

ABSTRACT

The primary objective of this research was to evaluate government's role in MICE promotion in Chengdu based on studying MICE suppliers—MICE stakeholders' perception towards government's role in MICE promotion and perception towards government's promotion strategy when clarified by responsible sectors of MICE suppliers. A convenience sampling of 384 MICE suppliers who are involved and related to MICE activities in Chengdu was adopted with the aid of structured questionnaires to fulfill the research objectives.

Quantitative research data were obtained for this research. The One-way ANOVA, Independent Sample T-test and Chi-square were used to measure the relationship between respondents' demographic, geographic, psychographic and behavioral characteristics and their perception toward government's role in MICE promotion and government's promotion strategy so as to evaluate government's role in MICE promotion in Chengdu.

The findings of research showed that government's role in MICE promotion was not obvious; government's promotion materials of MICE, e.g. magazine, newspaper and different sectors' close cooperation of government, including MICE sector and tourism sector, were expected to be emphasized, with different promotional strategy in MICE promotion. The study also found that there were significant relationships between respondents' demographic, geographic, psychographic and behavioral characteristics, and their perception towards government's role in MICE promotion, except gender Vs economic, region Vs industry competitive aspects, work time Vs economic and industry competitive aspects; respondent's industry responsibility and their perception towards government's promotion strategy.

Based on the findings, the researcher recommended certain measures for adjusting government's promotion strategy, and then they can improve their role in MICE industry, expedite the development of business tourism in Chengdu and the development of 'Successful City of China'.

