



Basic description		
Course coordinator	Daniela Gračan, Ph.D., Full Professor	
Course title	MICE Tourism	
Study programme	Tourism Management	
Course status	compulsory	
Year	1 st	
ECTS credits and teaching	ECTS student 's workload coefficient	6 ECTS
	Number of hours (L+E+S)	60 (30+0+30)

COURSE DESCRIPTION		
1. <i>Course objectives</i>		
Objective of the course is to show individual specific forms of MICE tourism based on theoretical achievements of scientific analysis and current practice.		
2. <i>Course enrolment requirements</i>		
No requirements		
3. <i>Expected course learning outcomes</i>		
After certain period of studying, the students will be able to do the following: Properly explain and interpret the fundamental notions regarding the MICE forms of tourism; Explain, differentiate and interpret various forms of MICE tourism; and Prepare, visualise and apply the appropriate specific form of MICE tourism for a specific business destination.		
4. <i>Course content</i>		
MICE tourism - Classification and features. Participants in MICE tourism. Business meetings (features, supply and demand side in the business tourism, intermediaries in the business meetings, trends). Business fairs (supply and demand side in the business fairs, intermediaries in the business fairs, trends). Corporate hospitality (supply and demand side in the corporate hospitality, intermediaries in the corporate hospitality, trends). Sustainable development of the business tourism in the destination. Republic of Croatia as a MICE destination (Convention Bureau, business fairs in the Republic of Croatia, intermediaries in the business tourism, statistics of the business tourism in the Republic of Croatia).		
5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other <hr/> <hr/>
6. <i>Comments</i>	-	
7. <i>Student's obligations</i>		
Active participation in lectures, follow up of topical literature, preparation of a presentation on a given topic, analysis of preconditions and possibilities for the development of MICE forms of tourism. Attendance on the colloquium and final exams.		



8. *Evaluation¹ of student's work*

Course attendance	2,4	Activity/Participation	0,2	Seminar paper	0,4	Experimental work	
Written exam	1,1	Oral exam		Essay	0,2	Research	
Project		Sustained knowledge check	1,7	Report		Practice	
Portfolio							

9. *Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

10. *Assigned reading (at the time of the submission of study programme proposal)*

1. Franić, A.: Međunarodni kongresni turizam: obilježja, značenje, gospodarski učinci, Privredna komora za Dalmaciju, Dubrovnik, 1977.
2. Gnjato, V.: Sastanci - interesno komuniciranje, Alinea, Zagreb, 2003.

11. *Optional / additional reading (at the time of proposing study programme)*

1. Van Der Wagen, L Carlos, R., B.: *Event Management Upravljanje događajima*, Mate, Zagreb, 2008.
2. Davidson, R., Cope, B.: *Business Travel: conferences, incentive travel, exhibitions, corporate hospitality and hospitality travel*, Prentice Hall, Harlow, 2002.
3. Davidson, R. Rogers, T.: *Marketing Destinations and Venues for Conferences, Conventions and Business Events*, Elsevier BH, Oxford, 2007.
4. Dorfler, C.: *MICE-erfolgsfaktoren und chancen*, Tourism and Hospitality Management, Vol.1-2, Faculty of Tourism and Hospitality Management Opatija, 2006.
5. Gračan D., Rudančić-Lugarić, A., et.al.: *Business Strategy of Business Tourism*, 20th Biennial International Congress, Tourism and Hospitality Industry 2010, New Trends in Tourism and Hospitality Management, Faculty of Tourism and Hospitality Management Opatija.

12. *Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.

¹ **IMPORTANT:** Enter the appropriate share of ECTS credits of certain activities next to each of the methods of monitoring the students performance so that the total number of ECTS credits corresponds to the scoring value of the subject. Use empty fields for additional activities.