

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	MICE Tourism				
Course code (LAIS):	VadZ3025				
Study programme:	Tourism Organization and Management				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	32	48
Course Author/ Tutor:	Galina Bukovska				
	e-mail: galina.bukovska@btgroup.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	3 rd year, 6 th semester				
Language:	English				
Prerequisites for the Course:	Basics of Tourism, Research Methodology				
Course Summary:	Practical MICE tourism course “Dream more than others. Think practical”				
	<p>The aim of the course is to provide students with knowledge and effective instruments for project management in the area of conference, convention and other type of event organization. After the course students will be able to create their personalized working scripts for event organization. During the education process students will be provided by practical case studies and will have opportunity to simulate real situation.</p>				
	<p>The objectives of the course are to provide students with practical knowledge and working instruments on the following topics:</p> <ul style="list-style-type: none"> - to define aim and tasks of the event, brief preparation; - offer creation: presentation, budget, timeline; - offer presentation and selling to potential client; - team work organization and planning; - selection of suppliers, documentation; - additional staff: how to recruit and coordinate work with freelancers, artists, hostess etc.; - how to work with venues, catering, technical equipment, administrative and security staff and others; - project realization chart: how to create and why it is needed; - what happens after the event is realized: reports and feedbacks. <p>The course is provided in cooperation with the industry professionals from the Baltic Travel Group and the Latvian Convention Bureau.</p>				
Assessment:	<p>Final examination in the end of the course as well as 5 practical assignments according to the course schedule should be passed:</p> <ol style="list-style-type: none"> 1) Types of events & event organizers; 2) Event offer preparation; 3) Event scenario and security plan; 4) Event feedback; 				

	5) GDPR policy.	
Requirements for Credits:	Students should complete all practical works. The grade for each of the practical assignments should be at least 4. The grade for the final examination should be at least 4.	
Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>	
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria
	Knowledge	
	Understanding types of the events: <ul style="list-style-type: none"> - Definition of event: target audience, aims, tasks, types and forms of events - Inside and outside events - Corporate events and their types - Business events — shareholders meetings, congresses, conferences, partner events, awards etc. - PR – events (press conferences etc.) - Team buildings — games, trainings etc. - Charity and family events - Other 	<p>Practical assignment work No.1 (individual assignment) – students should evaluate several event samples and define event type and which type of organization they would use for offered event organization.</p> <p>Evaluation criteria: the grade is proportional to the number of correct answers.</p>
	Understanding types of the event management organizations: <ul style="list-style-type: none"> - DMC - PCO - Event agency - Other 	Practical assignment work (see description above)
	Understanding the event–manager competences	Practical assignment work (see description above)
	Skills	
	Brief preparation: <ul style="list-style-type: none"> - Corporate event targets; - Corporate values and corporate event concepts; - Brief preparation – What, Where, When. 	<p>Practical work (group assignment)</p> <p>Evaluation criteria: pass / not pass. Every student should complete the task to pass the course.</p>
	Event offer preparation: creativity & presentation	<p>Practical assignment work No.2 (group assignment) – students should prepare offer and budget and present it in groups with aim to receive confirmation of offer.</p> <p>The following criteria will be evaluated: (1) how well the needs and</p>

		wants of the customer are met with the offer; (2) what is the level of creativity of the offer and its presentation (the extent of usual / unusual product and presentation components used); (3) the accuracy of the budget; (4) the accuracy of the event timeline. Each criterion will equally contribute to the grade for the assignment.
	Event budget planning	Practical assignment work (see description above)
	Event timeline planning	Practical assignment work (see description above)
Competency		
	Event organization and planning – holistic and systematic approach to the management: team establishment and management, agreements, communication & coordination, choices, scenarios, financial control, security.	Practical assignment work No.3 (group assignment) – students should prepare event scenario and security plan. The following criteria will be evaluated: (1) accuracy & creativity of the event scenario; (2) accuracy & details of the security plan. Both criteria will equally contribute to the grade for the assignment.
	Event evaluation – preparation of reports, analysis of feedbacks	Practical assignment work No.4 (group assignment) – students should prepare feedback questionnaires, make the pole and analyse the results of the feedback. The following criteria will be evaluated: (1) accuracy & details of the questionnaire; (2) accuracy of the analysis & conclusions. Both criteria will equally contribute to the grade for the assignment.
	GDPR (General Data Protection Regulation) Policy	Practical assignment work No.5 (individual assignment) – analysing web pages of DMCs in Latvia, Lithuania, Estonia for GDPR policy. Evaluation criteria: pass / not pass. Every student should complete the task to pass the course.
Course Compulsory literature:	1) ICCA (2019). ICCA Meetings Resource Publications. Available: https://www.iccaworld.org/benefits/benefits-for-associations.cfm	
Course additional literature:	2) UNWTO (2015). <i>Decision-Making Process of Meetings, Congresses, Conventions and Incentives Organizers</i> . Madrid: UNWTO 3) Milic, M. (2010). The history and development of meetings. Available: https://www.seebtm.com/en/the-history-and-development-of-meetings-industry/ 4) Micers by Meet Barcelo (2019). Available: http://micers.com 5) The Government of the Hong Kong Special Administrative Region	

(2016). Meetings, Conventions, Incentives and Exhibitions. Available: https://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/references-and-resources/tourism/MICE_English_2016.pdf

- 6) Terminology Sources:
<http://www.mpjapan.com/src/sc1535/MICE20Terminology.pdf>
<https://www.eventplannerspain.com/en/glosario>
<http://www.micfinder.com/mice-glossary.html>
<http://www.termcoord.eu/wp-content/uploads/2016/07/meeting-industry-terminology.pdf>
- 7) ICCA (2017). Statistics Report. Available: <https://www.iccaworld.org/knowledge/benefit.cfm?benefitid=4036>
- 8) Prague Convention Bureau (2014). Wow Prague Inspires Annual Report. Available: <https://www.pragueconvention.cz/file/1423/pcb-annual-report-2014-en.pdf>
- 9) Van der Steina A., Medne I., Gubins S. (2016). Tūrisma konkurētspējas ziņojums. Rīga: Domnīca Certus
- 10) Estonian Convention Bureau (2019). Ambassador Programme. Available: <http://www.ecb.ee/en/about-us/ambassador-programme/>
- 11) ICCA (2019). Ambassador Programme Publications. Available: <https://www.iccaworld.org/knowledge/benefit.cfm?benefitid=3716>
- 12) Pawlicz, A., Sidorkiewicz, M. (2016). Warsaw Meetings Industry Report. Available: http://wot.waw.pl/wp-content/uploads/2017/04/raport_WCB_2016_web2.pdf
- 13) American Express Global Business Travel (2019). Global Meetings and Events Forecast. Available:
<https://www.amexglobalbusinesstravel.com/ca/meetings-events/meetings-forecast/> (2019)
<https://www.amexglobalbusinesstravel.com/the-atlas/2018-global-meetings-events-forecast/> (2018)
<https://www.amexglobalbusinesstravel.com/the-atlas/2017-global-meetings-events-forecast/> (2017)
- 14) Heywood, T.S. (2002). Convention Myths and Markets: A Critical Review of Convention Centre Feasibility Studies. Available: <http://journals.sagepub.com/doi/pdf/10.1177/08942402016003001>
- 15) Weber, K., Ladkin, A. (2005). Trends Affecting the Convention Industry in the 21st Century. Journal of Convention & Event Tourism, Volume 6, Issue 4, pp. 47-63
- 16) Oates, G. (2017). 3 Trends That Will Disrupt the Meetings and Events Industry in 2017. Available: <https://skift.com/2017/01/04/3-trends-that-will-disrupt-the-meetings-and-events-industry-in-2017/>
- 17) Skift (2017). The State of Conferences and Events 2017. Available: <https://research.skift.com/reports/state-conferences-events-2017/>
- 18) Green, C. (2016). How to Build an Army of Conference Ambassadors, Trends & Event Ideas. Available: <http://www.eventmanagerblog.com/>
- 19) Glasgow Convention Bureau (2019). Conference Ambassadors. Available: <https://glasgowconventionbureau.com/conference-ambassadors/>
- 20) Hofmeister, J. (2016). How Local Ambassadors Can Impact International Meetings. Available: <http://www.bestcities.net/how-local-ambassadors-can-impact-international-meetings/>
- 21) Reykjavik Convention Bureau (2019). Meet in Reykjavik Ambassador Club. Available: <http://www.meetinreykjavik.is/ourservices/ambassadorprogram>
- 22) Convention Edinburgh (2019). Ambassador Programme. Available: <http://www.conventionedinburgh.com/ambassador-programme/>
- 23) Davidson, R. (2003). Adding Pleasure to Business. Journal of Convention & Exhibition Management, Volume 5, Issue 1, pp. 29-39
- 24) NBTC Holland Marketing (2015). Business Meetings in Holland. An analysis of the impact of the industry. Available: <https://www.nbtc.nl/en/home/article/economic-impact-business->

	<p>meetings.htm</p> <p>25) Finland Convention Bureau (2019). Available: http://www.visitfinland.com/fcb/</p> <p>26) World Economic Forum (2015/2017). The Travel & Tourism Competitiveness Report. Available: https://www.weforum.org/reports/travel-and-tourism-competitiveness-report-2015 (2015) https://www.weforum.org/reports/the-travel-tourism-competitiveness-report-2017 (2017)</p> <p>27) UNWTO (2019). Annual Reports. Available: http://www2.unwto.org/annual-reports</p> <p>28) Sanders, K.C. (2019). A Brief History of Event Planning & Coordinating (And Why It's So Important). Available: https://www.socialtables.com/blog/event-planning/history-coordinating/</p> <p>29) MICE Industry Videos: <i>The MICE Industry</i> https://www.youtube.com/watch?v=t8mNZps07do <i>MICE Tourism - Meetings Industry</i> https://www.youtube.com/watch?v=J-gF-psvROA <i>Day in the Life: Events Manager – Roger Hooker</i> https://www.youtube.com/watch?v=oUjCwvRmU2s <i>Life of the event manager</i> https://www.youtube.com/watch?v=5HzMbSGg6VA <i>Plan event sample</i> https://www.youtube.com/watch?v=pJXb8dPLMVI</p> <p>30) Communication Games: https://www.youtube.com/watch?v=8yGhNwDMT-g https://www.youtube.com/watch?v=yzUX8QYKmPc https://www.youtube.com/watch?v=5B38fn4AydU&index=24&list=PLKTUgU0nJEBzOhAjRlUbQMmSyh0g5okSv</p> <p>31) Паблик Проб Санкт-Петербург (2009). М.І.С.Е. Индустрия деловых встреч, учебное пособие. Baltic MICE Tourism Training Centre Joint European Project 2007-2009</p> <p>32) Паблик Проб Санкт-Петербург (2009). ИДВ/МІСЕ: Опытное проектирование</p> <p>33) UNWTO (2016). Cities: Local Culture for Global Travellers. Available: https://www.e-unwto.org/doi/abs/10.18111/9789284418787.2</p> <p>34) UNWTO (2018). European Union Tourism Trends. Available: https://www.e-unwto.org/doi/book/10.18111/9789284419470</p> <p>35) Katsitadze, N. & Natsvlishvili, I. (2017). Development Opportunities of MICE Tourism in Developing Countries: Case of Georgia. Available: https://www.researchgate.net/publication/316600594_Development_Opportunities_of_MICE_Tourism_in_Developing_Countries_Case_of_Georgia</p> <p>36) Thailand Exhibition & Convention Bureau (2018). Introduction to MICE Industry. Available: http://www.citu.tu.ac.th/public/upload/Education/BSI/120528_Teaching%20Material_EN_V01_NT.pdf</p> <p>37) Jenkins, N. (2006). A Project Management Primer or “a guide to making projects work (v2.0)”. Available: http://www.exinfm.com/training/pdffiles/projectPrimer.pdf</p> <p>38) UNWTO (2017). Tourism and the Sustainable Development Goals – Journey to 2030. Available: https://www.e-unwto.org/doi/pdf/10.18111/9789284419401</p>
<p>Course confirmation date:</p>	
<p>Date of course description update:</p>	

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Definitions – types of the events, types of the event management organizations, event–manager competences	5	7	Lecture & discussion. Practical assignment work (individual) – types of events & event organizers (sample analysis)
	Brief – what is it and how to prepare a good brief. Corporate event targets, corporate values and corporate event concepts. Brief preparation – What, Where, When.	5	7	Lecture & discussion; Case study – brief sample.
	How to create offer and sell it to the client: budget, timeline, presentation What is offer. Creative approach to offer, brainstorm. Creative scenario and technical plan. Presentation – what should be inside.	5	7	Lecture & discussion. Case study – offer sample in ppt. Case study – budget sample in excel. Case study - timeline sample in excel. Practical assignment work (in groups) – event offer preparation & presentation.
	Event organization and planning: how to establish “dream team”, suppliers recruitment, documentation <ul style="list-style-type: none"> - How to establish project team. - Agreements with suppliers. Complex services, specialized services. - Who are freelancers? Agreements with freelancers. - Technical support. - Artists – how to work with them. Direct communication. - What does catering mean? - Decorations. - Cleaning. - How to choose right venue? - Event scenario. - Transport and logistics. - Financial control. - Others: security, emergency, protocol, unusual solutions. 	5	7	Lecture & discussion. Case study – samples of agreements, event scenarios, logistic plan. Practical assignment work (in groups) – event scenario and security plan.
	Reports and feedbacks: <ul style="list-style-type: none"> - types of the reports - feedback questionnaires 	5	7	Lecture & discussion. Case study – samples of reports and feedback questionnaires. Practical assignment work (in groups) – event feedback.
	GDPR (General Data Protection Regulation) Policy	5	7	Lecture & discussion. Case study – GDPR



				policy sample. Practical assignment work (individual) – analysing web pages of DMCs for GDPR policy.
	Final examination	2	6	
	Hours total:	32	48	