

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** MICE Tourism (MTTMD-402)

**Semester:** 4<sup>th</sup>

**Objective:** To accustom learners to the inevitable sub-sector of business tourism, which claims to be the highest revenue generator form of tourism in the modern arena.

<b>Block-1</b> <b>MICE and Major Stakeholders</b>	
<b>Unit-1</b>	Concept of MICE, Types of Meetings, Incentive Tours, Conferences and Events; Emergence of MICE Business in India and World
<b>Unit-2</b>	Socio-Economic Importance of MICE Business in India and Competitiveness of India in MICE Business
<b>Unit-3</b>	Bidding for Events and Scheduling for Events, Role of the Event in Tourism Promotion
<b>Unit-4</b>	Major Stakeholders (Public and Private Sectors: Hotels, Airlines, Transport Companies, Travel Agencies, etc.) in MICE Business and their contribution
<b>Block-2</b> <b>Meeting Process</b>	
<b>Unit-5</b>	Arrangement and Facilitation of Meetings: Venue, Timing, Equipment and other arrangements during Meetings
<b>Unit-6</b>	Arrangement for Participants in Meetings: Accommodation and Catering, Pre and Post Tours etc.
<b>Unit-7</b>	MICE Market in India: Internal and External
<b>Unit-8</b>	Incentive Tours Business and its Management
<b>Block-3</b> <b>Management of Conferences</b>	
<b>Unit-9</b>	Process of Planning and Organizing Events
<b>Unit-10</b>	Organising International Conferences in India, Legal Formalities,
<b>Unit-11</b>	Managing Sports Events

<b>Unit-12</b>	ICCA International Congress & Convention Association, UIA Union Association Internationale in French-speaking regions, ICPB, (Indian Convention Promotion Bureau in India), AACVB (Asian Association of Convention and Visitor Bureau)- Development and role
<b>Block-4</b> <b>Case Studies in MICE</b>	
<b>Unit-13</b>	Major Types of Events: Cultural Events, Festivals, Sports Events and Theme Events
<b>Unit-14</b>	Case Study of VIRASAT (Cultural Festival of Uttarakhand), Case Study of Yoga Festival of Rishikesh,
<b>Unit-15</b>	Case Study of Trade Fair Authority of India and its Activities. Comparative case studies of Suntec Park in Singapore and New Delhi
<b>Unit-16</b>	The role of marketing for event organisation, Tools for marketing and promotion and Marketing Process

#### **Suggested Readings:**

- Tyberek, M. (2018). MICE Tourism Management: A Comprehensive Guide. Springer.
- O'Connor, P. (2014). *The Routledge Handbook of Events*. Routledge.
- Watt, D.C.. Event Management in Leisure and Tourism. Pearson, UK.
- Blatt, J.G.. Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York.