



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT/BACHELOR OF HOSPITALITY MANAGEMENT	
QUALIFICATION CODE: 07BTID/07BHOM	LEVEL: 7
COURSE CODE: MIO620S	COURSE NAME: Meetings, Incentives, Conferences and Events
SESSION: NOVEMBER 2024	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering and number the answers clearly.3. Marks for each question are indicated at the end of each question.

THIS EXAMINATION PAPER CONSISTS OF 5 PAGES (Including this front page)

Question 1 (15)

Illustrate your understanding of the following terms:

- 1.1. Convention and Visitors Bureau (CVB) (3)
- 1.2. Incentive travel (3)
- 1.3. Destination Management Companies (3)
- 1.4. Work Ethics (3)
- 1.5. Special Events (3)

Question 2 (22)

- 2.1. Discuss the criteria that a client can use when selecting an appropriate venue for a MICE event. (10)
- 2.2. You have been tasked to organise a Conference. By using a practical example briefly, explain the six steps you need to follow? (12)

Question 3 (12)

- 3.1. Discuss the advantages of using a Convention Centre and the disadvantages of using a hotel as a venue for a MICE Event. (8)
- 3.2 List the 4 categories of special events. (4)

Question 4 (4x2 = 8)

Matthews (2008) is of the opinion that successful event planners should possess some common characteristics when producing events. Elaborate on any four of these characteristics which are required for event planners.

Question 5 (15)

- 5.1. Explain what is evaluation? (3)
- 5.2. Discuss six (6) reasons why planners should evaluate an event. (12)

Question 6**(4x3 = 12)**

MICE is an acronym that is used within the Tourism Industry. Define each component of this acronym and provide practical examples.

Question 7**(16)**

Read the below case study and answer the following questions:

What does a post-COVID-19 future hold for the MICE industry?

Given the proliferation of digital technology to conduct meetings and conferences, combined with the myriad corporate travel restrictions imposed by companies, you'd be forgiven for wondering how the physical meetings, incentives, conferences, and events (MICE) sector will ever survive.

Not to mention the continuing international travel restrictions, public concerns over the safety of travel and the use of shared and enclosed facilities, government restrictions on attendance numbers, and money-saving efforts being instituted by businesses across the globe.

But the picture is far from being all bleak, as strategic adaptability does indeed have the power to revive the ailing MICE sector, especially in respect of domestic rather than international events.

Here are some of the key factors that will give MICE operators an edge once the world begins to emerge from the COVID-19 reality.

1. New solutions

The wearing of masks, maintaining social distancing and hand sanitising have all become part of the world's new everyday routine. As the hospitality industry began reopening, additional stringent health and safety protocols have been introduced to ensure peace of mind for both staff and guests.

At Radisson, this included the new Radisson Hotels Safety Protocols in collaboration with SGS, a leading company in inspection, verification, testing and certification. As more

meetings and events are planned, hoteliers and other MICE operators will rely heavily on new quality standards, certifications, and accreditations, while also reassessing their hardware and software readiness to take advantage of every opportunity.

Additionally, solutions for monitoring crowds, automated self-cleaning machines for escalators, enhanced air-filtration systems for ventilation, and electrostatic disinfectant sprayers for public and multi-use areas are likely to offer a further safety layer to reassure guests.

2. Hybrid offerings

COVID-19 has demonstrated our need for human interaction just as much as it has our ability to operate remotely when necessary. This means that in-person events are likely to still be the first-prize option and unlikely to be replaced by virtual events in any significant way for the long term.

Throughout lockdowns, digital offerings such as Zoom have been leveraged to conduct meetings and other events, and that's unlikely to change any time soon. Not only do these offerings provide ease of use and remote participation, but also offer corporates a continuing opportunity to draw the line between essential and non-essential travel.

That said, nothing replaces the in-person experience, so we can expect hybrid events to be the order of the day wherever possible. Radisson's hybrid offering, is a collaboration between the hotel chain and enterprise video-communication leader Zoom. It combines the best of in-person and virtual solutions, allowing for events in multi-locations, both in-person and via video-conferencing facilities. The locations provide reliable image, sound and video systems, dual screens, high-speed Internet connections and more, allowing attendees to interact and engage from anywhere in the world.

3. Green thinking

Although there have been numerous reports of the COVID-19 lockdowns positively impacting air pollution, the production of single-use plastic gloves, masks and other equipment is on the rise. Hotels and other hospitality industry players who have committed to aligning with the United Nations Sustainable Development Goals (SDGs, or Global Goals) will have to rethink their eco-friendly practices amidst renewed fears of sharing items and

spaces. Minimising the carbon footprint of both hotels and their guests will set the best-practice standard in future, with many establishments already leading the way.

Radisson's Carbon Neutral Meetings, for example, automatically offset the carbon footprint of all meetings and events that take place on their properties worldwide, at no cost to clients. Additionally, supporting local, sustainable businesses, implementing alternative energy sources, and even adding eco-friendly landscaping, can be expected to become the new normal.

While it's doubtful that either the hospitality or MICE industries will return to pre-COVID-19 conditions any time soon, that certainly doesn't mean that, as we move into 2021, there aren't still plenty of opportunities for innovation. It's also likely that improved ongoing analysis of data needs will help to guide forward planning, while also helping operators to understand and take advantage of prevailing trends.

- 7.1. In your own words give a summary of the case study. (3)
- 7.2. Discuss why it is important that the MICE industry adapts to the new solutions proposed by the case study. (3)
- 7.3. In your own words define green meetings. (2)
- 7.4. Discuss two (2) advantages and two (2) disadvantages of green meetings. (4)
- 7.5. Successful event planning is crucial for the MICE Industry. Identify four (4) decision-making criteria for corporate meetings and incentive travels in selecting a destination. (4)

TOTAL [100 MARKS]