DEVELOPMENT OF GLOBAL MICE CRITERIA

AGENDA (14:30-15:45)

14:30-14:45 Introduction

14:45-14:55 Working draft sharing

14:55-15:25 Group activity

15:25-15:45 Sharing group discussion

PURPOSE OF WORKSHOP

1. To raise awareness of the development of GSTC MICE Criteria
2. To get your input in MICE Criteria draft

GSTC

Global Sustainable Tourism Council

Development of the
Global Sustainable Tourism Council (GSTC)

MICE (Meetings, Incentives, Conferences and Exhibitions) **Criteria**

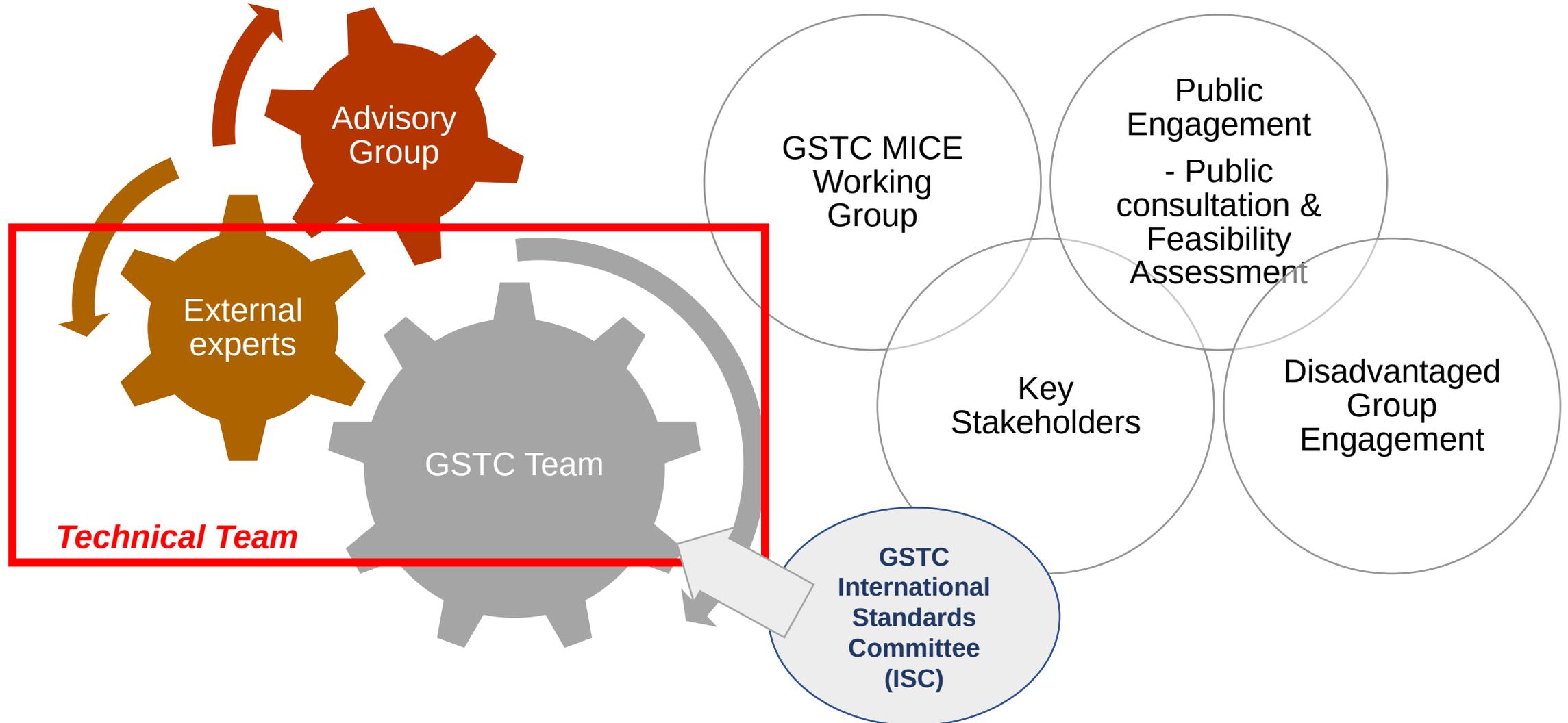**Terms of Reference**

Table of Content

LEAD AND COLLABORATION

TECHNICAL TEAM

- Professor Burak Saka, Cappadocia University
- Professor Byeongcheol Lee, Kyonggi University
- Ms. Julia Spangler, Ecosystem Events

- Dr. Mihee Kang, Assurance Director
- Ms. Emi Kaiwa, Asia Pacific Manager
- Dr. Soyoung Lee, Project Manager

ADVISORY GROUP

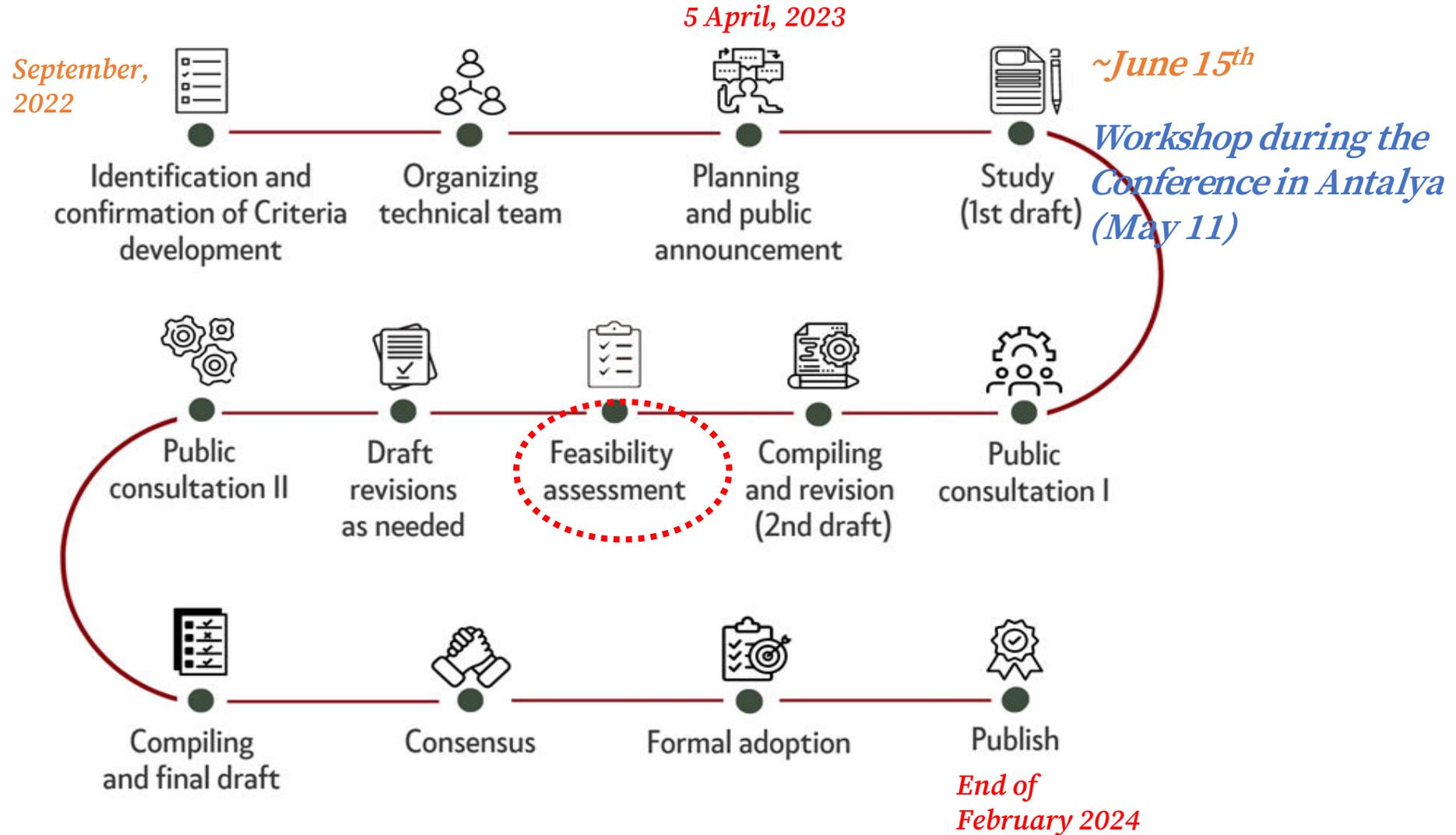|	Geographical Scope Scope	Name	Sector
1	Global	Sustainable Hospitality Alliance (SHA)	NGO
2	Europe	Visit Berlin	Public
3		Visit Oslo	Public
4	America	Green Key Global	Private (CB)
5	Asia	Osaka Convention Bureau	Public
6		Suwon convention & Visitor Bureau	Public
7		Singapore Tourism Board	Public
8		Singapore Association of Convention & Exhibition (SACEOS)	NGO

SCOPE OF MICE CRITERIA

- **Venue**: A closed or open place, operated or owned by a person or institution, which is designated for events, exhibitions, meetings, and conferences.

- **Event organizer**: An individual professional, team, or organization who plans, organizes, or is contracted to organize, and manages events for individuals, businesses, organizations, and other clients. It is also known as an event planner.

- **Event/Exhibition**: A specific occasion for which people are convened for a limited time (usually days or weeks) for a specific purpose. The event/exhibition is owned by a person, body, committee or institution, which is responsible for its management.

GSTC has already Criteria for Hotels and Destinations (Attraction Criteria Development will be developed)

GSTC has no plan for Audio-visual and Food & Beverage.

DEVELOPMENT PROCESS

September, 2022

5 April, 2023

~June 15th

Workshop during the Conference in Antalya (May 11)

Identification and confirmation of Criteria development

Organizing technical team

Planning and public announcement

Study (1st draft)

Public consultation II

Draft revisions as needed

Feasibility assessment

Compiling and revision (2nd draft)

Public consultation I

Compiling and final draft

Consensus

Formal adoption

Publish

End of February 2024

GSTC Industry Criteria:
42 Criteria, 167(H)/182(TO) Indicators

Sustainability Management

Social & Economic

Cultural

Environmental

13 Criteria
Hotels: 48 Indicators
TO: 50 indicators

9 Criteria
H/TO: 32 Indicators

4 Criteria
H: 14 Indicators
TO: 17 Indicators

16 Criteria
H: 73 Indicators
TO: 83 Indicators

TIME TO WORK

Choose **one** of the sub-sectors based on your priority:

- Venue
- Event Organizer
- Exhibition Services

Work on A, B, C, or D as the table indicates

* Appoint a person to take notes

* Focus on **INDICATORS**

WORK
IN PROGRESS

WHAT TO SHARE

1. Your choice of sub-sector

2. CRITERIA newly suggesting

3. Max 5 INDICATORS

Share your discussion!