



## BUSINESS TOURISM (MICE)

<b>Credit Points</b>	3 CP
<b>Study course annotation</b>	The course is aimed at students specialising in applied tourism. As part of this course, students learn about the MICE, the types of activities covered by this type of tourism, the difficulties encountered in this type of activity.
<b>Aim of the study course</b>	Providing students with knowledge, skills and skills at work related to the organization of applied events, conferences, and working in exhibitions.
<b>Tasks of the study course</b>	<ul style="list-style-type: none"> <li>- to provide knowledge of the main principles of management and organisation in applied tourism.</li> <li>- to analyse the management system with examples in the organisation of conferences.</li> <li>- to understand which elements and components provide high-quality conferencing</li> <li>- to provide the delivery service so that customers are satisfied.</li> </ul>
<b>Study course results</b>	<b>Study results</b>
	<b>Knowledge</b>
	<ul style="list-style-type: none"> <li>- the special features of organizing business events.</li> <li>- budgeting big business measures.</li> <li>- the specificity of work in stressful situations.</li> </ul>
	<b>Abilities</b>
	<ul style="list-style-type: none"> <li>- ability to apply theoretical and practical knowledge and skills to the effective management of the enterprise and its units.</li> <li>- ability to apply theoretical and practical knowledge in the organisation of applied events and in the efficient management of enterprise structure departments within the framework of large projects.</li> <li>- ability to organise a rational operation in accordance with the stated objectives, economic environment and labour market situation.</li> <li>- ability to lead a national and internationalist - multicultural collective of employees, (team).</li> </ul>
	<b>Competences</b>
	<ul style="list-style-type: none"> <li>- organise and manage the work of the staff.</li> <li>- skill in dealing with conflict situations.</li> <li>- work for the team, delegate and coordinate the performance of duties.</li> <li>- analyze, evaluate, and plan the company's finances by organizing a business event.</li> </ul>
<b>Study course plan:</b>	
<b>No.</b>	<b>Topics</b>
1.	Introduction to the management of the MICE tourism, different types and forms of events, their use to achieve specific objectives of the organiser.
2.	Decision-making, financial and project management in the organisation of conferences, trade fairs and seminars, etc.;
3.	Organisation of events as a cycle (planning, running, post-event cycle)
4.	Micro Tourism components: M- Meetings, I- Incentives, C- Conferences and E - Exhibitions
<b>Form of final examination:</b>	Exam



**Mandatory literature of the study course:**

1. Rogers T. Conferences and Conventions: A Global Industry, Butterworth- Heinemann, 2003.
2. Rob Davidson, Beulah Cope. Business Travel. Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel. Pearson Edition, 2002.
3. Robert R. Nelson. Developing a Successful Infrastructure for Conventions and Event Tourism. Publisher: Haworth Pr Inc. 2008.

**Study course supplementary literature:**

1. Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, 2000 John Wiley&Sons
2. Davidson R., Cope B., Ballard R.D. Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality, and Corporate Travel. 2002.
3. Rhonda J. Montgomery, Sandra K. Strick. Meetings, Conventions, and Expositions: An Introduction to the Industry. 1994 John Wiley&Sons
4. R Raj. Event Management and Sustainability. Leeds Metropolitan University, UK; J Musgrave, Leeds Metropolitan University, UK. 2009.
5. Пасмуров А. Как эффективно подготовить и провести конференцию, семинар, выставку. - СПб.: Питер, 2006.
6. Аллен Дж. Ночной гольф на Барбадосе. - Днепропетровск: «Баланс Бизнес Букс», 2006.
7. Добробабенко Е., Добробабенко Н. Выставка «под ключ». - СПб.: Питер, 2007.
8. Иларионова Т.С. Информационное обеспечение конгресса, форума, съезда. - М.: РАГС, 2000.

**Periodicals and other sources of information:**

- Journal of Convention & Event Tourism
- Journal of Sustainable Tourism
- Journal of Teaching in Travel & Tourism
- Žurnālu angļu valodā no datu bāzes EBSCO saraksts <http://search.ebscohost.com>
- un datu bāze SCOPUS <http://www.scopus.com>

During the study process changes and additions to the program and the list of references are possible