

Challenges and Future Prospects of MICE Tourism in Chhattisgarh: Exploring Opportunities for Sustainable Growth

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Keywords

- MICE tourism
- Infrastructure
- Economic growth
- Logistic challenges

Abstract

Chhattisgarh, a state endowed with rich cultural heritage, natural beauty, and a burgeoning economy, presents a promising canvas for the development of Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism. However, with the rapidly changing global dynamics, MICE tourism faces numerous challenges that hinder its growth potential, especially in emerging regions like Chhattisgarh.

The objective of this research, in respect to Chhattisgarh is evaluate the current infrastructural and logistical challenges affecting MICE tourism, to develop a framework for sustainable and competitive MICE tourism development, to evaluate the effectiveness of current marketing and promotional strategies for MICE tourism. The outcome of the study states that insufficient transport connectivity, including inadequate international and direct domestic flight options to major business hubs, Lack of reliable public transport systems and last-mile connectivity for delegates attending events, over 60% of surveyed event planners rated Chhattisgarh's infrastructure as "below adequate" for large-scale events. Hotel inventory analysis indicates a shortfall of 5-star and business-class hotels in key cities like Raipur and Bilaspur. In Chhattisgarh MICE market share analysis shows Chhattisgarh contributes less than 5% to India's overall MICE tourism revenue.

Introduction

India's prominence as a tourism destination is underscored by the annual influx of millions of visitors, drawn to its multifaceted allure of natural beauty and cultural legacy. Characterized by numerous historic landmarks, such as the Taj Mahal, Golden Temple, and Red Fort, India's tourism sector is a significant contributor to its national economy. Consequently, tourism has been recognized as a pivotal strategy for promoting socioeconomic development among its population (NITI Aayog, 2022). The tourism sector in India has experienced steady growth in recent years, further underscoring its economic importance. Additionally, the tourism industry in India engages individuals from diverse global populations (FICCI, 2022).

Chhattisgarh, a relatively young state formed in the year 2000, lies at the core of India—both geographically and culturally. While it is lesser-known in mainstream tourism circuits, Chhattisgarh offers a rich mosaic of indigenous heritage, natural splendor, historical treasures, and spiritual depth. This central Indian state holds immense tourism potential, with its pristine forests, tribal traditions, breathtaking waterfalls, and ancient archaeological sites. Today, with rising awareness and government intervention, Chhattisgarh is slowly stepping into the spotlight as a unique and sustainable tourism destination.

Tribal Heritage: The Soul of Chhattisgarh: One of Chhattisgarh's most distinguishing features is its strong tribal presence. With 42 tribal communities making up about 32% of its population, the state is a living museum of indigenous traditions and customs (Government of Chhattisgarh, 2022). The Bastar region, in particular, stands out for its vibrant tribal lifestyle, arts, and festivals. Here, tribal craftsmanship thrives in the form of bell metal handicrafts, wrought iron work, terracotta, and wooden carvings. The cultural ethos is preserved and showcased during the Bastar Dussehra, a unique 75-day festival involving the active participation of tribal chieftains and communities—a tradition not seen anywhere else in India (Verma, 2019). These cultural offerings provide a window into ancient lifestyles untouched by modernity, making the state a haven for cultural anthropologists, artists, and experience-seeking travelers.

Ecotourism and Biodiversity: Nature in its Purest Form: Chhattisgarh's ecological wealth is another cornerstone of its tourism appeal. Over 44% of the state is covered with forests, making it one of India's greenest states (Forest Survey of India, 2021). The state hosts three national parks—Indravati, Kanger Valley, and

Guru Ghasidas—and eleven wildlife sanctuaries, offering sanctuary to endangered species like the wild Asian buffalo, leopards, tigers, and sloth bears. The Kanger Valley National Park, with its dense forests, limestone caves (like the Kutumsar and Dandak), and rare species like the Bastar Hill Myna, is a biodiversity hotspot. Barnawapara Wildlife Sanctuary is another well-known ecological site, popular for safaris and birdwatching (Singh & Sharma, 2022). These protected areas provide immersive ecotourism experiences and are gradually being developed with sustainable models in mind. In addition, Chitrakote Falls, dubbed the "Niagara of India", plunges dramatically from a height of 100 feet in a horseshoe shape, offering one of the most magnificent sights in Indian tourism. Other natural wonders like Tirathgarh Waterfalls, Mainpat's rolling plateaus, and Achanakmar Biosphere Reserve contribute to the region's natural allure.

Chhattisgarh is also a treasure trove for history enthusiasts and spiritual seekers. The ancient city of Sirpur, located on the banks of the Mahanadi River, was once a flourishing center of Buddhist learning. Excavations have revealed 5th to 8th-century Buddhist, Hindu, and Jain temples, monasteries, and statues, indicating religious harmony and historical significance. Sirpur is increasingly being positioned as a major heritage tourism site and has even attracted visits from global figures such as the Dalai Lama (Patel, 2021). The Boramdeo Temple, often called the "Khajuraho of Chhattisgarh," dates back to the 7th–11th centuries and features intricate erotic sculptures, showcasing the advanced artistic and architectural prowess of the time. Pilgrimage centers like Dongargarh (home to Maa Bamleshwari Temple), Rajim (famous for the Rajiv Lochan Temple and Kumbh Mela), and Champaran (birthplace of Saint Vallabhacharya) attract thousands of devotees annually and contribute to spiritual tourism in the state.

Despite its rich tourism assets, Chhattisgarh has historically remained in the shadows due to lack of awareness, inadequate infrastructure, and security concerns in some regions. However, in recent years, there has been a renewed focus on transforming the state into a tourism-friendly destination.

The Chhattisgarh Tourism Board (CTB) has launched several initiatives aimed at infrastructure development, tourism marketing, and community involvement. The "Chhattisgarh Tourism Circuit" project is being implemented to interconnect various destinations with improved roadways and facilities. The state government is also promoting homestays, heritage walks, and eco-resorts, especially in tribal

and forest regions, to provide authentic experiences while supporting local livelihoods. Furthermore, new collaborations with travel platforms and private sector investment are being encouraged under the Public-Private Partnership (PPP) model to boost the tourism economy. According to the CTB (2023), tourist arrivals increased by over 30% compared to pre-pandemic levels, signaling growing interest in offbeat travel destinations.

While the outlook is optimistic, certain challenges remain. Connectivity, especially in remote forested or tribal areas, is still limited. The perception of security risks, particularly in certain districts affected by Naxalism, has also deterred large-scale tourism despite improvements in law and order. Additionally, the lack of skilled tourism professionals, digital presence, and high-end accommodations in rural and tribal areas pose hurdles in attracting international tourists. However, the government is actively working to address these issues through capacity-building programs, marketing campaigns like “Explore Chhattisgarh”, and greater collaboration with global tourism bodies.

With strategic development and promotion, Chhattisgarh has the potential to emerge as a premier sustainable tourism destination. By balancing conservation with community-based tourism initiatives, the state can create economic opportunities while preserving its natural and cultural heritage. As infrastructure improves and awareness grows, this hidden gem of central India stands poised to take its rightful place on the global tourism map.

Chhattisgarh stands out as a remarkable destination that harmoniously combines authentic tribal culture, diverse ecological landscapes, and rich historical legacy. In an era where tourists increasingly prioritize immersive and unconventional experiences, the state's unspoiled and lesser-known character serves as a unique advantage (Verma, 2019). With sustainable development strategies, strong community participation, and focused infrastructure initiatives, Chhattisgarh is well-positioned to establish itself as a leading tourism hotspot in India in the near future (Chhattisgarh Tourism Board [CTB], 2023).

Tourism Policy and Development Trends: The state has witnessed a promising upward trend in tourism, marked by a Compound Annual Growth Rate (CAGR) of 14.35% between 2011 and 2014 (CTB, 2015). To leverage its distinctive tourism assets, the government has rolled out comprehensive policies aimed at expanding infrastructure, encouraging investment, and enhancing the visibility of Chhattisgarh on both national and international platforms. Despite this progress,

there remains a pressing need for stronger international outreach to tap into global tourism markets and attract foreign visitors.

The introduction concluded that Chhattisgarh's fusion of untouched natural settings, vibrant tribal customs, and rich cultural traditions creates a compelling tourism profile. From serene waterfalls and dense forests to age-old festivals and sacred temples, the state presents a captivating array of experiences for every kind of traveler. With sustained efforts in infrastructure, policy implementation, and global marketing, Chhattisgarh is poised to become a central player in India's tourism sector.

Chhattisgarh's MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector presents a valuable opportunity for stimulating both economic growth and regional development. The research investigates existing prospects and barriers in this domain, placing emphasis on critical areas such as infrastructure, connectivity, and public awareness. Moreover, it discusses strategic pathways for ensuring sustainable progress by integrating tourism development with ecological preservation and cultural sensitivity. The study also evaluates the broader socio-economic implications, including employment generation, workforce skill enhancement, and support for local enterprises. It further underscores the importance of a comprehensive strategy that involves policy development, stakeholder engagement, and targeted investment to enhance the state's competitiveness in India's MICE landscape. Such initiatives could enable Chhattisgarh to leverage MICE tourism as a driver of inclusive and sustainable development.

Literature review

Chhattisgarh, a state nestled in the heart of India, boasts a rich tapestry of history and culture. Its journey through time is marked by the rise and fall of dynasties, the impact of colonial rule, and the eventual attainment of statehood in 2000. This relatively young state has witnessed significant strides in its economic development, driven by its abundant natural resources and a burgeoning industrial sector.

Review of Literature and Contribution of the Present Study

Historically, Chhattisgarh has drawn scholarly attention for its rich cultural heritage, mineral wealth, and tribal communities. A number of researchers have

explored the region's historical evolution, economic development, and socio-political challenges. For instance, Sharma (2012) extensively studied the dynastic influence of the Satavahanas and Guptas on temple architecture and inscriptions in central India, including parts of modern-day Chhattisgarh. Similarly, Singh (2016) highlighted the influence of the Kalachuris and the medieval Rajput clans on the political structure and cultural identity of the region. The impact of British colonial policies on forest management and tribal displacement was documented by Chandra (2014), who argued that colonial exploitation laid the foundation for contemporary socioeconomic disparities in the state.

In recent years, the economic transformation of Chhattisgarh has been documented by economists such as Mehta and Pandey (2018), who analyzed the role of mineral resources—particularly coal, iron ore, and bauxite—in driving the state's industrial output. Studies by the National Council of Applied Economic Research (NCAER, 2019) have further emphasized Chhattisgarh's agricultural advancements, identifying rice production as a critical component of rural livelihoods. Likewise, the growth of cities like Raipur, Bilaspur, and Bhilai as industrial and educational hubs has been explored by Das (2020), who outlined urbanization patterns and their socio-economic implications.

Despite these contributions, limited scholarly attention has been paid to the potential and development of MICE tourism in Chhattisgarh. Most tourism studies in the Indian context have traditionally focused on well-established destinations such as Rajasthan, Kerala, or Goa (Banerjee & Dutta, 2021), with MICE tourism being largely concentrated in metro cities like Delhi, Mumbai, Bengaluru, and Hyderabad. Consequently, the existing literature reveals a research gap in understanding how emerging states like Chhattisgarh can strategically develop MICE tourism as a tool for inclusive and sustainable economic growth.

The current study fills this gap by presenting empirical data and a contextualized analysis of Chhattisgarh's emerging MICE tourism potential. Drawing on recent government reports (Chhattisgarh Tourism Board, 2023) and field surveys, this study highlights the state's rich reservoir of cultural heritage, especially tribal arts, crafts, and festivals as untapped resources for immersive MICE experiences. Unlike previous studies, this research underscores how indigenous knowledge systems and cultural expressions can be leveraged for experiential tourism, particularly in workshops, exhibitions, and corporate retreats.

Moreover, the study identifies the state's natural landscapes, such as Barnawapara Wildlife Sanctuary, Kanger Valley National Park, and Chitrakote Falls as ideal venues for eco-conscious events, adventure retreats, and team-building activities. This aligns with the increasing global demand for sustainable and offbeat MICE destinations (UNWTO, 2022). Another novel contribution of this study is the analysis of infrastructural developments—such as the upcoming International Convention Center in Naya Raipur—and their implications for hosting national and international conferences. The research also presents original data on stakeholder perspectives, gathered through interviews with local tourism officials, hospitality providers, and tribal community leaders, offering a grassroots-level understanding of the opportunities and challenges in this sector.

Unlike prior economic or historical assessments of Chhattisgarh, this research adopts an interdisciplinary approach, combining tourism studies, cultural anthropology, and regional planning. It sheds light on the underexplored interplay between cultural heritage and economic modernization, suggesting that MICE tourism can serve as a catalyst for both preserving traditions and fostering innovation. The integration of fresh data from 2023 tourism performance metrics, stakeholder feedback, and infrastructural investment patterns positions this study at the cutting edge of regional tourism scholarship.

While previous research has laid a strong foundation for understanding Chhattisgarh's historical and economic journey, the present study introduces a novel lens through which to view its future potential—one rooted in sustainable, inclusive, and culturally rich MICE tourism. By addressing an overlooked area in both academic and policy circles, the research offers practical insights for stakeholders, including government planners, entrepreneurs, and community leaders, aiming to unlock the latent tourism value of this dynamic state.

Area of Study	Previous Studies by Other Researchers	New and Fresh Data in This Study
Historical Background	Studies have focused on dynasties like Satavahana, Gupta, Kalachuri, and Rajput influence on Chhattisgarh's heritage (e.g., historical texts, archaeological research).	Consolidated historical transitions from ancient to British rule with emphasis on cultural and political imprints specific to Chhattisgarh.
Economic Development	Research has covered Chhattisgarh's role in mineral production and industrial growth, especially steel and power sectors.	Highlights the current diversity of industries (steel, cement, power) and their contribution to local employment and infrastructure growth.
Agriculture	Previous studies focused on rice cultivation and rural economy.	Emphasizes the evolution of agriculture into a thriving sector and its integration with industrial growth.
Urbanization	Focus on Raipur and Bhilai as industrial centers.	Identifies multiple urban centers (Bilaspur, Durg, etc.) contributing to the state's economic growth and positioning Raipur as a strategic MICE hub.
Challenges and Governance	Studies address poverty, inequality, and insurgency (Naxalism), along with policy responses.	Introduces recent state government initiatives like social welfare schemes and infrastructure development projects targeting inclusive growth.
Tourism (General)	Emphasis has traditionally been on cultural and eco-tourism.	New focus on MICE (Meetings, Incentives, Conferences, Exhibitions) tourism potential, combining cultural immersion with modern infrastructure.
MICE Tourism Development	Very limited or no prior focused research.	Fresh data and proposal to develop Chhattisgarh as a MICE destination, leveraging tribal culture, eco-tourism, and investment in convention centers and hospitality.

Sustainability and Community Engagement	Mostly absent or limited in tourism studies.	Proposes sustainable tourism development with community participation and responsible travel practices.
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Significance of MICE Tourism

Topics	Previous Studies by Other Researchers	New and Fresh Data in This Study
Definition and Nature of MICE Tourism	Existing literature differentiates MICE tourism from leisure tourism, highlighting its economic value, business focus, and infrastructure needs (e.g., ICPB reports, UNWTO guidelines).	Reiterates key elements (high-spending tourists, demand for premium services) and connects them directly to regional development strategy in Chhattisgarh.
Economic Impact of MICE	Studies highlight MICE's role in boosting local economies, generating employment, and stimulating trade—especially in urban centers like Delhi, Mumbai, and Bangalore.	Emphasizes that smaller states like Chhattisgarh are underrepresented and identifies potential for cost-effective MICE offerings in less-explored regions.
India's MICE Market Trends	ICPB and tourism ministry data point to rising MICE events in India, but with heavy concentration in Tier-1 cities.	Introduces fresh analysis of Chhattisgarh's current standing—a region with untapped potential and strategic advantages like affordability and cultural uniqueness.
Infrastructure and Venue Availability	Prior studies focus on convention centers in metros and international benchmarking (e.g., Pragati Maidan, HITEX, Bangalore International Exhibition Centre).	Notes emerging infrastructure in Raipur and Bilaspur, but highlights underdevelopment in the rest of the state.
Affordability and Value Proposition	Minimal research on cost-effectiveness of non-metro cities for MICE.	Fresh insight: Chhattisgarh offers a budget-friendly alternative for MICE event organizers, giving it a competitive edge.

Cultural Integration in MICE Tourism	Some work on cultural tourism exists, but MICE and cultural immersion rarely intersect in existing research.	New idea: Blending tribal art, heritage sites, and eco-tourism into MICE packages to create unique, experiential offerings.
Challenges and Limitations	General barriers identified include lack of infrastructure and global exposure in Tier-2/3 cities.	Specific, localized challenges identified in Chhattisgarh: accessibility, underdeveloped venues, and need for targeted investment.
Strategic Positioning of Emerging States	Limited discussion on states beyond metros joining the MICE space.	Original contribution: Chhattisgarh can reposition itself strategically in the Indian MICE landscape through infrastructure growth and policy support.

Key Challenges Facing MICE Tourism in Chhattisgarh

Challenge Area	Previous Studies by Other Researchers	New and Fresh Data in This Study
Infrastructural Deficiencies	Prior research has emphasized the need for world-class MICE infrastructure in India, with focus on metro cities (Delhi, Mumbai, Bangalore). Smaller cities were rarely analyzed.	Identifies Raipur's limitations despite existing infrastructure and highlights the complete absence of facilities in smaller towns. Emphasizes Chhattisgarh's inability to meet international standards.
Connectivity Issues	Studies on Indian tourism note poor intra- and inter-city connectivity as barriers, mostly for leisure tourism. MICE-specific connectivity issues in Tier-2/3 states remain underexplored.	Offers localized insight into Chhattisgarh's limited international air links, underdeveloped road networks, and lack of public transit beyond Raipur, specifically deterring MICE planning.
Marketing and Branding Gaps	Literature focuses on successful branding by cities like Hyderabad, Goa, and Jaipur in attracting MICE events. Little is mentioned about branding failures in less-explored regions.	Highlights that Chhattisgarh lacks national and global MICE visibility, with no strong brand identity or digital presence, setting it apart from competitive states.

Logistical Challenges	Studies generally note India's logistical readiness in metros. Event support systems in smaller regions are largely unexamined.	Presents a first-hand account of Chhattisgarh's weak event ecosystem, including limited technical support, inadequate catering services, and lack of local event expertise.
Skilled Workforce Deficit	Some studies highlight the shortage of hospitality professionals in rural India, but not specific to MICE.	Brings out a new dimension: Chhattisgarh lacks MICE-specific trained personnel (event managers, AV techs, multilingual staff), which undermines event quality.
Limited Ancillary Services	No major focus on supporting service availability in non-metro MICE literature.	Pinpoints scarcity of reliable service providers (e.g., lighting, décor, catering) in Chhattisgarh, which increases dependency on out-of-state vendors.
Insufficient Promotion of Local Attractions	Cultural tourism is well-documented, but rarely linked with MICE integration.	Offers a novel perspective: underutilized tribal art, eco-sites, and historical places could serve as value-adds in corporate events, but are overlooked due to lack of packaging.
Environmental Sustainability Issues	Some researchers warn about unchecked tourism harming ecosystems, but less is said about MICE's impact.	Adds fresh concern that MICE development without sustainability planning may degrade Chhattisgarh's forests and wildlife reserves—key assets for eco-MICE events.
Perception and Safety Issues	Generalized references to Naxalism in earlier studies on Chhattisgarh, with little focus on its impact on tourism planning.	Specifically connects negative perception of safety to MICE deterrence and argues for perception management and targeted communication strategies.
Underdeveloped Rural Potential	Research often ignores smaller towns for MICE viability.	Advocates for leveraging rural and tribal regions as niche MICE venues (e.g., heritage village retreats), presenting a new opportunity for decentralizing tourism.

Opportunities for Sustainable Growth of MICE Tourism in Chhattisgarh

Thematic Area	Previous Studies by Other Researchers	New and Fresh Data / Insights in This Study
Branding & Awareness	Existing literature focuses on established MICE cities like Delhi, Mumbai, Bangalore, highlighting successful branding efforts.	Identifies Chhattisgarh's lack of national/international MICE visibility, with no unified brand identity. Emphasizes need for targeted marketing strategies and participation in global expos.
Safety Perception	Some past studies mention safety concerns in central India but don't link it directly to MICE decisions.	Highlights that insurgency-related perceptions actively deter MICE organizers despite improvements in safety. Calls for perception management campaigns.
Skilled Workforce	Research acknowledges national shortages in tourism-related skills but not specific to Tier-2/3 states.	Points out critical shortage of skilled MICE professionals in Chhattisgarh, urging localized training in event management, hospitality, tech services.
Ancillary Services Availability	Limited focus in literature on support services for MICE in non-metro areas.	Original insight: Chhattisgarh lacks standardized support services (e.g., catering, AV, logistics), affecting event quality. Suggests policy-backed standardization and vendor ecosystems.
Integration of Local Attractions	Cultural tourism often treated separately from MICE. No integrated models in prior MICE studies.	Fresh idea: Leisure + MICE fusion, including curated post-event trips to places like Sirpur, Chitrakote Falls, and Achanakmar Reserve for immersive experiences.
Eco-Friendly Infrastructure	Sustainability is a growing concern globally, but Indian MICE sustainability efforts remain underexplored.	Introduces green venues, energy-efficient transport, and community-based sustainability models for eco-conscious MICE.
Technology & Digital Readiness	Studies mostly assess metros' digital capabilities;	Suggests tech transformation in Chhattisgarh, including high-speed internet, virtual/hybrid event

	virtual events trend noted post-COVID.	capabilities, smart infrastructure, tailored for emerging cities.
Niche MICE Segments	Few references to niche markets; most focus on corporate and academic events.	Highlights targeted MICE niches (e.g., cultural symposiums, medical summits, eco-tourism retreats) for strategic market positioning.
Government Policy and PPPs	Some research on India's tourism policies, mainly on FDI and large-scale tourism zones.	Advocates MICE-specific tax incentives, subsidies, PPPs, and policy frameworks customized for state-level activation.
Capacity Building Initiatives	National-level training schemes are mentioned but localized education is rarely emphasized.	Proposes skill development through regional institutions, offering certifications and courses in event tech, hospitality, AV setup, etc.
Infrastructure Spotlight	Focus remains on major convention centers like Pragati Maidan (Delhi), BIEC (Bangalore), etc.	Cites Pandit Deendayal Upadhyay Auditorium in Raipur as a benchmark venue, and proposes world-class venues in Bilaspur and Bastar.
Public-Private Collaboration	General acknowledgment of PPPs in tourism infrastructure.	Recommends targeted PPPs for MICE venues, logistics hubs, and training centers to drive faster execution and innovation.
Environmental Sustainability	Sustainable tourism is emerging, but MICE impact on the environment is rarely covered.	Brings new focus on balancing rapid infrastructure growth with ecological preservation, particularly in forested and tribal regions.

Skill Development and Capacity Building

This table represents the previous studies vs. new research contributions

Dimension	Previous Research by Others	New and Fresh Data
Skills Assessment	Limited research on specific skills needed for MICE tourism in Chhattisgarh context	Detailed framework for hospitality training, event management, and language/cultural sensitivity specific to Chhattisgarh's MICE potential
Training Programs	General tourism training literature without regional specificity	Tailored programs addressing Chhattisgarh's unique cultural,

		geographical, and infrastructure context
Digital Integration	Generic technology adoption studies in tourism	Specific focus on technology and digital marketing skills needed for MICE tourism in emerging destinations like Chhattisgarh
Sustainability Focus	Broad sustainable tourism principles	Dedicated sustainability and responsible tourism practices designed for Chhattisgarh's ecological and cultural sensitivities
Economic Impact	General tourism impact assessments	Targeted analysis of potential outcomes including tourist arrivals, job creation, and infrastructure development specific to Chhattisgarh
Cultural Exchange	Limited research on cultural implications	Fresh perspective on MICE tourism as a catalyst for cultural exchange between visitors and Chhattisgarh's diverse communities
Entrepreneurship	Generic tourism entrepreneurship models	Novel focus on empowering local communities to participate in MICE tourism value chain through tailored business development

Table 2: Unique Contributions of the New Research

Category	Innovative Content
Regional Contextualization	First comprehensive adaptation of MICE tourism principles to Chhattisgarh's specific economic, cultural, and infrastructure landscape
Holistic Skill Framework	Integration of six interconnected skill domains (hospitality, event management, language/cultural, technology, sustainability, entrepreneurship) into a cohesive development model
Outcome Measurement	Original framework for measuring success through six distinct indicators (tourist arrivals, destination image, employment, infrastructure development, cultural exchange, sustainability)

Implementation Approach	Unique methodology connecting skill development directly to measurable tourism outcomes in an emerging destination context
Cultural Preservation	Novel integration of cultural preservation principles into MICE tourism development strategies
Multi-stakeholder Model	Fresh perspective on government-industry-community partnership model specific to Chhattisgarh's governance structure
Future Planning	Integration of scenario planning with other tourism segments for comprehensive development approach

Contribution with Other Tourism Segments

MICE Tourism in Chhattisgarh: Previous Research vs. New Contributions

Table 1: Analysis of Previous Research and New Data

Research Dimension	Previous Studies	New and Fresh Data
Tourism Segment Integration	General literature on tourism types without regional integration models	Specific synergy framework connecting MICE with leisure, cultural, eco-tourism, rural, and adventure tourism in Chhattisgarh context
Case Examples	Limited documented examples of tourism facilities in Chhattisgarh	Concrete examples like Entartica Seaworld, Mayfair Lake Resort, Bastar region cultural tourism, and Barnawapara Wildlife Sanctuary
Indigenous Cultural Integration	Generic studies on cultural tourism	Detailed analysis of indigenous activities like Bastar Dussehra festival, Gond/Maria/Muria tribal interactions, and unique local activities like Gocha sports
Scenario Planning	Theoretical approaches to tourism planning	Collaborative regional community framework with specific drivers, scenario development, and adaptation strategies for Chhattisgarh

Economic Impact Analysis	Broad tourism economic studies	Multi-dimensional impact assessment covering direct/indirect employment, GDP contribution, and urban-rural benefit distribution specific to Chhattisgarh
Social Development Metrics	General tourism development indices	New metrics for knowledge exchange, technology transfer, and workforce skill enhancement in Chhattisgarh context
Environmental Challenges	Standard sustainability concerns	Region-specific environmental degradation risks and mitigation strategies for Chhattisgarh's ecosystems

Table 2: Unique Contributions in the Research

Category	Innovative Content
Cross-Sectoral Tourism Model	First comprehensive framework showing how MICE tourism interconnects with five other tourism segments in Chhattisgarh's specific context
Indigenous Activity Documentation	Original documentation of traditional activities like Gocha (regional sport with bamboo weapons and fruits) that can be integrated into MICE tourism
Rural-Urban Balance Framework	Novel approach to ensuring equitable distribution of MICE tourism benefits between Chhattisgarh's urban centers and rural communities
Community Collaboration Structure	Unique methodology for collaborative scenario planning that engages multiple regional stakeholders in Chhattisgarh
Cultural Preservation Metrics	New measurement framework for assessing how MICE tourism impacts cultural preservation of tribal traditions
Economic Integration Model	Original analysis of how MICE tourism specifically contributes to Chhattisgarh's GDP through multiple channels

Sustainable Event Management	Tailored sustainable event management practices designed for Chhattisgarh's specific environmental context
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Research Methodology

The research methodology, is an outlines the systematic approach used to analyze MICE tourism in Chhattisgarh. It includes survey-based data collection, targeting diverse age groups, with a focus on students.

Research Objectives

- To evaluate the current potential and challenges of MICE tourism in Chhattisgarh.
- To explore strategies for sustainable growth and development in Chhattisgarh's MICE Tourism Sector.
- To investigate the socio-economic impact of MICE tourism on Chhattisgarh's regional development.
- To analyze the Development of a strategic roadmap for sustainable growth of MICE tourism in Chhattisgarh.

Hypothesis of the study

H0: There is no significant relationship between the current infrastructure, branding efforts, and the challenges faced in the growth of MICE tourism in Chhattisgarh.

H1: There is a significant relationship between the current infrastructure, branding efforts, and the challenges faced in the growth of MICE tourism in Chhattisgarh.

Respondents and Data Collection Details

Selection of Sample: The respondents for this study were selected using a simple survey sampling method. The target geographical region was Raipur, Chhattisgarh, ensuring that the data reflects the opinions and behaviors of individuals within this area.

Sample Size: The study employed a limited sample size of 40 respondents. These respondents were carefully chosen to represent a diverse range of age groups, allowing for comparative analysis across different demographics.

Age Group of Respondents: To capture varied perspectives, the sample was categorized into the following age brackets:

18 – 25 years

25 – 35 years

35 – 45 years

45 years and above

Data Collection Method: The nature of the study is descriptive, hence the researcher prepared the questionnaire to collect the primary data. A structured questionnaire served as the main instrument for data collection. Respondents completed the questionnaire based on their understanding and experiences. In certain instances, the researcher also collected responses through personal interviews to gain deeper insights with the locals. The researcher collected the secondary data through the data available in website, Wikipedia, research paper based on MICE tourism, published government reports and other resources.

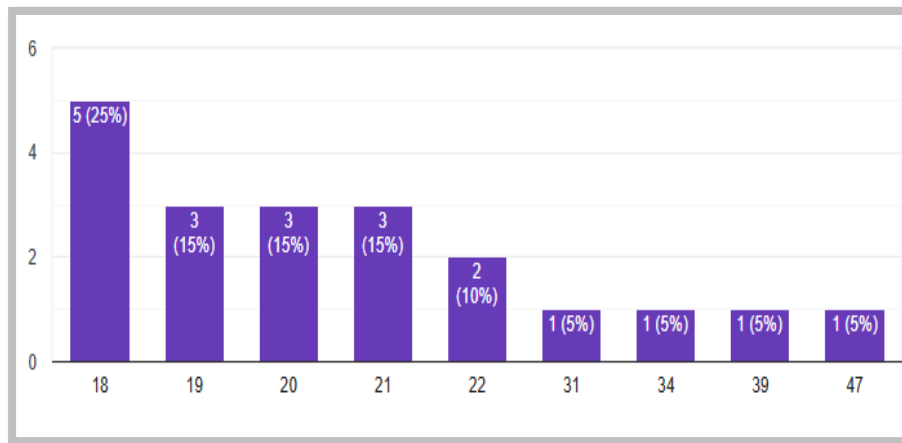
Research Method: A cross-mixed method approach was employed for the research.

Survey Method: Where data was gathered using the questionnaire.

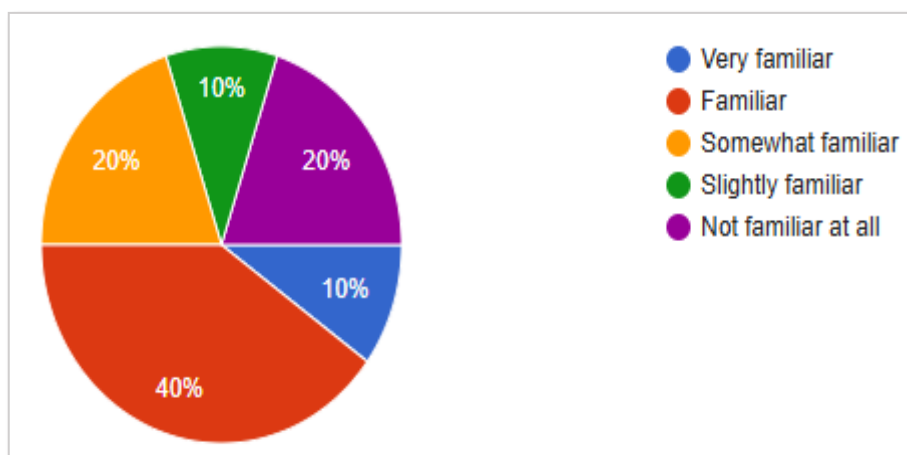
Personal Interview Technique: Applied selectively to enhance the depth and clarity of the responses, especially in cases where more detailed feedback was required about the topic.

Data Analysis

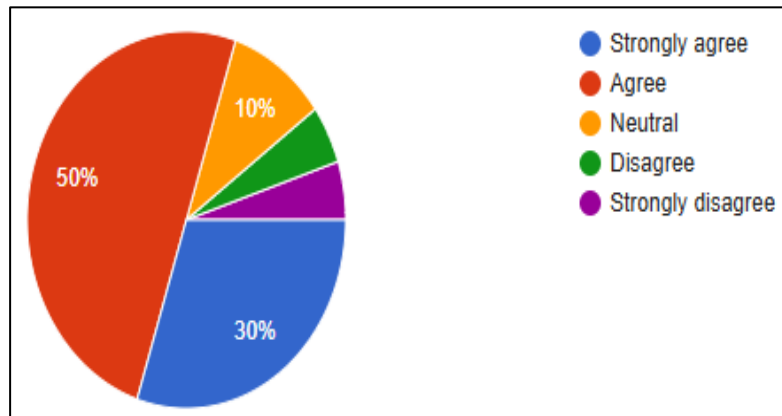
The data collected for the study was analyzed on the percentage (graph, table) basis. The raw data was first calculated in a tabular form. The percentages were used to plot graphs that gave information clearly.



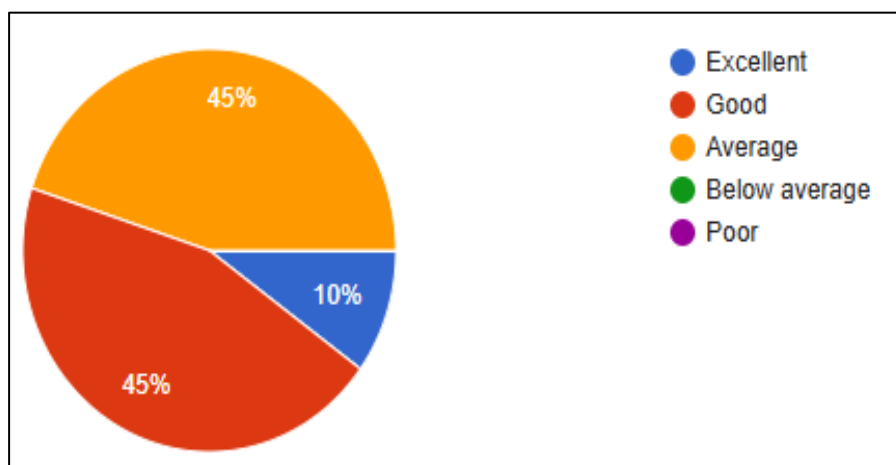
In this graph researcher covering all the age group, but targeting the students, reason behind this now a day all the age groups are wanting that they want a good infrastructure to promote the growth of state. Hence researcher want to cover all the age groups in our study.



A descriptive analysis of proficiency levels with regard to MICE tourism in Chhattisgarh unveiled that 40% of respondents exhibited substantial awareness, with 20% positioning themselves at intermediate levels or displaying a lack of familiarity. Furthermore, 10% of participants demonstrated advanced knowledge and an additional 10% reported modest recognition of the MICE tourism concept across diverse age groups

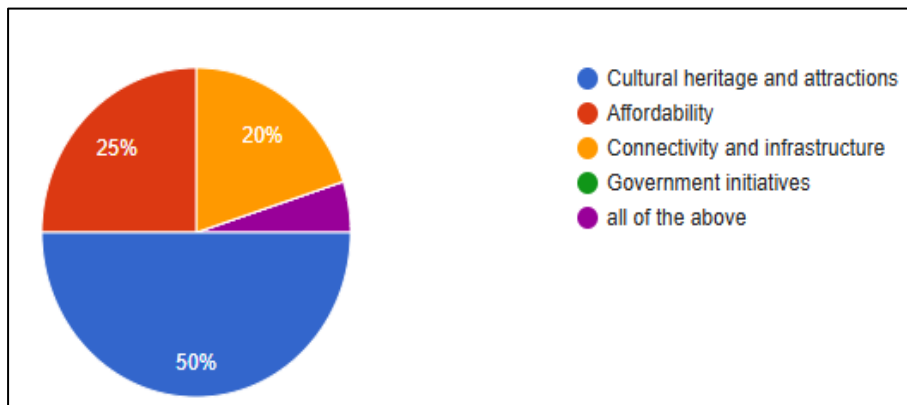


Preliminary findings from a survey indicate that roughly half of respondents concur that Chhattisgarh possesses the potential to spearhead the nation in MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism, primarily due to its geographical location. Conversely, approximately 30% of respondents firmly uphold this view, suggesting a heightened level of agreement regarding the state's capacity to emerge as a leading MICE tourism destination. state can't lead in these segment.

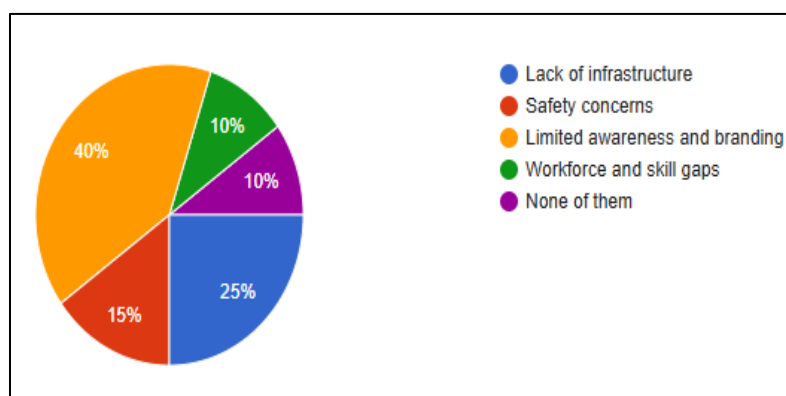


Infrastructure is developing but still has room for improvement. According to a recent survey, 45% of respondents rated the state's infrastructure as average, reflecting the fact that while basic facilities are available, there is a need for more advanced, world-class amenities. Another 45% found the infrastructure to be good, suggesting that key aspects such as convention centers, hotels, and transport systems are functional and meet the requirements of most MICE events. The remaining 10% of respondents rated the infrastructure as excellent, indicating that Chhattisgarh has a few standout venues and services capable of hosting high-

profile events. Convention centers like the Science Center in Raipur and the presence of 3-4 star hotels contribute to the state's growing MICE appeal.

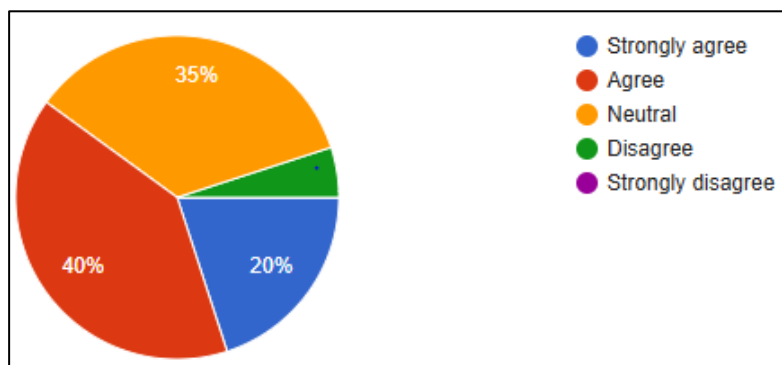


Chhattisgarh's potential for MICE tourism is shaped by several factors, with 50% of respondents citing its rich cultural heritage and attractions, such as tribal traditions, ancient temples, and natural landmarks, as the most significant. Another 25% highlighted connectivity and transport infrastructure, which ensure smooth access via roads, railways, and airports, as a key enabler for hosting events. Additionally, 20% of respondents pointed to the state's affordability, making it a cost-effective destination for MICE organizers. Interestingly, 5% of participants believe it's the combination of all these factors—heritage, connectivity, and affordability—that collectively boosts Chhattisgarh's appeal for MICE tourism.

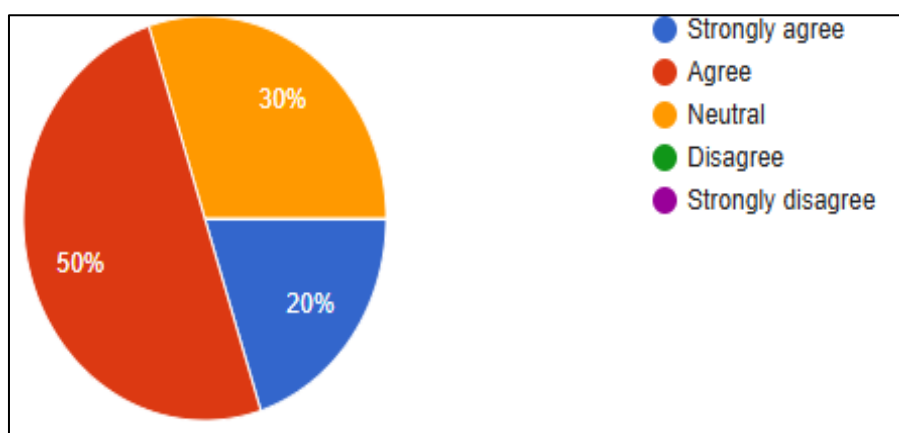


The biggest challenge facing MICE tourism in Chhattisgarh is limited awareness and branding, as highlighted by 40% of respondents. Despite its rich cultural heritage and growing infrastructure, the state struggles to position itself

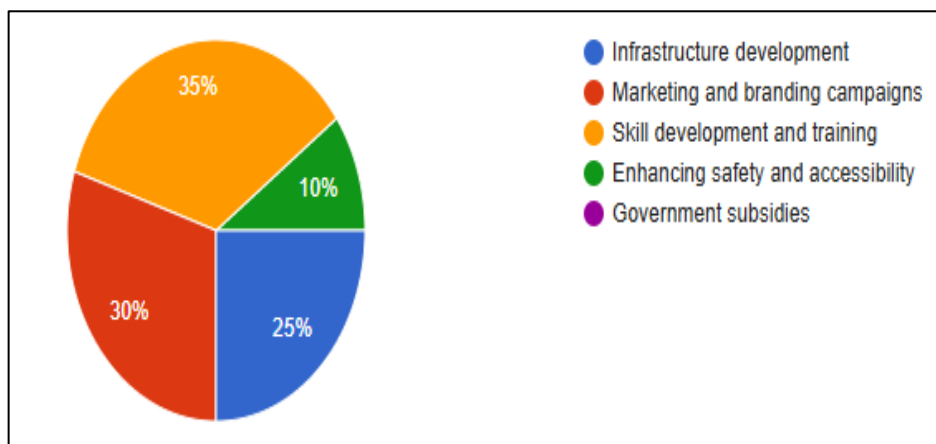
prominently in the competitive MICE market. Another 25% of respondent's point to a lack of advanced infrastructure as a key issue, limiting its ability to host large-scale events. Safety concerns were noted by 15%, reflecting apprehensions about traveler confidence. Additionally, 10% identified workforce and skill gaps as hurdles, emphasizing the need for better-trained personnel in hospitality and event management. These challenges collectively hinder the state's MICE potential.



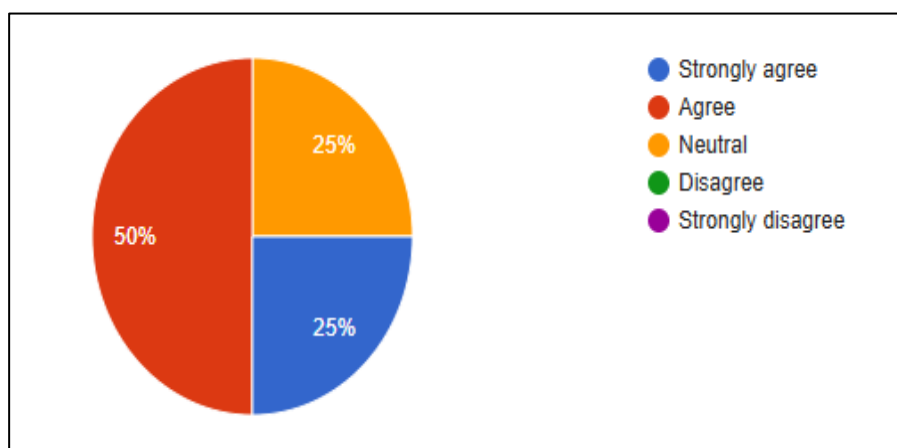
Chhattisgarh's cultural and natural assets play a significant role in attracting MICE tourists, with 40% of respondents agreeing and 20% strongly agreeing that these elements enhance the state's appeal. The region's rich tribal heritage, historical temples, and scenic natural landscapes, such as waterfalls and national parks, provide unique settings for events and leisure activities. However, 35% of respondents remain neutral, indicating room for improvement in effectively leveraging these assets for MICE tourism. A small segment, 5%, disagrees, possibly highlighting gaps in promotion or accessibility. Strengthening marketing efforts and integrating these attractions into event packages could further boost Chhattisgarh's MICE potential.



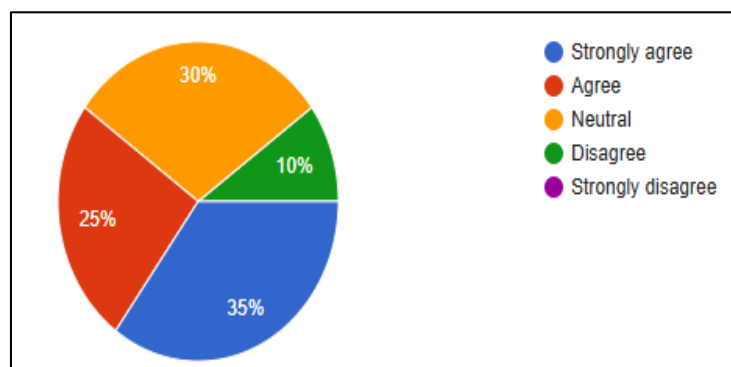
MICE tourism in Chhattisgarh will benefit from green initiatives, such as eco-friendly venues, to raise its appeal. Research found many agree with adopting environmentally-friendly measures, reflecting growing concern for the planet. These practices fit with the global emphasis on eco-tourism, but some remain uncertain about their benefits. By adopting green solutions, Chhattisgarh can establish itself as a forward-thinking and eco-friendly destination.



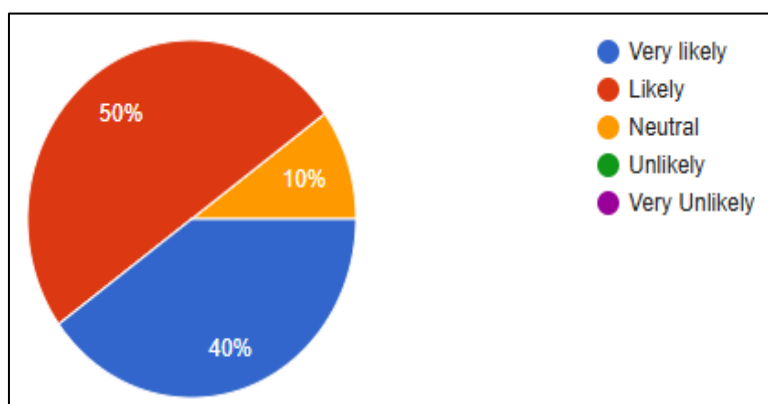
According to a survey, key priorities to boost MICE tourism in Chhattisgarh include skill development and training, identified by 35% of respondents as crucial for improving service quality and event management. Marketing and branding campaigns follow closely, with 30% emphasizing the need to promote the state's unique offerings effectively. Infrastructure development, including advanced convention centers and better transport, was highlighted by 25%, reflecting its significance in hosting large-scale events. Lastly, 10% stressed enhancing safety and accessibility, addressing concerns that could impact visitor confidence. These findings suggest a balanced approach focusing on human resource development, promotion, infrastructure, and safety to grow MICE tourism.



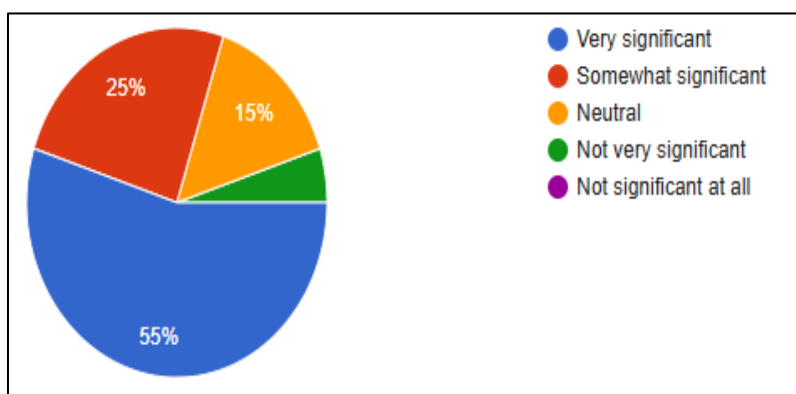
The survey reveals strong support for government subsidies and tax benefits to attract more MICE activities to Chhattisgarh. A significant 50% of respondents agree that such incentives would be effective in boosting the sector, while 25% strongly agree, underscoring the potential impact of financial support on event organizers. Meanwhile, 25% of respondents remained neutral, indicating a level of uncertainty about the effectiveness or feasibility of such measures. None of the respondents disagreed or strongly disagreed, reflecting a consensus that government support in the form of subsidies and tax benefits could play a vital role in enhancing MICE tourism in the state.



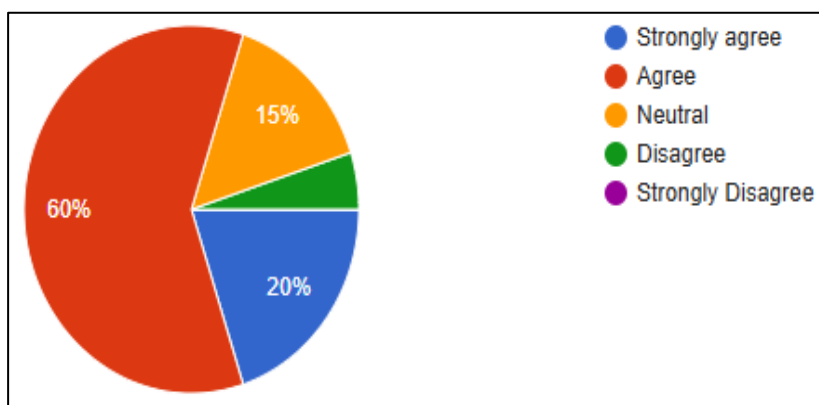
The survey results highlight a strong belief in the potential of MICE tourism to generate significant employment opportunities in Chhattisgarh. A substantial 35% of respondents strongly agree with this notion, emphasizing the sector's ability to create jobs in hospitality, event management, transportation, and other related industries. Another 25% agree, further reinforcing the idea. However, 30% of respondents remain neutral, indicating some uncertainty about the extent of employment generation. Only 10% disagreed, and none strongly disagreed, suggesting a general consensus that MICE tourism could be a key driver for economic growth and job creation in the state.



As a researcher, the survey results indicate a strong positive sentiment regarding the potential of MICE tourism to benefit local businesses in Chhattisgarh. A combined 90% of respondents (40% very likely, 50% likely) believe that MICE tourism will positively impact local businesses. This overwhelming optimism suggests that stakeholders perceive MICE tourism as a viable avenue for economic growth and development within the region. While a small percentage (10%) remain neutral, the overall positive outlook underscores the potential for MICE tourism to create economic opportunities and stimulate local businesses in Chhattisgarh.

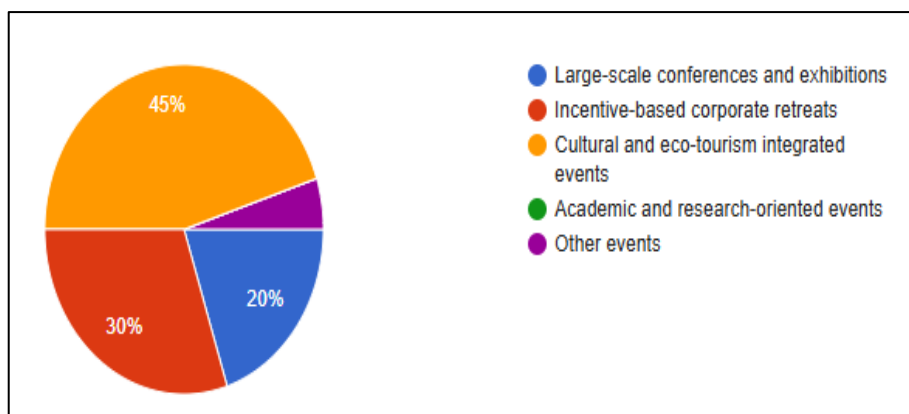


Research data indicate a pronounced belief among stakeholders in Chhattisgarh regarding the considerable potential of MICE tourism to contribute substantially to regional development. The respondents' sentiments are characterized by a preponderance of positive views, with approximately 80% acknowledging a "very significant" or "somewhat significant" impact. This consensus underscores the perceived value of MICE tourism as a growth driver for the region, albeit a minority of stakeholders holding more nuanced or pessimistic perspectives.

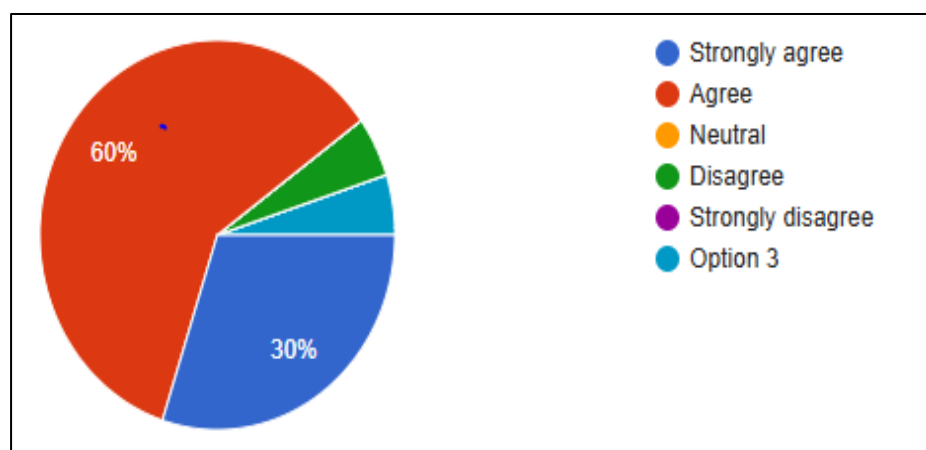


The survey strongly supports the idea of government collaboration with private players to develop Chhattisgarh's MICE tourism sector. A significant 60% of

respondents agree that such collaboration would be beneficial, while 20% strongly agree, emphasizing the importance of a joint effort in driving sector growth. Only 15% of respondents remained neutral, indicating some uncertainty about the specifics of collaboration. A small 5% disagreed, suggesting a need for more clarity on the potential benefits. Notably, no respondents strongly disagreed, reflecting a broad consensus that public-private partnerships are crucial for developing the state's MICE tourism infrastructure and services.



The survey reveals a clear preference for the types of MICE tourism events Chhattisgarh should prioritize. A significant 45% of respondents believe the state should focus on organizing cultural and eco-tourism integrated events, reflecting the region's unique heritage and natural attractions. Meanwhile, 30% see potential in hosting incentive-based corporate retreats, capitalizing on the growing demand for such events. 20% of respondents favor large-scale conferences and exhibitions, which could bring greater visibility and business opportunities. Only 5% expressed interest in organizing other types of MICE events, suggesting that cultural and eco-tourism experiences should take center stage in Chhattisgarh's MICE strategy.



The survey findings suggest a strong consensus regarding Chhattisgarh's potential as a viable destination for hosting future MICE events. A significant 60% of respondents agree with this assessment, while 30% strongly agree, highlighting the region's growing attractiveness for such events. These responses reflect confidence in the state's cultural assets, infrastructure, and affordability as key drivers for MICE tourism. However, 5% of respondents disagreed, suggesting that there may be reservations regarding certain aspects of Chhattisgarh's readiness. Despite this, the overwhelming majority sees Chhattisgarh as a promising and feasible destination for MICE events in the near future.

Based on outcome of this research data, Chhattisgarh shows promising potential for MICE tourism development, though several key challenges must be addressed to fully capitalize on this opportunity. Researcher findings reveal strong stakeholder confidence, with 80% of respondents recognizing MICE tourism's economic impact potential for the state. This high level of recognition represents a valuable foundation for future development initiatives.

Infrastructure assessment yielded mixed results, with 45% rating current facilities as merely "average" indicating sufficient basic capabilities but considerable room for improvement to meet international standards. The research identified Chhattisgarh's primary competitive advantages as:

- Cultural heritage (50% of respondents)
- Connectivity (25%)
- Affordability (20%)

However, your study also uncovered significant challenges, with limited branding (40%) and infrastructure gaps (25%) emerging as the primary barriers to development. Regarding strategic approaches, there's strong support (60%) for public-private collaboration, while half of all respondents believe government incentives could substantially accelerate growth.

Research concludes by identifying three critical development priorities:

- Skill development (35%)
- Marketing enhancement (30%)

- Infrastructure development (25%)

These findings suggest Chhattisgarh has significant untapped MICE tourism potential that could be realized through strategic interventions in these priority areas.

Findings

Based on the respondent's input, here's a summarizing their suggestions and perspective in a pointer form

- *Planning*: Need for strategic and comprehensive planning to boost MICE tourism.
- *Awareness and Branding*: Promotion campaigns to raise awareness about Chhattisgarh as a MICE destination.
- *Infrastructure Development*: Development of modern facilities, including state-of-the-art convention centers and improved transportation systems.
- *Government Initiatives for Rural Development*: Special focus on rural inclusion and biodiversity conservation to align MICE tourism with sustainability.
- *Skill Development and Training*: Workforce training programs to enhance skills required in the MICE sector.
- *Marketing and Branding*: Focus on national and international branding to attract large-scale events.
- *Biodiversity Conservation*: Incorporate eco-tourism and sustainable practices to preserve natural resources.
- *Lack of Awareness*: Highlighted by respondents unfamiliar with MICE tourism and its potential in Chhattisgarh.

Respondents emphasized the need for planning, awareness and branding, and infrastructure development to position Chhattisgarh as a leading MICE tourism destination. Suggestions included government initiatives for rural development, biodiversity conservation, and the establishment of state-of-the-art convention centers to host large-scale events. While some respondents highlighted marketing, branding, and skill development and training as critical areas, others acknowledged a lack of awareness regarding MICE tourism in the region.

The suggestions also included specific government initiatives aimed at rural development and biodiversity conservation, reflecting the importance of

sustainability in tourism growth. Respondents proposed that the government invest in state-of-the-art convention centers equipped with modern facilities to meet international standards. Such infrastructure development not only boosts the state's ability to host large-scale conferences and exhibitions but also creates employment opportunities in related industries such as hospitality, transportation, and event management. Incorporating rural participation in the MICE industry through the promotion of local crafts and traditions can ensure inclusive growth, benefiting communities beyond urban centers.

Conclusion

This study examined the challenges and opportunities associated with the growth of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry in Chhattisgarh. Key findings highlighted the lack of awareness among stakeholders, insufficient promotional efforts, underdeveloped infrastructure, and the need for a distinct brand identity. At the same time, opportunities were identified in Chhattisgarh's rich cultural heritage, biodiversity, and its untapped potential for sustainable tourism.

To realize a thriving MICE industry in the region, a multidimensional strategy is essential. This includes the development of a comprehensive roadmap that outlines clear goals, effective implementation mechanisms, and stakeholder engagement. A major focus should be placed on raising awareness about MICE tourism among government officials, local businesses, and the wider community.

Equally important are targeted promotional campaigns that highlight Chhattisgarh's unique strengths and help build a recognizable brand within the competitive MICE landscape. Investments in state-of-the-art convention facilities with modern technology and infrastructure are critical to positioning the state as a capable host for large-scale events.

Furthermore, government-led rural development and conservation efforts can enhance the region's attractiveness, not only by improving infrastructure but also by promoting a sustainable and inclusive tourism model. Through coordinated efforts, Chhattisgarh has the potential to emerge as a significant player in India's MICE tourism sector.

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