

**BTTM-603**

MICE Tourism

**Programme:** Bachelor in Tourism and Travel and Management (BTTM 16)**Year / Semester:** 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 modern arena.

<b>Block 1 MICE and Major Stakeholders</b>	
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 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
<b>Block 2 Meeting Process</b>	
Unit 5	Arrangement and Facilitation of Meetings: Venue, Timing, Equipment's 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
<b>Block 3 Management of Conferences</b>	
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's 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, The Marketing Process