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, organising 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, principal 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 [CPB].

Suggested Readings:
MODULE NO.: 602
AIR CARGO

UNIT - I
Growth and development of air transport industry and freight industry. Relevance and importance of 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 cargo configuration, capacity familiarization, limitations on 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

Max Marks: 50
External: 40
Internal: 10

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
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 Ashwarth & Brain Goodall
4. Tourist India : Ratandeep Singh
MODULE NO.: 605

ADVENTURE TOURISM

UNIT I
Adventure tourism - the Concept, the Motivation & the precautions

UNIT II
Adventure Tourism in India: Promises & challenges.

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

UNIT IV
Water based adventure sports in India. Study of Major destinations. Case study of NIWS, Goa surface based adventure sports in India: present, and future.

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

Max Marks : 50
External : 40
Internal : 10

Viva-voce will be conducted on the basis of all the theory papers of semester VIth 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.