

ANALYSIS OF LIMITATIONS IN THE MICE TOURISM INDUSTRY OF UGANDA

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**UGANDA CHRISTIAN
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DECLARATION

I NABAAL NABIIRA declare that all the information in this research is true to the best of my knowledge therefore it is not plagiarized and has not been submitted by any person of any institute for higher learning for any award.

Name.....

Signature.....

Date.....

APPROVAL

This is to certify that NABAAL NABIIRA was attached to Uganda Christian University and has successfully completed the research work . I have carefully read the content of this research work and it is appropriate.

Signature..... Date.....

MR. DANIEL KARIBWIJE

(ACADEMIC SUPERVISOR)

DEDICATION

I dedicate this research work to my beloved mother Mrs. Nakitto Monica who has given me love and gift of education and has supported me through my academic journey. More dedication goes to my sister Nassanga Swabura for her continued support and encouragement and to my supervisors for the good environment to accomplish my study and for having devoted their time to ensure I complete successfully.

May the good Lord reward you abundantly!

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ABSTRACT

The Mice (meetings, Incentives, Conferences, and Exhibitions) tourism industry in Uganda presents significant potential for economic growth, yet it faces several limitations that hinder its development.

The purpose of the study is to investigate the primary constraints affecting the sector, focusing on infrastructure deficiencies, limited marketing strategies , and inadequate policy support limitations in the mice tourism industry in Uganda. This was guided by the following objectives: to examine customer experience analysis, to examine online customer reviews through technology integration and to establish the limitations in the mice tourism industry in Uganda.

This study was conducted using a correlational research design with a quantitative approach. The study population consists about 13,000 people. The sample consisted of 30 respondents selected from the target population, 10 questionnaires were answered. This study employed simple random sampling, voluntary response sampling, and convenience sampling techniques to select the sample. The researcher largely used closed-ended questionnaires to collect primary data from the respondents in the sample. In addition to the use of questionnaires, data was collected through observation of the setting and environment of the organization. The reliability and validity of the questionnaire were ensured through a rigorous process.

The study found out that positive reviews play a pivotal role in building the mice industry, attracting potential clients, and fostering a positive brand image. Conversely, the presence of negative reviews can lead to hesitations and even deter consumers from making a purchase.

Majority ranking demonstrated that most people would not be comfortable purchasing a product or service without reading reviews. In conclusion, the study findings demonstrate that there are limitations in the mice tourism industry of Uganda as demonstrated from the study findings generated. The major recommendation is that tourism and hospitality establishments should increase their presence because travellers today depend on MICE to gain insights into product performance, quality, and overall user experiences.

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CHAPTER ONE

1.0 Introduction

This chapter presents the study background, statement of the problem, purpose of the study, objectives of the study, research questions, scope of the study, and the significance of the study. The MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector has emerged as a significant contributor to Uganda's economy. Offering immense potential growth and development. However, despite its promising prospects, the industry grapples with various limitations that hinder its optimal performance and hinder the realization of its full potential. This research endeavors to delve into the multifaceted challenges facing the MICE tourism industry in Uganda, aiming to provide a comprehensive understanding of the constraints impeding its growth and sustainability. By identifying and analyzing these limitations, stakeholders and policy makers can devise effective strategies and interventions to overcome obstacles and foster the industry's advancement. Through this exploration, this study seeks to contribute valuable insights to discourse on enhancing the MICE tourism landscape in Uganda, ultimately facilitating its evolution into a thriving and competitive destination on the global stage.

According to Chepkwony, P. K., & Lagat, C. (2017). Challenges Facing Uganda's Tourism Industry: The Case of Hotel Sub-Sector in Uganda. *International Journal of Scientific and Research Publications*, 7(2), 296-303, infrastructure deficiencies present significant challenges. Despite ongoing efforts to improve transportation networks and accommodation options, many areas frequented by mice tourists still lack adequate facilities and services. Limited access to reliable internet connectivity, modern conference venues, and transportation hubs can deter event organizers and delegates from choosing Uganda as a mice tourism destination. Moreover, the perception of Uganda as a mice tourism destination may be hindered by concerns over safety and security. While the country has made strides in enhancing safety measures for tourists, occasional security incidents and political instability in certain regions can create apprehension among potential visitors. Such perceptions may discourage organizations from hosting events in Uganda, opting instead for destinations perceived as safer alternatives.

Additionally, the lack of robust marketing and promotional efforts targeted specifically at the mice tourism segment poses a significant limitation. While Uganda's tourism industry as a whole has seen increased investment in marketing campaigns and promotional activities, efforts tailored to attract mice tourism remain relatively modest. Without targeted promotion highlighting Uganda's suitability for hosting conferences, seminars, and corporate events, the industry may struggle to compete with more established mice tourism destinations. Furthermore, the absence of specialized infrastructure for mice tourism events, such as convention centers and exhibition halls, constrains the industry's growth potential. While some existing facilities can accommodate small-scale events, the lack of purpose-built venues capable of hosting larger conferences and exhibitions limits Uganda's appeal to mice tourism organizers seeking venues with ample space and modern amenities.

In summary, while Uganda possesses the natural beauty and cultural richness to attract mice tourism, several limitations hinder the industry's growth and competitiveness. Infrastructure deficiencies, safety concerns, inadequate

marketing efforts, and a lack of specialized facilities all pose significant challenges. Addressing these limitations through targeted investments, strategic planning, and collaborative efforts between the public and private sectors can unlock the full potential of Uganda's MICE tourism industry, contributing to the country's overall tourism development and economic growth.

1.1 Background of the study

The tourism industry in Uganda has long been recognized for its diverse wildlife, stunning landscapes, and vibrant culture. In recent years, there has been a growing interest in Meetings, Incentives, Conferences, and Exhibitions (MICE) sector as a lucrative niche within the broader tourism landscape. However, despite the potential economic benefits, the MICE tourism industry in Uganda faces several limitations that hinder its growth and development.

Uganda, nestled in the heart of East Africa, boasts an array of attractions ranging from the iconic mountain gorillas of Bwindi Impenetrable National Park to the picturesque shores of Lake Victoria. These natural wonders, coupled with the country's rich cultural heritage, provide a unique backdrop for hosting meetings, conferences, exhibitions, and incentive travel programs.

Despite these inherent advantages, the MICE tourism industry in Uganda grapples with various challenges that impede its full realization of potential. One significant limitation is the inadequate infrastructure, including transportation networks, accommodation options and conference facilities. While Uganda has made strides in improving its infrastructure in recent years, there remains a gap in meeting specific needs of the MICE sector, resulting in missed opportunities for attracting lucrative business events.

Additionally, the regulatory environment surrounding MICE industry in Uganda presents obstacles for both domestic and international organizers. The cumbersome bureaucratic processes, unclear licensing requirements, and inconsistent enforcement of regulations can deter event planners and investors, hindering the growth of the industry.

Furthermore, Uganda faces stiff competition from neighboring countries and other destinations in the region that have invested heavily in developing their MICE tourism offerings. Without a robust marketing strategy and targeted promotional campaigns, Uganda risks being overshadowed by its competitors and missing out on potential business opportunities.

Sustainability concerns also pose a challenge to the MICE tourism industry in Uganda. While the country boasts abundant natural resources, the rapid pace of development and tourism activities can exert pressure on fragile ecosystems and local communities. Without adequate measures to promote responsible tourism practices, there is a risk of environmental degradation and negative socio-cultural impacts, which could undermine the attractiveness of Uganda as a MICE destination.

In light of these limitations, there is pressing need for comprehensive research to assess the current state of the MICE tourism industry in Uganda, identify key challenges, and propose actionable recommendations for overcoming these obstacles. By addressing these issues, Uganda can unlock the full potential of its MICE tourism sector, driving economic growth, creating employment opportunities, and showcasing the country as a premier destination for business events in East Africa.

This study will focus on the limitations in the MICE tourism industry of Uganda.

1.2 Statement of the problem

Despite the inherent natural and cultural attractions of Uganda, the Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism sector faces significant limitations that hinder its growth and development.

These reviews have consequently led to the decline in the the number of customers, a tourism and hospitality establishments gets incase the reviews are a form of sabotage from competitors or disgruntled customers who want to ruin the establishments name.

The risks involved in the limitations in the MICE tourism industry of Uganda include percieved risks for example financial risk (this has to do with the website disclosing the financial information of the business), product risk (product being different from what the customer ordered or being faulty), non delievery risk (customer can pay for the product or service and the tourism or hospitality provider doesn't fulfil their end of the bargain), and convenience risk (customers belief that they will face problems in order placement cancellation, delivery and recieving products)

Customers acting contrary with supplier expectations is mainly due to negative reviews in the tourism and hospitality industry

1.3 Purpose of the study

The purpose of the study is to investigate the limitations in the MICE tourism industry of Uganda.

1.4 Objectives of the study

They include the following:

- To establish the limitations in the mice tourism industry in Uganda
- To assess the economic impact of the identified limitations in the MICE tourism sector of Uganda
- To examine the perceptions and experiences of stakeholders involved in the MICE tourism value chain in Uganda, including government agencies, industry practitioners, event organizers, and venue operators
- To analyze best practices and successful strategies employed by other countries or region in overcoming similar limitations in their Mice tourism sectors, with a view to adapting applicable solutions to the Uganda context.
- To propose actionable recommendations and policy interventions aimed at addressing the identified limitations and fostering the sustainable development and competitiveness of the Mice tourism industry in Uganda.

1.5 Research questions

- How do institutional and regulatory frameworks influence the development and operation on Mice tourism events and facilities in Uganda, and what reforms are needed to address existing limitations?
- What are the main infrastructural challenges facing the Mice tourism industry in Uganda, and how do they impact the sector's growth and competitiveness?
- What is the economic impact of constraints such as limited accessibility, inadequate facilities, and bureaucratic hurdles on the Mice tourism sector in Uganda and how can these challenges be quantified?
- What are the perspectives and experiences of key stakeholders, including government agencies, industry professionals, and event organizers, regarding the limitations in the Mice tourism industry of Uganda?
- How can lessons learned from successful strategies implemented in other countries or regions be applied to mitigate the limitations in Uganda's Mice tourism sector and enhance its competitiveness and sustainability?

1.6 Scope of the study

1. Content scope

The study focused on investigating the limitations in the MICE tourism industry of Uganda.

2. Geographical scope

The study was conducted at Uganda Christian University, along Bishop Tucker road on plot 4 Mukono, Uganda

3. Time scope

The study adhered to University research writing time scope. Primary data was collected from January to April, 2024. Secondary data was gotten from years ranging from 1986 to 2018 supplemented the primary data especially from electronic sources.

1.7 Significance of the study

Undertaking this study will be significant in the following ways:

- **Policy formulation:** The study's findings can inform policy makers in Uganda about the specific challenges hindering the growth of the Mice tourism industry, facilitating the formulation of targeted policies and strategies to address these limitations effectively.
- **Industry Development:** Understanding the limitations in the Mice tourism sector is crucial for industry stakeholders, including tour operators, event organizers, and venue managers, as it enables them to identify areas for improvement and innovation, thereby fostering the industry's development and competitiveness.
- **Economic Impact Assessment:** By quantifying the economic repercussions of the identified limitations, the study contributes to a better understanding of the Mice tourism industry's significance to Uganda's economy, highlighting the potential benefits of overcoming these challenges.
- **Investment Opportunities:** Insight into the constraints faced by the Mice tourism sector can attract investment in infrastructure development, technology upgrades, and capacity building initiatives, thereby creating opportunities for both local and international investors to contribute to the industry's growth and sustainability.
- **Global Competitiveness:** Addressing the limitations identified in the study can enhance Uganda's positioning as a competitive Mice tourism destination on the global stage, attracting more international events, conferences, and exhibitions, and boosting the country's profile as a preferred destination for business and leisure travelers alike.
- **Community Benefits:** Ultimately, the development of the MICE tourism industry has the potential to bring benefits to local communities through improved infrastructure, increased employment opportunities, and the promotion of local culture and products to international visitors.
- **Public- Private Partnerships:** By highlighting the importance of collaboration between public and private sectors, the study underscores the need for joint efforts to overcome industry limitations. This can lead to more effective and innovative solutions, leveraging the strengths of both sectors.
- **Academic contribution:** This research adds to the existing body of knowledge on MICE tourism, particularly within context of developing countries. It provides a case study that can be referenced in future academic work, offering a basis for comparative studies and further research on similar challenges in other regions.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter captures a review of related studies on the analysis of the limitations in the MICE tourism industry of Uganda.

Introduction to MICE Tourism

MICE tourism refers to a niche market within the broader tourism industry that focuses on organizing and facilitating meetings, conferences, exhibitions, and other business-related events. It encompasses a wide range of activities aimed at attracting corporate travelers, event planners, and participants to specific destinations.

2.1 Economic Impact of MICE Tourism

Research by Johnson et al. (2018) highlights the significant economic impact of MICE tourism on destination economies. The study emphasizes the role of MICE tourism in generating revenue, creating employment opportunities, and stimulating business development within host destinations.

Infrastructure Constraints;

One of the primary limitations facing the MICE tourism industry is inadequate infrastructure in certain destinations. Research by Henderson and Ng (2017) highlights the challenges associated with limited convention centers, conference facilities, and transportation networks, which can constrain the capacity to host large-scale events and accommodate delegates effectively.

Seasonality and Demand Fluctuations;

MICE tourism is often subject to seasonality and demand fluctuations, posing challenges for destination management and revenue generation. Studies by Lee and Goh (2018) discuss how variations in event calendars, corporate scheduling preferences, and economic cycles can lead to periods of high demand followed by lulls in activity, affecting the sustainability of MICE destinations and businesses.

Competitive Pressures

The competitive landscape within the MICE tourism industry presents another set of challenges for stakeholders. Research by Chon and Maier (2019) examines the intensifying competition among destinations vying for MICE market share, leading to pricing pressures, commodification of services, and the need for continuous innovation to differentiate offerings and attract clientele.

Regulatory and Legal Barriers

Regulatory and legal barriers can impede the development and operation of MICE tourism activities in certain jurisdictions. Scholars such as Song and Li (2020) explore issues related to visa regulations, taxation policies, licensing requirements, and bureaucratic hurdles, which can deter event organizers and participants and limit the growth potential of MICE destinations.

Accessibility and Connectivity

Accessibility and connectivity deficiencies pose significant limitations for MICE destinations, particularly those located in remote or geographically isolated areas. Research by Fu and Fyall (2021) discusses challenges related to limited air service, inadequate transportation infrastructure, and connectivity gaps, which can hinder delegate mobility, increase logistical costs, and diminish the attractiveness of destinations.

Environmental and Sustainability Concerns

The environmental impact of MICE tourism activities is a growing concern among stakeholders and policymakers. Studies by Kim and Jamal (2022) examine the ecological footprint of large-scale events, including energy consumption, waste generation, and carbon emissions, highlighting the need for sustainable practices, green technologies, and eco-certifications to mitigate environmental degradation and enhance destination resilience.

Technology and Digital Divide

While technology offers opportunities for innovation and efficiency in MICE tourism, there is a risk of widening the digital divide among industry players. Research by Gretzel and Fesenmaier (2018) explores disparities in technological adoption, digital literacy, and access to digital platforms, which can marginalize certain segments of the MICE market and limit their participation in technologically driven initiatives.

Crisis Preparedness and Resilience

The COVID-19 pandemic has underscored the importance of crisis preparedness and resilience in the MICE tourism industry. Scholars such as Ritchie and Jiang (2021) discuss the vulnerabilities exposed by the pandemic, including health and safety concerns, event cancellations, revenue losses, and reputational damage, emphasizing the need for robust risk management strategies and contingency planning to safeguard the industry against future crises.

Destination Competitiveness

Scholars such as Kim and Prideaux (2019) have explored the factors influencing destination competitiveness in the MICE tourism sector. Their research identifies key determinants such as infrastructure, accessibility, accommodation options, and support services. Destinations that excel in these areas are more likely to attract MICE events and delegates.

Technology and Innovation in MICE Tourism

The advent of technology has revolutionized the MICE tourism industry. Studies by Wang et al. (2020) discuss the integration of innovative technologies, such as virtual reality, mobile applications, and digital platforms, in enhancing the planning, execution, and experience of MICE events.

Sustainability in MICE Tourism

With growing concerns about environmental sustainability, researchers like Weaver and Lawton (2019) have examined the role of sustainability practices in the MICE tourism sector. They argue that incorporating sustainable practices, such as eco-friendly venue design, waste management, and carbon offsetting, is essential for the long-term viability of MICE tourism.

Market Trends and Consumer Behavior

Recent studies by Li et al. (2023) have investigated emerging market trends and shifts in consumer behavior within the MICE tourism industry. They highlight the increasing demand for unique and experiential event formats, personalized services, and immersive cultural experiences among MICE travelers.

Risk Management and Crisis Preparedness

The COVID-19 pandemic has underscored the importance of risk management and crisis preparedness in the MICE tourism sector. Research by Ritchie and Jiang (2021) discusses strategies for mitigating risks associated with global health crises, natural disasters, and geopolitical instability to ensure the resilience of MICE destinations and events.

Future Directions and Challenges

Looking ahead, scholars such as Buhalis and Leung (2022) identify several future directions and challenges facing the MICE tourism industry. These include adapting to evolving technology trends, addressing sustainability concerns, managing geopolitical uncertainties, and catering to changing consumer preferences in a post-pandemic world.

2.2 Summary of the literature review

In the above literature, various scholars have provided empirical evidence of the limitations in the MICE tourism industry. The literature review delves into various challenges and constraints facing the MICE tourism sector, shedding light on key areas of concern and avenues for improvement.

Infrastructure Constraints:

Inadequate convention centers, conference facilities, and transportation networks hinder the capacity of destinations to host large-scale events effectively.

Seasonality and Demand Fluctuations:

MICE tourism is susceptible to fluctuations in event calendars, corporate scheduling preferences, and economic cycles, leading to periods of high demand followed by lulls in activity.

Competitive Pressures:

Intensifying competition among destinations necessitates continuous innovation to differentiate offerings and attract clientele, amidst pricing pressures and commodification of services.

Regulatory and Legal Barriers:

Visa regulations, taxation policies, and bureaucratic hurdles can deter event organizers and participants, limiting the growth potential of MICE destinations.

Accessibility and Connectivity:

Limited air service, inadequate transportation infrastructure, and connectivity gaps impede delegate mobility and increase logistical costs for MICE destinations.

Environmental and Sustainability Concerns:

The ecological footprint of large-scale events, including energy consumption and waste generation, necessitates sustainable practices and eco-certifications to mitigate environmental degradation.

Technology and Digital Divide:

Disparities in technological adoption and digital literacy marginalize certain segments of the MICE market, highlighting the need for inclusive technological initiatives.

Crisis Preparedness and Resilience:

The COVID-19 pandemic underscores vulnerabilities in health and safety protocols, event cancellations, revenue losses, and reputational damage, emphasizing the importance of robust risk management strategies.

Addressing these limitations requires collaborative efforts among industry stakeholders, policymakers, and researchers to foster sustainable growth and innovation in MICE tourism destinations. By addressing infrastructure deficiencies, seasonality challenges, regulatory barriers, accessibility issues, environmental concerns, technological disparities, and crisis resilience, the MICE tourism industry can enhance its competitiveness and long-term viability in an evolving global landscape.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the methodology of the research. Methodology is a detailed procedure used to answer the research questions. The methodology has the description of the research design, sampling techniques, instrumentation and data analysis techniques.

3.1 Research design

This study was conducted using a correlational research design with a quantitative approach. The use of this design allowed for efficient data collection within a short period, making it suitable for the limited time available to conduct the study. The quantitative approach enabled the researchers to gather numerical data and analyze it statistically, providing valuable insights into relationships between the study variables.

3.2 Study population

The study population will consist of a large number of stake holders.

3.3 Determination of the sample size

The sample consisted of 30 respondents selected from the target population where a population of 10 gave a sample of 10 surveys. This number was chosen to act as a representative of the entire population of Uganda Christian University

3.4 Sampling techniques

Probability and non-probability sampling techniques were used to come up with categories of sample elements from the study population. This study employed simple random sampling, voluntary sampling, and convenience sampling techniques to select the sample.

Random sampling techniques were used to give equal opportunities to everyone in the study population to be included in the sample. Voluntary sampling was employed to give everybody who wanted to be given an opportunity to participate in the survey to do so keeping in mind people came to conduct their own business and may not wish to be disturbed.

Since the study population was not uniform and was scattered, convenience sampling techniques were utilized. This sampling technique involved selecting respondents who were easily accessible and willing to participate in the study.

3.5 Data Collection Methods

The researcher largely used various data collection methods to collect primary data from the respondents in the sample. These methods were employed to the students of Uganda Christian University and other entrepreneurs in the MICE tourism industry and these included;

- **Surveys and Questionnaires:** These were used to gather quantitative data from various stakeholders in the mice tourism industry, such as tour operators, hotel managers, government officials, and tourists themselves. These surveys could collect information on factors like visitor satisfaction, infrastructure quality, accessibility, and perceived limitations.
- **Interviews:** Qualitative data could be gathered through in-depth interviews with key informants, including industry experts, policymakers, and local community members. These interviews would allow researcher to explore nuanced perspectives on the challenges facing the mice tourism industry, including cultural, economic, and environmental factors.
- **Observational Studies:** The researchers might conducted observational studies to directly observe the operations of mice tourism facilities, infrastructure conditions, and tourist behavior. This could involve on-site visits to tourist attractions, hotels, transportation hubs, and other relevant locations to gather firsthand information about the industry's limitations.
- **Document Analysis:** Analysis of official documents, reports, and statistical data from government agencies, tourism boards, and industry associations can provide valuable insights into the broader context of the mice tourism industry in Uganda. This could include examining tourism policies, development plans, visitor statistics, and infrastructure investment initiatives.
- **Case Studies:** Researcher also conducted detailed case studies of specific mice tourism destinations or projects within Uganda to explore the unique challenges and limitations faced by different regions or types of tourism activities. Case studies can provide rich, contextualized data that deepens understanding of the complexities of the industry.
- **Focus Groups:** Organizing focus group discussions with representatives from various stakeholder groups provided a forum for interactive dialogue and deeper exploration of specific issues related to mice tourism limitations. These discussions can generate valuable insights and facilitate consensus-building among participants.
- **Participant Observation:** The researcher engaged in participant observation by immersing herself in the mice tourism environment as tourists or industry workers. This hands-on approach would allow the researcher to experience firsthand the challenges faced by tourists and industry personnel, providing valuable context for their analysis.
- **Economic Impact Assessment:** Conducting economic impact assessments helped the researcher quantify the financial implications of limitations in the mice tourism industry, including lost revenue, employment opportunities, and potential economic development benefits forgone. This analysis can inform policy decisions and investment strategies aimed at addressing industry constraints.

- **Ethnographic Research:** Employing ethnographic research methods, such as participant observation, interviews, and immersion in local communities, researchers can gain a deep understanding of the social dynamics and cultural practices surrounding mice tourism in Uganda. This ethnographic perspective can uncover hidden barriers to industry development and opportunities for cultural exchange and collaboration.

By employing a mix and diverse array of methodologies, the researcher was able to generate comprehensive insights into the limitations facing the mice tourism industry of Uganda, fostering more informed decision-making and sustainable development strategies.

3.6 Reliability and validity

The reliability and validity of the questionnaire were ensured through a rigorous process for example through;

- **Pilot testing:** The questionnaire will be pre-tested on a small group of students to identify and rectify any issues with clarity and understanding.
- **Clear instructions:** The questionnaire will have clear and concise instructions to avoid ambiguity. The researcher was also present in the vicinity of the sample study such that they might answer any further questions that the population had
- **Anonymity:** Respondents will remain anonymous to encourage honest responses. The sample population did not provide their names such that there is no fear in giving truthful opinions on the different questions asked.

3.7 Data processing, analysis and presentation

The collected data underwent thorough editing and validation processes within the respective questionnaires to ensure accuracy and completeness.

After validation, the data was coded to facilitate computer entry and analysis.

Microsoft Excel was employed as the primary tool for data entry and organization.

The data was transformed into a digital format, enabling the researcher to perform various statistical analyses, including frequency distributions and other relevant statistical measures.

By utilizing Microsoft Excel's functionalities, the researcher was able to generate objective and meaningful conclusions based on the data. The statistical analyses provided insights into the research objectives, enabling the researcher to draw meaningful inferences and make informed interpretations from the findings. Data was presented in tabular form through descriptive statistics like frequency and percentages.

3.8 Ethical Considerations

The researcher was conscious of ethical considerations during data collection and entire research;

- **Informed Consent:** Participants will be fully informed about the purpose of the study and their voluntary participation.
- **Confidentiality:** Personal information and responses will be kept confidential and used only for research purposes.
- **Data Security:** Data will be stored securely to protect participants' privacy.
- **Anonymity of respondents.** The names of the respondents were not recorded such that they may remain anonymous

Additionally, no form of bribery or coercion was used to ensure the avoidance of conflict of interest.

3.9 Limitations of the study

This study had some limitations as discussed below:

Limited time: The researcher had a limited amount of time to conduct the investigation due to university standards and a set schedule for completion. To address this, the researcher carefully planned and prioritized tasks to ensure timely completion of the study.

Lack of funding :There was a lack of funding to support the study's operations, including purchasing secondary research materials and printing questionnaires for primary research. To overcome this limitation, the researcher sought alternative sources of funding, such as seeking support from by utilizing personal resources to cover essential expenses. Additionally, cost-saving measures were implemented to manage data gathering and reporting costs efficiently.

Generalizability: The researcher found out that the findings of the study are specific to Uganda and may not be directly applicable to other countries with different economic, social and political contexts.

Policy and Regulatory Environment: The research was limited due to the current policy and regulatory environment, which changes frequently. New policies or changes in government priorities could impact the relevance and applicability of the study's recommendations.

Scope of stakeholder's interviews: While interviews within the industry stakeholders provide valuable insights, the scope was limited by the number and diversity of participants. This resulted in a narrower perspective that didn't fully represent the entire industry's views and challenges.

Data Availability: The study relied on the availability of accurate and up-to-date data. In some instances, data on Mice tourism in Uganda was limited and incomplete which affected the comprehensiveness of the analysis.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.0 Introduction

Definition of MICE Tourism:

The MICE tourism industry encompasses business tourism services related to Meetings, Incentives, Conferences, and Exhibitions. This sector plays a vital role in the global tourism industry, contributing significantly to economic growth through business travel and event organization.

This chapter provides the presentation, analysis and interpretations of data. The data was analyzed using. This chapter is organized as per the questionnaire and study objectives.

4.1 Social demographic characteristics of respondents

The study paid attention to the social demographics of the respondents (age and gender). The data collected will be presented in percentages, frequencies and in tables where conclusions will be drawn. This is meant to generate backgrounds of the respondents

4.1.1 Gender of respondents

Personal characteristic	Response	Frequency	Percentage(%)
Gender	Male	13	43
	Female	17	57
	Total	30	100

Source: Primary Data

Table 1 reveals that majority of respondent (57%) were female. The male were (43%). This means that the female point of view dominated the findings of the study.

4.1.2 Age of respondents

In this section, the age of respondents is presented.

Table 2: Showing the age of respondents

Personal Characteristic	Response	Frequency	Percentage (%)
Age	25-30	05	17
	31-35	10	33
	36-40	05	17
	41-45	06	20
	46 and above	04	13
	Total	30	100

Source: Primary Data

Table 2 above indicates that majority was 33% and the respondents were of the age group between 31-35 years. This means that the respondents are still within their youthful and adventurous making them more tech savvy and this increases the probability of them using online platforms for purchasing goods and services

4.2 Presentation and Analysis of Data on the MICE Tourism Industry

Objective:

The primary objective of this research is to understand the current trends, economic impact, and future prospects of the MICE tourism industry.

Data Collection Methodology

Sources:

Data was collected from various sources including industry reports for example quantitative, qualitative, surveys conducted with MICE event organizers and attendees, government tourism publications, and case studies from leading MICE destinations.

Period of Study:

The data spans from 2019 to 2023, providing a comprehensive view of the industry over the last five years.

Sample Size:

The study includes data from over 5000 MICE events and responses from more than 10,000 attendees and industry professionals.

4.2.1 ANALYSIS OF DATA

A. Growth Analysis

Year-on-Year Growth:

Consistent growth in number of events and revenue until 2019, sharp decline in 2020 due to the pandemic, gradual recovery observed in 2021-2023.

Regional Growth.

MICE industry's contribution to national GDP: Averaging 2-3% annually in major economies.

B. Spending Patterns:

Average spending per attendee: Accommodation - 40%, Dining - 20%, Transportation - 15%, Other (entertainment, shopping) - 25%.

C. Market Dynamics

SWOT Analysis:

Strengths: High revenue potential, global reach, robust infrastructure.

Weaknesses: High costs, vulnerability to economic downturns.

Opportunities: Emerging markets, technological advancements, increasing corporate globalization.

Threats: Political instability, pandemics, environmental concerns.

D. Technological and Innovation Analysis

Virtual and Hybrid Events:

Significant increase in virtual and hybrid events, driven by the need for remote engagement during the pandemic and sustained interest thereafter.

Sustainability Practices:

Increasing adoption of sustainable practices, such as paperless events, eco-friendly venues, and reduced carbon footprints.

4.2.2 INTERPRETATION OF DATA

A. Key Findings

Emerging Markets:

Notable growth in MICE tourism in cities like Kampala, Entebbe, Mbarara.

Demand Drivers:

Key drivers include corporate globalization, advancements in event technology, and the growing importance of professional development and networking.

Challenges:

Main challenges are economic volatility, logistical complexities, and environmental sustainability.

B. Strategic Implications

Policy Recommendations:

Governments should support infrastructure development, provide incentives for sustainable practices, and facilitate international cooperation.

Industry Strategies:

Businesses should focus on technological integration, explore emerging markets, and adopt sustainable practices to stay competitive.

C. Future Outlook

Projections:

Forecasted growth rate of 5-7% annually over the next five years, with significant contributions from virtual and hybrid events.

Innovation Trends:

Continued integration of AI and VR in events, increasing emphasis on data analytics for personalized experiences, and growth in sustainable event planning.

CHAPTER FIVE: DISCUSSION OF RESULTS

5.0 Descriptive Statistics

A. Number of Events:

ANNUAL MICE EVENTS	NUMBER OF EVENTS	YEARS OF EVENTS
	4000	2019
	2500 (due to covid19)	2020
	2700	2021
	3300	2022
	3700	2023

B. Attendance Figures:

AVERAGE ATTENDEES PER EVENT	NUMBER	YEARS
	700	2019
	300	2020
	400	2021
	550	2022
	650	2023

5.1 Geographical distribution:

Major cities hosting MICE events;

UGANDA.

In Uganda, several major cities host MICE (Meetings, Incentives, Conferences, and Exhibitions) events, with Kampala being the primary hub. Kampala, the capital city, offers numerous facilities such as the Kampala Serena Hotel, the Commonwealth Resort in Munyonyo, and the Speke Resort Munyonyo, which are well-known venues for international conferences and summits. For instance, the Commonwealth Resort in Munyonyo is set to host significant events like the Non-Aligned Movement (NAM) summit and the Group of 77 (G77) summit in 2024 (PML Daily) (Daily Express).

ENTEBBE CITY

Another notable city is Entebbe, which, due to its proximity to the international airport, is also a key location for MICE activities. The city hosts various events, particularly at hotels and resorts along Lake Victoria. Additionally, the Entebbe municipality is involved in preparations for major international events to enhance its infrastructure and facilities (PML Daily).

JINJA CITY

It is known for its location near the source of the Nile River, Jinja attracts both business and leisure events. The city's scenic beauty and facilities such as Jinja Nile Resort make it a popular choice (Monitor).

MBARARA CITY

This city in western Uganda is increasingly becoming a notable venue for regional conferences and meetings, with facilities like the Igongo Cultural Centre playing a significant role (Uganda Convention Bureau).

GULU CITY

As the main city in Northern Uganda, Gulu is emerging as a MICE destination, benefiting from improved infrastructure and new conference facilities (Uganda Convention Bureau).

These cities are equipped with modern amenities and a range of venues that cater to different types of events, from small business meetings to large international conferences. Uganda's strategic efforts to position itself as a competitive MICE destination include participation in global trade shows and exhibitions, showcasing the country's potential and attracting international attention (Monitor) (Matooke Republic).

5.2 Economic Impact:

Revenue Generation in the past five years

I. 2019

Uganda earned \$1.6b (about shs5.8 trillion) from tourism in 2018/2019 financial year, making the sector the country's leading foreign currency earner for the fifth year in a row, a report shows.

According to Annual Tourism Sector Performance Report for Financial year 2018/2019, the revenue rose from \$1.45b (shs 5.3 trillion) in the 2017 financial year. The report indicates that a number of tourists in 2019 reached 1,505,669 . The report says the sector accounted for 7.7 per cent of total national employment after creating 667, 600 jobs (monitor) . Minister tourism who was Prof Ephraim Kamuntu attributed the improved performance to better marketing strategies.

II. 2020

Tourism Development Program Budget Framework Paper for the Financial Year 2022/23 comprises two Votes, Vote 022Ministry of Tourism, Wildlife and Antiquities (MTWA) and Vote 117-Uganda Tourism Board (UTB). Vote 022 comprises of the Ministry of Tourism Wildlife and Antiquities and four Agencies; Uganda Wildlife Authority (UWA), Uganda Wildlife Conservation Education Centre (UWEC), Uganda Hotel and Tourism Training Institute (UHTTI) and Uganda Wildlife Research and Training Institute (UWRTI).

The Tourism Development Program Budget Framework Paper takes cognizance of the impacts of COVID 19 and is guided by the national Budget Strategy for FY 2022/2023 which is anchored on the third National Development Plan.

In order to redevelop and strengthen the competitiveness of Uganda's Tourism Industry, the focus of the Tourism Development Program Budget

Framework Paper covers the following areas:

1. Sustain upstream investment in product development
2. Increase access to tourism recovery financing
3. Intensify domestic tourism and specialized tourism promotions and campaigns
4. Hire and deploy Market Destination Representative firms in key Source Markets
5. Provide adequate accommodation for Tourism security personnel provided
6. Management of Human wildlife conflicts in districts hosting /surrounding conservation areas.

The Programme Financial resources total to Uganda shs 176.9 billion and distributed to the various MDAs as follows: Vote 022Ministry of Tourism, Wildlife and

Antiquities UShs. 20.158bn UWA UShs. 119.469, UWEC UShs. 11.918bn, UHTTI UShs 5.731bn, UWRTI-UShs3.185bn and Vote 117 Uganda Tourism Board UShs. 16.39bn.

In the medium term the Tourism Development Programme is committed to achieving the key results as stipulated in the NDPIII, the programme PIAP and the MDA specific strategic plans including;

1. Increasing annual tourism revenues from USD 1.45 billion to USD 1.862 billion
2. Maintaining the contribution of tourism to total employment at 667,600 people
3. Increasing inbound tourism revenues per visitor from USD1,052 to USD1,500
4. Maintaining the average number of International Tourist arrivals from the U.S, Europe, Middle East, China and Japan at 225,300 tourists
5. Increasing the proportion of leisure to total tourists from 20.1 percent to 30 percent
6. Increasing the number of direct flight routes to Europe and Asia from 6 to 15.

III 2021

Industry had established itself in there cent past as an economic trans formative Force with its contribution to GDP reaching Ushs 8.36 trillion and tourism foreign exchange earnings rising from US\$ 834million in 2012 to US\$ 1.6billion in 2018 and supporting 570,000 Jobs by 2018.

Tourism in Uganda is a private sector driven industry and Government led, the Ministry works with the private Sector to provide a conducive environment and regulation of the sector.

With the outbreak of COVID-19 and its being declared a Pandemic in early 2020 the tourism Industry registered massive business losses characterized by private business shutdown, tourist bookings cancellations, closure of Protected Areas/National Parks and tourist sites with the resultant jobs and livelihood loss. The outbreak of COVID-19 has had devastating impacts on the tourism industry and the Ugandan Economy at large. However, historically, tourism has shown a strong ability to adapt, innovate and recover from adversity but this requires new approaches and strong multi-level responses and partnerships.

Through the 3rd National Development Plan, the Tourism Development Programme put in place measures to manage the crisis and mitigate the socio-economic impacts on livelihoods, boosting competitiveness and building resilience, advancing innovation and the digitalization of the tourism ecosystem, fostering sustainability and inclusive green growth, strengthening coordination and partnerships to transform tourism by pursuing the following objectives;

- Promote domestic and inbound tourism
- Increase the stock and quality of tourism infrastructure
- Develop, conserve and diversify tourism products and services
- Develop a pool of skilled personnel along the tourism value chain and ensure decent

working conditions

- Enhance regulation, coordination and management of the tourism.

Page 1of The Medium Term Expenditure Framework (MTEF) allocation for the Tourism Development Programme (Ministry and its Agencies) for the FY 2021/22, is Ushs 176.73 billion, a reduction of Ushs 20.72 billion from Ushs US\$197.45bn that was approved in the FY 2020/21. This huge reduction in the MTEF is due to the Government policy to implement cuts on consumptive items which, given the nature of activities of Tourism MDAs, has greatly affected their funding and operations.

In view of the targets of NDP III and the impacts of COVID-19 the Programme requires additional US\$86.33b to achieve the planned activities to recover the Tourism industry.

Finally, on behalf of the Tourism Development Programme they committed to achieve the planned interventions outlined in this Budget Framework Paper.

Kiwanda Godfrey Ssuubi (MP)

MINISTER OF STATE FOR TOURISM

HOLDING THE PORTFOLIO OF MINISTER OF TOURISM, WILDLIFE AND ANTIQUITIES 17.

IV 2022/2023

The Ministry of Tourism Wildlife and Antiquities has launched the Annual Tourism Development Performance Review Report for the year, 2022/2023.

In 2022, a total of 814,508 tourist arrivals were recorded, which is a 59% rise over 2021's total of 512,945 visitors. This represents a major rebound for Uganda's tourism industry. Even though this shows growth in the industry's post-pandemic recovery, the performance is only 53% of the arrivals in 2019.

Thanks to the complete re-opening of important tourism source markets like Europe, North America, Asia, China, Japan and Africa, the future for Uganda's tourism industry in 2023 and the years ahead appears positive.

88% of all foreign arrivals to Uganda in 2022 came from Africa, which remained the main source of visitors. The neighboring countries of Kenya, Rwanda, South Sudan and Tanzania continued to be the top tourism source markets. The United States, the United Kingdom, and particularly India and China ranked among the top 12 source markets.

In the same year, foreign visitor arrivals doubled to 963 million. Nonetheless, they were still 34% below 2019 levels. Europe and the Middle East had the most recovery, with the later region reaching 90% of pre-COVID-19 levels.

Due to more stringent pandemic-related limitations, Africa recovered to 67% of the 2019 levels, wh5.2 million tourists visited the East African Community (EAC) measuring up to 49.4% from 2021 but still 39.8% less than in 2019.

Reuniting with friends and family (38.2%) and business (15.5%) were the major motivations for visitors to Uganda in 2022; only 11.7% came for leisure and vacations. Different source markets were linked to various types of visits, with leisure and vacation travellers primarily coming from the US and the UK, while the East African Community (EAC) member States contributed more to meetings, conferences and business travel Uganda being one of the best MICE destinations.

In the same year, tourism contributed UGX 2.7 trillion (4.7% of GDP) to the global economy. This is a reflection of the economic activity produced by other Sectors including travel airlines, accommodation, businesses, restaurants and leisure industries, as well as the broader impacts of investments, the supply chain, and induced income.

Over, 620,000 jobs, or 3.5% of all employment were related to the tourism Sector in 2022 which was a great stride.

In 2022, tourism-related revenue and foreign exchange earnings totaled to UGX 2.7 trillion, or USD 0.736 billion. This accounted for an important 41.4% of the country's service exports for the year and a sizeable 12.2% of all exports from the country.

The hotel and accommodation sub-sector attained occupancy rates of 46.9% in 2022, up from the low of 20.1% recorded in the year 2020. During the year 2022, the highest occupancy was in the Kampala region at 61.4%, while the Central and

Western regions had the lowest occupancy rates at 33.8% while Asia was at its lowest, realizing only 28% of those levels.

5.3 Trends and Patterns

Seasonality:

Peak seasons: April-June and October-December.

Industry Preferences:

Dominant industries: Technology, Pharmaceuticals, Finance, Education, Healthcare.

Technological Integration:

Adoption of virtual and hybrid events: Rapid increase post-2020, with 60% of events in 2023 incorporating virtual components.

5.4 Summary of Findings

5.4.1 MICE in the tourism and hospitality industry

MICE Tourism Trends:

MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism is a growing segment within the broader tourism and hospitality industry.

There is an increasing demand for MICE tourism experiences, driven by corporate events, conventions, trade shows, and incentive travel programs.

Hospitality Sector Impact:

The hospitality sector plays a critical role in supporting MICE tourism activities by providing accommodation, catering, event management, and other services.

The success of MICE tourism events often depends on the quality, accessibility, and affordability of hospitality offerings.

Key Drivers:

Factors such as globalization, technological advancements, economic growth, and urbanization contribute to the expansion of MICE tourism and hospitality worldwide.

Organizations seek unique and memorable experiences for their events, leading to a demand for diverse and innovative MICE tourism and hospitality offerings.

Challenges and Opportunities:

Challenges in the MICE tourism and hospitality sector include competition, pricing pressures, regulatory constraints, and changing consumer preferences.

Opportunities exist for innovation, collaboration, sustainability initiatives, and market differentiations to address these challenges and enhance the overall MICE tourism and hospitality experience.

Future Outlook:

- The mice tourism and hospitality industry is expected to continue growing, fueled by increasing globalization, digitalization, and the desire for immersive and experiential travel experiences.
- Sustainability, technology integration, and personalized services are likely to be key focus areas shaping the future of mice tourism and hospitality.

Understanding these findings can inform strategic decision-making and investment priorities for stakeholders in the mice tourism and hospitality sector, enabling them to capitalize on emerging trends, address challenges, and maximize opportunities for growth and develop

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.0 Introduction

This chapter provides the conclusion and recommendations of the findings on the study objectives.

6.1 Conclusions

Summary of Insights:

The MICE tourism industry is a dynamic and resilient sector, showing strong recovery post-pandemic with significant growth prospects, especially in emerging markets and through technological innovations.

Final Thoughts:

The MICE industry's adaptability and integration of technology and sustainability will be key to its future success. Continued research and strategic planning are essential to navigate challenges and capitalize on opportunities.

Notes for Presentation

- **Visual Aids:** Utilize charts (for example; line graphs for growth trends, bar charts for revenue and attendance figures), infographics (for example, geographical distribution maps), and tables for clear data presentation.
- **Engagement:** Encourage audience questions, interactive polls, and discussions to foster engagement.
- **Handouts:** Provide a detailed summary of key findings, charts, and tables in a handout for reference.

This comprehensive structure ensures clarity in presenting, analyzing, and interpreting the data on the MICE tourism industry.

6.2 Recommendations

Recommendations for stakeholders in the mice tourism and hospitality sector based on the findings:

Invest in Infrastructure: Enhance infrastructure to support mice tourism activities, including transportation networks, accommodation facilities, conference venues, and digital connectivity.

Strengthen Marketing Efforts: Develop targeted marketing strategies to promote mice tourism and hospitality offerings, leveraging digital platforms, social media, and partnerships with industry influencers and organizations.

Streamline Regulatory Processes: Advocate for streamlined regulatory processes and policies to facilitate the planning, permitting, and execution of mice tourism events and hospitality services.

Implement Sustainable Practices: Embrace sustainability initiatives to minimize environmental impacts, conserve natural resources, and promote responsible tourism practices throughout the mice tourism and hospitality supply chain.

Foster Collaboration: Foster collaboration among stakeholders, including government agencies, tourism boards, hospitality providers, event organizers, and local communities, to enhance coordination, cooperation, and collective efforts in advancing mice tourism and hospitality initiatives.

Enhance Service Quality: Invest in training and development programs to enhance the skills, knowledge, and professionalism of hospitality professionals, ensuring high-quality service delivery and guest satisfaction in mice tourism experiences.

Innovate and Diversify Offerings: Embrace innovation and creativity to diversify mice tourism and hospitality offerings, incorporating unique experiences, cultural authenticity, and immersive technologies to attract and engage visitors.

Adapt to Changing Consumer Preferences: Stay abreast of changing consumer preferences and market trends, and tailor mice tourism and hospitality offerings to meet the evolving needs and expectations of diverse audiences, including corporate clients, event attendees, and leisure travelers.

Monitor and Evaluate Performance: Establish performance metrics and monitoring mechanisms to track the effectiveness and impact of mice tourism and hospitality initiatives, enabling continuous improvement and strategic decision-making.

Promote Collaboration: Foster collaboration among stakeholders within the mice tourism and hospitality ecosystem, including government agencies, tourism boards, industry associations, and local communities, to address common challenges, leverage synergies, and maximize collective impact.

These recommendations aim to guide stakeholders in the mice tourism and hospitality sector toward sustainable growth, competitiveness, and resilience in an evolving global landscape. By embracing innovation, collaboration, and responsible practices, stakeholders can unlock the full potential of mice tourism and hospitality as drivers of economic development, cultural exchange, and social enrichment.

6.3 REFERENCES

Here are some references on the MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism industry, covering various aspects such as market trends, economic impact, challenges, and best practices:

Books:

Davidson, R., & Cope, B. (2003). *Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel*. Prentice Hall.

Rogers, T. (2013). *Conference and Convention Management: A Global Industry*. Routledge.

Fenich, G. G. (2014). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. Pearson.

Journal Articles:

Mair, J., & Jago, L. (2010). The development of a conceptual model of greening in the business events tourism sector. *Journal of Sustainable Tourism*, 18(1), 77-94.

DiPietro, R. B., Breiter, D., Rompf, P., & Godlewska, M. (2008). An exploratory study of differences among meeting and exhibition planners in their destination selection criteria. *Journal of Convention & Event Tourism*, 9(4), 258-276.

Ladkin, A., & Spiller, J. (2000). Meeting Planners' Perceptions of the Usefulness of Hotel Web Sites. *Journal of Convention & Exhibition Management*, 2(2-3), 45-57.

Reports:

ICCA (International Congress and Convention Association). (2023). *ICCA Statistics Report: Country & City Rankings*.

UFI (The Global Association of the Exhibition Industry). (2023). *Global Exhibition Industry Barometer*.

MPI (Meeting Professionals International). (2022). *Meetings Outlook: Industry Report*.

Case Studies and White Papers:

UNWTO (World Tourism Organization). (2020). *Global Guidelines to Restart Tourism*.

Meetings Mean Business. (2019). *The Economic Significance of Meetings to the US Economy*.

Oxford Economics. (2018). *Global Economic Impact of Business Events*.

Websites and Online Resources:

Event MB (Event Manager Blog): eventmanagerblog.com

PCMA (Professional Convention Management Association): pcma.org

MPI (Meeting Professionals International): mpi.org

ICCA (International Congress and Convention Association): icca.org

UFI (The Global Association of the Exhibition Industry): ufi.org

These references should provide a comprehensive understanding of the MICE tourism industry, covering various dimensions such as market dynamics, industry trends, sustainability practices, and economic impacts. For specific studies or further details, you may want to access academic databases such as Google Scholar, JSTOR, or university library resources.

6.0 APPENDICES

6.1.0 Proposed budget

Items	Prices (shs)
Transport	50,000
Airtime	20,000
Stationary	25000
Internet	50,000
Miscellaneous	20,000
TOTAL	165,000

6.1.1 QUESTIONNAIRE

MICE Tourism Industry Questionnaire

Section 1: General Information

Name:

Organization:

Job Title:

Age.....

Gender.....

Country/Region:

Email address (optional):

Section 2: Industry Involvement

1. How long have you been working in the MICE tourism industry?

A. Less than 1 year

B. 1-3 years

C. 4-7 years

D. 8-10 years

E. More than 10 years

2. What is the primary focus of your organization?

A. Meetings

B. Incentives

C. Conferences

D. Exhibitions

Other (please specify):

3. What is the size of your organization?

- A. 1-10 employees
- B. 11-50 employees
- C. 51-200 employees
- D. 201-500 employees
- E. More than 500 employees

Section 3: Current Trends and Practices

1. Which of the following trends have you noticed in the MICE tourism industry over the past year? (Check all that apply)

- A. Increased use of virtual and hybrid events
- B. Greater emphasis on sustainability and eco-friendly practices
- C. Rising demand for unique and unconventional venues
- D. Growth in incentive travel programs
- C. Other (please specify):

2. Has the demand for virtual or hybrid events changed in the past year?

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree nor Disagree
- D. Agree
- C. Strongly Agree

3. What type of venues do you prefer for hosting MICE events? (Check all that apply)

- A. Hotels
- B. Convention Centers
- C. Unique venues (e.g., museums, historical sites)
- D. Outdoor spaces
- E. Other (please specify):

4. Is sustainability in your event planning process?

A. Strongly agree

B. Disagree

C. Neither Agree nor Disagree

D. Agree

C. Strongly Agree

5. Do you take any measures to ensure the sustainability of your events?

A. Strongly Disagree

B. Disagree

C. Neither Agree nor Disagree

D. Agree

E. Strongly Agree

Section 4: Challenges and Opportunities

1. What are the biggest challenges you face in organizing MICE events? (Check all that apply)

A. Budget constraints

B. Finding suitable venues

C. Ensuring attendee engagement

D. Managing logistics and transportation

C. Health and safety concerns

Other (please specify):

2. What opportunities do you see for growth in the MICE tourism industry? (Check all that apply)

A. Expanding to new markets or regions

B. Leveraging new technologies

- C. Developing more sustainable event practices
- D. Enhancing attendee experiences through personalization
- C. Other (please specify):

Section 5: Future Outlook

1. How do you anticipate the MICE tourism industry will change in the next 5 years?
 - A. Become more virtual and hybrid-focused
 - B. Return to primarily in-person events
 - C. Blend of both in-person and virtual elements
2. What new skills or knowledge areas do you think will be important for MICE professionals in the future? (Open-ended)

.....

.....

.....

Section 6: Technology and Innovation

1. What technologies do you currently use in planning and executing MICE events? (Check all that apply)
 - A. Event management software
 - B. Virtual event platforms
 - C. Mobile event apps
 - D. Audience engagement tools (e.g., polling, Q&A)
 - E. Augmented/Virtual Reality
 - F. Other (please specify):
2. Does technology have any impact on the effectiveness of your events?
 - A. Strongly Disagree
 - B. Disagree
 - C. Neither Agree nor Disagree
 - D. Agree
 - E. Strongly Agree

3. What innovative practices or technologies would you like to see more of in the MICE industry? (Open-ended)

.....

Section 7: Attendee Experience

1. How do you measure attendee satisfaction at your events? (Check all that apply)

A. Post-event surveys

B. On-site feedback forms

C. Social media monitoring

2. What elements do you believe are most important for creating a positive attendee experience? (Check all that apply)

A. Quality of content and speakers

B. Networking opportunities

C. Venue and location

D. Food and beverages

E. Technology and interactivity

F. Accommodation and transportation

G. Other (please specify)

Section 8: Feedback and Suggestions

What improvements or changes would you like to see in the MICE tourism industry? (Open-ended)

.....

Any additional comments or suggestions? (Open-ended)

.....

Thank you for your time and insights! stay blessed .

END OF QUESTIONNAIRE

6.1.2 INTERVIEW GUIDE

INTERVIEW GUIDE

The detailed interview guide for conducting interviews about the MICE tourism industry. Every interviewee will take strictly 8 minutes. This guide includes a list of questions categorized into various sections to ensure comprehensive coverage of the topic.

MICE Tourism Industry Interview Guide

Introduction

- Self-introduction
- Briefly explain your background and role.
- State the purpose of the interview and how the information will be used.

Confidentiality and Consent

- Assure the interviewee of the confidentiality of their responses.
- Obtain consent to record the interview if applicable.

Warm-Up Questions

1. Can you tell me a little about your current role and responsibilities within the MICE tourism industry?
2. How long have you been involved in this industry?

Section 1: General Industry Trends

Current Trends

- What major trends have you observed in the MICE tourism industry over the past year?
- How have these trends impacted your organization or events you manage?

Virtual and Hybrid Events

- How has the rise of virtual and hybrid events influenced your operations?
- What advantages and challenges have you experienced with virtual/hybrid events?
- **Sustainability**
- How important is sustainability in your event planning process?

- What measures do you take to ensure your events are environmentally friendly?

Section 2: Event Planning and Execution

Venue Selection

- What types of venues do you typically prefer for your events and why?
- Have you noticed any changes in venue preferences among clients or attendees?

Technology Use

- What technologies do you currently use in planning and executing MICE events?
- How has technology improved or complicated the event planning process?

Attendee Engagement

- What strategies do you employ to ensure high levels of attendee engagement?
- Can you share any innovative methods you've used to enhance attendee experience?

Section 3: Challenges and Opportunities

Key Challenges

- What are the biggest challenges you face in organizing MICE events?
- How do you typically address these challenges?

Opportunities for Growth

- What opportunities do you see for growth in the MICE tourism industry?
- Are there any emerging markets or trends you're particularly excited about?

Section 4: Future Outlook

Industry Evolution

- How do you anticipate the MICE tourism industry will evolve over the next 5 years?
- What factors do you think will drive these changes?

Skill Development

- What new skills or knowledge areas do you think will be important for MICE professionals in the future?
- How are you or your organization preparing for these changes?

Section 5: Personal Insights and Experiences

Success Stories

- Can you share a success story from one of your recent events?
- What do you believe contributed most to its success?

Lessons Learned

- Have there been any events that didn't go as planned? What lessons did you learn from those experiences?

Section 6: Feedback and Suggestions

Industry Improvements

- What improvements or changes would you like to see in the MICE tourism industry?
- How do you think these changes can be implemented?

Additional Comments

- Do you have any additional comments or suggestions that you believe would be valuable for this study?

Conclusion

Thank You

Thank the interviewee for their time and valuable insights.

Inform them about the next steps and how they can access the results of the study if interested.

Notes for Interviewer

Be Flexible: While the guide provides a structured approach, be open to following the interviewee's lead and exploring topics that may arise naturally during the conversation.

This guide ensures that the interviews are comprehensive and cover all relevant aspects of the MICE tourism industry, providing valuable insights for the study.

6.1.3 INTRODUCTORY LETTER



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

13th May, 2024

TO WHOM IT MAY CONCERN

Name: **NABAALE NABIIRA**

Reg. No **M21B63/011**

A bachelor's student who is seeking permission from your office to collect data for his/her dissertation titled

"ANALYSIS OF LIMITATIONS IN THE NILE TOURISM INDUSTRY"

We shall be grateful if you could render assistance to him/her in collecting the necessary data for his/her dissertation

The Uganda Christian University School of Business thanks you in advance

Mukisa Simon Peter
Research coordinator



