POLICIES FOR MICE TOURISM DEVELOPMENT ADAPTING TO CLIMATE CHANGE: A CORRELATIONAL STUDY IN VIETNAM

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ABSTRACT

Purpose: The purpose of the study is to find effective solutions to promote sustainable development in the MICE tourism sector amidst the ongoing global climate change.

Theoretical framework: Based on the policies for developing MICE tourism in Vietnam and other countries around the world, we can draw conclusions and make well-founded proposals regarding the strategic direction for MICE tourism development in the current period.

Study methodology: Studying legal documents issued by the Vietnamese government and the policies of certain other countries is of paramount importance. In addition to the legal bases that are considered the basis for analysis and evaluation, interdisciplinary research methods are used such as dialectical materialism methodology, analysis-synthesis, logic-history, induction-interpretation, etc.

Results and conclusion: Through examining the correlation in MICE tourism development policies in Vietnam and other countries in shaping appropriate policies for MICE tourism development, the research results suggest several strategies, including policies on infrastructure investment, technical infrastructure, workforce quality, competitive capacity of service providers, and event promotion.

Research Implications: The research has local and global relevance, allowing us to infer that The policies of countries play a crucial role in promoting sustainable development in the MICE tourism sector, especially in the context of climate change affecting most countries worldwide.

Keywords: Climate Change, Development Policies, MICE tourism, Vietnam

POLÍTICAS PARA O DESENVOLVIMENTO TURÍSTICO DE RATOS ADAPTANDO-SE ÀS MUDANÇAS CLIMÁTICAS: UM ESTUDO CORRELACIONAL NO VIETNÁ

RESUMO

Objetivo: O objetivo do estudo é encontrar soluções eficazes para promover o desenvolvimento sustentável no setor turístico do MICE em meio às mudanças climáticas globais em curso.

Estrutura teórica: Com base nas políticas para o desenvolvimento do turismo MICE no Vietnã e em outros países ao redor do mundo, podemos tirar conclusões e fazer propostas bem fundamentadas sobre a direção estratégica para o desenvolvimento do turismo MICE no período atual.

Metodologia do estudo: Estudar documentos legais emitidos pelo governo vietnamita e as políticas de alguns outros países é de extrema importância. Além das bases jurídicas que são consideradas a base para análise e

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Policies For Mice Tourism Development Adapting To Climate Change: A Correlational Study In Vietnam

avaliação, são utilizados métodos de pesquisa interdisciplinares, como metodologia de materialismo dialético, análise-síntese, lógica-história, indução-interpretação, etc.

Resultados e conclusão: Examinando a correlação nas políticas de desenvolvimento turístico do MICE no Vietnã e em outros países na formulação de políticas apropriadas para o desenvolvimento turístico do MICE, os resultados da pesquisa sugerem várias estratégias, incluindo políticas de investimento em infraestrutura, infraestrutura técnica, qualidade da força de trabalho, capacidade competitiva dos prestadores de serviços e promoção de eventos.

Implicações da pesquisa: A pesquisa tem relevância local e global, permitindo-nos inferir que As políticas dos países desempenham um papel crucial na promoção do desenvolvimento sustentável no setor de turismo MICE, especialmente no contexto das mudanças climáticas que afetam a maioria dos países em todo o mundo.

Palavras-chave: Mudanças climáticas, Políticas de desenvolvimento, Turismo MICE, Vietnã.

POLÍTICAS PARA EL DESARROLLO DEL TURISMO DE RATONES ADAPTÁNDOSE AL CAMBIO CLIMÁTICO: UN ESTUDIO CORRELACIONAL EN VIETNAM

1 INTRODUCTION

MICE tourism is a type of tourism that has been present in Vietnam for a long time but has not yet met the necessary conditions for development. However, recently, as our country has integrated into the global economy, MICE tourism has been rapidly developing due to the attention and selection of foreign partners, as Vietnam is a peaceful, safe, friendly destination.
and offers an extremely attractive investment environment. According to Allied Market Research, MICE tourism is expected to experience significant growth by the year 2022 as global travel restrictions are normalized and business conferences resume according to schedule. The global MICE industry is projected to reach $1,337.4 billion by 2028 (Place, 2022). Singapore is a leading city for organizing MICE events in Asia. According to a study by author Catherine Cheung and her colleagues, thousands of events are held annually by local and international organizers in Singapore (Catherine Cheung, 2018). Promoting activities to boost MICE tourism is one of the policies Singapore places special emphasis on as part of its commitment to developing sustainable tourism that adapts to climate change.

Promoting sustainable tourism development policies to address climate change is a special concern for the Vietnamese government. Resolution No. 82/NQ-CP outlines the implementation of the Green Travel Action Program for the 2023–2025 period in key tourist destinations, aiming to transform these destinations into green, clean, beautiful, cultured, and environmentally friendly places to preserve the natural environment and society (Nam C. P., 2023). The resolution also outlines several key tasks, among which fostering collaboration among relevant stakeholders in the supply chain is essential, with a focus on diversifying MICE tourism products. In Vietnam, the development of MICE tourism primarily centers around major cities such as Ha Noi, Ho Chi Minh City, Da Nang, Hai Phong, Nha Trang, and Can Tho. These cities typically boast the necessary infrastructure, including international airports, upscale hotels, conference centers, theaters, exhibition centers, and other supporting services catering to the requirements of MICE events. These cities have well-established transportation systems, including international and domestic airports, as well as convenient road networks and public transportation options, facilitating easy travel for event attendees. Furthermore, major cities in Vietnam offer a wide array of entertainment and cultural programs, enabling the integration of MICE events with unique experiences for clients. These cities often serve as economic and political hubs, providing opportunities for businesses and organizations to promote their operations and collaborations through MICE events.

2 THEORETICAL FRAMEWORK

The concept of sustainable development gradually formed from the practicalities of social life and became essential. The notion of sustainable development permeates the entire process of social production, starting with recognizing the importance of environmental protection and then acknowledging the necessity of addressing societal disparities. Therefore,
in 1992, the United Nations Conference on Environment and Development held in Rio de Janeiro introduced the Global Agenda for the 21st Century, defining sustainable development as: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Accordingly, three pillars of sustainable development were identified: Firstly, economic sustainability, or sustainable economic development, entails rapid, secure, and high-quality development. Secondly, social sustainability involves social equity and human development, with the Human Development Index (HDI) being the highest criterion for social development, encompassing average income per capita, literacy rate, education, health, life expectancy, cultural and civilized enjoyment. Thirdly, ecological sustainability involves the sustainable exploitation and use of natural resources, environmental protection, and enhancement of living environment quality.

3 METHODOLOGY

Due to the exploratory nature and context of the research, a qualitative research design was employed. The qualitative research method allows for an in-depth investigation into the phenomena under study. The research design consists of two main stages. In the first stage, the emphasis is on analyzing the literature, particularly policies and strategies promoting sustainable tourism in Singapore, focusing on the distinctive MICE tourism segment. The research prioritizes documents, government reports, and materials from MICE tourism industry organizations. The information gathered in the first stage serves as the foundation for the second stage, which encompasses several significant tasks—first, collecting documents related to MICE tourism development policies in Vietnam, as reflected in legal regulatory documents, government policies, and strategies aimed at promoting MICE tourism. Gathering the opinions of experts and researchers in the field of tourism is also a crucial part of the research design in the second stage.

Based on the research findings regarding the correlation between policies promoting MICE tourism in Singapore and Vietnam, in the second stage, the author's team analyzes the current state of Vietnam's policies to identify appropriate solutions for promoting the sustainable development of MICE tourism in the context of climate change. The research results serve as a foundation for refining policies aimed at promoting sustainable tourism that aligns with environmental conservation in the current era of climate change.
4 RESULTS AND DISCUSSIONS

Adapting MICE tourism development policies to climate change is of paramount importance in the current context, as climate change is having a significant impact on the environment and human life. Considering and incorporating environmental and climate change factors into MICE tourism policies can help protect the environment, ensure sustainability, and promote economic development. Climate-adaptive MICE tourism development policies require collaboration and commitment from all stakeholders, ranging from the government to the tourism industry and event organizers.

4.1 POLICIES FOR MICE TOURISM DEVELOPMENT IN SINGAPORE

With advantages in technical infrastructure, a green and clean environment, and attractive tourism destinations, Singapore invests in developing various forms of tourism, such as medical tourism, eco-tourism, and urban tourism. One of the prioritized forms of tourism with comprehensive policies to foster growth and attract tourists is MICE tourism. According to statistics from the Singaporean Ministry of Trade and Industry, MICE tourism will contribute 3.6% to the state budget in 2022 (Singapore, 2022). To achieve these accomplishments, in the policy planning for the development of this type of tourism, Singapore places particular emphasis on the following issues:

Sustainability: In the development of tourism in general and MICE tourism, Singapore adheres to several international standards, such as ISO 20121, an international standard for sustainable event management; APEX-ASTM standards, which focus on sustainable environmental practices; and GRI standards, a global standard for event organization. Alongside the principles set by the United Nations World Tourism Organization for sustainable development, sustainable development is defined as meeting current needs without compromising the ability to meet the needs of future generations (Nation, 1987). Sustainability means considering environmental, economic, and social aspects in all actions and recognizing the interrelationships between these aspects. Sustainability includes environmental protection, the preservation of biodiversity, and sustainable practices that promote prosperity in economic and social development.

Synchronization of MICE Tourism Elements: With a range of synchronized policies in destination planning, operational mechanisms, and technical infrastructure development, Singapore emphasizes the harmonization of elements related to MICE tourism. The Singapore
Tourism Board issues a set of guidelines about the necessary elements within MICE categories, such as:

__Event organizers and activities:__ Event organizers play a significant role in the overall success, and the regulations set forth by the Singapore Tourism Board serve as guidelines and control measures for the event organizers' operations. Event organizers can be individuals or separate companies providing supplementary services. It is important to note that event organizers must negotiate with clients regarding terms related to the environment and compliance with standards within permissible limits.

__Communication:__ Communication plays a crucial role in providing technical support for events within the MICE activities. Media agencies and press outlets disseminate information to the public about the events and news related to MICE events. Communication contributes to economic development through advertising and brand promotion. Advertising helps enhance awareness of products and services, generate demand, and increase sales, while also contributing to revenue for companies and businesses.

__Catering Services:__ Food and beverage providers in MICE tourism play a vital role by supplying food and drinks for event attendees. Food services must adhere to strict technical standards regarding food safety, waste reduction, and financial efficiency by suggesting high-quality, healthy food sources while minimizing costs.

__Accommodation Services:__ Hotels can be chosen as the venue or as lodging for a business event, serving as the location for meetings. Hotels must ensure professionalism and compliance with the established standards. According to researcher Necta Lachmandas, disregarding the set principles means you are depriving yourself of the opportunity to prosper (Lachmandas, n.d.). Hotels can offer "green meetings" packages, which are comprehensive, sustainable, and environmentally friendly services. Such services can provide a unique experience for eco-conscious, sophisticated guests.

__Transportation Services:__ Transportation service providers for MICE tourism encompass any companies offering public or private transportation services to meet the needs of event organizers. Transport terms may vary depending on the scale of transportation, customer requirements, cargo transportation needs, and logistical support for the event. According to the MICE Tourism Standards of the Singapore Tourism Board, transport providers need to ensure vehicle specifications, pay attention to engine emissions that can impact the environment, and emphasize coordination in transportation to reap significant benefits (Board, 2019).

__Event Venues:__ Choosing event venues in MICE tourism is one of the top concerns for event organizers. Organizers typically present various options, and it is the customers or
responsible entities who decide which one is the best choice. These venues are often planned within complexes with utility services that customers can use throughout the event.

*Transparency, integrity, and anti-corruption measures:* Both government agencies and private entities involved in organizing MICE (Meetings, Incentives, Conferences, and Exhibitions) events in tourism must ensure transparency. The resolute eradication of bribery and corruption in Singapore is often considered one of the lowest in the world. Most cases are handled by the Corrupt Practices Investigation Bureau (CPIB), a government agency in Singapore specialized in investigating and prosecuting corruption in both the public and private sectors.

In a study, authors Yiling Seng and Andrew Martin pointed out that those involved in corruption in Singapore face legal consequences, including no suspended sentences or presidential pardons. Therefore, corruption is regarded as a high-risk, low-profit activity in Singapore today because individuals convicted of corruption are legally penalized (Seng & Martin, n.d.). Financial transparency in organizing MICE tourism activities is not only overseen by the CPIB but is also monitored by relevant parties, and sanctions for individuals or organizations found in violation are often severe. Criminal prosecution, including holding those in leadership positions accountable, can occur if a lack of transparency is allowed to take place.

According to statistics from Transparency International, Singapore is one of the top four countries in the world in terms of anti-corruption efforts across all sectors of the economy (International Anti-Corruption Conference 2024 Theme Announcement, 2024), following Denmark, Finland, Spain, and Norway. In MICE tourism, Singapore has implemented a strict "four-no" policy to eliminate corruption in both the public and private sectors.

*No possible,* In Singapore, government officials, civil servants, and citizens are required to annually declare their assets, including those of their spouses. Unexplained assets may be subject to confiscation. Government officials and civil servants are also not allowed to borrow money exceeding three months' worth of their salary.

*No want,* In Singapore, government officials and civil servants must seek permission and obtain approval from their agency's leadership when receiving gifts worth 100 SGD (approximately 1.73 million VND) or more. They are also required to contribute the difference in value to a "penalty fund."

*No dare,* Government officials and civil servants are required to contribute a portion of their salary to a State-managed savings fund (starting at 5%), overseen by the Central Bank. The higher their position, the higher the contribution rate. Upon retirement, if they have not
engaged in corruption, they will receive their saved funds; if involved in corruption, the funds will be confiscated.

No need, higher income in the public sector is 10% more than in the private sector; the average worker's wage is sufficient for a decent living; social welfare and educational provisions are guaranteed... It is precisely due to the strict and comprehensive anti-corruption policies that Singapore has achieved outstanding results in all economic sectors. In the MICE tourism industry, the Corrupt Practices Investigation Bureau (CPIB) has pointed out that corruption by individuals or organizations, whether in the public or private sector, adversely affects the quality of services in MICE tourism activities. Service providers cannot ensure quality when there is unnecessary expenditure caused by corruption (Bureau, n.d.).

In general, the development strategy of MICE tourism in Singapore is based on sustainability, as part of the Singapore Green Plan 2030, a nationwide sustainable effort to reduce greenhouse gas emissions and achieve net-zero emissions by 2050. Reinforced by strong foundational principles and remarkable achievements, along with ambitious plans currently being implemented, Singapore will remain the preferred destination for MICE event organizers (A bright future for Singapore’s MICE industry, n.d.).

4.2 THE POLICIES FOR DEVELOPING MICE TOURISM IN VIETNAM

The policies for developing MICE tourism in Vietnam are mentioned in the Vietnam Tourism Product Development Strategy by 2030. According to this strategy, Vietnam aims to become an attractive destination, striving to be among the top three nations for tourism development in the Southeast Asian region and among the top 50 globally competitive tourism destinations by 2030 (Lich, 2011). The strategy emphasizes the development of MICE, sports, and health tourism to attract both international and domestic tourist markets. Domestic destinations for MICE tourism development are specified, including Hanoi, Quang Ninh, Da Nang, Khanh Hoa, and Ho Chi Minh City. In 2020, Vietnam established national standards for MICE tourism, demonstrating a clear commitment to this type of tourism. In recent years, Vietnam's strategy for developing MICE tourism is evident through policies such as: The policy for developing MICE tourism within the regional product portfolio: The Vietnam Tourism Product Development Strategy by 2025, with a vision toward 2030, identifies tourism products, including MICE, sports, and region-specific specialties, as follows:
Figure 1

The Vietnam Tourism Product Development Strategy by 2025, with a vision toward 2030

<table>
<thead>
<tr>
<th>Region</th>
<th>Specialty products</th>
<th>Main products</th>
<th>Supporting products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Midland and Mountainous region</td>
<td>Adventure sports tourism, conquering nature.</td>
<td>Nature-based tourism</td>
<td>Spiritual tourism</td>
</tr>
<tr>
<td>Red River Delta and North East Coast</td>
<td>Seaside sightseeing tourism</td>
<td>Urban Tourism and MICE</td>
<td>Weekend tourism</td>
</tr>
<tr>
<td>North Central region</td>
<td>Cultural and ecological heritage tourism</td>
<td>Explore historical and cultural heritage sites</td>
<td>MICE tourism</td>
</tr>
<tr>
<td>South Central Coastal region</td>
<td>Beach vacation, heritage tourism</td>
<td>Beach resort and heritage tourism</td>
<td>Beach sports tourism, nature exploration, coastal ecology, and MICE</td>
</tr>
<tr>
<td>Central Highlands region</td>
<td>Explore the culture of the Central Highlands ethnic groups, eco-tourism</td>
<td>Nature-based tourism</td>
<td>Adventure sports tourism, and MICE</td>
</tr>
<tr>
<td>Southeastern region</td>
<td>Spiritual tourism, and Exploring historical revolutionary relics</td>
<td>MICE tourism</td>
<td>Countryside tourism</td>
</tr>
<tr>
<td>Mekong Delta</td>
<td>Experience river life, ecology, and heritage</td>
<td>Experience river life, ecology, heritage, beaches, and island resorts.</td>
<td>MICE, community, and countryside tourism</td>
</tr>
</tbody>
</table>

Source: The Vietnam Tourism Product Development Strategy by 2025, with a vision toward 2030.

Product bundling policies in MICE tourism: The current tourism product system in Vietnam has been developed and evolved in line with the strategic development direction of Vietnam's tourism products and marketing strategies until 2020, with a vision for 2030. Particularly, priority has been given to the development of key tourism products, including beach tourism, island tourism, cultural tourism, eco-tourism, and urban tourism. The development of MICE tourism is closely related to the overall portfolio of tourism products, especially urban tourism and golf tourism. The development of urban tourism products in major cities will boost MICE tourism by combining shopping, entertainment activities, specialized parks, nightlife entertainment services, local cultural engagement, culinary experiences, and urban lifestyle exploration. Simultaneously, the growing development of golf tourism attracts high-spending customer segments, contributing to enhancing the reputation of luxury tourism in Vietnam.

Policies to enhance legal regulations and support MICE tourism activities: Improving the legal framework is a critical factor in promoting the development of tourism in Vietnam. Below are some policies that can be implemented to enhance the business environment for the
MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism industry: Regulations and standards, establishing and publicly disclosing clear regulations, guidelines, and standards for organizing MICE events, including conference management, safety, hygiene, and environmental protection. This helps ensure professionalism and safety for such events. Fee and tax reduction: Reducing fees and taxes related to MICE tourism services and activities, such as import duties on conference equipment, excise taxes, and value-added tax (VAT) on MICE services. This will help lower the costs of event organization and make Vietnam an attractive destination for international events. Financial support, providing financial support or favorable interest rate loans to businesses and organizations organizing MICE events to help them invest in modern infrastructure and equipment, as well as to train professional personnel. Training and workforce development, creating professional training and development programs for personnel in the MICE industry, including event management, tour guiding, and marketing. This helps improve the quality and performance of the MICE tourism sector in Vietnam. Public-private cooperation: Encouraging collaboration between government agencies, tourism organizations, and private enterprises to develop MICE tourism infrastructure and promote international market access. Promotion and marketing, enhancing promotional and marketing activities to create recognition and boost Vietnam's image as an ideal destination for MICE tourism. Effective promotion can attract more international events and delegates. These policies have the potential to improve the business environment for MICE tourism in Vietnam and stimulate the growth of this industry.

4.3 SOME DISCUSSIONS ON CLIMATE-ADAPTIVE MICE TOURISM DEVELOPMENT POLICIES IN VIETNAM

Based on the findings of the correlation research in Singapore's sustainable tourism development policies and Vietnam's MICE tourism development strategy, looking ahead to 2030, the final phase of the strategy aims to unlock the potential of the MICE tourism industry. Vietnam needs to implement a coherent set of solutions, including:

First, improve the competitiveness of businesses organizing MICE tourism: Enhancing the competitive capabilities of MICE businesses is a crucial aspect of business, as reflected in Government Resolution No. 02/NQ-CP on the main tasks and solutions for improving the business environment and enhancing national competitive capabilities in 2022. It clearly outlines the overarching goal of significantly improving the business environment and elevating our country's position on international rankings related to the business environment and
competitive capabilities to adapt to the trends of the Fourth Industrial Revolution (Nam C. p., 2022).

In recent years, the competitive capabilities of tourism businesses in general and MICE (Meetings, Incentives, Conferences, and Exhibitions) businesses in particular have seen significant improvements. The World Economic Forum (WEF) released its Global Travel and Tourism Competitiveness Report in 2019.

According to the report, Vietnam's tourism competitiveness has improved notably, moving from the 67th position out of 136 to the 63rd position out of 140 compared to 2017, as demonstrated in the following chart:

**Figure 2**

*Global Travel and Tourism Competitiveness Report in 2019*

Through the chart above, it can be observed that Vietnam's scores (represented by the green line) in most indicators do not significantly deviate from the regional average (represented by the red line). However, there is no index where Vietnam outperforms its regional competitors to claim the top position in the region (represented by the green line). Notably, all countries in the region have recorded lower scores and a decrease in Cultural and Business Tourism Resources compared to 2017, except for Thailand, which saw a 2-point increase. Vietnam achieved a score of 2.9 out of 7, higher than the regional average of 2.2 but lower than the highest regional score of 3.2 (achieved by Indonesia). It's worth noting that in the two recent assessments by the WEF, many indicators related to MICE tourism development in Vietnam have not shown improvement and, in some cases, have seen a decline in scores.
According to information from the Vietnamese Ministry of Industry and Trade, the main tasks for enhancing national competitiveness in 2022 include improving the business environment and elevating the country's position on international rankings related to the business environment and competitiveness. In Vietnam, the LinkSME project has played a crucial role in saving businesses time and compliance costs, promoting business connectivity and engagement in the global supply chain, as well as facilitating digital transformation and financial accessibility (USAID, 2023). The solutions to enhance competitiveness for businesses include developing mobile apps, utilizing Big Data, and implementing Artificial Intelligence (AI).

Second, investing in physical infrastructure and technical facilities: Firstly, there is a need to restructure the road system to ensure smoother and more convenient transportation for all activities. Additionally, opening more international direct flight routes is necessary to facilitate tourist travel. Moreover, upgrading and establishing new hotels and conference centers with state-of-the-art, fully-equipped, and luxurious facilities is essential. Reconfiguring the road network to ensure smoother and more convenient transportation is paramount. Furthermore, it is crucial to ensure the provision of modern equipment to serve tourists and make them as comfortable as possible. To develop MICE tourism, according to Mr. Nguyen Anh Tuan, there is a need to invest in infrastructure, such as large-scale international conference and event centers; continuously raising the bar for the quality of service products, demanding excellence and keeping pace with market demands for suitable products; investing in a professional workforce; strengthening collaborations between service providers, government agencies, and businesses, as well as among businesses (Anh, 2023). The development of infrastructure requires investment in existing conference and exhibition facilities, as well as the construction of new conference centers, exhibition halls, and hotels that meet international standards.

In a study on the Analysis of Tourism in the Fernando de Noronha Archipelago, Brazil, The author Adriana Israel de Almeida Pereira and colleagues indicate that Providing training and specialized technical support in tourism was highlighted as a crucial aspect of sustainability. This underscores the importance of courses provided by continental institutions in collaboration with the Archipelago administration, along with local institutions contributing to professionalizing the population for sustainable tourism practices (Adriana Israel de Almeida Pereira, 2023).

Third, training high-quality human resources is essential: The human factor is always a primary concern in any endeavor. In the case of MICE tourism, for it to flourish, Vietnam
needs to focus on training and improving the quality of the workforce serving tourism. This can involve opening specialized departments or dedicated training centers for this type of tourism. Additionally, it's crucial to ensure that graduates meet international VTOS (Vietnam Tourism Occupational Standards) standards. Short-term training courses can also be organized to enhance and refine the skills of employees in this field. To excel in this task, regular opportunities for officials and staff to study and gain practical experience in leading MICE industry countries such as the United States, the United Kingdom, Australia, Japan, and Thailand should be organized. Individuals can enhance their skills and capabilities through these educational trips and hands-on experiences in countries with a developed MICE tourism industry. Furthermore, collaboration with international travel companies and conference organizers is vital. Training and developing event management, marketing, and customer service skills are crucial. Developing attractive products and programs by combining local tourism, culture, and entertainment activities to create enticing MICE tourism packages is essential.

In line with the above perspective, Mr. Vu The Binh believes that MICE attendees are typically not hard to please, as they have the means to attend such events, indicating their desire to explore and enjoy a wide range of services. Failing to tap into this aspect can significantly diminish the effectiveness of MICE tourism. Therefore, the development of MICE tourism must be integrated with various services, focusing on the development of skills to attract and maximize customer engagement. Many countries need to gradually develop, train their workforce, and supplement other services before venturing into MICE tourism. Indeed, human resources are the most challenging issue in the tourism industry, not only in MICE but also in all other sectors.

Fourth, promote marketing activities: The government needs to provide incentives and tax advantages to attract investment in the MICE tourism sector. To reach international markets, Vietnam needs to promote itself through marketing campaigns and advertising vigorously. Developing MICE tourism in Vietnam requires a comprehensive strategy to attract and serve conferences, seminars, exhibitions, and promotional programs. Several critical factors to consider in the development of a MICE tourism strategy in Vietnam include accessing international markets. Vietnam needs to vigorously promote itself to international markets through marketing campaigns and advertising. Strengthening cooperation with international conference and exhibition organizations is also important, as participating in the international networks of conference and exhibition organizations attracts interest and sponsorship. Sustainable management is crucial to ensure that MICE tourism development does not harm
the environment and local culture and to promote sustainable management standards. Creating economic connections by utilizing MICE tourism to foster economic ties, trade, and investment is essential. They are developing potential regions by focusing on areas with MICE tourism potential, such as Hanoi, Ho Chi Minh City, Da Nang, and Phu Quoc, and lastly, assessing and ensuring quality by continually evaluating and improving MICE tourism projects and activities to ensure customer satisfaction and maintain quality.

Furthermore, there is a need to enhance promotion, as effective promotional campaigns can bring significant benefits to the tourism industry in general and MICE tourism in particular. It doesn't necessarily require an expensive advertising program; these activities can be carried out through social media and public communication networks. In particular, Vietnam should establish a network of representatives abroad or collaborate with foreign offices for promotion. Additionally, having an appealing website that allows for blogging and interaction through social media platforms such as Twitter, Facebook, YouTube, and forums is crucial. This strategy needs to be developed and implemented through close collaboration between government agencies, the tourism industry, and relevant partners to ensure the success of MICE tourism in Vietnam.

Furthermore, to develop a sustainable international tourist market, it's necessary to synchronize various areas, such as creating new tourism products, improving the service quality of service providers, and enhancing tourism promotion. These aspects are currently relatively weak in Vietnam. According to Mr. Nguyen Anh Tuan, the Director of the Institute for Tourism Development and Research, MICE tourism is a groundbreaking sector leading the development of tourism in Vietnam. Major cities like Hanoi, Ho Chi Minh City, Da Nang, Nha Trang, etc., are potential areas for MICE tourism development. Additionally, mountainous regions have the potential to become attractive MICE tourism destinations. Vietnam currently lacks a specific strategy for the development of this type of tourism. There is limited data, research, and in-depth analysis regarding various forms of tourism and the MICE tourism market in Vietnam.

5 CONCLUSION

Vietnam holds significant potential in developing various forms of tourism, including MICE tourism. Drawing from the experience of implementing MICE tourism policies and practices in Singapore, it is evident that applying practical policies to promote MICE tourism in Vietnam should focus on factors such as sustainability and environmental protection. It involves systematically investing in technical infrastructure, harmonizing different
components, establishing standards for MICE-related activities, and ensuring financial transparency in selecting service providers. The coherent implementation of these policies will enhance the competitiveness of MICE tourism and contribute to Vietnam's overarching goals in the context of globalization, as well as support sustainable development in the face of climate change in the present era.

The MICE tourism policies not only bring significant business opportunities but also serve as a catalyst for innovation and the improvement of the quality of life. Proactive adaptation and accurate reflection of market demands will not only ensure survival but also foster the robust development of the MICE tourism industry in Vietnam during the current era of globalization.

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