


**UNLOCKING THE BENEFITS OF OUTBOUND INCENTIVE TRAVEL: A
COMPREHENSIVE REVIEW STUDY**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 06 April 2023</p>	<p>Purpose: The objective of this research was to contribute to the literature on incentive travel programs and provide a foundation for future research in this area. To highlight the social implications of outbound incentive travel programs, including their potential impact on employee well-being, customer relationships, tourism, economic development, and the environment.</p>
<p>Keywords:</p> <p>Outbound; Incentive Travel; Site selection; MICE; Destination and Motivation etc.</p>	<p>Theoretical Framework: A framework for knowledge generation and theory development in incentive travel is attempted through the literature review.</p> <p>Design/ Method / approach: A chronological analysis of the literature on incentive travel and event tourism is the focal point of this study. With reference to seminal contributions, key terms and concepts are underlined. Journals, publications, and research pertaining to this topic have been reviewed using content analysis. Each article was subjected to a series of content analyses, where the type of content, nature of the research, theme and sub-theme, publication year, type of journals, area or city focus, type of data and analysis tool used, respondent and author profile were all taken into consideration. A total of 45 papers were categorized according to the year they were published and then analyzed using the descriptive analysis approach.</p>
	<p>Findings: The findings of the study are likely to provide a comprehensive understanding of outbound incentive travel programs and their potential benefits and challenges, and offer practical guidance for organizations looking to implement these programs in a responsible and effective manner.</p> <p>Research, Practical & Social implications: The study may identify gaps in the existing literature on outbound incentive travel programs, highlighting areas for future research and exploration.</p> <p>Originality/ value: the study has the potential to contribute to both academic research and practical applications related to outbound incentive travel programs, and may have broader implications for organizational culture, values, and social responsibility.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1655</p>

**REVELANDO OS BENEFÍCIOS DAS VIAGENS DE INCENTIVO AO EXTERIOR: UM ESTUDO DE
REVISÃO ABRANGENTE**

RESUMO

Objetivo: O objetivo desta pesquisa foi contribuir para a literatura sobre programas de viagens de incentivo e fornecer uma base para futuras pesquisas nesta área. Destacar as implicações sociais dos programas de viagens de

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incentivo ao exterior, incluindo seu impacto potencial no bem-estar dos funcionários, relacionamento com os clientes, turismo, desenvolvimento econômico e meio ambiente.

Estrutura teórica: Uma estrutura para geração de conhecimento e desenvolvimento de teoria em viagens de incentivo é tentada por meio da revisão da literatura.

Desenho/ Método/ Abordagem: Uma análise cronológica da literatura sobre viagens de incentivo e turismo de eventos é o foco deste estudo. Com referência a contribuições seminais, os principais termos e conceitos são sublinhados. Revistas, publicações e pesquisas pertencentes a este tópico foram revisadas usando análise de conteúdo. Cada artigo foi submetido a uma série de análises de conteúdo, onde o tipo de conteúdo, natureza da pesquisa, tema e subtema, ano de publicação, tipo de periódico, área ou cidade foco, tipo de dados e ferramenta de análise utilizada, respondente e perfil do autor foram todos levados em consideração. Um total de 45 artigos foram categorizados de acordo com o ano em que foram publicados e, em seguida, analisados usando a abordagem de análise descritiva.

Resultados: Os resultados do estudo provavelmente fornecerão uma compreensão abrangente dos programas de viagens de incentivo ao exterior e seus potenciais benefícios e desafios, além de oferecer orientação prática para organizações que buscam implementar esses programas de maneira responsável e eficaz.

Implicações de pesquisa, práticas e sociais: O estudo pode identificar lacunas na literatura existente sobre programas de viagens de incentivo ao exterior, destacando áreas para pesquisa e exploração futuras.

Originalidade/valor: o estudo tem o potencial de contribuir tanto para a pesquisa acadêmica quanto para aplicações práticas relacionadas a programas de viagens de incentivo ao exterior e pode ter implicações mais amplas para a cultura organizacional, valores e responsabilidade social.

Palavras-chave: Outbound, Viagens de Incentivo, Seleção do local, MICE, Destino e Motivação etc.

DESCUBRIENDO LOS BENEFICIOS DE LOS VIAJES DE INCENTIVO AL EXTRANJERO: UN ESTUDIO DE REVISIÓN INTEGRAL

RESUMEN

Propósito: El objetivo de esta investigación fue contribuir a la literatura sobre programas de viajes de incentivo y proporcionar una base para futuras investigaciones en esta área. Destacar las implicaciones sociales de los programas de viajes de incentivos al extranjero, incluido su impacto potencial en el bienestar de los empleados, las relaciones con los clientes, el turismo, el desarrollo económico y el medio ambiente.

Marco teórico: Se intenta un marco para la generación de conocimiento y el desarrollo de la teoría en viajes de incentivo a través de la revisión de la literatura.

Diseño/Método/enfoque: El punto central de este estudio es un análisis cronológico de la literatura sobre viajes de incentivos y turismo de eventos. Con referencia a las contribuciones seminales, se subrayan los términos y conceptos clave. Se han revisado revistas, publicaciones e investigaciones relacionadas con este tema mediante análisis de contenido. Cada artículo fue sometido a una serie de análisis de contenido, donde se determinó el tipo de contenido, naturaleza de la investigación, tema y subtema, año de publicación, tipo de revistas, área o ciudad de enfoque, tipo de datos y herramienta de análisis utilizada, entrevistado y Se tuvo en cuenta el perfil del autor. Se clasificaron un total de 45 artículos según el año en que se publicaron y luego se analizaron utilizando el enfoque de análisis descriptivo.

Hallazgos: Es probable que los hallazgos del estudio brinden una comprensión integral de los programas de viajes de incentivo al extranjero y sus posibles beneficios y desafíos, y ofrezcan una guía práctica para las organizaciones que buscan implementar estos programas de manera responsable y eficaz.

Implicaciones de investigación, prácticas y sociales: el estudio puede identificar lagunas en la literatura existente sobre programas de viajes de incentivo al extranjero, destacando áreas para futuras investigaciones y exploraciones.

Originalidad/valor: el estudio tiene el potencial de contribuir tanto a la investigación académica como a las aplicaciones prácticas relacionadas con los programas de viajes de incentivo al extranjero, y puede tener implicaciones más amplias para la cultura organizacional, los valores y la responsabilidad social.

Palabras clave: Outbound, Viajes de Incentivo, Selección de Sitios, MICE, Destino y Motivación, etc.

INTRODUCTION

In today's highly competitive business environment, organizations are constantly looking for ways to motivate and engage their employees and customers. One popular approach to achieving this is through outbound incentive travel programs, which offer participants a unique and memorable experience as a reward for achieving specific business objectives or sales targets. According to the (SITE, 2013) definition provided by the Society of Incentive Travel Executives, incentive travel is a global management tool that uses a memorable travel experience to motivate and/or commend participants for higher levels of performance at work. It is possible to arrange individual or group incentive travel.

Additionally, outbound incentive travel helps build up the reputation of the business. From 2018 to 2023, the outbound incentive travel market is anticipated to expand at a CAGR of 5.4%. Incentive travel is a crucial marketing tool for businesses because it helps to raise productivity by enhancing employee loyalty, performance, and engagement. (Li et al., 2018)

While outbound incentive travel programs have become increasingly popular in recent years, there is a need for a comprehensive review of their benefits, considerations, and best practices. This review aims to address this need by examining the practical and theoretical contributions of outbound incentive travel programs and their potential impact on both organizations and participants.

The objective of this work is to provide a comprehensive review of the benefits of outbound incentive travel programs for organizations and participants, as well as key considerations and best practices for planning and executing such programs. By addressing this research problem, we hope to provide valuable insights for organizations considering implementing incentive travel programs and contribute to the academic literature on motivation and engagement in the workplace. Based on the nature of the incentive program, it is imperative it should be tailored to the unique requirements of each organization and a variety of incentive awards, including travel, are necessary (SITE, 2013). In any case, incentive programs must be "created to create a dream or allure that inspires people to go above and beyond" (ROGERS,2013, p. 70).

The study paper introduces the motivation for travel as it is presented in fresh publications and research studies. The available incentive travel literature is analyzed chronologically over the years. The major publications are reviewed to gain knowledge of the incentive travel trends. A framework for knowledge generation and theory development in incentive travel is given through the literature review.

LITERATURE REVIEW

Incentive Travel as a Type of Non-Cash Incentives

Incentives are often divided into two categories: monetary and non-monetary. Travel is included in the non-cash portion of this section. The pros and cons of incentives were the subject of a lengthy debate among incentives experts. However, depending on the conditions, different incentives can be obtained through awards. (Nilay,2004)

Non-monetary incentives are social customs, or aspects of the job that are used to motivate employees in a company without the direct payment of money. A framework for describing non-monetary incentives is provided by Meacham and Wiesen's, 1969 analysis of on-the-job benefits. Examples of this kind of incentives include giving workers autonomy over their work and the ability to participate in decision-making, assigning difficult tasks, improving working conditions, recognizing excellence with tokens of appreciation such as letters, plaques, restaurant gift cards, etc., offering some services to workers, planning social events at the workplace, etc..

Incentive Travel as a Subset of MICE Tourism

MICE expenditures totaled \$114.2 billion in travel expenses in the United States in 2015, or 41% of all business travel (Global Business Travel Association, 2016). The public's enthusiasm for travel has altered businesses' rewarding programs, which has led to a rapid expansion of the incentive travel market after creating a conceptual framework for incentivized travel motivation and travel attributes. On the other hand, the existing research on incentive travel is fragmented and outdated. As the MICE industry develops and has a significant economic impact on numerous locations, the corpus of MICE literature is expanding in both volume and variety. In contrast to conferences and exhibitions, incentive tours are understudied and have a limited study scope. (FENICH et al., 2015).

A Chronological Review of Incentive Travel Literature

The evaluation of incentive travel in the research literature is arranged chronologically, emphasizing the research emergence and pattern of incentive travel.

a) *Decade: 1970's*

Determining whether some, all, or none of the fundamental tourism structures apply to incentive travel is the main objective of the research in 1970's research. With the aim of identifying the key original components of visitor motives, it is acknowledged that there are

several tourism motivations structures. As Crompton (1979) noted, it is possible to describe the who, when, where, and how of tourism, but it is much more challenging to understand the why. Numerous reasons for taking incentive travel have been identified over time, including novelty, relaxation, prestige, and socializing (CROMPTON, 1979; DANN, 1977; PLOG, 1973; Iso-Ahola, 1980).

Society for Incentive Travel Excellence (SITE) was established in 1973. This society has been mentioned in numerous research publications because they have provided an accurate description of incentive travel. Since its beginning, SITE has been committed to generating engaging research that is contemporary, relevant, and related to the future of incentive travel. (<https://siteglobal.com/other-research>)

b) Decade: 1980's

Studies from the United States and the United Kingdom were done during this decade. The article, which appeared in a marketing journal in the UK, implied that tourism experts were not conducting study on incentive travel. Studies from this decade were highlighted by Anne Hampton (1987), and they all indicated incentive travel as a powerful motivator.

Huges (1983), Schickhoff (1984), and Rhines (1987) wrote about incentive travel in the 1980s and described its advantages over other types of rewards. The researchers placed a strong emphasis on destination descriptions and mentioned the optimal location for the European market.

The Incentive Research Foundation (IRF) was established in 1987 with the goal of funding research projects that would result in a product that would serve the global incentive industry. The headquarters of IRF are located in Virginia, USA. About 50 research articles have been published to date.

c) Decade: 1990's

As incentive travel research developed, it became clear that people travel for a variety of reasons, including innovation, enjoyment, status, and socializing. (Pearce, 1993). The study of incentives advanced to include a list of consumer insights (Sheldon, Pauline J. 1994). All of these studies—Wason (1990), Cockerelle (1991), Ricci, P.R., and Holland (1992)—described incentive travel as a form of recreation and provided empirical support for this. Witt, S.F., et al., evaluated Canada as a potential travel destination for the UK. Spendings and incentive travel user industries were mentioned. This decade saw a rise in analytical research. Studies from Singapore scholars were also included.

d) Decade: 2000

Travel motivations are acknowledged to be complex and distinctive, and it has been demonstrated that they are strongly related to criteria being met (Pearce & Lee, 2005). An important yet challenging area of research built on sociology and social psychology is why people travel as a segment of incentive travel (Hsu & Huang, 2008).

(Australian Tourism, 2008) The incentive travel and events sector have a substantial impact on the economy. The number of outbound incentive travelers from India has surged by 500%. The outbound travel market is anticipated to reach \$ 93 billion by 2030.

Researchers in this decade were developing a thorough grasp. This study has significant ramifications for incentive travel industry knowledge management and strategic management. (Xian and Sandro,2007)

To perform the study in the US market and better understand the incentive market segment, the Incentive Research Foundation engaged a global market research firm, to conduct survey on what customers and service providers think about the value, efficiency, and potential future use of these services. (IRF, 2007)

e) Decade:2010

In 2011, over 66,000 incentive meetings were held in the United States (Sanders, 2011), with foreign incentive visitors spending AU\$210 million and domestic incentive visitors spending AU\$175 million in the first quarter of 2008. Incentive travel, frequently to exotic locations, is still widely recognized as one of the most effective ways for a business to reward and inspire its staff (Rogers, 2013). Even though cash accounts for 80% of the value of incentive awards in the UK, other study reveals that incentive travel grabs the imagination and motivates people to achieve. (Carter, 2014).

Various press releases in business magazines indicate and India's outbound tourist industry is anticipated to generate over \$62 billion by 2026. The luxury travel sector in India is anticipated to grow at a rate of 12.8% annually between 2015 and 2025. In terms of emerging nations, Vietnam and Indonesia are the hottest. India's outbound tourist industry is anticipated to generate \$9 billion by 2025. In India, there are 28 million people with passports who could travel. India was anticipated to draw more than 2 million foreign tourists annually by 2021. Indian luxury and MICE travelers were anticipated to total 6.5 million by 2021. West Asia and Southeast Asia are the most well-liked regions. India is anticipated to rank as the sixth-largest market for business travel worldwide by 2021. Around 20% of all flights leaving India come from Europe. By 2020, India would have gotten 50 million foreign tourists, according to the

UNWTO. 200 individuals would have been the typical group size for Indians travelling abroad for weddings in 2020. India's top travel destinations are still Malaysia, Thailand, Singapore, and the US. Europe continues to be the tourism region with the biggest growth, with a 15-fold rise in tourists. Over 30,000 Indian tourists travelled to Kazakhstan in 2019, up from 20,000 in 2017. India is quickly rising to the top five global source markets for several countries. Numerous worldwide low-cost carriers are responsible for an increase in Indian travelers visiting foreign countries. A rise in demand has been observed in demand for exotic locations including Cambodia, Vietnam, Japan, and Croatia.

A noteworthy study that examined the incentive programme design in a business process was named "Assessing the impact of Sales Incentive programme. (IRF 2010). In this decade, IRF published studies from New York University that described how technology is used in incentives and off-site meetings (IRF 2012).

f) Decade-2020 and till date

Various news articles and industry research has brought forward, for MICE-related travel, between 1.2 million and 1.5 million Indians will leave the country, spending over US\$1.5 billion. India is increasingly becoming an important market, even for countries further away like Mauritius, South Korea, or Australia. The Netherlands, Iceland, and nations in Eastern Europe like the Czech Republic, Hungary, Croatia, and Estonia are among the favorites. Every year, more than 5.4 million Indians travel abroad for MICE, education, travel, shopping, honeymoons, or simply to see friends and family. An increasing number of Indian travelers are departing the country for destinations including Bhutan, Sri Lanka, Nepal, China, Japan, and the Maldives. A rise in travelers to and from small cities is guaranteed by the UDAAN system, which links smaller regional airports. More people are getting interested in Armenia, Belarus, and Kazakhstan as unusual, beautiful regions in Eastern Europe and Central Asia. The average foreign visitor from India spends US\$1,200 on each trip, as opposed to US\$700 for Americans and US\$500 for foreign visitors from the UK. (Indian Outbound Travel Market, 2021)

Only a few studies have been done on India as a source market. Recently, traits of Indian businesses that provide incentive travel have been discussed (SOOD et al., 2021). The researcher from India has investigated the influence of incentive travel motivational factors on destination image construction and, ultimately, the destination selection process (SOOD et al., 2021). The importance of destination choice and its impact on motivation were the subjects of a study by IRF. Beach/sun, adventure travel, and mountains were the top three destination experiences for the 2022 research. Today, going to wellness spas had risen in importance. (IRF

2022). This decade's research has examined trends, technology usage, and the significance of destination choice. Intrinsic motivation at workplace and the role of social learning has been brought forward a recent study.\ (A & B, 2023).

Review of Key Journals

Over the past two decades, MICE—an acronym for meetings, incentives, conferences, and events—has experienced significant growth. By 2025, the outbound MICE tourism market in India is anticipated to reach \$9 billion (Times,2022). Researchers are becoming interested in incentive travel since more Indian corporations are utilizing it to motivate their workers and reward them for their achievement. The 1960s saw the debut of the first pieces pertaining to events. Most travel publications have articles that are pertinent to incentive travel as a non-cash reward. A thorough review of the research that is focused on incentive travel has not yet been completed. Researchers from the UK and the US conducted the original research. The geographic scope is growing, in part due to the globalization of incentive travel and in part as a result of the rise in academic interest in incentive travel studies. Other publications highlighted Singapore, Canada, and Poland as study locations and incentive destinations. This examination of the Journals featured was prompted by the keywords review that was thematic in nature. The featured subtheme of MICE AND corporate tourism studies is incentive travel. All other journals were included while Scopus Index journals were examined.

One of the first journals to publish articles using the term "incentive travel" in the title was Cornell Hotel and Restaurant Administration Quarterly. (MEHTA,1991).

Numerous articles focused on incentive travel have appeared in the Tourism Management Journal (TM). The study, which was published in 1992 as the first research report from the United Kingdom, focuses on Canada as a long-haul incentive travel destination for the British market. (Witt,1992) A researcher from the United States has provided an article from the viewpoint of North America that provides a thorough description of that region's incentive travel market. Effective incentives include incentive travel because of its novelty and motivating qualities (Ricci,1992). Studies from the United States have highlighted incentive travel as a desirable choice with a trophy value attached (Shinew,1995) Other notable publications only came out in 2007. The perspectives of incentive travel managers of their work settings are represented and interpreted in a study from the United States using cognitive mapping techniques (Xiang,2007). Incentive travel is frequently mentioned in research studies

with the heading "business tourism" in the research articles published in TM. In all, incentive travel has been mentioned in around 57 research papers.

One of the most frequently mentioned journals in studies on incentive travel is Event Management (EM) Journal. studies written by Australian and Italian authors. Research was released from 2012 to 2015. The papers were covered to fill the gap left by the paucity of research highlighting the significance of incentive travel as a reward system and motivator (MAIR,2015).

Studies analyzing the supply chain from Thailand have been published in the International Journal of Supply Chain Management. Studies from Thailand can be found in the journal Tourism Management Perspectives.

Work by authors from Taiwan and Hong Kong has been acknowledged in the International Journal of Hospitality Management. Chinese academics are currently researching the incentive travel industry. International Journal of Hospitality Management article published. Contribution of theory to the study of Incentive Travel.

This examination of the Journals featured was prompted by the keywords review that was thematic in nature. The featured subtheme of MICE AND corporate tourism studies is incentive travel.

Table no 1: List of Journals with Incentive Travel Research papers.

Journal	Total Number of Articles
Tourism Management*	30
Journal of Event and Convention Tourism**	3
Event Management *	3
The Cornell Hotel and Restaurant Administration Quarterly* now continued as: Cornell Hospitality Quarterly	2
Sales and Marketing Management	4
International Journal of Hospitality Management*	7
Asia Pacific Journal of Information Systems	1
International Journal of Contemporary Hospitality Management*	2
Annals of Tourism Research	5
Journal of Hospitality, Leisure, Sport & Tourism Education	5
Tourism Management Perspectives	5
Journal of Air Transport Management	4
Transport Research Part C: Emerging Technologies	3
Cities	2
Computers in Human Behavior	2
International Journal of Tourism Management	2
Value in Health	1
Research in Transportation Business and Transportation	1
Journal of Clinical Epidemiology	1

Journal	Total Number of Articles
Annals of Epidemiology	1
Information & Management	1
Journal of Business Research	1
European Journal of Operational Research	1
Industrial Marketing Management	1
Technological Forecasting and Social Change	1
Transportation Research Part D: Transport and Environment	1
World Development	1
Transportation Research Part A: Policy and Practice	1
Progress in Planning	1
Journal of Transport Geography	1

Source: prepared by Author (2023)

Table no.2: Theme wise segregation for Incentive Travel.

Research focus	Total Number of Articles
Destination Image	7
Motivation Factors	7
Supply Chain	3
Site Selection Criteria	9
Consumer Perspective	9
Provider Perspective	4
Incentive Planners Perspective	4
Technological advancements	2
Total	45

Source: prepared by Author (2023)

MATERIAL AND METHODOLOGY

A chronological analysis of the literature on incentive travel and event tourism is the focal point of this study. With reference to seminal contributions, key terms and concepts are underlined. Journals, publications, and research pertaining to this topic have been reviewed using content analysis. Each article was subjected to a series of content analyses, where the type of content, nature of the research, theme and sub-theme, publication year, type of journals, area or city focus, type of data and analysis tool used, respondent and author profile were all taken into consideration. A total of 45 papers were categorized according to the year they were published and then analyzed using the descriptive analysis approach.

According to table 1, which shows the total number of articles published in each magazine, the bulk of publications were published in tourism management. A database of top-notch journals called SCOPUS Index Journals provides journal rankings based on the significance, importance, and impact factor of a researcher's work. All articles were, therefore, reviewed, and conclusions were listed.

About 45 papers with the same themes as those in table 2 have been published in Scopus index journals. According to the most recent studies in the field of incentive travel, smart tourism and sustainability are two topics that are becoming increasingly popular. Chinese researcher's article describing the technology used in the MICE sector (Liu,2022). None of the research were written or published in India, a significant source market. Future research could concentrate on a variety of issues, such as the economic significance of the incentive travel market, the size of the incentive travel market in various nations, the factors that influence the decision to plan an incentive trip to a specific location, and how destinations can encourage more incentive travel.

RESULTS AND DISCUSSION

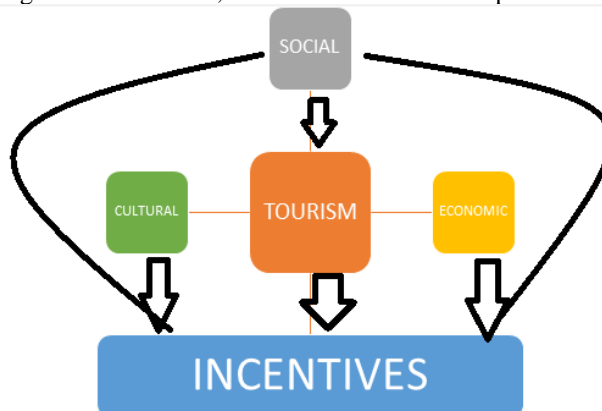
A framework for Knowledge Creation and Theory Development in Incentive Travel

(Refer figure 1) Events are what drive tourism, and most destinations heavily incorporate them into their development and marketing plans. Scheduled events have a proven place in the tourism industry, and the competitiveness of destinations depends increasingly on their functions and impacts.

(Getz.,2008) Since "event tourism" was only coined a few decades ago by the academic community as well as the travel industry, the sector's subsequent growth can only be described as remarkable. On the other hand, "event management" is a fast growing specialized field in which tourists are a possible market for planned events, and the travel and tourism sector has developed into a vital partner in their success and appeal. Though not every event must cater to tourists, some people worry that such a marketing strategy would have unfavourable effects. Events also serve other purposes besides tourism, such as community building, urban renewal, cultural development, and the formation of national identities.

The origins, development, and prospects of "event + incentive travel" are examined from both a theoretical and real-world perspective. In addition to a critical evaluation of knowledge creation, theory development, and future directions, the focus is on research and dissemination patterns. Although many viewpoints are covered, incentive trips and events take up most of the attention.

Figure 1: Shows the amalgamation of social, cultural and economic aspect of tourism to incentive travel.

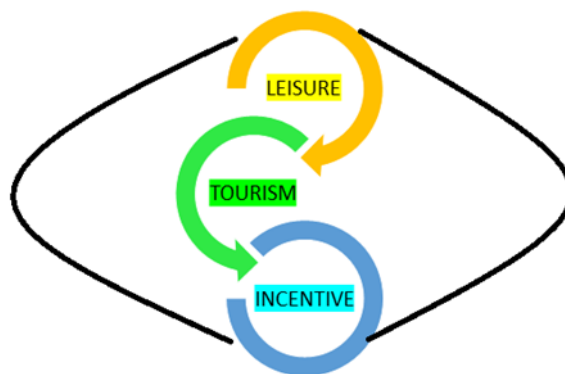


Source: prepared by Author (2023)

(Refer figure 2) (Getz.,2008) Similar to leisure, tourism has grown from a managerial focus to a full-fledged field of study with its own graduate degrees. Both industries have a big stake in scheduled events. When defining tourism, academics distinguish between the method that concentrates on the industry and the larger "tourism studies" approach that emphasizes interdisciplinarity.

Travel and hospitality studies, as well as business and management studies, naturally intersect if tourism is viewed as a social phenomenon occurring during leisure. This is because businesses exist to provide recreational and travel experiences.

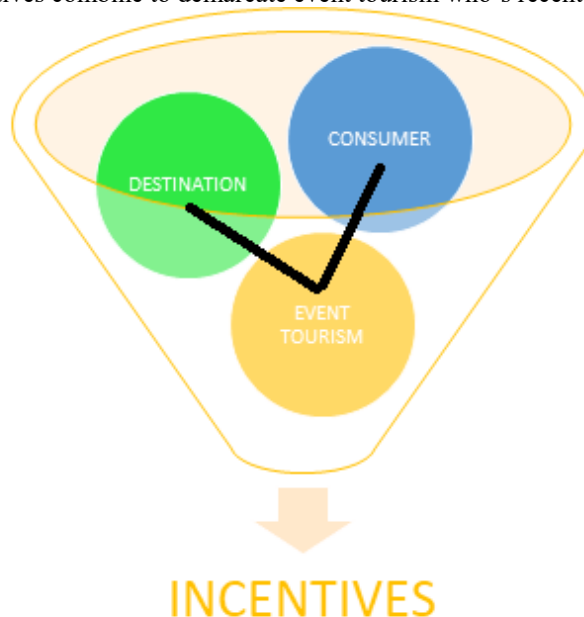
Figure 2: Shows the leisure and tourism connect and combine together to incentive



Source: prepared by Author (2023)

Even while it's possible to classify events as a subset of this leisure/tourist interaction, neither leisure nor tourism studies concentrate on event planning, design, experience, or management. Instead, in tourism and leisure, events are treated as attractions, activities, or parts of a larger tourism/leisure construct, such business trip, pilgrimage, or serious enjoyment. (Getz.,2008)

Figure 3: Shows the perspectives combine to demarcate event tourism who's recent by product is incentive



Source: prepared by Author (2023)

(Refer figure 3) The idea of a trajectory comes from the original meaning of the term "travel career trajectory," which denotes changes over time (Pearce & Lee, 2005).

Other events may undoubtedly be arranged to offer cultural experiences since many event attendees are "culture tourists," or people seeking out cultural encounters. The Travel Industry Association of America and Smithsonian Magazine covered "The Historic/Cultural Traveller" in 2003. According to their research, there is an increasing desire for historical and cultural destinations, with 81 percent of Americans who travelled in the previous year classifying themselves in this category based on their hobbies and interests.

(Refer figure 4) Key stakeholders have looked at both tourism-generating events (like the Olympics) and crisis events (like a widespread pandemic illness) to better understand their positive and negative effects for strategic planning and destination adaption purposes. Crisis events are typically described as incidents that negatively affect destinations, and publications investigating how crises affect travel demand and the overall destination economy have increased significantly over the years (e.g., Goh & Law, 2002; Huang & Min, 2002).

Nature and Purpose of Incentive Travel

Travel is one of the most effective ways to develop cultural sensitivity, and more immersive incentive travel programmes with real-world experiences are among the best ways to promote empathy and understanding.

SITE Global,2013 There are several methods to use travel incentive programs. Distributors, not direct employees, are the ones who receive the travel incentive in some organizations, who utilize it to motivate distributors to sell goods or services. The alternate example is when a business uses an incentive travel programme to reward, recognise, and motivate staff for meeting or exceeding specific company goals and other objectives. Travel incentives most frequently aim to promote teamwork, corporate loyalty, revenue, productivity, customer retention, and talent retention. According to SITE, non-financial bonuses are also two to three times more effective than monetary rewards. The claim is reinforced by survey results that reveal businesses generate an extra \$12.50 in sales and \$3.80 in profits for every dollar spent on travel. Incentive travel is one of the least studied segments of the travel and tourism sector, while being a complex and varied one. You must keep up with new trends and outperform your customers' expectations if you want to stay in business.

Getz,2008 Travel incentives can turn into a beacon for success and recognition, giving people things to aim for on a personal and professional level. The people who earn these trips by their hard work and dedication form a distinctive community. These objectives show the genuine measure of success and even the company's shared experiences that they cocreate. Incentive travelers have a rare opportunity to harness this potential by experiencing the site while minimizing negative effects, which has a big impact on the company and its culture..

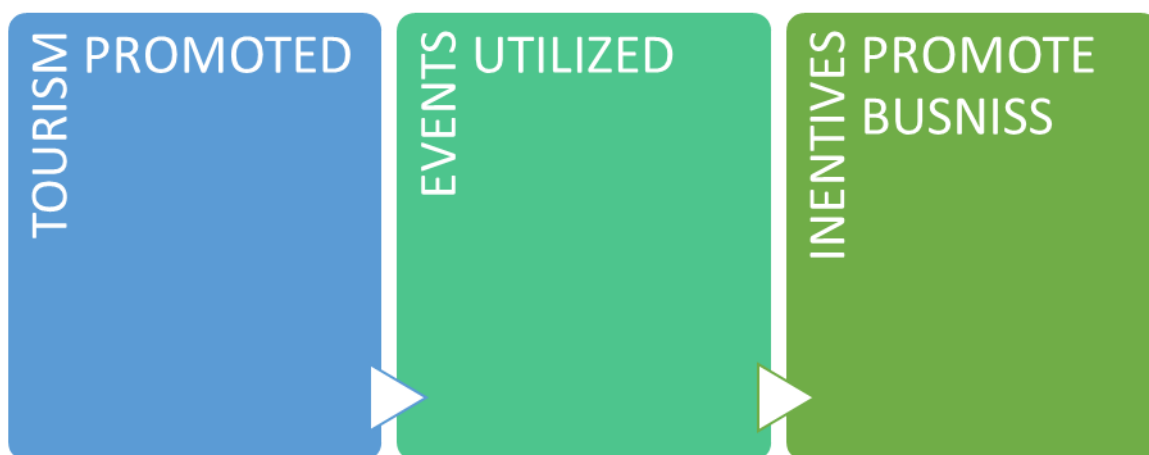
To encourage and recognise participants for reaching higher levels of performance in support of company objectives, incentive travel is a common management strategy. (Lassila, 2002)

Value added proposition of Incentive Travel

A successful business is one that can utilise the skills and qualifications of its staff members. As a result, researchers have put a lot of effort into creating a complete explanation of how to boost employee professionalism, how the administration chooses active employees, and how to connect the institutions' aims with people's personal aspirations to increase performance. It is plausible to infer that successful companies have an active incentive system that is capable of having an impact on worker performance in a way that encourages them to

put in more effort and accomplish the institution's goals. Since incentives have a considerable impact on employee productivity, the idea of incentives sparks a lot of discussion, especially at the beginning of the search for qualified candidates who can effectively meet the institution's goals. The need for employees to be recognised and rewarded for their performance underlies the usefulness of incentives. Without an incentive structure in place that stimulates their internal motivations and then pushes them to work extremely hard, their individual abilities alone will not allow them to operate at a high level of productivity (Locke and Braver, 2008).

Figure 4 Shows the conceptual framework i.e. how tourism got promoted by events which are finally used to a large extent by corporates as incentives



Source: prepared by Author (2023)

CONCLUSION

The literature on incentive travel has undergone historical analysis. Industry studies show that when organizing incentive travel, destinations are the most frequently requested pieces of information. According to the literature analysis, the Indian market has become more diverse, calling for flexible marketing tactics, experience design, and product development. The theoretical foundations, methodological approaches, and fundamental ideas of experience design have been established by recent study since tourism is an experience economy.

Among the 4 segments of MICE, Incentive travel proven by research is a way to boost connections and morale as a reward system. (Fenich,2015). Receiving performance-based rewards may have a number of positive effects on employees and the business, including

increased productivity, happiness at work, and pro-social behaviour (e.g., De Gieter&Hofmans, 2015; Nyberg, Pieper, & Trevor, 2016).

Research studies from the various parts of the globe point out that, travel incentives have a significant positive impact on the economy, connections with both internal and external parties, and innovative thinking on the parts of both programme participants and the companies who create them.

In the existing incentive event literature in hospitality and tourism publications, the incentive travel industry is analysed as an environmental overview of incentive travel (Fenich et al., 2015; Xiang, 2007). Research shows that when employees are motivated to acquire such benefits, incentive travel creates favourable attitudes toward the organization. (Jeffrey, 2014).

The event perspective is fully explained in the study which opens with a typology of what the "planned events" industry involves. "Event studies" in relation to "incentives" are investigated as a new topic. Tourism's Point of View The definition of "event tourism" from a demand and supply perspective is done first, and then its goals are examined. This serves to illustrate the relationship between events and incentive travel. The creation of assessment, planning, and policy for incentive events may benefit from this strategic approach.

In conclusion, only a few travel-related factors have been identified despite the use of various approaches, and they appear to be consistent across studies. The five components include novelty, kinship or connection, escape/relaxation or anomie, self-actualization, learning, and difficulties, as well as status or ego enhancement.

Future studies could further clarify the organizational consequences of incentive travel and its effects on employees (Uysal, Sirgy, Woo, & Kim, 2016). This could look into the "pull" factors that motivate people to travel as well as the aspects of destinations that draw incentive travellers. Understanding sustainability in the incentive destination is an area to be explored (Model & Area, 2023). Adoption of technology in the meeting and incentive travel segment is fast faced (SOOD et al., 2021) is also an emerging research area. The use, innovation, and acceptance of technology have increased at a rate never witnessed in the tourism, hospitality, and events sectors, which were compelled to replace present in-person events with virtual counterparts (STANDAERT et al., 2021).

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