UNIT - I
Introduction to MICE, components of MICE, evaluation of Meetings, Convention and Expositions.

UNIT - II
The nature of conference markets, the demand for conference facilities, role of travel agencies in the management of conferences.

UNIT - III
Meeting planner / Convention manager, organizing and planning events, major attributes of meeting planners, types of meeting planners.

UNIT - IV
Advancement of science and technology and conference business, trade shows and exhibitions, principle purposes, types of shows.

UNIT - V
The economic and social significance of conventions. The impact of conventions on local and national communities, emerging dimensions of convention business in India ICPB.

Suggested Readings:

1. Albert and Zamke (1985) Service America! Warner
UNIT - I
Growth and development of air transport industry and freight industry. Relevance and importance of air cargo industry. Aviation industry regulations and policies, Warsaw convention roles and functions of DGCA, IATA, and IACO.

UNIT - II
World Geography, 3 letter IATA recognized codes, transportation time calculations, calculation of flight timings.

UNIT - III
OAG Air cargo guide, TACT rates & rules, Air crafty cargo configuration, capacity familiarization, limitations of weight and special loads.

UNIT - IV

UNIT - V

Suggested Readings:
1. The Air cargo Tariff rates & Rule Book
2. Live Animals Regulations Guide
3. DGR Manual
4. EXIM
MODULE NO.: 603
TOUR PACKAGE DESIGN AND ITINERARY COSTING

UNIT - I

UNIT - II
Communication-reservation and cancellation, Credit cards, importance, significance and future.

UNIT - III
Concept marketing & selling, Designing a Tour Brochure and Presentation Skills, Planning for a tour package, Components of a tour package, Linkages of tour operation business with principal suppliers and other agencies.

UNIT - IV

UNIT - V
Steps in Tour package designing – Destination Survey, properly survey, seasonal consideration, confidential tar arrangements, payment procedures, Ground handling etc. Limitations of a package tour, Factors in tour package designing.

Suggested Readings:
1. Sales & Marketing: D. L. Foster
2. Group Travel Operating Procedure: Susan Websters
3. Travel & Tourism, Jagmohan Negi
MODULE NO.: 604
DESTINATION STUDIES

UNIT - I
The Role of Destinations & attraction in Tourism, Destinations as product Elements of tourist Destination.

UNIT - II
Influence of tourist flows and pattern of tourist destination.

UNIT - III
Important of destination life cycle & its application in destination planning.

UNIT - IV
Nature base Destination in India: Hill Resorts, Beach Resorts, Ecotourism Destinations, Wildlife Sanctuaries

UNIT - V
Important tourist Destinations of North India, South India, Eastern India & Western India.

Suggested Readings:
1. International Tourism: A.K. Bhatia
2. Travel & Tourism: Jagmohan Negi
3. Marketing Tourism Places: Gregory Ashworth & Brain Goodall
4. Tourist India: Ratandeep Singh
MODULE NO.: 605
ADVENTURE TOURISM

UNIT I - The Concept, the Motivation & the precautions.

UNIT II - Tourism in India: Promises & challenges.

UNIT III - Some adventure sports: typology, facilities, and opportunities in India.


UNIT V - Efforts and Policy framework for development of adventure sports in India. Standard itineraries for adventure tourism in India.

Suggested Readings:
1. Lonely Planet

MODULE NO.: 606
Project & Viva-voce

Viva-voce will be conducted on the basis of all the theory papers of semester VIIth and Tour Report.

NOTE:
1. Tourism educational tour during II nd, IV th, VI th, semester is compulsory.
2. After II nd semester Summer Training is also compulsory.