

## **BTTMN-606**

**Course Name:** Business Tourism

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

**Year / Semester:** 3<sup>rd</sup> Year / 6<sup>th</sup> 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.

<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

**Block-3**  
**Management of Conferences**

<b>Unit-9</b>	Process of Planning and Organizing Events
<b>Unit-10</b>	Organizing 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

**Block-4**  
**Case Studies in MICE**

<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 organization, Tools for marketing and promotion and Marketing Process