

BTTMN-606

Course Name: Business Tourism

Programme Name and Code: Bachelor of Tourism and Travel and Management (BTTM-23)

Year / Semester: 3rd Year/6th Semester

Objective: To accustom learners with the inevitable sub-sector of Business tourism, claiming to be the highest revenue generator form of tourism in the modern arena.

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

Block-3 Management of Conferences	
Unit-9	Process of Planning and Organizing Events
Unit-10	Organizing International Conferences in India, Legal Formalities,
Unit-11	Managing Sports Events
Unit-12	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
Block-4 Case Studies in MICE	
Unit-13	Major Types of Events: Cultural Events, Festivals, Sports Events and Theme Events
Unit-14	Case Study of VIRASAT (Cultural Festival of Uttarakhand), Case Study of Yoga Festival of Rishikesh,
Unit-15	Case Study of Trade Fair Authority of India and its Activities. Comparative case studies of Suntec Park in Singapore and New Delhi
Unit-16	The role of marketing for event organization, Tools for marketing and promotion and Marketing Process