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: