

## **Case Study on the Importance of Sustainability in MICE Tourism**

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### **Abstract**

This paper presents the winning case study within an ERASMUS project on MICE tourism, operated by four European universities in 2025. The theoretical foundation, as well as the case study itself, are based on the premise that all aspects of sustainability need to be incorporated into the event planning. This paper discusses the -often neglected- intergenerational cooperation, as well as the indispensable sourcing of local resources in MICE tourism planning- and management. This paper aims to examine how event management strategies can support destination branding, stakeholder collaboration, and sustainable tourism practices in a regional context. The study applies a qualitative case study methodology based on project planning documentation, stakeholder analysis, and strategic event design. The analysis is particularly focused on integration of environmental, social, and digital sustainability measures throughout the event lifecycle.

The paper presents how such practices can impact the local environment and what impressions they can leave on MICE stakeholders. Key sustainability initiatives include digital-only communication and registration processes, carbon footprint monitoring related to participant transportation, local sourcing of food and beverages, and a zero-waste catering concept implemented in cooperation with a local culinary high school or college. The findings highlight that integrating sustainability principles into event planning can simultaneously enhance destination branding, stakeholder cooperation, and community involvement.

**Keywords:** MICE tourism, sustainability, local resources, intergenerational cooperation, digitalisation, stakeholder impact

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