

ANALYSIS OF THE INTERACTION OF MICE TOURISM DEVELOPMENT FACTORS (THE CASE OF ASTANA CITY IN KAZAKHSTAN)

Bayana TAIPAKOVA* 

Eurasian National University, Tourism Department, Astana, Republic of Kazakhstan, e-mail: naellerahat@gmail.com

Citation: Taipakova, B. (2023). ANALYSIS OF THE INTERACTION OF MICE TOURISM DEVELOPMENT FACTORS (THE CASE OF ASTANA CITY IN KAZAKHSTAN). *GeoJournal of Tourism and Geosites*, 51(4spl), 1600–1609. <https://doi.org/10.30892/gtg.514spl01-1156>

Abstract: The purpose of this study is to research whether some factors of the development of MICE tourism influence each other in the capital of Kazakhstan. The author conducted a survey and analyzed the interaction of the effectiveness of interaction between the authorized government body and private organizations, the level destination marketing of development and number of experienced specialists. This study used the method of one-phase analysis of variance (ANOVA analysis), as well as the method of analyzing contingency tables (χ^2 test of independence (Pearson's chi-squared test) using the SPSS program. The study sample includes 50 respondents directly related to the development of tourism in Astana city. The results of this analysis indicate that the number of experienced professionals in the field of MICE tourism development significantly influences the level of marketing development of a destination with a p-value of $0.010 < 0.05$. The second result of the analysis showed that the number of experienced specialists in the field of MICE tourism development does not affect the effectiveness of interaction between the authorized state body and private organizations in the field of tourism with the p-value of $0.347 > 0.05$. The following result of the analysis suggests that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism does not affect the level of development of destination marketing, while the independence criterion χ^2 with p-value $0.958 > 0.05$.

Key words: MICE tourism, experienced specialists, destination marketing development, public private partnershi

* * * * *

INTRODUCTION

The meetings, incentive travels, conferences, and exhibitions (MICE) sector is recognized as an important part of international tourism (Rogerson, 2015). Indeed, these events are strongly sought after to develop local industries (both tourism and non-tourism) and boost the national economy (Kim et al., 2022; Welthagen et al., 2022; Kourkouridis et al., 2023). Several studies have explained the interconnectedness to the globalised world which has resulted in MICE tourism being one of the most dynamic and leading aspects of global activities (Rogerson, 2015; Tichaawa, 2017; 2021; Draper and Neal, 2018). Accordingly, the sector has grown to be an important part of business operations with literature averring the attendance of MICE events to be related to information sharing, problem-solving, decision-making, participating in educational discussions, and sharing common interests (Becken and Hughey, 2022).

Being predominantly a MICE destination, Astana has good quality MICE facilities. The city has 113 MICE halls in hotel establishments, which can accommodate 12,287 participants. Additionally, Astana has 20 other facilities for MICE, exhibitions and events, which can accommodate 83,307 participants, of which 20% are pure MICE. For example, in 2016 About 20 major MICE events and 19 leisure events were held. Most MICE events are organized in March-May and September-November. MICE sites actually host many more events, but there are no official statistics regarding events, organizers and number of participants. 3 ICCA events were held in Astana in 2016, 6 confirmed ICCA events for 2017. and 1 for 2018. At the Palace of Peace and Reconciliation in 2016 160 events were held (70% private/corporate and 30% public), and the Independence Palace hosted 80 events (mostly political and government) in the same year.

Today Astana is at the beginning of the development of events and festivals. Most events are related to MICE, are governmental or political; and leisure events are mainly aimed at local residents. However, here are no statistics on the number of all business and leisure events held in the city. As for the management system of the tourism sector in the capital, over the past 20 years, it has been undergoing constant modifications and reorganizations. Basically, the main and governing body is the local state executive power represented by the Akimat of Astana city. At the level of the legislative branch, it is the Astana city Maslikhat, whose regulations have legal force within the capital.

Over the years, the function of tourism management at the state level belonged to different Departments of the Akimat - the State Institution “Department of Entrepreneurship and Industry”, the State Institution “Department of Tourism and Sports”, the State Institution “Department of Investments”, while the tourism department consisted of 2 to 4 people.

In 2015, the Astana Convention Bureau LLP of the Akimat of Astana was organized. The staff consisted of 41 people with the following departments: Department of Tourism Infrastructure Development (4 people), Department of International Cooperation and MICE Tourism (4 people), Department of Special Projects (5 people), Marketing Department (5 people), Department of Administration and Finance (7 people), as well as a management team of 4 people.

* Corresponding author

In addition, 11 people were employees of visitor centers located at the city airport, at the Astana-Baiterek monument, as well as at the Khan Shatyr entertainment center. The main activity of Astana Convention Bureau LLP was aimed at developing MICE tourism activities. The Bureau actively worked with representatives of the corporate sector and industry associations to attract and host international business events in the city. Though, the level of destination marketing development in Astana city according to the survey is at an average level with the indicator (50% of respondents) and 38% of respondents believe that the level of tourism marketing is low. According to Kim et al. (2022), the MICE sector represents the socio-economic and cultural aspects of the host destination and thus requires the support of key stakeholders, including governments, suppliers, and visitors. The MICE sector is established to be a tool for economic development and strengthening tourism destinations (An et al., 2021; Santos et al., 2022). Understandably, a significant portion of the MICE tourism research considers the role of government (at various levels) in the development of the MICE sector (see for example Weru and Njoroge, 2021; Mena-Navarro et al., 2022; Kourkouridis et al., 2023).

Thus, in our study we research whether some factors of the development of MICE tourism influence each other in the capital of Kazakhstan, such as the effectiveness of interaction between the authorized government body and private organizations, the level of development of destination marketing and the number of experienced specialists.

LITERATURE REVIEW

Key factors for the development of MICE tourism are of great importance, which need to be studied both separately and in dependence on each other. MICE means meetings, incentives, conferences or congresses, as well as conventions and exhibitions. Business tourism includes all aspects of the experience of travelers staying at least one night away from their permanent residence (Swarbrooke and Horner, 2001). MICE as a business travel can have the characteristics of any other type of travel. The World Tourism Organization (UNWTO) official definition of tourism suggests that people who travel for business or professional reasons are also considered tourists (Štetiš, 2011). The International Congress and Convention Association (ICCA) definition is “relatively more comprehensive and defines business tourism as “a series of activities aimed at providing accommodation and services to millions of delegates at meetings, congresses, exhibitions, business events and incentive trips.” Accepting With all this taken into account, one comprehensive and complete definition of business tourism can be given, in which there are business reasons and participation in meetings, congresses, conventions, exhibitions, conferences and incentive trips, where business travelers enjoy the full range of tourism services and major tourism products within tourist destinations (Štetiš et al., 2014). Getz and Page (2015) describe MICE tourism as business events. The MICE sector requires conference centers and exhibition halls, including numerous small private parties and events held in restaurants, hotels or resorts. Sports also require special facilities, including sports parks, arenas and stadiums. Festivals and other cultural events are less dependent on infrastructure and can be held in parks, streets, theaters, concert halls and all other public or private venues. Entertainment events such as concerts are typically produced by the private sector and use many types of venues. The literature shows that the benefits obtained from MICE tourism are worthy of attention; this is the basis for business contacts. It facilitates access to new technologies, attracts high-spending visitors, generates high per capita income, strengthens international economic contacts, creates greater economic multiplier effects and competitiveness, and can occur outside the peak season (Lau et al., 2005; Lawrence and McCabe, 2001; Rogerson, 2005; Yoon et al., 2001). MICE delegates stay longer and consider themselves big spenders (Kim et al., 2003; Lee and Back, 2007). In addition, MICE contributes to community building, urban renewal and the growth of national identity (Getz, 2008). Kay (2005) emphasizes the profit criterion and motives behind the establishment of convention and exhibition centers; these include improvements to airports, the metro system, highways, redevelopment of the host city, parks, various urban renewal schemes, improvement of the municipality's financial position and the restoration of the devastated area near the city's convention center.

Stakeholder theory is based on three pillars: power, legitimacy and urgency (Freeman, 1994). Stakeholders are interested and motivated by profit expectations (Skidmore, 1975). Power is the ability of stakeholders to impose their will on a given relationship. A legitimate stakeholder is one whose actions are acceptable, appropriate, legal, and desirable from the community's perspective. Whereas, urgency is the degree to which a stakeholder believes that its actions are time sensitive and critical, requiring immediate attention (Etzioni, 1964; Parent and Deephouse, 2007; Suchman, 1995).

In this regard, stakeholders could be defined as individuals, groups, or organizations that are affected by the consequences and causes of problems (Bryson and Crosby, 1992). Stakeholder groups are classified first of all: city authorities, marketing organizations, competitors, tourist attraction enterprises, service companies, tourists, restaurants and hotels. And minor ones: the chamber of commerce, incentive planners, and community groups (Tkaczynski, 2009). Sautter and Leisen (1999) added other stakeholder groups: property owners, local businesses, coastal managers, and employees. Bushell (1999) mentioned the common desires and interests they have, such as participation in decision making and benefit sharing. In tourism planning, collaboration between different stakeholder groups can lead to potential benefits such as avoiding conflicts between stakeholders that lead to real costs, positively influencing the performance of stakeholders when they are involved in the decision-making process, and increasing the coordination of policies and strategies (Bramwell and Sharman, 1999). In the MICE sector, where success largely depends on close cooperation between parties, these changes are also detrimental in terms of intergroup dynamics and actually create a hostile industry environment (JungYoung Jeong, 2017). In the development of MICE tourism, the tourism destination management system and territory marketing are important. In this matter, the public-private partnership (PPP, 3P or P3) plays a special role.

In accordance with M. Porter's approach to globalization, the idea of PPP is formulated to strengthen trust between the state and business representatives at the regional level. It should also be noted that the intervention of external factors, such

as a pandemic, geopolitical problems (Ukraine - Russia) also have an impact on the development of MICE tourism. Similar to the rest of the world, Astana was severely affected by the pandemic, with the country's COVID-19 regulations stifling the entire tourism system (Rogerson and Rogerson, 2022). While government interventions and the focus on domestic tourism had helped reduce the impact of the pandemic, the MICE events sector was forced to not only pause operations but re -alter their structure to comply with regulations (Dragin-Jensen et al., 2022).

Bartis et al. (2021) point out that the sector was one of the most regulated tourism activities. In fact, from the very start, the (changing) regulations in place had restricted the hosting of in-person MICE events, as for the most part, the sector was limited to hosting events with only 50 and 100 persons (maximum) capacity (Lekgau and Tichaawa, 2022). There are five key determinants of the recovery of MICE tourism: change in focus of geographical markets, varied recovery of the different economic industries, limited airline access and connectivity, destination image and level of confidence of MICE attendees to travel (Lekgau, 2023). Regarding our research, we consider internal factors of the development of MICE tourism: the effectiveness of interaction between the authorized government body and private organizations, the level of development of destination marketing and the number of experienced specialists and how it influences each other.

MATERIALS AND METHODS

The research hypothesis is central to all research endeavors, “whether qualitative or quantitative, exploratory or explanatory. At its core, a research hypothesis defines what the researcher expects to find - it is a preliminary answer to the research question that guides the entire study.” However, developing testable research hypotheses requires skill along with careful attention to how the proposed research method is to develop and test hypotheses (Creswell, 2014).

The research model proposed by the author includes the mutual influence of MICE tourism development factors in the capital of Kazakhstan, particularly the interaction of the effectiveness of interaction between the authorized government body and private organizations, the level destination marketing of development and number of experienced specialists (Figure 1). Within the framework of the development of business tourism, these factors are one of the important tools for improving the MICE tourism system in Astana city. Based on the formulation of the problem, goals and in accordance with the model created in this study, the following hypotheses can be formulated (Figure 2).

H1 - It is assumed that the number of experienced specialists in the field of MICE tourism development influences the level of destination marketing development.

H2 - It is assumed that the number of experienced specialists in the field of MICE tourism development affects the effectiveness of interaction between the authorized state body and private organizations in the field of tourism.

H3 - It is assumed that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism affects the level of destination marketing development.

The empirical data of this study was collected through a paper-based survey in Astana. Specifically, a questionnaire was used to collect data to test the hypotheses. Tourism stakeholders representing travel agents, tour operators, restaurant owners, event organizers, hoteliers, government officials, and academics were interviewed as the study population. A total of 50 responses were collected from the survey and coded for analysis. The largest share fell on representatives of private organizations in the field of tourism 25 people - 50% (25), followed by persons representing bodies of state and quasi-state structures - (15 people, 30.0%), and persons representing the scientific field (5 doctoral students and 5 university teachers, 20%). In order to explore the connections between the key factors in the development of MICE tourism in the capital of Kazakhstan, special attention is paid to the effectiveness of interaction between the authorized government body and private organizations in the field of tourism, the level of development of destination marketing, and the frequency of international level MICE tourism events in the capital. This study used the method of one-phase analysis of variance (ANOVA analysis), as well as

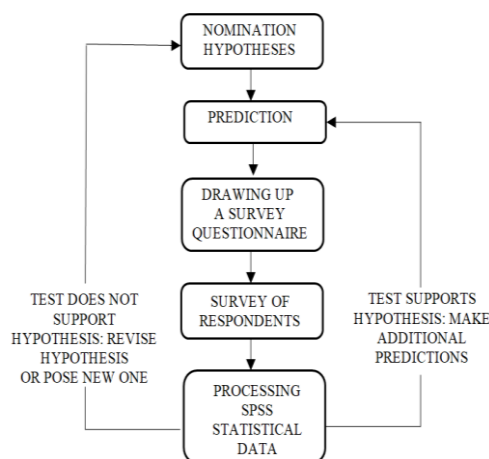


Figure 1. Flow chart of methodology steps

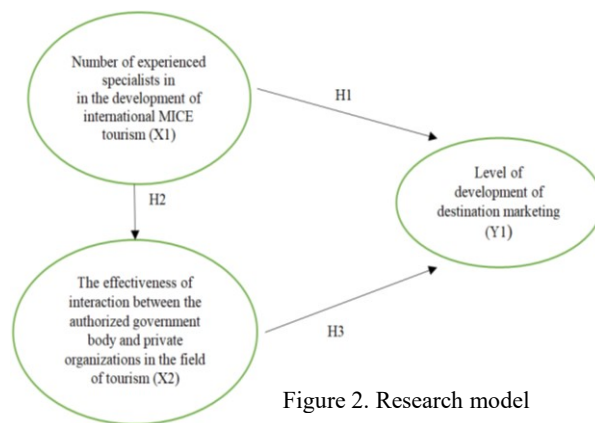


Figure 2. Research model

Table 1. General coded data obtained through questionnaires

N	X1	Y1	N	X1	Y1	N	X1	Y1	N	X1	Y1
1	2	1	14	15	2	27	28	3	40	16	2
2	9	2	15	9	2	28	14	1	41	15	2
3	6	1	16	8	1	29	16	1	42	22	3
4	11	2	17	9	1	30	17	2	43	13	2
5	9	1	18	6	3	31	18	1	44	15	2
6	9	2	19	8	1	32	14	2	45	17	2
7	5	1	20	17	2	33	19	1	46	17	2
8	7	1	21	18	2	34	14	1	47	18	2
9	7	2	22	9	1	35	15	2	48	19	2
10	14	2	23	11	1	36	24	3	49	14	2
11	4	3	24	15	2	37	14	1	50	15	2
12	6	1	25	16	2	38	13	2			
13	7	1	26	10	1	39	10	3			

the method of analyzing contingency tables (χ^2 test of independence (Pearson's chi-squared test) using the SPSS program. To test the first hypothesis (H1), the one-way analysis of variance (ANOVA) method was used.

H1 – It is assumed that the number of experienced specialists in the field of international MICE tourism development (X1) significantly influences the level of development of destination marketing (Y1). General coded data obtained through questionnaires are given in Table 1. The null hypothesis states that the number of experienced specialists in the field of international MICE tourism development does not affect the level of marketing development of the destination. Descriptive Statistics regarding number of experienced specialists are given in Table 2.

The hypothesis “The variances in the compared groups are equal” is tested. Test for homogeneity of variances are given in Table 3. The resulting significance is less than 0.05, which means that the null hypothesis maybe be rejected That there are variances not are equal. Criterion uniformity variances Levene’s with significance 0.000 showed that the variances for each group are statistically different. ANOVA test regarding number of experienced specialists are given in Table 4.

Table 2. Descriptive Statistics regarding number of experienced specialists

	N	Average	Standard Difference	Standard Error Difference	95% confidence interval of Difference		Minimum	Maximum
					Lower	Upper		
low	19	10.11	4,593	1.054	7.89	12.32	2	19
medium	25	14.32	3.159	.632	13.02	15.62	7	19
high	6	15.67	10,231	4,177	4.93	26.40	4	28
Total	50	12.88	5.321	.752	11.37	14.39	2	28

Table 3. Test for homogeneity of variances

		Levene’s statistics	df.1	df.2	Significance
number of experienced specialists	Based on average	19,809	2	47	.000
	Based on median	15,765	2	47	.000
	Based on median and with adjusted st.d.	15,765	2	43,429	.000
	Based on trimmed mean	19,549	2	47	.000

Table 4. ANOVA test regarding number of experienced specialists

	Sum of squares	df.	Mean square	F	Significance
Between groups	244,717	2	122,359	5,033	.010
Within groups	1142.563	47	24,310		
Total	1387.280	49			

Additionally, the null hypothesis can be rejected with an error probability of 0.01% (significance 0.010), That there is a null hypothesis not true and should be rejected. Therefore, it can be concluded that there is a relationship between the number of experienced specialists in the field of international MICE tourism development and the level of development of destination marketing, this can also be seen in the graph. According to the research results, the number of experienced specialists in the field of international MICE tourism development significantly influences the level of development of destination marketing (Figure 3). To test the second hypothesis (H2), the method of single-phase analysis of variance (ANOVA analysis) was used.

H2 - It is assumed that the number of experienced specialists in the field of MICE tourism development (X1) affects the effectiveness of interaction between the authorized state body and private organizations in the field of tourism (X2). General coded data obtained through questionnaires are given in Table 5. The null hypothesis states that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism does not affect the number of experienced specialists in the field of MICE tourism development. Descriptive statistics are given in Table 6. Levene’s test for homogeneity of variances with a significance of 0.048 is given in Table 7 showed that the variances for each group were not statistically different.

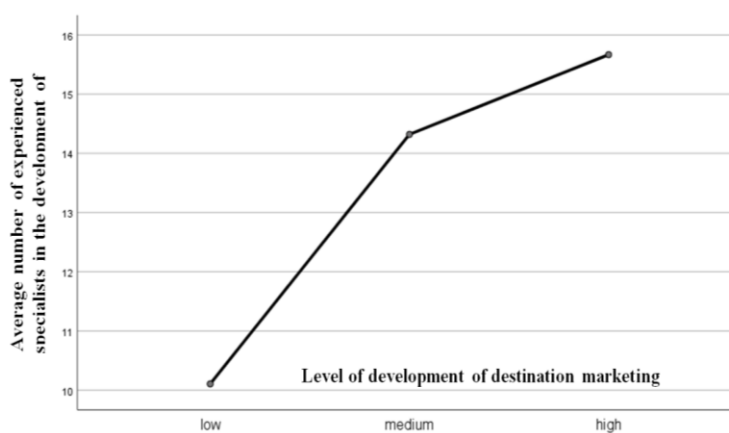


Figure 3. Overview of the relationship between the number of experienced specialists in the field of international MICE tourism development and the level of development of destination marketing

Table 5. General coded data obtained through questionnaires

N	X1	X2	N	X1	X2	N	X1	X2	N	X1	X2
1	2	4	14	15	9	27	28	9	40	16	3
2	9	8	15	9	2	28	14	4	41	15	5
3	6	10	16	8	8	29	16	1	42	22	9
4	11	1	17	9	2	30	17	4	43	13	9
5	9	5	18	6	4	31	18	5	44	15	3
6	9	2	19	8	4	32	14	8	45	17	10
7	5	9	20	17	3	33	19	3	46	17	8
8	7	4	21	18	6	34	14	9	47	18	3
9	7	3	22	9	2	35	15	8	48	19	3
10	14	9	23	11	8	36	24	3	49	14	10
11	4	10	24	15	9	37	14	3	50	15	9
12	6	3	25	16	4	38	13	4			
13	7	8	26	10	10	39	10	4			

Table 6. Descriptive statistics

	N	Average	Standard Deviation	Standard error	95% confidence interval for the mean		Minimum	Maximum
					Bottom line	Upper limit		
2	1	4.00	4	4
4	1	10.00	10	10
5	1	9.00	9	9
6	3	5.67	3,786	2,186	-3.74	15.07	3	10
7	3	5.00	2,646	1,528	-1.57	11.57	3	8
8	2	6.00	2,828	2,000	-19.41	31.41	4	8
9	6	3.50	2,510	1,025	.87	6.13	2	8
10	2	7.00	4,243	3,000	-31.12	45.12	4	10
11	2	4.50	4,950	3,500	-39.97	48.97	1	8
13	2	6.50	3,536	2,500	-25.27	38.27	4	9
14	6	7.17	2,927	1,195	4.10	10.24	3	10
15	6	7.17	2,563	1,046	4.48	9.86	3	9
16	3	2.67	1,528	.882	-1.13	6.46	1	4
17	4	6.25	3,304	1,652	.99	11.51	3	10
18	3	4.67	1,528	.882	.87	8.46	3	6
19	2	3.00	.000	.000	3.00	3.00	3	3
22	1	9.00	9	9
24	1	3.00	3	3
28	1	9.00	9	9
Total	50	5.68	2.952	.417	4.84	6.52	1	10

Table 7. Test for homogeneity of variances

		Levene's statistics	st.st.1	Art.St.2	Significance
The effectiveness of interaction between the authorized government body and private organizations in the field of tourism	Based on average	2,099	12	31	.048
	Based on median	.564	12	31	.853
	Based on median and with adjusted st.m.	.564	12	19,492	.845
	Based on trimmed mean	1.839	12	31	.085

Table 8. ANOVA test

	Sum of squares	st.sv.	Middle square	F	Significance
Between groups	171,963	18	9,554	1.162	.347
Within groups	254,917	31	8,223		
Total	426,880	49			

Anova test data suggests that the null hypothesis cannot be rejected since the value is 0.347 is given in Table 8, which is greater than the value of 0.05, then there is a null hypothesis true and should not be rejected. Therefore, we can conclude that there is no connection between the number of experienced specialists in the field of international MICE tourism development and the effectiveness of interaction between the authorized government body and private organizations in the field of tourism, this can also be seen in the graph. Thus, based on the results of the analysis, we can conclude that the number of experienced specialists in the field of MICE tourism development does not affect to the effectiveness of interaction between the authorized government body and private organizations in the field of tourism (Figure 4). To test the third hypothesis (H3), the method of analyzing contingency tables was applied (χ^2 test of independence (Pearson's Chi-square).

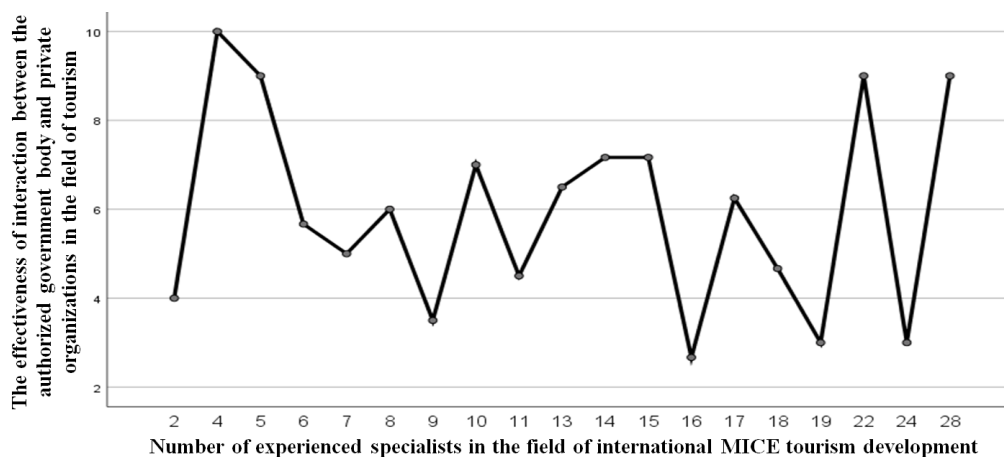


Figure 4. Overview of the influence of the number of experienced specialists in the field of international MICE tourism development to the effectiveness of interaction between the authorized government body and private organizations in the field of tourism

H3 - It is assumed that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism (X2) (on a scale of 1-10) affects the level of development of destination marketing (Y1) (low -1, medium -2, high - 3). General coded data obtained through questionnaires are given in Table 9.

Table 9. General coded data obtained through questionnaires

N	X2	Y1	N	X2	Y1	N	X2	Y1	N	X2	Y1
1	4	1	14	9	2	27	9	3	40	1	2
2	8	2	15	2	2	28	4	1	41	2	2
3	10	1	16	8	1	29	1	1	42	9	3
4	1	2	17	2	1	30	4	2	43	2	2
5	5	1	18	1	3	31	2	1	44	3	2
6	2	2	19	4	1	32	8	2	45	10	2
7	9	1	20	3	2	33	3	1	46	2	2
8	4	1	21	6	2	34	3	1	47	3	2
9	3	2	22	2	1	35	2	2	48	3	2
10	9	2	23	8	1	36	3	3	49	10	2
11	10	3	24	1	2	37	1	1	50	2	2
12	3	1	25	4	2	38	4	2			
13	8	1	26	10	1	39	4	3			

Table 10. Summary report of observations

	Observations					
	Valid		Missed		Total	
	N	Interest	N	Interest	N	Interest
Level of marketing development * effectiveness of interaction between government agencies and private firms	50	100.0 %	0	0.0%	50	100.0%

Summary report of observations is given in Table 10. For a preliminary analysis of the influence of variables, let's consider the values of the adjusted remainder, in our case it does not go beyond the boundaries of the standardized remainder, therefore the hypothesis of the presence of a connection is not confirmed. Combination table level of marketing development and effectiveness of interaction between government agencies and private firms are given in Table 11.

Table 11. Combination table level of marketing development *effectiveness of interaction between government agencies and private firms

		Efficiency of interaction between government agencies and private firms									Total	
		1	2	3	4	5	6	8	9	10		
Level of marketing development	short	Quantity	1	2	3	4	2	0	3	2	2	19
		Expected quantity	,8	1.5	3.8	3.4	1.1	,4	2.7	3.4	1.9	19.0
		% in level of marketing development	5.3%	10.5%	15.8%	21.1%	10.5%	0.0%	15.8%	10.5%	10.5%	100.0%
		% in the efficiency of interaction between government agencies and private firms	50.0%	50.0%	30.0%	44.4%	66.7%	0.0%	42.9%	22.2%	40.0%	38.0%
		% of total	2.0%	4.0%	6.0%	8.0%	4.0%	0.0%	6.0%	4.0%	4.0%	38.0%
		Remainder	,2	,5	-,8	,6	,9	-,4	,3	-,1.4	,1	
		Standardized remainder	,3	,4	-,4	,3	,8	-,6	,2	-,8	,1	
	Adjusted balance	,4	,5	-,6	,4	1.1	-,8	,3	-,1.1	,1		
	average	Quantity	1	2	6	3	1	1	4	5	2	25
		Expected quantity	1.0	2.0	5.0	4.5	1.5	,5	3.5	4.5	2.5	25.0
		% in level of marketing development	4.0%	8.0%	24.0%	12.0%	4.0%	4.0%	16.0%	20.0%	8.0%	100.0%
		% in the efficiency of interaction between government agencies and private firms	50.0%	50.0%	60.0%	33.3%	33.3%	100.0%	57.1%	55.6%	40.0%	50.0%
		% of total	2.0%	4.0%	12.0%	6.0%	2.0%	2.0%	8.0%	10.0%	4.0%	50.0%
		Remainder	.0	.0	1.0	-,1.5	-,5	,5	,5	,5	-,5	
		Standardized remainder	.0	.0	,4	-,7	-,4	,7	,3	,2	-,3	
	Adjusted balance	.0	.0	,7	-,1.1	-,6	1.0	,4	,4	-,5		
	high	Quantity	0	0	1	2	0	0	2	1	6	
		Expected quantity	,2	,5	1.2	1.1	,4	,1	,8	1.1	,6	6.0
		% in level of marketing development	0.0%	0.0%	16.7%	33.3%	0.0%	0.0%	0.0%	33.3%	16.7%	100.0%
		% in the efficiency of interaction between government agencies and private firms	0.0%	0.0%	10.0%	22.2%	0.0%	0.0%	0.0%	22.2%	20.0%	12.0%
		% of total	0.0%	0.0%	2.0%	4.0%	0.0%	0.0%	0.0%	4.0%	2.0%	12.0%
Remainder		-,2	-,5	-,2	,9	-,4	-,1	-,8	,9	,4		
Standardized remainder		-,5	-,7	-,2	,9	-,6	-,3	-,9	,9	,5		
Adjusted balance	-,5	-,8	-,2	1.0	-,7	-,4	-,1.1	1.0	,6			
Total	Quantity	2	4	10	9	3	1	7	9	5	50	
	Expected quantity	2.0	4.0	10.0	9.0	3.0	1.0	7.0	9.0	5.0	50.0	
	% in level of marketing development	4.0%	8.0%	20.0%	18.0%	6.0%	2.0%	14.0%	18.0%	10.0%	100.0%	
	% in the efficiency of interaction between government agencies and private firms	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of total	4.0%	8.0%	20.0%	18.0%	6.0%	2.0%	14.0%	18.0%	10.0%	100.0%	

Table 12. Chi-square tests

	Meaning	St.St.	Asymptotic significance (2-sided)
Pearson's Chi-square	7.662a -	16	.958
Likelihood ratios	9,657	16	.884
Line-to-linear connection	.624	1	.430
Number of valid observations	50		

a. For a cell count of 26 (96.3%), a value less than 5 is assumed. The minimum expected number is .12.

Also, the Pearson's Chi-square has a value of 7.662 is given in Table 12, and the significance is higher than 0.05 (0.958), which also confirms the lack of relationship between the variables. Goodman and Kruskal's Lambda and Tau coefficients are very small, which also indicates the absence of a connection; the values of the coefficients Phi and Cramer's V also indicate a low relationship between the variables, and the significance of 0.958 also confirms the hypothesis of the absence of a relationship as given in Table 13.

Table 13. Targeted and symmetrical measures

		Meaning	Asymptotic mean square error ^a	Approximate ^{Tb}	Approximate significance	
Denomination/denomination	Lambda	Symmetrical	.062	.092	.652	.515
		Dependent variable level of marketing development	.080	.172	.448	.654
	Tau Goodman and Kruskal	Dependent variable: efficiency of interaction between government agencies and private firms	.050	.077	.635	.525
		Dependent variable level of marketing development	.071	.045		.975 ^s
		Dependent variable: efficiency of interaction between government agencies and private firms	.021	.013		.937 ^s
a. Without assuming a null hypothesis						
b. Using the asymptotic root mean square error under the null hypothesis						
c. Based on chi-square approximation						
		Meaning	Asymptotic mean square error ^a	Approximate ^{Tb}	Approximate significance	
Denomination/denomination	Fi	.391			.958	
	Cramer's V	.277			.958	
Interval/Interval	R Pearson	.113	.139	.787	.435 ^s	
Ordinal/ordinal	Spearman correlation	.109	.139	.758	.452 ^s	
Number of valid observations		50				
a. Without assuming a null hypothesis						
b. Using the asymptotic root mean square error under the null hypothesis						
c. Based on normal approximation						

Based on the results of the study, we can conclude that the effectiveness of interaction between authorized government bodies and private organizations in the field of tourism (on a scale of 1-10) does not affect the level of development of destination marketing (low -1, medium -2, high -3) (Figure 5).

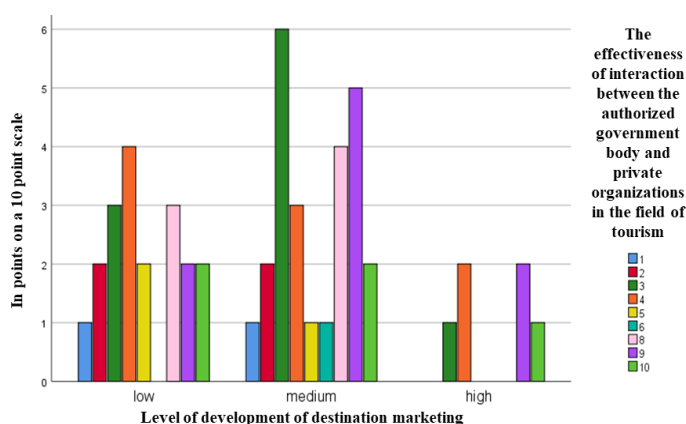


Figure 5. Review of the impact of the effectiveness of interaction between authorized government bodies and private organizations in the field of tourism on the level of development of destination marketing

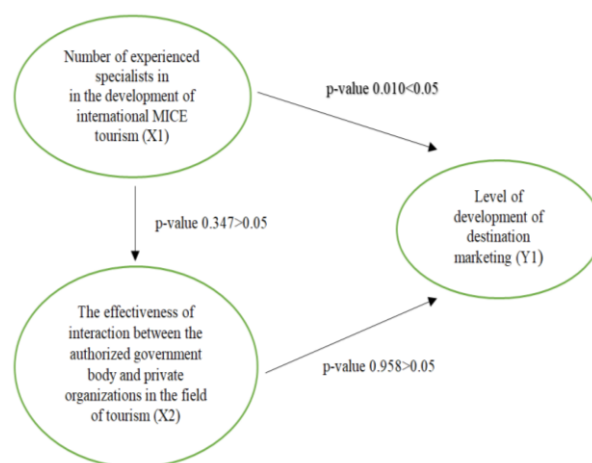


Figure 6. Research model

RESULTS AND DISCUSSIONS

The results of this analysis indicate that the number of experienced professionals in the field of MICE tourism development significantly influences the level of marketing development of a destination, with Levene's test for homogeneity of variances with a significance of 0.000 and a p-value of 0.010 < 0.05. The MICE market is developing under significant influence of the traditional tourism market. Realizing the rapid growth dynamics of the MICE segment

and the commercial prospects of working in this area, many tour operators began to create new specialized structural units: MICE departments and divisions. As practice shows, these departments turn out to be unsuited to providing flexible customer-oriented service aimed at building long-term, trusting relationships with each corporate customer.

The presence of a wide range of consumers does not require travel companies to provide an individual customer-oriented approach, introduce technological innovations and additional costs for advanced training. The impersonality and scale of the audience reduce the need to fight for each individual consumer and do not require travel companies to build loyalty programs and create additional competitive advantages.

It will take a long time to retrain travel sales managers into responsible travel managers and event coordinators. In this regard, there is a need to create a new area for training specialists in the field of event tourism and MICE technologies everywhere. Training programs in this promising area already exist in the country's leading universities. The second result of the analysis showed the number of experienced specialists in the field of MICE tourism development does not affect the effectiveness of interaction between the authorized government body and private organizations in the field of tourism, while Levene's test of homogeneity of variances with a significance of 0.048, and p-value $0.347 > 0.05$.

Table 14. The hypothesized results

Research Hypothesis	P-value	Result
H1 - The number of experienced specialists in the field of MICE tourism development influences the level of destination marketing development.	$0.010 < 0.05$	Supported
H2 - The number of experienced specialists in the field of MICE tourism development affects the effectiveness of interaction between the authorized state body and private organizations in the field of tourism.	$0.347 > 0.05$	Not supported
H3 - The effectiveness of interaction between the authorized government body and private organizations in the field of tourism affects the level of destination marketing development.	$0.958 > 0.05$	Not supported

There are four main determinants of national competitive advantage: factors; demand conditions such as firm strategy and structure and rivalry; related and supported industries. However, to achieve positive results, individual companies, business leaders and national governments must work together to understand the effectiveness and efficiency of the public-private partnership (PPP) approach and business project management. Local associations play an important role in establishing PPP, they act as intermediaries between the state and business. In this case, public-private partnership directly depends on the intention of the participants in the process themselves.

In addition, close communication with representatives of science is also necessary to develop a system of interaction between government and business. And finally, the last result of the analysis indicates that the effectiveness of interaction between the authorized government body and private organizations in the field of tourism does not affect the level of development of destination marketing, while the independence criterion χ^2 is equal to 7.662, degree freedom 16, and p-value $0.958 > 0.05$. Based on the results of the analysis, the effectiveness of PPP in Astana city does not affect the level of marketing. We assume that the root cause for this is a weak connection between the state and business and an uncoordinated joint policy in terms of promoting the destination and developing business tourism. This raises the question about the effectiveness of PPP in Astana city and the weak work of existing local associations (Figure 6). The common hypothesized results are given in Table 14.

CONCLUSIONS

a) Suggestions for interested parties. It is expected that stakeholders in the development of MICE tourism need increase the number of experienced specialists in the field of MICE tourism development through trainings (including the following sections: introduction to the international MICE market, funds and trends; specifics of international association markets and how to sell a city/association property; specifics of international corporate markets and how to sell destinations / corporate property; market research and lead generation; bidding methods; how to organize an inspection site and FAM trip; customer relationship management; sales and presentation skills; negotiation methods; participation fairs; working with intermediaries), and it is also necessary for specialists to undergo international CMP certification: Certified Meetings Professional, CSEP: Certified Special Events Professional, CMM Certification in Meeting Management, DMCP: Destination Management Certified Professional.

The MICE industry, especially international branded hotels, can join forces and contacts with government agencies in order to create faster outreach to corporate clients. This means that through already established networks, international hotels have connections around the world and it is possible to attract customers in key markets and grow business potential for Astana. It is necessary to introduce an "Ambassador" program in the MICE industry, which is associated with a person - a citizen of Kazakhstan, who is an internationally recognized person, has a certain status in an international association or international corporation and is willing to work with various government bodies and local stakeholders, both local and foreign to attract congresses and meetings in Astana. An "ambassador" can lead local associations and societies (president, general secretary), can be in certain positions in international associations (president, board members, committee members) or director of a local office (CEO, CFO) and actively work and contribute to attracting international congresses and meetings in the capital.

Representatives of government agencies need to gather individual people: tourism professionals, diplomats, politicians, businessmen, teachers, doctors (representatives of the academic and business environment), since they are on the list of the most important candidates for the role of representative of Astana. It is important to understand that the

role of the ambassador is based more on an informal basis (lobbying, opinion and decision leaders, etc.), while the government agency and the meeting industry takes care of all tender and logistics issues.

b) Suggestions for future researchers. It is expected that a future researcher can study the factors influencing the development of MICE in the capital, so that he can expand and detail other indicators.

Author Contributions: Conceptualization, B.T.; methodology, B.T.; software, B.T.; validation, B.T.; formal analysis, B.T.; investigation, B.T.; data curation, B.T.; writing - original draft preparation, B.T.; writing - review and editing, B.T.; visualization, B.T.; supervision, B.T.; project administration, B.T.. All authors have read and agreed to the published version of the manuscript.

Funding: Not applicable.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study may be obtained on request from the corresponding author.

Acknowledgments: The research undertaken was made possible by the equal scientific involvement of all the authors concerned.

Conflicts of Interest: The authors declare no conflict of interest.

REFERENCES

- An, J., Kim, H., & Hur, D. (2021). Keeping the competitive edge of a convention and exhibition center in MICE Environment: identification of event attributes for long-run success. *Sustainability*, 13(9), 5030. <https://doi.org/10.3390/su13095030>
- Bartis, H., Hufkie, B., & Moraladi, M. (2021). The economic impact of the COVID-19 pandemic on the business events sub-sector in South Africa: Mitigation strategies and innovations. *African Journal of Hospitality, Tourism and Leisure*, 10(1), 102-111. <https://doi.org/10.46222/ajhtl.19770720-89>
- Becken, S., & Hughey, K.F. (2021). Impacts of changes to business travel practices in response to the COVID-19 lockdown in New Zealand. *Journal of Sustainable Tourism*, 30(1), 108-127. <https://doi.org/10.1080/09669582.2021.1894160>
- Bramwell, B., & Sharman, A. (1999). Collaboration in local tourism policymaking. *Annals of Tourism Research*, 26(2), 392-415. [https://doi.org/10.1016/s0160-7383\(98\)00105-4](https://doi.org/10.1016/s0160-7383(98)00105-4)
- Bryson, J., & Crosby, B. (1992). *Leadership or the common good: Tackling public problems in a shared power world*. Jossey-Bass, San Francisco, 496.
- Bushell, R. (1999). *Development of approaches and practice for sustainable use of biological resources*. Tourism prepared on behalf of WCPA for the SBSTTA 4 (agenda item 4.8) meeting for the Convention on Biological Diversity, Montreal 21-25 June, IUCN Gland, Switzerland.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage Publications, Inc., 342 p.
- Dragin-Jensen, C., Kwiatkowski, G., Lien, V.H., Ossowska, L., Janiszewska, D., Kloskowski, D., & Strzelecka, M. (2022). Event innovation in times of uncertainty. *International Journal of Event and Festival Management*, 13(4), 387-405. <https://doi.org/10.1108/IJEFM-07-2021-0063>
- Draper, J., & Neal, J.A. (2018). Motivations to attend a non-traditional conference: Are there differences based on attendee demographics and employment characteristics? *Journal of Convention & Event Tourism*, 19(4-5), 347-373. <https://doi.org/10.1080/15470148.2018.1496504>
- Etzioni, A. (1964). *Modern organizations*. Englewood Cliffs, NJ: Prentice Hall, 120 p.
- Freeman, E. (1994). The politics of stakeholder theory: Some future directions. *Business Ethics Quarterly*, 4(4), 409-421. <https://doi.org/10.2307/3857340>
- Getz, D., & Page, S.J. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52(52), 593-631. <https://doi.org/10.1016/j.tourman.2015.03.007>
- JungYoung Jeong. (2017). A Study on the Scope of Compensation for Damage About Commercial Building Lease Premium. *Journal of Humanities and Social Sciences*. <https://doi.org/10.22143/HSS21.8.6.63>
- Kay, A. L.(2005). China's Convention and Exhibition Center Boom. *Journal of Convention & Event Tourism*, 7(1), 5-22. https://doi.org/10.1300/J452v07n01_02
- Kim, S., Chon, K., & Chung, K.Y. (2003). Convention industry in South Korea: An economic impact analysis. *Tourism Management*, 24(5), 533-541. [https://doi.org/10.1016/S0261-5177\(03\)00006-2](https://doi.org/10.1016/S0261-5177(03)00006-2)
- Kim, I., Choi, S., Kim, D., & Choi, N. (2022). How long do regional MICE events survive? the case of Busan, Korea, Asia Pacific. *Journal of Tourism Research*, 27(8), 807-822. <https://doi.org/10.1080/10941665.2022.2131442>
- Kourkouridis, D., Frangopoulos, Y., & Kapitsinis, N. (2023). Socio-economic effects of trade fairs on host cities from a citizens' perspective: The case of Thessaloniki, Greece. *International Journal of Event and Festival Management*, 14(1), 113-133. <https://doi.org/10.1108/IJEFM-10-2022-0078>
- Lau, C.K., Milne, S., & Johnston, C.S. (2005). MICE, ICT and local economic development: The case of Te Kahurangi, New Zealand. *Journal of Convention & Event Tourism*, 7(1), 61-75. https://doi.org/10.1300/J452v07n01_05
- Lawrence, M., & McCabe, V. (2001). Managing conferences in regional areas: a practical evaluation in conference management. *International Journal of Contemporary Hospitality Management*, 13(4), 204-207. <http://dx.doi.org/10.1108/09596110110389593>
- Lee, M.J., & Back, K. (2007). Effects of destination image on meeting participation intentions: Empirical findings from a professional association and its annual convention. *The Service Industries Journal*, 27(1), 59-73, <https://doi.org/10.1080/02642060601038676>

- Lekgau, J. (2023). Examining the glocal forces that determined the MICE tourism recovery post-Covid-19 pandemic. *GeoJournal of Tourism and Geosites*, 49(3), p.1195-1203. <https://doi.org/10.30892/gtg.49334-1118>
- Mena-Navarro, A., Almeida-García, F., & Cortés-Macias, R. (2022). The role of the MICE sector in Singapore's tourism policy. A historical perspective. *Journal of Policy Research in Tourism, Leisure and Events*. <https://doi.org/10.1080/19407963.2022.2043880>
- Parent, M., & Deephouse, D. (2007). A case study of stakeholder identification and prioritization by managers. *Journal of Business Ethics*, 75(1), 1–23. <https://doi.org/10.1007/s10551-007-9533-y>
- Rogerson, C. (2005). Conference and exhibition tourism in the developing world: The South African experience. *Urban Forum*, 16(2–3), 176–196. <https://doi.org/10.4324/9781351300483-7>
- Rogerson, C.M. (2015). Unpacking business tourism mobilities in sub-Saharan Africa. *Current Issues in Tourism*, 18(1), 44-56. <https://doi.org/10.1080/13683500.2014.898619>
- Rogerson, C.M., & Rogerson, J.M. (2022). The impacts of COVID-19 on urban tourism destinations: The South African experience. *African Journal of Hospitality, Tourism and Leisure*, 11(1), 1-13. <https://doi.org/10.46222/ajhtl.19770720.207>
- Santos, J.A.C., Fernández-Gámez, M.A., Guevara-Plaza, A., Custódio Santos, M., & Pestana, M.H. (2022). The sustainable transformation of business events: sociodemographic variables as determinants of attitudes towards sustainable academic conferences. *International Journal of Event and Festival Management*, 14(1), 1-22. <https://doi.org/10.1108/IJEFM-05-2022-0041>
- Sautter, E.T., & Leisen, B. (1999). Managing stakeholders: A tourism planning model. *Annals of Tourism Research*, 26(2), 312–328. [https://doi.org/10.1016/s0160-7383\(98\)00097-8](https://doi.org/10.1016/s0160-7383(98)00097-8)
- Skidmore, A. (1975). *Social work administration: Dynamic management and human relationships*. Boston, MA: Allyn and Bacon, 258 p.
- Štetiš, S., Cvijanoviš D., & Šimičević, D. (2014). Posebni oblici turizma Dunavskog regiona Srbije: Monografija. Beograd: Institut za ekonomiku poljoprivrede, 227 p. (In Serbian)
- Suchman, M.C. (1995). Managing legitimacy: Strategic and institutional approaches. *Academy of Management Review*, 20(3), 571–610. <https://doi.org/10.2307/258788>
- Swarbrooke, J., & Horner, S. (2001). *Business Travel and Tourism*, Butterworth-Heinemann, Oxford, 1st Edition, 384. <https://doi.org/10.4324/9780080490601>
- Tichaawa, T.M. (2017). Business tourism in Africa: The case of Cameroon. *Tourism Review International*, 21, 181-192. <https://doi.org/10.3727/154427217X14939227920829>
- Tichaawa, T.M. (2021). Informal business tourism in Cameroon. *GeoJournal of Tourism and Geosites*, 38(4), 1289–1298. <https://doi.org/10.30892/gtg.38437-771>
- Tkaczynski, A. (2009). Destination segmentation: A recommended two-step approach. *Journal of Travel Research*, 49(2), 139–152. <https://doi.org/10.1177/0047287509336470>
- Welthagen, L., Slabbert, E., & Plessis, E.D. (2022). Conference tourism competitiveness: An applied AHP framework. *Journal of Convention & Event Tourism*, 23(5), 435-459. <https://doi.org/10.1080/15470148.2022.2095316>
- Weru, J.N., & Njoroge, J.M. (2021). Investigating the influence of business events experience on international visitors' perceived destination image: The case of Kenya. *Journal of Convention & Event Tourism*, 22(5), 384-406. <https://doi.org/10.1080/15470148.2021.1895017>
- Yoon, Y., Gursoy, D., & Chen, J.S. (2001). Validating a tourism development theory with structural equation modeling. *Tourism Management*, 22(4), 363–372. [https://doi.org/10.1016/S0261-5177\(00\)00062-5](https://doi.org/10.1016/S0261-5177(00)00062-5)

Article history: Received: 30.06.2023

Revised: 25.10.2023

Accepted: 22.11.2023

Available online: 29.12.2023