

Hospitality Research: Meeting, Incentive, Convention, and Exposition (MICE) Industry

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This guide is designed to help you begin researching the meeting, incentive, convention, and exposition industries, often collectively referred to as the MICE industry. For more assistance, come see us in person, visit our website below, or call us at 407-903-8100.

Finding Books

Reference Sources – It is often a good idea to begin your research in the following types of sources, which are designed to be consulted for topic overviews or for authoritative information. In many cases, they contain vital information that cannot be found anywhere else. A ★ denotes a core resource.

| <u>Title</u> | <u>Call Number</u> |
|--|--------------------------------|
| • Association Meeting & Event Planners | Rosen REF AS6 .A8 |
| • Cavalcade of Acts & Attractions | Rosen REF PN2289 .C35 |
| ★ Center for Exhibition Industry Research Annual Index | Rosen REF T396 .E944 |
| ★ Convene Meetings Industry Almanac | Rosen REF AS6 .C66 |
| • Corporate Meeting & Event Planners | Rosen REF HD2743 .C62 |
| ★ Creative Meeting Planners Guide (by OOC CVB) | Rosen REF T397 .O7 M4 2008-09 |
| • CVB Compensation & Benefits Survey | Rosen REF HD4966.T642 T856 |
| • CVB Organizational & Financial Profile | Rosen REF TX901 .T856 2005 |
| ★ Directory of North Am. Fairs, Festivals & Expositions | Rosen REF T391 .D57 |
| • Encyclopedia of World's Fairs & Expositions | Rosen REF T395 .F56 2008 |
| • Entertaining from Ancient Rome to the Super Bowl: An Encyclopedia | Rosen REF TX731 .E5824 2008 |
| ★ Event Solutions Black Book | Rosen REF GT3406 .U6 E94 |
| • International Association Meetings Market | Rosen REF AS6.I58 2007 |
| • Meetings and Conventions: A Planning Guide | Rosen REF AS6 .M24 2006 |
| • Power of Travel | Rosen REF G155 .A2 U52 |
| • Sage Handbook of Hospitality Management | Rosen REF TX911.3.M27 S14 2008 |
| ★ Trade Shows Worldwide: An International Directory of Events, Facilities, and Suppliers | Rosen REF T394 .T717 |
| ★ Tradeshow Week 200 | Rosen REF T391 .T73 |
| • Tradeshow Week Buyer's Guide | Rosen REF AS6 .T69 |
| ★ Tradeshow Week Data Book | Rosen REF T394 .T725 |
| ★ Travel & Tourism Market Research Handbook | Rosen REF G155 .U6 T74 |
| • Travel Industry World Yearbook | Rosen REF G155.A1 B54 |
| • Trends in the Conference Center Industry | Rosen REF TX911.2 .T74 |
| ★ U.S. Domestic Business & Convention Travel | Rosen REF G156.5 .B86 U84 2006 |

The above list is not comprehensive, and certain MICE topics may be covered in sources listed on the Rosen Research Guides on the **Lodging Industry**, on the **Travel & Tourism Industry**, or on **Statistics/Demographics**. For more assistance, ask to speak to a librarian.

Browsing – Circulating books on the MICE industry are *generally* found in the following ranges:

- AS6s (general, special events, meetings)
- G155s (general, event tourism) and GT3403 – GT3406 (general, event planning)
- HF5718 – HF5735, especially HF5734.5 (meeting planning, event planning)
- T391 – T396 (trade shows, expositions) and TX911.2 – TX911.3 (conventions, conferences)


For more information about the location of books, consult the library catalog or ask a librarian for help.


Library Catalog – Through the **UCF Library Catalog**, you can locate books, journals, audiovisuals, government documents, and many other types of materials.

- The **UCF Library Catalog** is available through the Universal Orlando Foundation Library homepage: <http://library.ucf.edu/rosen>. You can search the catalog by Keyword, Author, Title, Subject, etc.

For a more detailed overview of how to use the catalog, see the Rosen Research Guide on **Finding Books**, or ask a librarian for more assistance.

Finding Articles

Browsing Periodicals – The following periodicals are available in print and may contain helpful information about the MICE industry. To find articles on a specific topic, you may need to use one of our databases. A  denotes a scholarly (peer-reviewed) source.

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|--------------------------------|--|
| • BizBash Florida | • Expo |
| • Convene | • Incentive |
| • Convention South |  Jrl. of Convention & Event Tourism |
| • Corporate Mtgs. & Incentives | • Meetings & Conventions |
| • Event Management | • Successful Meetings |
| • Event Solutions | • Venue Safety & Security |

Databases – To find articles from journals, magazines, and newspapers about your topic, you may need to use one of UCF's many databases. To find databases that are typically most useful for the study of hospitality, click on the *Database Locator* tab on our homepage (library.ucf.edu/rosen), and then choose the subject *Hospitality*. Some useful databases for MICE research include:

- *Hospitality & Tourism Complete*: Includes scholarly research and industry news relating to all areas of hospitality and tourism, with coverage from the 1960s to the present.
- *Leisure Tourism Abstracts*: Indexes journals from the fields of leisure, recreation, sport, hospitality, tourism, and culture, with coverage from the 1970s to the present.
- *ABI Inform*: A general business database that indexes articles on marketing, economics, corporate strategies, management, products, and more, with coverage from the early 1900s to the present.
- *Business Source Premier*: A general business database that indexes articles in business, management, economics, finance, and more, with coverage from the 1960s to the present.

For a detailed overview of using databases, see the Rosen Research Guide on **Finding Articles** or ask a librarian for more assistance.

Finding Other Materials

Websites – The Internet is generally not a good place to find scholarly information on the MICE industry. However, you may wish to explore the websites listed on our **Helpful Websites** page at <http://library.ucf.edu/rosen/websites.asp> or ask a librarian for more assistance.