

BHM- Semester VII Semester VII
theory

EVENT MANAGEMENT

Unit-1	Nature, scope, significance and components of event tourism, relationship between business and leisure tourism, Responsibility of event planners, identifying suitable venue, layout.
Unit-2	Meaning and functions of MICE tourism – meeting, incentive, conference and exposition, need for mice growth of incentive travel and incentive program, motivation for incentive travel, profile of business & corporate travelers.
Unit-3	Infrastructure for mice tourism, players in the event industry, convention centres Transportation, accommodation, logistics catering, human resources, civic amenities and other supporting services.
Unit-4	Socio-economic signification of event tourism, economic, social and culture and environments impact of mice tourism, issues and challenges.
Unit-5	Site Management, Selection, Planning and Development, Infrastructure management, Management of logistics, Crowd Management, Attendee care and comfort, Control, Participants, Management, Risk Preparedness