

COURSE NO: THMO-128

TITLE: EVENT MANAGEMENT IN TOURISM

TOTAL CONTACT HOURS:

(60 HOURS)

Objectives of the course : The purpose of this course is to acquire an in-depth knowledge about the specialized field of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Module 1 : 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.
(12 Hours)

Module 2 : 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. (12 Hours)

Module 3 : 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. (12 Hours)

Module 4: 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. (12 Hours)

Module 5: 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.

Module 6 : Case studies: Tourism festivals : Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals (Any two) Trade Fairs : World Travel Mart, ITB, TTW, PTM (any one) , Local Festivals (Carnival, Sao Joao etc) and local events(IFFI)
(12 Hours)

Recommended Reading List:

1. Coleman, Lee & Frankle (1991): *Powerhouse Conferences, Educational Institute of AH & MA.*
2. Hoyle, Dorf & Jones (1995): *Meetings conventions & Group business.* Educational institute of AH & MA.
3. Montgomery, R.J. (1994): VNR, New York.

