

INTRODUCTION TO MEETINGS, INCENTIVES, CONFERENCES AND EVENTS MANAGEMENT (MICE)

Zenaida Lansangan-Cruz, PhD



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ABOUT THE BOOK

Introduction to Meetings, Incentives, Conferences and Events Management (MICE), as applied to tourism and hospitality, examines the principles of conceptualizing, planning, managing, and evaluating events, conferences, meetings, and other special activities. This book explains the significance of conventions and events in tourism and hospitality, event conceptualization, event design, project/event management, methods of monitoring and evaluation, physical requirements, organizing, promotions, sponsorships, and the financial aspects of such tasks. It describes the business strategies to get MICE business and retain clients. It follows an outcomes-based approach, with learning outcomes presented at the beginning of each chapter and a summary, discussion questions, chapter activities, and a chapter quiz at the end of the chapter.

ABOUT THE AUTHOR



Zenaída Lansangan-Cruz, PhD, is a pioneer in the Polytechnic University of the Philippines (PUP) Tourism and Transportation Department and was the head of the said department in 1978. She completed her elementary and secondary education at the College of the Holy Spirit, where she also finished her Associate in Music, Bachelor of Arts major in English, and Bachelor of Science in Education major in History. She earned her Master of Arts in Education and Doctor of Philosophy in Education from the Manuel L. Quezon University. She was a consistent honor student from elementary to college—salutatorian in high school and *magna cum laude* in college. She finished the Executive Development Institute for Tourism (EDIT), a special professional course for tourism executives, at the University of Hawaii, Manoa campus.

Dr. Cruz is the first Filipino author who wrote books on tourism. She wrote *Introduction to Tourism, Principles of Tourism Part I, Principles of Tourism Part II, Principles and Ethics of Tour Guiding, Convention and Event Management*, and *Tourism Planning and Development*. She is the founding president of Tourism Educators of Schools, Colleges, and Universities (TESCU), now Union of Filipino Tourism Educators (UFTE). She also received numerous awards, the most notable include: The Asia-Pacific Global Excellence Award, the highest award given by the Global Excellence Awards Committee and the Pacific Council; The Distinguished Achievement Award given by the College of the Holy Spirit Alumnae Foundation; Award of Recognition given by TESCO; Gawad Parangal given by the Union of Filipino Tourism Educators; and Plaque of Recognition given by the Association of Concerned Transportation Students.

Dr. Cruz lectured on tourism both local and abroad and wrote articles on different fields of studies. She is a Professor VI, the highest faculty rank at PUP. At present, she is a tourism consultant of several higher educational institutions offering tourism and other allied programs.



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