

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

**Course Name and Code:** MICE Tourism (MTTM-17B)

**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><br><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><br><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><br><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                                                                                                                                |

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|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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><br><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.