

MATB 605T: M.I.C.E. TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite:

Assignments: 20 Marks

Semester Exam: 80 Marks

THEMES AND TOPICS

Unit I :

Conceptual foundations of events; Major characteristics; Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.

Unit II :

Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.

Unit III :

Events venues: concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Unit IV :

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

Unit V :

Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Human resource requirements.

Unit VI :

Case studies: Tourism festivals : Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals, Destination wedding (Any two) **Trade Fairs :** World Travel Mart, ITB, TTW, PTM (any one)

Reference Books/ Research reports / article / Study material :

1. G. Fenich, Meetings, Expositions, Events and Conventions: An Introduction to the Industry
2. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
3. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
4. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
5. T Rogers, Conferences and Conventions: Global Industry (3rd edition)
6. Getz D, Event Management and Event Tourism
7. c A Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series)
8. P Robinson, Event Management, CABI Publication
9. Nicole Ferdinand, Events Management: an international approach
10. R Ragde, Tourism Promotion: A case study of Ellora Festival

Online Reference Link:

1. www.tourism.gov.in
2. www.incredibleindia.org
3. www.icpb.org/