

MICE INDUSTRY AS A FACTOR OF DESTINATION BRANDING

During the last decades event planning has been established both as a term and as a need in the societies of the world. Greece following the trend that asks for professionals to undertake the planning of the various occurring events has lately been introduced to the field of event planning acknowledging the time and money saving it secures in addition to the impressive outcome it provides.

The aim of the case that is devoted to the potential a Greek island, Corfu, has to develop an event market is comprised by three main objectives; to define the current status of the island in terms of professional event planning action, to identify if there are any motivating forces that can prove the potentiality of developing an event industry in the island of Corfu and, finally, to examine the drawbacks, if any, related to the potential of an event market development in the island of Corfu.

From a theoretical perspective, the research performed for the case intends to provide an implication of the potential that a Greek island has to develop an event market. The current body of research literature, in the area of event planning, has gained further insight into the perceptions of both event planners and people who associated the subject of their work with event planning, such as authors, researchers, journalists and social authorities. The research also targets on contributing to the hospitality literature by providing evidence of the degree to which an overall hospitable environment followed by proportional provision of services can assist event planning. From a practical standpoint the research will provide some data collected by real-life examples given by professionals of the field that will assist to the better understanding of the event planning process and the advantages and drawbacks it usually has. Besides, the data will assist to the potential that an event market may have in a Greek island from what they can foresee, as well as to the improvement of the planning process and to the reduction of defaults associated with the latter. Furthermore, the analysis of data and the results that will be presented at the end will enhance the value of the case and the understanding of the issue.