

International Meetings Management BMIH6007

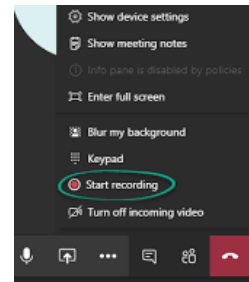
LEVEL 6

**HOSPITALITY
AND
TOURISM
MANAGEMENT**

Before We Start – Participation is Key!

In order to get the most out of our classes, there are some expectations around your commitment and participation during class time.

- Cameras on, with the required background
- Microphone muted unless speaking
- Active participation (we will remove students who do not respond when asked a question)
- All classes will be recorded



International Hotel Management

Absence Policy

- Expects full-time students to attend all lectures and placement on a regular basis.
- The University does not sanction students taking holidays during term time.
- All absences must be reported in the first instance to their individual module tutor where possible at least 24 hours in advance, or in emergency circumstances prior to the start of the planned lecture.
- Students are expected to obtain medical evidence if absence is due to ill-health and to submit that evidence to the Module Tutor, copying in the Programme Manager.
- Any student who claims absence due to circumstances beyond their control **MUST** apply to the University by completing an ECP form (available on the Hwb). The decision as to whether an absence can be condoned will be made by the University **not** the module tutor nor the Programme Manager.
- Students who do not engage in lectures or miss the attendance register will be marked as absent.
- If students leave before the end of any timetabled session the module tutor will note that fact on the attendance register and the student will be deemed as not having attended that session.

Today's AIM is to...

- Get to know each other
- Learn about this module
- Learn about assessments
- Set expectations



Let me introduce myself.....

- ***Kathryn Flynn** (CONTACT INFO: kathryn.flynn@uwtsd.ac.uk)



Kathryn Flynn MPhil, BA (Hons) PGCE, PG Cert FHEA Senior Lecturer / Uwch Ddarlithydd

- Kathryn started out working in the areas of sports and arts, covering various roles. She then went on to work in the tourism and hospitality sector, acting as a project officer on commercial based projects. This role involved working with a number of local / regional hotels and attractions. Kathryn then moved into Higher Education teaching and has since gained over 20 years of lecturing experience at UWTSD. Areas of teaching have included; Tourism, Business and Hospitality, covering a wide range of modules at under-graduate and post-graduate levels of study. To date, most of her teaching has been in the areas of Tourism and Events Management, which has given her great experiences - working with industry and travelling overseas as part of 'vocational' visits. During her time in education, Kathryn has also enjoyed research and over the years has published some articles, book chapters, and resource documents. Her particular passions are in the areas of global tourism and cultural heritage. Kathryn is currently teaching on Levels 4 and 6 of the IHM programmes.*

➤ Qualifications:

BA(hons) – Leisure Management.

PGCE/FE

MPhil – Cultural Heritage (Industrial Heritage Tourism)

Misc : Industry Certs.



➤ Industry Experience:

Sports – Sports/Leisure Centres,

Arts+Culture – Museums / Theatres,

Tourism – Hotels /Activity Centres /Attractions....



➤ Roles / Teaching :

Previous Roles – Programme Manager / Level Lead / Placement Coordinator.

Over 20 years Experience –**Tourism / Events / Business / Hospitality.**

➤ Academic Research :

Articles / Book Chapters / Resource Documents.



Introduction of Students

About you...

Tell me about yourself in 1 minute.

- Who are you?
- Where are you from?
- Do you currently work? - Any Hospitality Experience?
- Your journey so far.....
- Expectations of module.

Accessing Module Information

There are two main ways that you are going to be able access information...

Microsoft Teams

Moodle



Any Module Questions - Get in Touch

REMINDER: It is important that when you contact anyone inside the University such as, either your Module Lecturer, your Year Leader or wider Support Team, that you use your **university email address**, this makes sure that we will be able to identify you properly, and you will have a prompt response!

Module Lead

kathryn.flynn@uwtsd.ac.uk

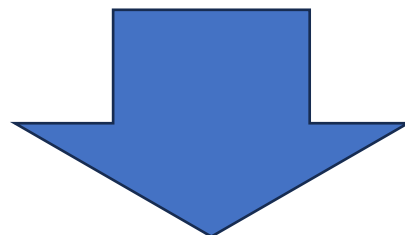
IMM Module Lecturers (Module Groups)

Kathryn Flynn / Chris Wilkin

Introduction to the Module

International Meetings Management [BMTIH6007]

Aim of the module



- **AIM**

To develop critical perspectives on policy and planning for international events, conferences, convention centres and major international exhibitions. The module examines the nature and purpose of strategic and operational decision making within an international events context, with a particular focus on the concept of the feasibility study. Students will scrutinise the key trends and forces affecting international events management practice.

Module Handbook

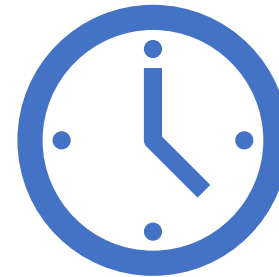
- Review of Module Handbook



Module Assignments & Deadlines

REMINDER!

Assignment Submission



Assignments must be submitted to Moodle via the **correct** Turnitin portal by the deadlines set.

If you submit your assignment 7 days late you **will be capped at 40%**. If you submit your assignment more than 7 days late you will receive 0.

Assessment Part 1

Assignment Title: Feasibility Plan for an International Meeting. (50%)

- 15-Minute Individual Presentation
- Theme:
“Equality, Diversity + Inclusion within Industry”
- **DEADLINES:**
- Final Deadline = Week of Monday 3rd of February 2025
- **NB: Draft Deadline = Week of 27th January 2025**

Details

Individual Presentation (50%)

Students will be required to present a 15-minute presentation on the feasibility of a prospective event within the hospitality sector – focusing on the Theme:

“Equality, Diversity + Inclusion within Industry”

15-minute
presentation

PowerPoint

Assessment Part 2

- **Assignment Title:** Event Planning and Delivery Considerations for an International Meeting.

- Report Format (50%)

- 2,500-word report

- **DEADLINES:**

- Final Deadline = Friday 28th February 2025

NB: Draft Deadline = Week of : 17th February 2025

Students will be required to write a supporting paper as an academic **report**, that builds on Assessment 1 (**Equality, Diversity and Inclusion** Case Study Focused) , centred on “STRATEGIC PLANNING AND DELIVERY”.

Within your report you must discuss:

- The Event Cycle
- Event Concepts and Definitions
- Event Operations
- Event Budgets
- Industry Trends / Impacts
- Cultural / Situational Consideration of Event Delivery

Discussion Questions:

Why Study Events?

Consider the value and importance of Events for the Hospitality Industry

What are the key impacts of events? – positives & negatives??

What 'major' hospitality events can you think of?

Why Study Events?

“Each year, events occur throughout the United Kingdom. They dominate the media, fill transport systems, hotels and venues, meet business objectives, motivate communities and create positive and negative impacts.”

(Bowdin et al, 2023)

Value of the Events sector

The events sector is a significant contributor to the UK economy. It is estimated that the industry generates £84billion annually

[The huge economic impact of the UK's event industry - Business Live \(business-live.co.uk\)](https://www.business-live.co.uk/economy/2022/04/11/the-huge-economic-impact-of-the-uk-s-event-industry-2022-04-11) – 2022

The Global Events Industry Market Share is expected to grow to US\$1965.99 billion by 2028 and even US\$2.1 trillion by 2032

[Events Industry Size, Share & Statistics | Growth Forecast, 2032 \(alliedmarketresearch.com\)](https://www.alliedmarketresearch.com/events-industry-size-share-statistics-growth-forecast-2032)



The Detail...

- The Value of UK's Events Sector

- Direct spend by segment -

- Exhibitions and trade fairs
- Festivals and cultural events
- Corporate hospitality and corporate events
- Outdoor events
- Music events
- Incentive travel and performance improvement
- Sporting events
- Conferences and meetings

The Detail...

In 2019 business events generated more than £31bn of direct spend, with leisure events contributing further to the sum.

<https://www.conference-news.co.uk/news/uk-events-report-reveals-depth-ps70bn-events-industry/> (cited 3rd January 2024)

- Business Events

- Conferences and meetings – £19.9 billion
- Exhibitions and trade fairs – £11.0 billion
- Incentive travel and performance improvement – £1.2 billion
- Corporate hospitality and corporate events – £1.2 billion

The Detail...

- Leisure Events
 - Outdoor events – £1.1 bn
 - Festivals and cultural events – £1.1bn
 - Music events – £1.3 bn
 - Sporting events – £2.3 bn
- Total in Leisure & Business – Circa £39 bn

Why study events in hospitality?

- Economic importance
- In 2019, over 1.3 million business events held in the UK annually.
- Just under £40 billion generated by attendees
- Business segment generates more than £20.6 billion in gross value added (GVA) and £58.4 billion in gross domestic product (GDP).

FOCUS: M.I.C.E. Industry



M.I.C.E. Industry

- What does it stand for?
- Why is it important to the hospitality industry ..?
- What other sectors benefit from the MICE& Events industry

Event Typologies:

- M.I.C.E = (Meetings, Incentives, Conventions, Events)
- There are other acronyms such as:
M.E.E.C.

The value of meetings to the global economy

- ✓ They play an important role in supporting other businesses
- ✓ They have replaced other depleted industry types, such as manufacturing
- ✓ They promote investment, trade, communications, and technology

The value of meetings to the global economy

- ✓ They often represent 'high-end' visitor spend
- ✓ They can attract global expertise and awareness
- ✓ They can be used to create and spread knowledge world-wide
- ✓ Meetings can be used to promote global understanding

Ways to measure an Event's worth

Sponsorship potential	The value of events to sponsors, as properties for investment or branding, or by paying for benefits in-kind
Media value	The value of the media coverage and advertising opportunities this affords
Psychological benefits	The desirability of this event to the host community, which might be equal to the monetary costs
Multiple perspectives on value	An analysis of a multi-stakeholder approach

Assessing the benefits of Mega/Major Events

Impacts of new facilities	Other benefits
Visitor spend	Innovation/ design
Increased expenditure	High-value employment
Increased tourism	The 'knowledge economy'
Business investment/overseas interest	Civic pride, feel-good factor, reputation
Media coverage	Skills, learning opportunities
Physical infrastructure benefits	Partnership affiliations/joint ventures
Better transportation structure	Sponsorship opportunities
Associate retail/services, hospitals, etc.	Branding opportunities

Hospitality Industry and M.I.C.E.

The Detail...

- Hotel and transportation industries are directly involved
- Hotels are the main suppliers of MICE and are the main beneficiaries as well.
- Business travellers who attend MICE events spend over 65% of their money on hotels for rooms and hotel dining while 15% is spent on other restaurants outside the hotel.
- Around 10% is spent on shopping and another 10% on local transportation.
- Industry growth and developments in MICE industry majorly drives the economic growth.
- [MICE Industry Share , Size , Trends , demand - 2022-2031 \(alliedmarketresearch.com\)](https://www.alliedmarketresearch.com/mice-industry-share-size-trends-demand-2022-2031)

The International Context - Thailand's MICE Industry.



MICE industry

- Complex with many parties, inc. participants, sponsors, planners, convention and visitor bureaus, meeting venues, accommodations, and suppliers generally being involved in the planning and execution of an event.
- Global MICE industry size was \$805 billion in 2017, and is projected to reach \$1,439.3 billion in 2025
- (Source:
MICE Industry by Event Type: Global Opportunity Analysis and Industry Forecast)

EVENT - Case Study 1 : Expo 2020 - Dubai



<https://www.expo2020dubai.com/en/understanding-expo/world-expos-history>

HOSPITALITY
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Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

EVENT - Case Study 2: Sustainable Focused Event

Doha 2023



<https://www.dohaexpo2023.gov.qa/en/about/>

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EVENT - Case Study 3: Event Japan 2025



[Expo 2025 Osaka, Kansai, Japan Official Website](https://www.expo2025.or.jp/)

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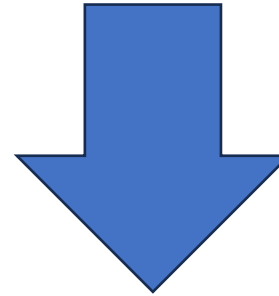
Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Reading Activity

- In preparation for the rest of the module and the assignments, do some further reading / research on the M.I.C.E Industry.

Eg: Review some 'Key' event case studies, ready for class discussion / feedback and a mini quiz on the topic area next week!

Next Week...



- Event Feasibility
- The Events Cycle