

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2021 BATCH AND THEREAFTER**

Programme: B.A. / B. Com TM

Semester: VI

TOURISM AND TRAVEL MANAGEMENT

Paper: MICE TOURISM & EVENT MANAGEMENT

Course Code:

No. of Hours: 60

COURSE OBJECTIVES:

- To enrich the knowledge regarding phenomena of MICE tourism and its characteristics
- To Understand the role and purpose of events and special events

LEARNING OUTCOME

- Students get an insight into phenomena of MICE tourism and its characteristics
- Students learn to Understand the techniques and strategies required to plan successful special events
- Students acquire the knowledge and competencies required to promote, implement, and conduct special events
- Students also gain an opportunity to comprehend the process of successful event management

UNIT – I INTRODUCTION TO MICE TOURISM & EVENT BUSINESS 15 HRS

Mice Tourism Concept - Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

Types of Events - Size of Events - Five Cs of Event Management – Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems.

UNIT – II PLANNING AND SCHEDULING MICE TOURISM EVENTS 10 HRS

Managing Events - Corporate Events - Trade Shows and Exhibitions - Pre-, During and Post-event planning in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies - Ethical Behavioural Practices in MICE industry.

UNIT – III PROCESS OF EVENT MANAGEMENT 15 HRS

Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology - Event Logistics: Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating with Vendors and Service Contractors. Security aspects – Risk –Disaster- Crowd Management - Security, Transport, Parking, Special Needs and Disabled Requirements.

UNIT – IV LEGAL ASPECTS OF EVENTS

10 HRS

Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) – Live Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification.

UNIT – V EVENT MARKETING

10 HRS

Understanding of event market – Concept of markers in event- segmentations- positioning, Concept of pricing in event- risk rating – setting pricing objectives in tune with marketing and business strategies- Checklist of pricing of events. Concept of promotion in events- Networking components.

SKILL DEVELOPMENT

- Event Portfolio making,
- Report based on Participation in any event that is organized on-campus and off-campus

REFERENCES

Kindle Edition. Editorial Data Group USA (2018). “Exhibition & Conference Organizers United States: Market Sales in the United States”

Fenich, G. G. (2014). *Production and Logistics in Meeting, Expositions, Events and Conventions*. Pearson Higher Ed.

Hoyle, L.H., (2013). *Event Marketing. India: Wiley India Pvt Ltd.*

Johnson, N. (2014). *Event Planning Tips: The Straight Scoop on How to Run a Successful Event* MCJ Publishing. Kindle Edition.

Mittal, S. (2017). *Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series*. Alex Genadinik Publication. Kindle Edition.

Sherlock, J., & Connor, N. O. (2015). Research into the Impact of Technology in the Events Industry. *The International Hospitality and Tourism Student Journal*, 7(1), 88-102.

Shone, A., & Parry, B. (2019). *Successful event management: a practical handbook*. Cengage learning.

Wagen, L.V.D & Carlos, B.R. (2008). *Event Management*. Delhi: Dorling Kindersley Pvt. Ltd