

Module Title: MICE

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Lecture 11: MICE Industry Standards and Ethics



Standards

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We're ISO, the International Organization for Standardization.

We develop and publish **International Standards**.



Healthcare management: Delivering quality to the health industry

ISO 7101, the world's first-ever standard for healthcare quality management, provides much needed guidance for a rapidly evolving sector.



Dara Puspita (2020), Craving for 5-Star Hotel Iftar Menu? Try Home Delivery Service!, <https://blog.tiket.com/wp-content/uploads/Blog-Hotels-Offer-Food-Delivery-Service-900x570.jpg>

- ❑ As with many other industries, standards and guidelines are help those involved, either on the supply or demand side, to know what best practices are and how best to follow them
- ❑ Standards in place or being put into place are there to provide MICE industry professionals with **a set of standards** to control and ensure quality performance by and for industry stakeholders

- ❑ **Being accredited**, especially to be among the first, can increase a firm's competitive edge in a sector
- ❑ Increasingly, many international organizations and associations are developing standards and guidelines for the MICE industry

International Organization for Standardization (ISO)

BS 8901 (ISO 20121)

- ❑ BS 8901 is the first standard intended to guide a management in implementing sustainable development in the field of event organization
- ❑ BS 8901 covers three parts: **Planning, Implementation, Monitoring and Control**

- ***Planning*** involves developing policy for sustainability, identify and engage with stakeholders and identify key sustainability issues
- ***Implementation*** has to do with the development and adoption of key management systems

- Lastly, ***monitoring & control*** involves implementation of control protocols for performance measurement against pre-determined targets, correcting & tackling nonconformance, review and feedback preparation

ISO 50001: Energy Management Systems

- ❑ ISO 50001:2011 provides the most robust framework for optimizing energy efficiency in public and private sector organizations
- ❑ Establishes systems and processes for improving energy performance, which will lead to reduction in **energy cost, greenhouse gas emissions and other environmental impact**

□ The implementation of an *energy management system* (EnMS) specified by ISO contains five parts:

1)Policy

2)Planning

3)Implementation and Operation

4)Checking Performance

5) Review of the Energy Management System

1) Policy

- The energy policy that an organization establishes has to state its commitment for achieving improved energy performance
- The policy has to define scope and boundaries of the planned energy management system, appropriate to its energy use

2) Planning

- ISO 50001 requires an organization to establish energy planning that address **an energy profile, energy baseline, energy performance indicators, legal & other requirements, objectives, targets and action plans**

3) Implementation and Operation

- Responsibilities of the organization in this process are to ensure the conformity in energy policy, procedures or energy management system (EnMS) requirements and to provide needed **training** associated with the control of its significant energy uses and the operation of its energy management system

4) Checking Performance

- To check EnMS performance within an organization, monitoring measurement and analysis of the energy profile, significant energy use and effectiveness of the action plans are required

5) Review of the Energy Management System

- Top management, defined in ISO 50001 as a person or group of people who direct or control an organization at the highest level, has to review performance its energy management system
- The process includes **previous management review, energy policy, energy performance, evaluation of legal compliance, energy objectives & targets achievement, audit results and recommendations for improvement**, to ensure consistent suitability, adequacy and effectiveness

ISO 22000: Food Safety Management System

- ❑ ISO 22000 is a globally accepted standard for food safety management (FSMS) launched by International Organization of Standardization
- ❑ It is designed with a tailor-made approach that provides flexibility for all organizations in the food chain and other related services in the food chain to operate in compliance with set standards

- ISO 22000 has combined four key elements

1)The Hazard Analysis & Critical Control Points (HACCP)

Principles

- The HACCP principles along with its application steps identify and assess all hazards that might be expected to occur in the food chain

2) Prerequisite Programs

- ISO 22000 also requires an organization to establish prerequisite programs (PRPs), the basic conditions and activities necessary **to maintain a hygienic environment**

3) Interactive Communication

- Clear communication along the food chain, both upstream and down stream and within the organization is required by ISO 22000 to ensure all relevant food safety hazards are identified and adequately controlled at each step along the food chain

4) System Management

- ISO 22000 require an organization to design, establish, operate and update food-safety management systems **(FSFM)** within the framework of a structured management system

- A food-safety management system (FSFM) includes four components:
 - **Management responsibilities**
 - **Resource management**
 - **Safe product planning and realization**
 - **Validation, verification and improvement food safety management**

- ISO 22000 not only benefits the food industry but also other industries like **MICE industry** where the safety of food provided to attendee is a concern

ISO 25639: Exhibitions, Shows, Fairs and Conventions

- ❑ Launched in 2008, ISO 26539 is the first International Standard for exhibitions, fairs and conventions and is expected to bring greater transparency and consistency to the exhibition industry
- ❑ ISO 25639 consists of two parts
 - ❑ The first part, ISO 25639-1, addresses terminology and definitions frequently used in the industry

- While the second part, ISO 25639-2, provides standard measurement for statistical purpose related to exhibition

- ***ISO 25639-1 Part 1: Vocabulary***

- The first part contains a list of terms along with their definitions often used in exhibition and are meant to be used as universal definitions that will allow for objective comparisons as well as a clear visualization when used
- The glossary also aims to promote professionalism and raise standards in the exhibition industry and to serve as a guideline for stakeholders in the industry when publishing statistical data related to exhibition industry

ISO 25639-2 Part 2: Measurement Procedures for Statistical Purposes

- Part 2 provides standard measurement procedures for the terms commonly used in exhibition industry and defined in Part 1 and is intended to ensure and promote consistency in statistical interpretation
- With ISO 25639, stakeholders within the industry will be able to communicate employing the same definitions and statistical referencing

ISO 14000: Environment Management System

- ❑ ISO 14000 is in alignment with sustainability and the green concept
- ❑ ISO 14000 is about environmental management systems for business. The first step requires top management to set proper policy for environmental conservation within the firm
- ❑ The planning phase requires a business to identify environmental issues caused by the company

- This information as well as policy set earlier is used to form an environmental management plan that clearly spells out all tasks and projects, responsible parties and time needed to complete tasks
- Then, the company is required to put the plan into action
- After putting a plan in place, the next step is monitoring and measuring

MICE Ethics

- ❑ A negative impact is inevitable from any industry regardless of how beneficial it may be to the economy and society
- ❑ It is the same with the MICE industry in that numerous benefits to society and the economy come hand in hand with various concerns, perhaps even drawbacks

- ❑ Any MICE event can cause pollution, excessive energy consumption, increase in trash and intensify traffic conditions
- ❑ However, these consequences can be controlled and minimized if event organizers and attendees follow rules and regulations as well as perform their tasks with care and in an ethical manner

Negative Impact

Resource Usage

- In MICE events, massive amount of resources are being used and wasted which are Impossible to avoid
- This issue has grown to be one of the major concerns of stakeholders in MICE industry as to seeking for new initiatives and strategies that resources can be utilized more efficiently to least impact on the environment

Energy

- Realizing excessive usage of energy and the concept of global warming, many organizations are attempting to reduce energy consumption by coming up with initiatives for more efficient energy use
- In what is widely called “**Green Meetings.**”

Water

- While traditionally, wastewater goes through drains and sewages and back to its initial source, a green concern is that this wastewater should be collected and purified to certain level before being returned to its initial source to reduce environmental damage to the surrounding communities

Paper

- MICE events also require an extensive use of papers and other supplies
- Disposable utensils that seem to provide higher level of convenience can also add up to piles of wastes after the event
- It is a duty of organizers to seek for options that has the least impact on the environment given the budget constraint

Chemicals

- Chemicals are usually main components of typical cleaning agents
- Inorganic fertilizers are also used around venues landscaping
- These synthetic fertilizers can damage the condition of the soils and also the atmosphere in the surrounding communities

Air Pollution

- Air pollution associated with an event range from dust to emission of greenhouse gases
- In transporting attendees, it can bring about air and noise pollutions
- With larger numbers, lack of a well- thought out and followed transportation management, a venue can turn into a relentless congestion of traffic

- ❑ To alleviate and minimize the impact that traffic congestions might have in the host destination, event organizers must carry out proper planning to manage transportation and logistics

Waste Management

- ❑ The concern arises of how to manage waste before, during and after an event to minimize its impact
- ❑ Organizers and venue operators must weigh **the pros and cons** of different methods to manage waste for the benefit of the local community

- One of the methods, which is by far is the most popular and cost effective, is **to separate trash and waste to recycle them**
- Apart from waste separation, organizers can also reduce waste by using **recyclable materials & products** along with employing technology such as **e-documents to avoid excess printing**

Work Ethically

- ❑ Work ethics are a set of guideline that should be followed by everyone in the organization since they serve as predetermined boundaries to justify actions as to what is right or wrong
- ❑ The concept of work ethics is sensitive and complex as interpretation and prioritization are at an individual's discretion

- Work ethics refers to a **principle that guides the right way to perform a task** and how to maintain their **reputation** and that of their profession within an industry

□ The importance of working ethically is:

- It leads to a continuous willingness to perform tasks as well as build a reputation
- It helps everyone to perform tasks effectively and professionally since the results of ethical work reflect the true state of an employee's effectiveness that without any hidden motives to distort the results

- **Following work ethic criteria creates preferable norms and a work culture as well as enhancing the organization's reputation.**

MICE Industry Code of Ethics and Code of Conduct

- The general ideas as to preferable codes can be summarized in *seven core areas*

1. Practicing in the MICE industry

- Provide a guideline for conduct and behavior and includes how to work and perform tasks morally, honestly, ethically with respect to laws and regulations

2. Negotiating

- Negotiation should be carried out with fairness, respect to the rights of others and in good faith

3. Rejecting bribery and other incentives

- As taking bribes in the form of money, gifts and services or other incentives harms an organization

4. Maintaining credibility and reputation

- A code of ethics and a code of conduct are to build and maintain the reputation of organizations in an industry by establishing guidelines preventing behaviors that can impair the credibility and reputation of an organization and/or its industry

5. Avoiding conflict of interests

- Events that require many parties to organize may have conflicts of interest among parties

6. Fairness

- In every action should be done with fairness and a lack of discrimination of any kind

7. Environmental

- Every facet of an event should be attentive to the level of environmental damages that it can cause and should bring about initiatives and actions that can minimize the impact

Preferred Attitudes working in MICE Industry

□ summary of preferred attitudes for those who work in the MICE industry are as follows:

1. Service-oriented

- The MICE industry requires those within the industry to share a service-minded attitude to provide quality services to meet client expectations

2. Strive to Learn

- It is best for those who work within the industry to strive for new knowledge, update themselves as to these continuous changes and improve their skill sets through self-learning or training to cope with this fast-moving industry landscape and to advance in their career

3. Self and Social Responsibility

- As for those who work in the MICE industry, responsibility over their own actions is a key factor that should prevent mistakes from happening again

4. Hard Work

- For the MICE industry, organizing MICE events can be tedious, time consuming and requires an eye for detail. Morale and motivation is needed to keep up under time and budget constraints along with a positive attitude and a drive to work hard

Consumer Rights and Consumer Protection

- Many times, a lack of knowledge regarding local laws can be problematic and lead to traveler being taken advantage of while in country
- With this in mind, many countries are enforcing consumer rights and consumer protection laws

- Especially for MICE and business travelers, consumer rights protection includes but is not limited to
 - Rights to be compensated for reserved products and services cancelled
 - Rights to cancel any reservation
 - Right to claim any product or service as advertised or disclosed by sellers or service providers

- Right to be notified of contract expiration dates
- Right to safety and security measures

References

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- [2] Ms Chloe Lau (2021), Meetings, Incentives, Conventions and Exhibitions (MICE), https://www.academia.edu/6643997/Manual_on_Elective_I_Meetings_Incentives_Conventions_and_Exhibitions_MICE

End of Lecture 11

Thank you for Following the course!

Next lecture: MICE Evaluation

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