

## **Research on Interconnection between MICE and city Tourism: A case study in Colombo city**

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The meetings, incentives, conventions and exhibitions (MICE) are one of the fastest growing segments of world tourism. It is considered as the business tourism which well-planned large groups are gathered for particular purpose to achieve and specifically conducted in urban cities. MICE directly affects to the states direct revenue, seasonality control and employment further indirect contribution for foreign direct investment, development of technology and innovation as well as local business climate. Cities are part of the culture, history and epicenter for many traditions. Cities are constantly changing and growing. MICE industry always interconnected with cities particularly where MICE events locating. To boom countries tourism industry there must be a strong connection between MICE and city tourism. “Colombo” the commercial hub in Sri Lanka, is resourceful for catering MICE tourism. Qualities and standards in Colombo contribute to promote Colombo city as a MICE tourism destination. The purpose of the research on “Interconnection between MICE and city tourism-case study in Colombo is to identify “how far Colombo city tourism contributes to rising up the MICE tourism in Sri Lanka .The data of the study is derived from the literature review, document analysis and observation .Practical implication of the study is pointing out the facilities to promote MICE tourism in Colombo city with sustainability.

Key words: MICE, City, Tourism, Urbanization, Sustainability

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