



Original Article

Trends and Differences in MICE Tourism and Event Tourism Research: A Bibliometric Study (2015–2025)

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Abstract:

Research on MICE tourism and event tourism has increased significantly in recent years, yet the thematic boundaries and relationships between these two fields remain unclear in the academic literature. The overlapping use of concepts often leads to ambiguity regarding their respective research orientations. This study addresses this issue by examining trends and thematic differences between MICE tourism and event tourism through a bibliometric approach. Data were collected from the Scopus database, covering publications from 2015 to 2025 that focus on MICE tourism, event tourism, and related topics. A total of 308 documents were analysed using VOS viewer to map publication trends and co-occurrence of author keywords. The analysis focused on identifying dominant themes, thematic clusters, and the structural positions of MICE tourism and event tourism within the research network. The results indicate that both fields are closely connected and develop within the same research landscape, but with different thematic emphases. MICE tourism is more strongly oriented toward business tourism and the meetings industry, while event tourism functions as a connecting theme linking business-related events with broader tourism and destination contexts. The findings demonstrate that the distinction between MICE tourism and event tourism is not dichotomous, but rather reflects differences in thematic orientation and structural roles within the literature. This study contributes to a clearer understanding of the intellectual structure of MICE and event tourism research and provides a comprehensive overview of their development over the past decade.

Keywords: MICE Tourism, Event Tourism, Bibliometric Analysis, Co-Occurrence Analysis, Research Trends.

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Introduction

Meeting- and event-based tourism has experienced significant development over the past two decades and has become one of the strategic sectors in the global tourism industry. Activities related to Meetings, Incentives, Conventions, and

Exhibitions (MICE), as well as various forms of events, are no longer viewed merely as complementary components of tourism but as key drivers of the service economy, destination development, and regional competitiveness. The growth of the MICE industry and event tourism is reflected in the increasing number of cities and destinations actively positioning themselves as hosts for business meetings, trade exhibitions, international conferences, and large-scale events, both before and after the COVID-19 pandemic period ([Rogerson et al., 2020](#); [Santos et al., 2024](#)).

Conceptually, MICE tourism is generally understood as a form of tourism oriented toward business travel and the professional meetings industry, encompassing formally organized conferences, exhibitions, and conventions. In contrast, event tourism has a broader scope and refers to travel motivated by participation in or attendance at events of various types, including business, cultural, sports, and social events. In both practice and academic literature, these two terms are often used side by side and even interchangeably, resulting in blurred conceptual boundaries between MICE tourism and event tourism ([Getz & Page, 2016](#); [Rogerson et al., 2020](#)).

A growing body of recent studies indicates that MICE tourism and event tourism evolve within closely interconnected contexts, particularly through their links to business tourism, destination management, and urban development. Post-pandemic research highlights how the MICE and event industries have adapted to global disruptions through the adoption of digital technologies, hybrid formats, and changing demand patterns ([Situmorang & Choirisa, 2025](#); [Kourkouridis et al., 2024](#)). Nevertheless, most of these studies remain focused on specific destination case studies or particular types of events, and thus have not yet provided a comprehensive overview of the thematic structures and global development patterns of MICE tourism and event tourism research.

At the same time, the increasing volume of academic publications in the fields of MICE and event tourism has created a growing need for systematic knowledge mapping. Without such mapping, the development of research in these areas risks becoming fragmented and difficult to interpret in terms of its overall direction and contribution. Bibliometric analysis represents a relevant and robust approach to addressing this need, as it enables the identification of research trends, thematic linkages, and the intellectual structure of a field based on scientific publication data ([Donthu et al., 2021](#); [Lim & Kumar, 2024](#)). This approach has been widely applied in tourism studies to explore the dynamics of research development and shifts in thematic focus over specific periods.

However, bibliometric studies that explicitly compare MICE tourism and event tourism remain relatively limited. Most existing bibliometric analyses tend to examine event tourism in general or treat MICE as a minor component within broader analytical frameworks. As a result, the thematic distinctions and areas of overlap between MICE tourism and event tourism have not been clearly mapped, particularly in relation to developments in the literature over the past decade. Yet, understanding these differences in thematic orientation is crucial for clarifying the scholarly positioning of each field and for reducing conceptual ambiguity in future research ([Lekgau et al., 2023](#); [Santos et al., 2024](#)).

Based on this background, this study aims to identify trends and thematic differences between MICE tourism and event tourism research through a bibliometric analysis of academic publications from 2015 to 2025. The study focuses on mapping keywords, thematic cluster structures, and the conceptual positioning of MICE tourism

and event tourism within research networks. The novelty of this research lies in its systematic comparison of the two fields based on thematic visualization and interconnections, thereby offering a clearer understanding of the orientations and dynamics of MICE tourism and event tourism research within the contemporary tourism literature.

Methods

This study employs a bibliometric research design to identify trends and thematic differences between MICE tourism and event tourism research. Bibliometric analysis was selected because it enables the examination of publication patterns, research development, and thematic structures within a field of study based on scientific publication data (Yan & Zhiping, 2023; Donthu et al., 2021).

Data were collected through a systematic search of scientific publications in the Scopus database using the following keyword string:

“MICE tourism” OR “meetings incentives conventions exhibitions”) AND (“event tourism” OR “event management”).

The initial search yielded 369 documents. A subsequent screening process was conducted based on language and year of publication. Only English-language publications were included to ensure consistency in data processing and visualization using VOSviewer software. The publication period was limited to 2015–2025 to maintain the relevance of the findings to recent developments in the field. After the screening process, the number of documents analyzed was reduced to 308.

No restrictions were applied to document type or source in this study. Journal articles, conference proceedings, review articles, book chapters, and other types of scholarly documents were included. This decision was made because the study aims to comprehensively map research trends and differences between MICE tourism and event tourism. A broader range of sources was considered necessary to capture the diversity of approaches, themes, and research focuses in both fields over the past decade (Lim & Kumar, 2024).

The inclusion criteria for this study were: (a) publications addressing MICE tourism, event tourism, or event management; (b) publications published between 2015 and 2025; (c) documents written in English; and (d) documents indexed in the selected database. The exclusion criteria included duplicate documents and publications deemed irrelevant based on a review of titles, abstracts, and keywords.

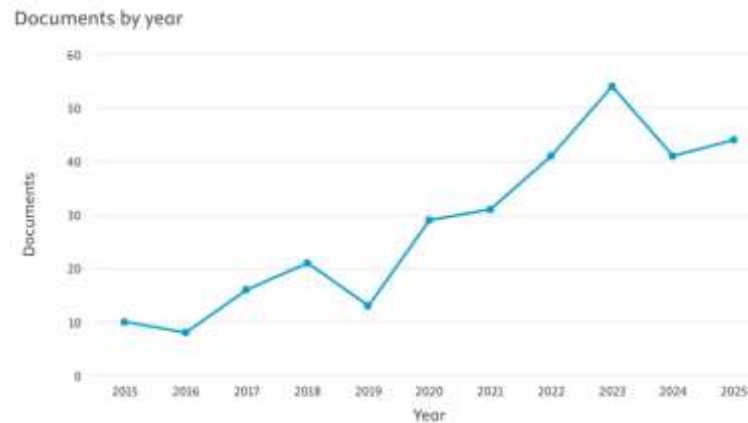
Bibliometric analysis was conducted using VOSviewer software to visualize publication trends, keyword relationships, and thematic differences between MICE tourism and event tourism. This software was chosen for its effectiveness in constructing and displaying bibliometric networks, particularly in keyword co-occurrence analysis and thematic mapping (Thakur et al., 2024; Resmi et al., 2023; Resmi et al., 2022; van Eck & Waltman, 2010). The analysis focused on annual publication trends, dominant keywords, and differences in thematic emphasis between the two research domains.

Results

Overview of the Data

Based on the data retrieved from the Scopus database, this study analyzed 308 scholarly publications addressing MICE tourism and event tourism within the period 2015–2025. This subsection presents an overview of the research data, including

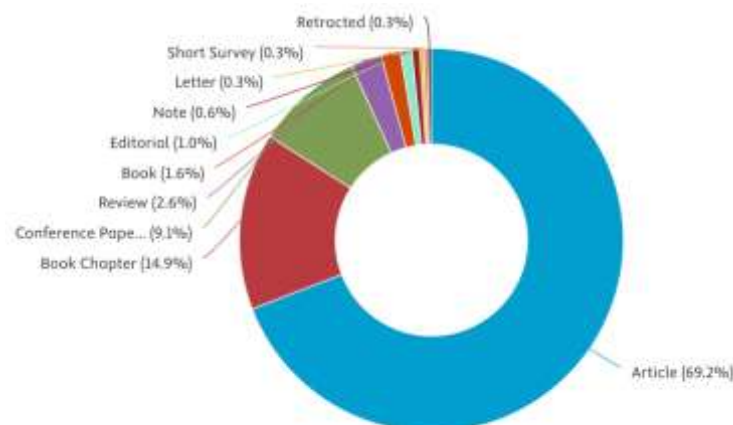
trends in the number of publications per year, the distribution of document types, and the distribution of publications across subject areas. The data are presented descriptively to provide an initial contextual understanding prior to a more in-depth thematic analysis.



Source: Scopus

Figure 1. Publication Graph from 2015 – 2025

Figure 1 illustrates the trend in the number of publications related to MICE tourism and event tourism during the observation period. Overall, the number of publications shows an upward trend over time, although fluctuations are observed in certain years. In the early period, namely 2015–2016, the number of publications was relatively limited. An increase began to emerge in 2017 and became more pronounced after 2020. The peak in publication output occurred in 2023, indicating heightened academic attention to MICE tourism and event tourism studies in the post-COVID-19 pandemic context. A slight decline in 2024 was followed by an increase again in 2025, suggesting that this field of study remains relevant and continues to develop within the global tourism discourse.

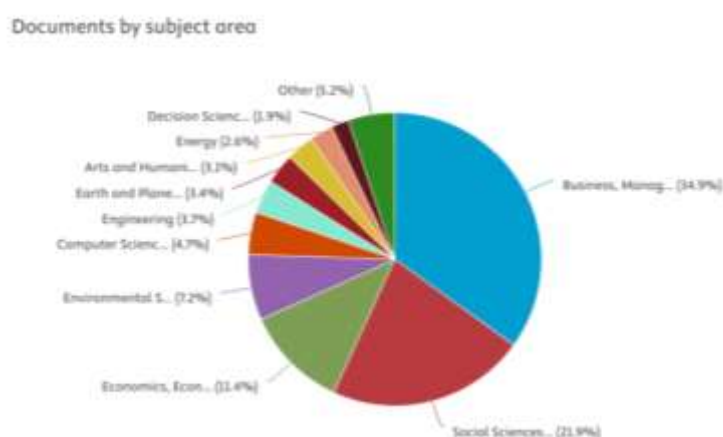


Source: Scopus

Figure 2. Tipe Dokumen Tahun 2015 – 2025

Figure 2 presents the distribution of publication document types during the period 2015–2025. Journal articles dominate the overall publication output, accounting for 69.2 percent of the total. This dominance reflects the strong orientation of MICE tourism and

event tourism research toward the development of scientific knowledge grounded in empirical and conceptual studies. In addition to journal articles, significant contributions also come from book chapters (14.9 percent) and conference proceedings (9.1 percent), highlighting the important role of academic forums and book publications in disseminating research findings in this field. Other document types, such as reviews, editorials, notes, letters, and short surveys, appear in smaller proportions. The diversity of document types indicates that MICE tourism and event tourism research is developed through various academic media and is not limited solely to scholarly journals.



Source: Scopus

Figure 3. Documents by subject area 2015 – 2025

The distribution of documents by subject area is shown in Figure 3. The field of Business, Management, and Accounting emerges as the most dominant subject area, accounting for 34.9 percent of the total publications. This dominance underscores that MICE tourism and event tourism research is largely examined from management, marketing, and destination and event management perspectives. The Social Sciences field ranks second with 21.9 percent, indicating the strong influence of social, cultural, and behavioral approaches in studies related to events and MICE. Contributions from Economics, Econometrics, and Finance, amounting to 11.4 percent, reflect scholarly attention to economic aspects, financial impacts, and the contribution of the MICE and event sectors to broader economic performance. Other fields, such as Environmental Science, Computer Science, Engineering, Arts and Humanities, and Earth and Planetary Sciences, appear in smaller proportions, highlighting the multidisciplinary nature of MICE tourism and event tourism research. This diversity of subject areas suggests that research in this field extends beyond tourism-specific issues and intersects with technological, environmental, and cultural concerns.

Overall, this general overview of the data indicates that research on MICE tourism and event tourism has experienced consistent growth over the past decade, is dominated by journal articles, and has developed across a wide spectrum of academic disciplines. These descriptive findings provide a foundation for further bibliometric analysis related to collaboration patterns, dominant keywords, and differences in thematic focus between MICE tourism and event tourism.

Research Productivity

Research productivity in the fields of MICE tourism and event tourism is analyzed based on the contributions of countries, authors, and institutional affiliations that have been most active in publishing scholarly works during the period 2015–2025. This analysis aims to identify the main centers of knowledge production and the academic actors that play a dominant role in shaping the development of MICE and event tourism research.

Table 1. Countries with the highest number of publications

No	Country	Amount
1	China	28
2	South Africa	28
3	Macao	27
4	South Korea	27
5	United States	27
6	Spain	21
7	United Kingdom	21
8	Jordan	20
9	Malaysia	20
10	Portugal	16

Source: Scopus

Based on Table 1, the countries with the highest number of publications originate from Asia, Africa, Europe, and the Americas. China and South Africa occupy the top positions, each producing 28 publications. China's high level of contribution reflects the rapid development of the MICE industry and large-scale international events, particularly in major destination cities such as Macao and Hong Kong, which function as hubs for conventions, exhibitions, and international mega-events. South Africa demonstrates a comparable level of productivity, indicating strong academic attention to event tourism as a strategic instrument for economic and destination development following the hosting of large-scale events, including sports mega-events and international conventions (Rogerson & Visser, 2017; Lekgau & Tichaawa, 2023).

Macao, South Korea, and the United States rank next with relatively balanced numbers of publications. Macao's role as a major contributor further reinforces its position as a global MICE destination as well as an empirical laboratory for research on event and convention tourism (McCartney, 2016). European countries such as Spain, the United Kingdom, and Portugal also show significant contributions, reflecting strong traditions in tourism research and event studies, particularly on issues related to event management, tourism policy, and destination competitiveness (Rogerson & Rogerson, 2020; Marques, 2019). Meanwhile, Jordan and Malaysia emerge as active developing countries in MICE tourism and event tourism research, especially in the contexts of destination development, tourism competitiveness, and event-based marketing strategies (Jawabreh, 2017; Masa'deh et al., 2018; Hashim et al., 2020).

Table 2. Authors with the highest number of publications

No	Author	Amount
1	Tichaawa, T.M.	9
2	Kourkouridis, D.	8
3	Lekgau, R.J.	7
4	Salepaki, A.	7
5	Jawabreh, O.	6
6	McCartney, G.	6
7	Rogerson, C.M.	6
8	Christofle, S.	5
9	Marques, J.	5
10	Masa'deh, R.	4

Source: Scopus

Tabel 3 afiliasi dengan jumlah publikasi tertinggi

No	Affiliation	Amount
1	University of Macau	17
2	University of Johannesburg	16
3	The University of Jordan	15
4	Faculty of Business Administration	14
5	College of Business and Economics	10
6	Universidad de Málaga	9
7	Aristotle University of Thessaloniki	9
8	The Hong Kong Polytechnic University	8
9	Macao University of Tourism	8
10	Kyung Hee University	7

Source: Scopus

Author productivity is presented in Table 2. Tichaawa, T.M. is identified as the most productive author, with nine publications. Tichaawa's dominance reflects a consistent research focus on event tourism, the socio-economic impacts of events, and the role of events in destination development, particularly within the context of the Global South, where events are positioned as instruments for regional development and economic inclusion (Tichaawa & Rogerson, 2019; Lekgau & Tichaawa, 2023). Kourkouridis, D., Lekgau, R.J., and Salepaki, A. also occupy prominent positions with relatively high numbers of publications, indicating the presence of active research groups that continuously advance studies on event and MICE tourism, especially on issues related to event management, destination performance, and tourism policy implications (Kourkouridis et al., 2020; Lekgau et al., 2021).

Authors such as McCartney, G. and Rogerson, C.M. indicate significant contributions from the perspectives of MICE destination management and urban tourism. McCartney is frequently cited in studies on convention tourism and the management of MICE destinations in Asia, particularly Macao, while Rogerson has played an important role in developing conceptual frameworks for event tourism and

urban tourism in both developing and developed countries. The contributions of these two scholars strengthen the position of MICE tourism and event tourism as fields that are not only empirical in nature but also theoretically and critically developed within the global tourism literature (McCartney, 2016; Rogerson, 2018).

The presence of several authors with medium to high levels of productivity suggests that MICE tourism and event tourism research is not dominated by a single actor, but rather evolves through collective contributions from researchers across different countries and geographical contexts. This pattern reflects the contextual and multidisciplinary nature of event and MICE studies, which are strongly influenced by destination-specific dynamics. Accordingly, the relatively dispersed structure of author productivity provides an important foundation for analyzing collaboration patterns, citation networks, and the diffusion of knowledge in MICE tourism and event tourism research.

Table 3 presents institutional affiliations with the highest numbers of publications. The University of Macau ranks first, followed by the University of Johannesburg and The University of Jordan. The dominance of these institutions reinforces earlier findings regarding country-level contributions, particularly highlighting Macao, South Africa, and Jordan as key centers of MICE and event tourism research. The strong role of the University of Macau and the Macao University of Tourism indicates a concentration of research in leading MICE destinations, positioning the region as a hub for the development of MICE tourism theory and practice in Asia.

Other institutions, such as Universidad de Málaga, Aristotle University of Thessaloniki, and The Hong Kong Polytechnic University, demonstrate significant contributions from Europe and East Asia to MICE tourism and event tourism studies. The prominence of faculties and colleges specializing in business and economics underscores that much of the research development in MICE and event tourism is situated within the frameworks of tourism management, tourism economics, and destination management and competitiveness strategies. This institutional focus is reflected in studies addressing event planning, convention tourism, destination policy, and the economic and spatial impacts of events on urban areas and tourism destinations (McCartney, 2016; Rogerson & Rogerson, 2020; Marques, 2019).

Overall, the analysis of research productivity indicates that MICE tourism and event tourism studies are driven by contributions from countries and institutions that play strategic roles in the global event industry. The concentration of author productivity and institutional affiliations in specific regions suggests the existence of research hubs that shape the direction of themes, approaches, and academic discourse in MICE tourism and event tourism. These findings provide an important basis for further analysis of collaboration networks and the intellectual structure of MICE and event tourism research.

The results also point to geographical and institutional gaps in knowledge production, which may influence the diversity of theoretical perspectives and empirical contexts represented in the literature. In this regard, the dominance of certain countries and institutions not only determines the visibility of research topics deemed as priorities, but may also constrain the emergence of issues relevant to developing countries and destinations that are not yet firmly established within the global MICE and event industry landscape. Therefore, mapping research productivity and the distribution of key actors within this research ecosystem constitutes a critical first step

toward understanding how structural power, access to funding, and institutional capacity contribute to shaping global research agendas, while also opening opportunities to promote more inclusive and balanced scholarly collaboration in the future.

Thematic Cluster Analysis

The author keyword co-occurrence map generated using VOSviewer reveals seven interconnected thematic clusters, with the network centered on the keywords MICE, MICE tourism, business tourism, tourism, and COVID-19. This network structure indicates that MICE tourism and event tourism research has not developed in isolation, but rather intersects across themes related to management, business tourism, tourist experiences, and crisis responses.

The thematic cluster highlighted in red is centered on the keyword MICE tourism and is closely linked to terms such as conventions, exhibitors, destination image, business events, and integrated resort. This pattern of interconnections suggests that MICE tourism research predominantly focuses on the management of large-scale events as business tourism products and their role in shaping destination image and attractiveness. The connections with keywords such as satisfaction and exhibition further emphasize the managerial and evaluative orientation of MICE tourism studies.

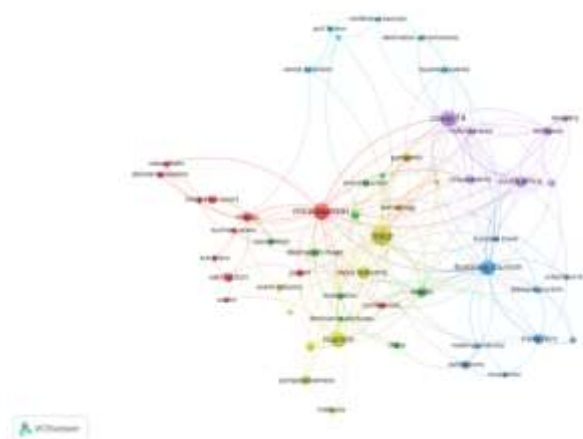


Figure 4. Network Visualization

Source: Vos Viewer

The green-colored theme highlights the interconnections among tourism, destination attributes, events, competitiveness, and motivation. This cluster represents a destination-oriented approach in event and MICE tourism studies, positioning events as integral components of the broader tourism system. The emphasis on competitiveness and destination attributes indicates that events are understood as strategic instruments for enhancing a destination's competitive position, rather than merely as supporting tourism activities. The blue-colored cluster is centered on business tourism and trade fairs, with strong links to the meetings industry, exhibitions, and urban tourism. This pattern reflects a strong intersection between MICE tourism and business tourism, particularly in the context of professional travel, trade fairs, and industry meetings. The relatively close position of this cluster to tourism suggests that business tourism is not examined in isolation, but as an integral

part of the overall tourism system.

The yellow-colored cluster occupies a relatively central position and is represented by the keywords MICE and tourism. This central location indicates its conceptual function as a bridging node between MICE tourism, event tourism, and tourism studies more broadly. The presence of these keywords at the center of the network suggests that MICE is treated as an umbrella concept that connects business-oriented, destination-based, and tourist experience perspectives within the literature. The purple-colored cluster is dominated by the keyword COVID-19, which is linked to pandemic, crisis, recovery, and resilience. This cluster reflects a wave of research that emerged in response to the disruption caused by the pandemic to the event and MICE tourism industries. Its connections with business tourism and event tourism indicate that crisis and recovery issues cut across multiple themes rather than constituting a standalone research topic.

The light-blue cluster highlights a focus on tourist behavior, as indicated by keywords such as destination attractiveness, pull factors, and revisit intention. This cluster reflects marketing and consumer behavior approaches in event and MICE tourism research, particularly in understanding destination pull factors and tourists' intentions to revisit after participating in events or MICE activities. Meanwhile, the orange-colored cluster is centered on crisis management and technology, with direct links to COVID-19 and pandemic. This pattern suggests that the orange cluster represents managerial and technological approaches to crisis response, especially in relation to the adaptation of events and MICE through technological innovation, risk management, and crisis management strategies. This cluster does not represent a specific geographical context, but rather a cross-destination thematic approach that gained prominence in the post-pandemic period.

Overall, the thematic map demonstrates that MICE tourism and event tourism research during the period 2015–2025 has developed through interconnections among core MICE themes, business tourism, destination management, tourist experience, and crisis response. The interconnected network structure indicates that the distinctions between MICE tourism and event tourism are gradual and thematic rather than dichotomous, and are shaped by global dynamics such as the pandemic and technological transformation. The identified thematic clusters suggest a shift in research focus from a narrow emphasis on economic impact measurement toward a more comprehensive understanding of sustainability, resilience, and innovation in the organization of MICE and events. The interlinkages among clusters indicate that issues such as environmental sustainability, technology-mediated experiences, and collaborative destination governance are no longer peripheral topics, but have become integrated into the core discourse of the field. These findings provide an important foundation for further analysis of how MICE tourism and event tourism research agendas respond to external changes, and how new themes emerge and converge in shaping the intellectual structure of MICE tourism and event tourism studies.

Thematic Comparison between MICE Tourism and Event Tourism

The keyword co-occurrence map shows that MICE tourism and event tourism are closely interconnected and develop within a single, integrated research network. The thematic differences between the two are reflected in the positions of nodes, the strength of their linkages, and their proximity to other keywords within the network. Structurally, MICE tourism occupies a more concentrated position within clusters

related to business tourism and the meetings industry, whereas event tourism assumes an intermediary position that bridges business tourism and tourism studies more broadly.

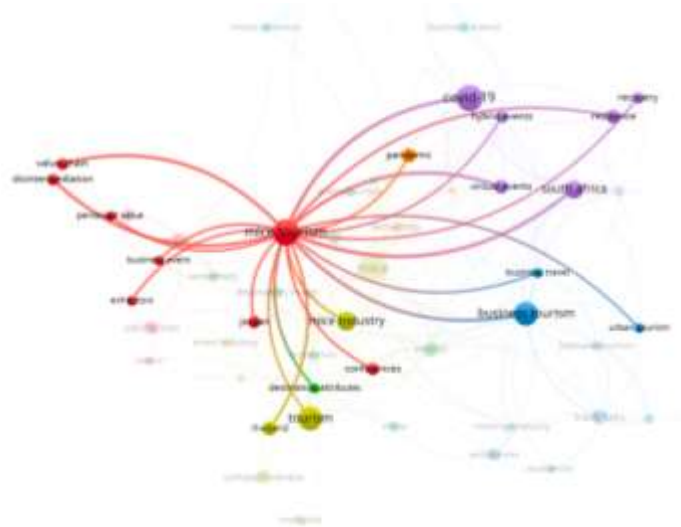


Figure 5. Network Visualization Mice Tourism

Source: Vos Viewer

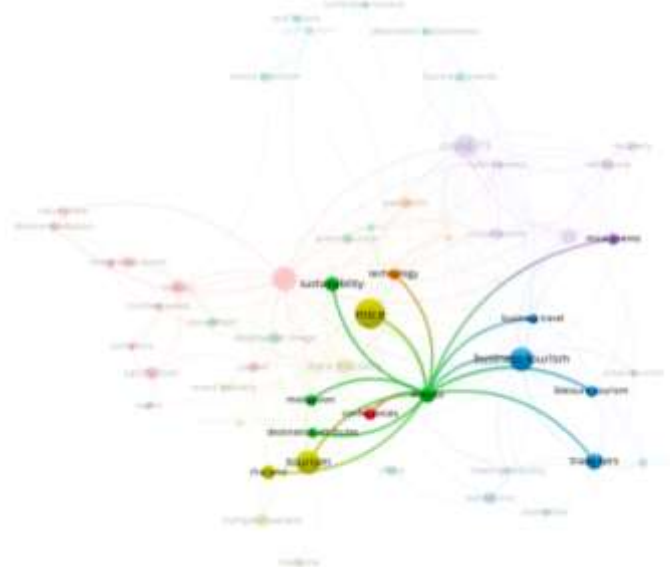


Figure 6. Network Visualization Event

Source: Vos Viewer

In the visualization map, MICE tourism (Figure 5) is characterized by the dominance of the keywords MICE tourism and MICE, which occupy relatively central positions and exhibit a high level of connectivity. These keywords are strongly linked to terms such as business events, conferences, exhibitors, MICE industry, trade fairs, and business tourism. This pattern of associations indicates that MICE tourism research has developed primarily within the framework of business tourism and the professional events industry, with an emphasis on the organization of meetings, exhibitions, and conventions as structured and organized economic activities (Santos et al., 2024; Kourkouridis et al., 2024; Ncube et al., 2024). The consistent proximity

between MICE tourism and business tourism reinforces the orientation of MICE tourism as an integral component of the service and meetings industry system.

By contrast, events on the co-occurrence map more frequently appear through the keyword events, which is directly linked to tourism, destination attributes, and business tourism. The relatively intermediate position of events between the nodes of business tourism and general tourism suggests that event tourism does not develop in isolation from the business context, but rather functions as a connector between professional event activities and the attractiveness of tourism destinations (Syafganti et al., 2023; Trusheva et al., 2022; Mahlangu, 2022). This pattern indicates that event tourism in the 2015–2025 literature is understood as a cross-sectoral activity that links event organization with destination contexts and the broader tourism system.

Crisis- and pandemic-related issues are reflected in the emergence of the keyword COVID-19, which is connected to both MICE tourism and event tourism (Kourkouridis et al., 2025; Situmorang & Choirisa, 2025). However, this linkage appears to be stronger on the MICE tourism side, particularly through connections with the keywords technology and crisis management, indicating a research focus on operational adaptation and risk management within the meetings industry (Situmorang & Choirisa, 2025; Pang, 2025). In the context of event tourism, COVID-19 appears as part of a more general network and does not form a distinct thematic cluster, suggesting that pandemic-related issues in event tourism studies are more cross-cutting and structurally less dominant.

Overall, this thematic comparison demonstrates that MICE tourism and event tourism are not dichotomous, but rather occupy overlapping positions along a shared research spectrum. MICE tourism is more strongly oriented toward industry, management, and business tourism, whereas event tourism functions as a bridging node between business tourism and destination-based tourism. The intersection between the two is clearly visible through the keywords events and tourism, which serve as conceptual bridges within the network structure. These findings confirm that the differences between MICE tourism and event tourism lie in their structural positions and thematic orientations within the literature, rather than in a strict conceptual separation.

Conclusion

This study aimed to identify trends and thematic differences between MICE tourism and event tourism research during the period 2015–2025 using a bibliometric approach. The findings show that both fields have developed within a single, interconnected research network, while exhibiting different thematic emphases. MICE tourism is more strongly centered on business tourism and the meetings industry, whereas event tourism functions as a bridge between business tourism and destination-based tourism.

The thematic comparison indicates that the distinction between MICE tourism and event tourism is not rigid, but lies in their structural positions and thematic orientations within the research network. MICE tourism tends to focus on business-oriented objectives, corporate and professional markets, destination management, infrastructure, competitiveness, and the management of meetings, incentives, conventions, and exhibitions. In contrast, event tourism places greater emphasis on the role of diverse events—such as festivals, sports, cultural, and mega-events—in attracting tourists, shaping destination image, and generating broader socio-cultural

and economic impacts. Nevertheless, strong areas of overlap are evident, particularly in themes related to visitor experience, sustainability, collaborative governance, and responses to risk and crisis, indicating that the boundaries between the two fields are dynamic and context-dependent, influenced by global changes such as digitalization and post-pandemic disruption.

Overall, the results demonstrate that the development of MICE tourism and event tourism research over the past decade has been characterized by increasing publication productivity, the emergence of specific countries and institutions as research hubs, and increasingly complex and interconnected thematic structures. The bibliometric evidence confirms that the relationship between MICE tourism and event tourism is gradual and overlapping rather than dichotomous, reflecting a shift toward more holistic, sustainability-oriented, resilient, and innovative research approaches. These findings provide an empirical foundation for future studies to further refine conceptual distinctions, explore new contexts, and promote more inclusive and collaborative global research agendas in the field.

Suggestion

This study provides an overview of thematic patterns and interconnections between MICE tourism and event tourism research based on academic publications from 2015–2025, showing that both fields develop within overlapping and interconnected research structures rather than as conceptually separate domains. Future research could explore these thematic differences in greater depth by focusing on specific destination contexts, types of events, or regional comparisons, as well as by examining shifts in research orientations across different time periods.

Further studies are encouraged to adopt mixed methodological approaches, such as advanced bibliometric analysis combined with qualitative mapping of conceptual narratives or in-depth case studies of key destinations, to better understand how MICE tourism and event tourism are operationalized in policy and destination management practices. Exploring the roles of key stakeholders—such as destination management organizations, industry associations, and local communities—may also enrich insights into power dynamics, collaboration, and interest negotiation in MICE and event development. In addition, the use of alternative data sources, including digital data, social media, and industry reports, could complement publication-based findings and offer new perspectives on trends, innovation, and crisis response.

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