандардың саны p -мәні $0,961 > 0,05$ болатын МІСЕ-туристік іс-шараларды өткізу жиілігіне әсер етпейтінін көрсетеді. Талдаудың екінші нәтижесі дестинациялық маркетингтің даму деңгейі МІСЕ-туристік іс-шараларды өткізу жиілігіне әсер ететіндігін көрсетті, бұл ретте p мәні $0,046 < 0,05$. Сонымен қатар, талдаудың соңғы нәтижесі туризм саласындағы уәкілетті мемлекеттік орган мен жеке ұйымдардың өзара іс-қимылының тиімділігі p $0,209 > 0,05$ мәніндегі МІСЕ туристік іс-шараларының жиілігіне әсер етпейтіні туралы мәлімет береді.

Тайпакова Б.М., Мусина К.П.

АНАЛИЗ ВЛИЯНИЯ КЛЮЧЕВЫХ ФАКТОРОВ РАЗВИТИЯ МІСЕ-ТУРИЗМА ОТ ЧАСТОТЫ МЕРОПРИЯТИЙ

Аннотация

В данной статье автор провел опрос и исследовал влияние эффективности взаимодействия уполномоченного государственного органа и частных организаций в сфере туризма, уровня развития маркетинга дестинации на частоту проведения туристических МІСЕ-мероприятий международного уровня в столице. В данном исследовании использовался метод однофазного дисперсионного анализа (ANOVA-анализ), а также метод анализа таблиц сопряженности (критерий χ^2 независимости (критерий хи-квадрат Пирсона) с использованием программы SPSS. В выборку исследования вошли непосредственно 50 респондентов связанных с развитием туризма в Астане. Результаты данного анализа свидетельствуют о том, что количество опытных специалистов в сфере развития МІСЕ-туризма не влияет на частоту проведения МІСЕ-туристских мероприятий с p -значением $0,961 > 0,05$. Второй результат анализа показал, что уровень развития маркетинга дестинации влияет на частоту проведения МІСЕ-туристических мероприятий, при этом значение p $0,046 < 0,05$. И, наконец, последний результат анализа свидетельствует о том, что эффективность взаимодействия уполномоченного государственного органа и частных организаций в сфере туризма также не влияет на частоту проведения туристических мероприятий МІСЕ со значением p $0,209 > 0,05$.

