

COURSE TITLE	MICE Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Elective	
Year of study	Year 2 (semester 3)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	30 (15L + 0P + 15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To familiarise students with the terminology of MICE tourism. • To explain the importance of MICE tourism for the development of tourism destinations and the hospitality-tourism sector. • To propose creative techniques for designing MICE tourism programmes.		
<i>Course enrolment requirements</i>		
None		
<i>Expected learning outcomes</i>		
LO1: Identify and compare different forms of MICE tourism. LO2: Argue the importance of MICE tourism for destination development and assess the potential to attract meetings, incentive travel, conventions, and exhibitions to specific tourism destinations. LO3: Analyse the historical development of MICE tourism and its position and role in the tourism market. LO4: Design programmes for specific MICE tourism forms and justify the proposed programmes.		
<i>Course content</i>		
Definition of MICE tourism. Historical development, market positioning, and development trends. Connection between MICE tourism and the hospitality-tourism sector. The importance of MICE tourism for destination development. Components of MICE tourism: • Meetings (business meetings, seminars, training sessions) • Incentives (incentive travel) • Conventions (conferences, congresses, symposiums) • Exhibitions (fairs, exhibitions, shows) Impact of MICE tourism on the hospitality sector, transportation, trade, public facilities, and infrastructure. MICE tourism market segments. Planning in MICE tourism. Venue selection. Event financing and budgeting – sponsorships and funding. Event programming and management. Crisis management in MICE tourism. Marketing activities. Final evaluation and reporting.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		