

MICE TOURISM: FROM TEMPORARY DISRUPTION TO SYSTEMIC TRANSFORMATION IN THE 21ST CENTURY

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ABSTRACT

This study comprehensively analyzes the profound impact of the COVID-19 pandemic on MICE (Meetings, Incentives, Conventions, Exhibitions) tourism, charting its transition from temporary disruption to systemic restructuring and offering critical strategic insights for its future trajectory. Employing a comprehensive literature review and documentary analysis, a multi-dimensional framework encompassing demand, supply, institutions, technology, and sustainability was utilized to categorize MICE evolution into enduring continuities, significant transformations, and entirely new phenomena. The analysis revealed that the pandemic exposed systemic vulnerabilities, accelerating widespread shifts towards hybrid and virtual event formats, pervasive digital adoption, and elevated hygiene standards. While stakeholder adaptation prioritized resilience and strategic partnerships, long-term trends indicate MICE operations will permanently feature mixed formats, an integrated knowledge infrastructure, and be increasingly influenced by complex geopolitical and environmental factors. This research provides crucial, actionable insights for policymakers and industry leaders, underscoring the imperatives of systemic resilience, inclusive growth through diversified markets, and the full integration of sustainability into core MICE operations, thereby fostering a robust and equitable future. Uniquely, it synthesizes pre-COVID stability, pandemic disruption, and post-COVID adaptation through this robust framework, informing sustainable MICE strategic development in the 21st century.

Keywords: MICE Tourism, COVID-19 Impact, Systemic Restructuring, Hybrid Events, Tourism Sustainability

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