

TRIBHUVAN UNIVERSITY

FACULTY OF MANAGEMENT

**Master of Travel & Tourism Management (MTTM)
Programme**

**Faculty of Management, Office of the Dean
T.U. Kirtipur**

**Effective from the Admission
Batch of 2017 Onwards**

Faculty of Management

1. INTRODUCTION TO FACULTY OF MANAGEMENT (FOM)

The Faculty of Management (FOM) Tribhuvan University has its ultimate objective of educating students for professional pursuits in business, industry, and government. It is further dedicated to contributing for increasing the knowledge and understanding of business and public administration. In this pursuit, FOM aims to develop networking with business management institutes in the country and abroad to exchange of new knowledge, technology and methods of higher level efficiency in management of business and public entities. It also aims to continuously innovate and promote cost effective, socially relevant, modern technology- based education programmes in Nepal.

The FOM offers dynamic courses leading to Bachelor of Business Studies (BBS), Bachelor of Business Administration (BBA), Bachelor of Information Management (BIM), Bachelor of Business Management (BBM), Bachelor of Travel and Tourism Management (BTTM), Bachelor of Hotel Management (BHM), Bachelor of Public Administration (BPA), Post Graduate Diploma in Police Sciences (PGDPS), Master of Business Management (MBM), Master of Business Studies (MBS), Master of Public Administration (MPA), Master of Business Administration in Information Technology (MBA-IT) Master of Travel and Tourism Management (MTTM), Master of Hospitality Management (MHM), Master of Finance and Control (MFC), Master of Business Administration (MBA) and Master of Business Administration in Global Leadership and Management (MBA-GLM). The FOM also offers Master of Philosophy(M. Phil.) in Management & Public Administration and doctoral program in management leading to a Degree of Doctor of Philosophy (Ph D).

2. FACULTY OF MANAGEMENT'S GOAL

- Prepare professional managers capable of handling business in a dynamic global environment.
- Produce socially responsible and creative entrepreneurs capable of promoting business and industry for the socio-economic development of Nepal.
- Conduct research and management development programs for updating the knowledge and skill based of academics and practicing managers.
- Innovation and promoted management programmes catering to the various and economic sector of Nepal.
- Enhance entrepreneurial competencies for the overall development of the nation.
- Establish linkages with leading universities and management institutes abroad and collaborate with them in programmes development and implementation

3. MTTM PROGRAM'S MISSION AND OBJECTIVES

The mission of the MTTM program is to produce senior management level of tourism professional to serve in the travel and tourism industry both at the private and public institutions.

The specific objectives of the program are;

- To advance insight on knowledge of travel and tourism industry both from practical and theoretical perspective.
- To understand and apply the concepts of crisis management, market research, conflict transformation and peace building, and sustainable tourism management in real work scenarios.
- To develop new tourism products and services, and business through online.
- To import Travel & Tourism related diversified disciplinary knowledge and equipped for advance research and management.

4. ELIGIBILITY CONDITION FOR ADMISSION

The candidate applying for admission to the MTTM program must have:

- Successfully completed Bachelor degree with a minimum score of second division or GPA 2.0 out of 4 Grading Scale from any recognized university by Tribhuvan University.
- Studied English as a full paper at Bachelor level or equivalent.

5. ADMISSION CRITERIA

Written Test: Applicants are required to appear in the entrance test conducted by the Faculty of Management (FOM). The test will follow the international testing patterns and standards. It includes area like:

- Verbal Ability
- General Awareness
- Quantitative Ability
- Business and Economics

Interview: The final selection for admission will be based on the applicant's previous academic records, marks obtained in the admission test and interview score. Candidates selected for admission will have to produce original certificates / testimonials for all examinations passed at the time of admission.

6. TEACHING PEDAGOGY

The general teaching methodology includes class lectures, group discussions, case studies, guest lectures, role play, research work, assignments. The teaching member/ instructor will determine the choice of teaching methodology as required by the course. The concerned teaching faculty will develop a detailed course outline and work the plan before each semester begins and also recommend the prescribed text books and other reference materials to successfully complete the course. The medium of instruction on the examination must be in English Script.

7. INTERNSHIP

The students must undergo eight weeks internship as industrial exposure in tourism and hospitality organization where they will transfer their theoretical knowledge practically in organization. The internship as industrial exposure for students are closely monitored and evaluated through feedback session with the students, concerned member of the organization and frequent visit of the faculty member to the organization.

At the end of internship, students will submit internship report individually. The final evaluation of the intern report will be done by the external examiner appointed by the Dean of FOM.

The internship evaluation is based on:

Viva-voce	25 Marks
Organization Evaluation of the Internship	25 Marks
Report evaluation by Examination Controller Division of Dean's Office	50 Marks
Total	100 Marks

8. Thesis

Each students have to submit thesis of 3 credit at the end of 4th semester. Research committee of the concerned college/campus will call proposal from students, after acceptance of proposal, students go through thesis under the supervision of concerned faculties. At the end, when thesis submitted by students, the evaluation will be done as:

Viva-voce (jointly by research committee, supervisor & external appointed by FOM)	40 Marks
Evaluation by FOM, Examination Controller Division	60 Marks
Total	100 Marks

9. GRADUATION REQUIREMENTS

The MTTM program extends over four semesters (two academic years). To be eligible for MTTM graduation, students must fulfill the following requirements:

- The successful completion of 60 credit hours with an average Grade B or Cumulative Grade Point Average (CGPA) of 3.0.
- A minimum of grade B obtained in internship report.
- Completion of the program must occur within five years from the time of admission.

10. EXAMINATION, EVALUATION AND GRADING SYSTEM

The MTTM program will be executed through the semester system. The internal (ongoing) assessment will carry 50% weight, while the external (end of semester) examination will carry 50% weight. The final grade will be determined on the overall performance in internal and external examinations. The script of written examination must be in English language.

11. PASSING GRADE AND GRADING SYSTEM

The final evaluation of students is done through the examination conducted by Faculty of Management, Tribhuvan University. The passing grade in the semester examination for an individual paper is grade B- or Grade Point Average (GPA) of 2.70. In order to pass the semester examination, student must secure Grade B or the Cumulative Grade Point Average (CGPA) of 3.00.

Letter Grade	GPA / CGPA	Equivalent Percentage (Based on individual Paper)	Remarks
A	4.0	90 - 100	Distinction
A-	3.70-3.99	80 - 89.99	Very Good
B+	3.30-3.69	70 - 79.99	First Division
B	3.0-3.29	60 - 69.99	Second Division
B-	2.70-2.99	50 - 59.99	Pass in Individual Subject
F	Below 2.70	Below 50	Fail

12. ATTENDANCE

Students are required to attend regularly all lectures, assignments, study tours, seminar, and presentation as required by the course. A student is required to attend at least 80% of such activities in order to be eligible to appear in the semester end examination. Those who are not

able to complete 80% attendance will be not qualified to appear in semester end examination, however if reasonable cause justified he/she can attain in exam with minimum attendance of 70% or more.

13. COURSE STRUCTURE

The MTTM program consists of the following five distinct course components.

➤ Compulsory courses	12 Credit hours
➤ Core courses	30 Credit hours
➤ Focus Area courses	12 Credit hours
➤ Internship and Thesis	6 Credit hours
Total Credit Hours	60 credit hours

Compulsory Courses

Management Foundation Courses

12 Cr. Hrs.

MTM 501: Organizational Behavior	3 Cr. Hrs
MTM 502: Research Methodology	3 Cr. Hrs
MTM 503: Marketing Management	3 Cr. Hrs
MTM 504: Financial Planning and Control	3 Cr. Hrs

Core Area Courses

30 Cr. Hrs.

MTM 551: Principles of Tourism & Hospitality Management	3 Cr. Hrs
MTM 552: Tourism Economics	3 Cr. Hrs
MTM 553: Tourism Entrepreneurship	3 Cr. Hrs
MTM 554: Tourism Law and Environment	3 Cr. Hrs
MTM 555: Travel Information Management	3 Cr. Hrs
MTM 556: Strategic Tourism Management	3 Cr. Hrs
MTM 557: Strategic Human Resource Management	3 Cr. Hrs
MTM 558: International Tourism & Contemporary Issues	3 Cr. Hrs
MTM 559: Strategic Tourism Marketing	3 Cr. Hrs
MTM 560: Tourism Planning & Policy Analysis	3 Cr. Hrs

Focus Area Courses (Any Four of the Following)

12 Cr. Hrs.

MTM 601: Management of Travel Agency and Tour Operations	3 Cr. Hrs
MTM 602: Sustainable Tourism	3 Cr. Hrs
MTM 603: Crisis Management in Tourism	3 Cr. Hrs
MTM 604: Airlines Operations Management	3 Cr. Hrs
MTM 605: Conflict Transformation and Peace Building	3 Cr. Hrs
MTM 606: Event and Conference Management	3 Cr. Hrs
MTM 607: Hotel Operation Management	3 Cr. Hrs
MTM 608: National Parks Management	3 Cr. Hrs

MTM 609: Tourism Impact Management	3 Cr. Hrs
MTM 610: Public Relations and Promotions	3 Cr. Hrs
MTM 611: Tourism Product Development	3 Cr. Hrs
MTM 612: Contemporary Issues in Tourism (seminar course)	3 Cr. Hrs

Internship Report and Thesis **6 Cr. Hrs.**

MTM 651 Internship (Eight Weeks)	3 Cr. Hrs
MTM 652 Thesis	3 Cr. Hrs

14. COURSE CYCLE

FIRST YEAR (FIRST SEMESTER)

Subject Code	Subject Name	Credit Hours	Total Marks
MTM 551	Principles of Tourism & Hospitality Management	3	100
MTM 501	Organizational Behavior	3	100
MTM 552	Tourism Economics	3	100
MTM 502	Research Methodology	3	100
MTM 503	Marketing Management	3	100
	TOTAL	15	500

FIRST YEAR (SECOND SEMESTER)

Subject code	Subject Name	Credit Hours	Total Marks
MTM 553	Tourism Entrepreneurship	3	100
MTM 504	Financial Planning & Control	3	100
MTM 554	Tourism Law and Environment	3	100
MTM 555	Travel Information Management	3	100
MTM 556	Strategic Tourism Management	3	100
	TOTAL	15	500

SECOND YEAR (THIRD SEMESTER)

Subject code	Subject Name	Credit Hours	Total Marks
MTM 557	Strategic Human Resource Management	3	100
MTM 558	International Tourism & Contemporary Issues	3	100
MTM	Elective Area-I (Select Any Two)	6	200
MTM 651	Internship (Internship within the tourism and hospitality organization)	3	100
	TOTAL	15	600

SECOND YEAR (FOURTH SEMESTER)

Subject code	Subject Name	Credit Hours	Total Marks
MTM 559	Strategic Tourism Marketing	3	100
MTM 560	Tourism Planning & Policy Analysis	3	100
MTM	Elective Area-II (Select Any Two)	6	200
MTM 652	Thesis	3	100
	TOTAL	15	500

CHOOSE ANY ONE OF THE FOLLOWING

ELECTIVE AREA (ELAR) I- Any Two

Subject Code	Subject Name	Credit Hours	Total Marks
MTM 601	Management of Travel Agency & Tour Operations	3	100
MTM 602	Sustainable Tourism	3	100
MTM 603	Crisis Management in Tourism	3	100
MTM 604	Airlines Operations Management	3	100
MTM 605	Conflict Transformation and Peace Building	3	100
MTM 606	Event and Conference Management	3	100

ELECTIVE AREA (ELAR) II- Any Two

Subject Code	Subject Name	Credit Hours	Total Marks
MTM 607	Hotel Operation Management	3	100
MTM 608	National Parks Management	3	100
MTM 609	Tourism Impact Management	3	100
MTM 610	Public Relations and Promotions	3	100
MTM 611	Tourism Product Development	3	100
MTM 612	Contemporary Issues in Tourism (seminar course)	3	100

MTM 503: Marketing Management

Credits: 3
Lecture Hours: 48

Course Objectives

Students improve their ability to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, social media, direct marketing, and sales promotions.

Course Description

This course helps student to understand about introduction and fundamental concept of marketing, market segmentation and targeting, marketing environment, consumer behavior, various marketing strategies such as product, pricing, distributing etc. and service marketing and relationship marketing.

Course Details

Unit 1: Introduction

LH 10

- Concept, meaning of marketing
- Core concept of marketing
- Development of marketing
- Importance of marketing
- Meaning of marketing management and its relevance to Travel and Tourism
- Marketing mix and its importance

Unit 2: Market segmentation and target market

LH 8

- Concepts of market segmentation and target market
- Requirement and process of market segmentation
- Determinants of market segmentation
- Positioning strategy for Travel and Tourism Market

Unit 3: Marketing Environment

LH 6

- Types of marketing environment
- SWOT Analysis and opportunity Audit
- Formulation and implementation of marketing strategy
- Problems and prospects of marketing environment in Nepal

Unit 4: Buyer Behavior and Marketing information system

LH 8

- Concept and types of buyer's behavior
- Process of consumer buyer and industrial buyer
- Determinants of consumer behavior
- Concept and components of MKIS

Unit 5: Marketing strategy

LH 10

Concept, types and process of new product development
Pricing strategies
Distribution intermediaries and their role
Concept, objectives and types of promotion mix
Physical service Case in travel and Tourism

Unit 6: Service marketing and relationship marketing

LH 6

Concept and characteristics of service marketing
Service encounters
Service quality Gap
Concept, goals and levels of relationship marketing

Text Books

Aaker, D.A. **Strategic Market Management** (6th ed.). John Wiley & Sons INC. Singapore.
Kotler, P. and Keller K. **Marketing Management**. (12th ed.). PHI

Reference Book

Principles of Marketing & Service Marketing, Asmita Publication Pvt. Ltd.
Fundamentals of Marketing, Buddha Publication Pvt. Ltd.

MTM 552: Tourism Economics

Credits: 3
Lecture Hours: 48

Course Objectives

This course would impart knowledge with reference to the various aspects of economic related to tourism. The travel organizations and markets across the world is included in detail. Investment opportunities along with impacts of tourism on national economy and environmental issues are also discussed in detail.

Course Description

This course helps student to understand about Micro and Macro Economics; Scope and Uses. Theory of Demand and Supply: Demand Function and Supply Function, Elasticity of Demand and Supply; Macroeconomic Components, Issues and Policies. Leisure and Tourism. Resources in Tourism and Tourism Demand: Tourism Products and Resources, Determinants, Tourism Forecasting. Theory of Firm and Pricing of Tourism Products; Cost and Supply in Tourism. Market Structure and Pricing. Tourism Investment: Impact of Tourism Sector in National Economy.

Course Details

Unit 1: Organizations and markets in leisure and tourism	LH 10
Definition and scope of tourism economics	
Introduction to the leisure and tourism organizations	
The market for leisure and tourism products	
Demand: Choice, elasticity and forecasting	
Supply and Costs	
Price and Market Strategy in the real world with market interventions	
Unit 2: Impacts of leisure and tourism on the national economy	LH 8
Leisure and tourism: Income, Inflation and employment	
Leisure and tourism: economic growth and development	
Unit 3: International aspects of leisure and tourism	LH 7
Leisure and tourism: Balance of payment and exchange rate	
International and regional Organizations: WTO, SAFTA, BIMSTEC, ASEAN, EU, WORLD BANK, IMF, ADB	
Unit 4: Investing in leisure and tourism	LH 5
Investment appraisal in the private sector	
Concept of multiplier	
Unit 5: Domestic issues related to leisure and tourism	LH 7
Macroeconomic Policy	
Current development plan	
Poverty, inequality and Population	

Unit 6: Emerging Concepts: leisure and tourism

LH 6

Privatization, Liberalization, Globalization: leisure and tourism
Foreign Direct Investment and Foreign Employment

Unit 7: Environmental and external issues related to leisure and tourism

LH 5

Environmental impacts of leisure and tourism
Sustainability and green leisure and tourism
Socio-cultural environment
Technological environment with opportunities and challenges

Text Books

Adrian Bull, The Economics of Travel and Tourism, Pitman Pub
John Tribe, The Economics of Leisure and Tourism

Reference Books

Principles of Economics – Mankiw
Economic Development – Michael Todaro
Modern Microeconomics – A. Koutsoyiannis
Macroeconomics – D.N. Dwivedi

MTM 551: Principles of Tourism & Hospitality Management

Credits: 3
Lecture Hours: 48

Course Objectives

This is an introductory course designed to acquaint the students with tourism. The intention of this course is to provide an overview about the demand and supply sides as well as the various tourism related organizations etc.

Course Description

This course is designed to enable students to develop a comprehensive understanding of the basics of tourism, with particular emphasis on the theories propounded, the distribution channels and process in the tourism sector, along with the different intermediaries involved in the tourism business. The course is also designed, keeping the students in mind who do not have tourism background. Upon completion of this course, students are expected to possess the capability to understand principles of tourism and hospitality management thorough different theories and changing trends in tourism.

Course Details

Unit 1: Basics of Tourism

LH 10

Study of Tourism
Understanding Tourism
Some Definitions of Tourism
History of Tourism
Approaches to the Study of Tourism
Need of Tourism
Typology of Tourism

Unit 2: Theories of Tourism

LH 6

Crompton's Push and Pull
Leiper's Tourism as a System
Butler's Tourism Area Life Cycle
Doxey's Irritation Index

Unit 3: Tourism Supply

LH 12

Supply Components
Natural Resources
Infrastructure and Superstructure
Transportation
Hospitality and cultural resources
Matching supply with demand

Unit 4: Tourism Demand

LH 10

Why demand is important?
Demand to a destination
Determinants of tourism demand
Measuring demand
Projection Methodology

Unit 5: Organizations in the Distribution Process

LH 10

Travel Agents

Internet

Consolidators

Tour Wholesalers

Specialty Channels

Choosing channels

Text books:

Charles R. Goeldner, J. R. Brent Ritchie, TOURISM: PRINCIPLES, PRACTICES, PHILOSOPHIES / *John Wiley & Sons.*-Eleventh ed.

Leonard J. & Carson. L. (1997), AN INTRODUCTION TO TOURISM –*Butterworth-Heinemann*

Ray Youell (1998), TOURISM-AN INTRODUCTION, *Addison Wesley Longman*, Essex.

Reference books:

1Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), THE TRAVEL INDUSTRY, *Van Nostrand Reinhold*, New York.

Page J. Stephen & Brunt Paul (2007), TOURISM- A MODERN SYNTHESIS, *Thomson Pub*, London.

Sunetra Roday,et al (2009), TOURISM OPERATIONS AND MANAGEMENT, *Oxford*

MTM 502: Research Methodology

Credits: 3

Lecture Hours: 48

Course Objectives

This course aims to develop students' abilities to design and implement methodologically sound and practically relevant empirical travel and tourism research. It is designed to give students a comprehensive foundation for working on individual and group research projects and the ability to be informed users of research results presented and/or published by others.

Course Description

The emphasis of the course is therefore on problem definition, hypothesis formulation, research design, measurement, sampling, secondary data gathering, observation and interviews, data analysis and report writing.

Course Details

Unit 1: Introduction to the Research

LH 5

The concept of research; types of research; Scientific research - scientific research process, characteristics of scientific research; Paradigm shifts in research philosophy: Positivism, Realism, Interpretivism and Pragmatism, Research Approach-quantitative and qualitative; Relations between research approaches and research methodologies; Role of research in tourism management, research ethics

Unit 2: Literature Review

LH 3

Literature review - purpose and steps; Searching, obtaining, and evaluating the literature; Literature search through the Internet; Format and guidelines for presenting the literature review

Unit 3: Theoretical Framework

LH 3

Concept, need and format of Theoretical Framework; Research and theory – deduction and induction; Role of theory in research.

Unit 4: Problem Identification and Hypotheses Formulation

LH 4

Problem definition – concept and steps in problem formulation; Research questions – concept and types. Hypothesis - functions and types of hypotheses; Criteria of good hypothesis statement

Unit 5: Research Designs

LH 7

Definition; Elements of a research design; Type of research designs – exploratory; descriptive; historical, developmental; case study; causal-comparative, and experimental research designs; Qualitative research design – concept and types: Case study, Grounded Theory, Ethnography, Delphi Technique, Focus Group Discussion, Historical.

Unit 6: Measurement, Scaling and Sampling

LH 6

Variables – concept and types; Measurement and scales, scale construction and attitude measurement; Scales and techniques commonly used in tourism research; Validity and reliability of measurement. Sampling – concept and process; Probability and non-probability sampling; Sampling and non-sampling errors

Unit 7: Data Collection Methods and Procedures**LH 6**

Data and its types; Sources of data; Questionnaire Design – principles, components, format and types; Research interviews, observation- participant and structured, focus groups; e-research using Internet and Websites to collect data from individuals.

Unit 8: Data Analysis and Presentation**LH 8**

Getting data ready for analysis; Data processing; Quantitative data analysis –analysis of basic association, difference, and causal relationship. Presenting data in graphs and tables; Statistical analysis of data – descriptive and inferential statistics, parametric and non-parametric statistics; Hypothesis testing; Methods of analyzing qualitative data – content, thematic and narrative analysis.

Unit 9: Writing Proposals**LH 3**

Topic selection; Attributes of good research topics; Functions and types of research proposals; Structure and contents of academic research proposals, Common mistakes in proposal writing.

Unit 10: Writing Research Report**LH 3**

Research report process, Procedures for writing, Conventions of academic writing, Format of the academic research report, Citation and references.

Text Books

Cooper, D. R. and Schindler, P. S. *Business Research Methods*. Tata Mcgraw Hill, New Delhi.

Reference Books/Materials

Pant, Prem R. *Social Science Research and Thesis Writing*. Buddha Academic Enterprises, Kathmandu.

Ritchie., B.W. Burns., P and Palmer., C. *Tourism Research Methods: Integrating Theory with Practice*.CABI Publishing, UK

Sirakaya., Ercan, *Research Methods for Leisure, Recreation and Tourism*, CABI Publishing, UK

MTM 501: Organizational Behavior

Credits: 3
Lecture Hours: 48

Course Objectives

This course aims to give an understanding about how to fully utilize people in organizations. It is the study and application of the knowledge of human behaviour, in order to increase performance levels and job satisfaction. This will provide student a basis for the critical analysis of individual and group behaviour dynamics in the context of tourism organization.

Course Description

This course comprises with introduction, understanding individual behavior, perception, learning, personality, motivation and job satisfaction, group and team concept, leadership, communication, conflict management and change and development.

Course Details

Unit 1: Introduction

LH 8

Concept of organizational behaviour, Organizational behaviour system, Basic assumption of OB, The five conceptual anchors of organizational behaviour, Contributing disciplines to the field of OB, Levels of Organizational Behaviour analysis, emerging trend in organizational behaviour and critical behaviour issues confronting the managers in tourism organization.

Unit 2: Understanding Individual Behaviour

LH 3

Biological foundations of behaviour, Behaviour in individual, group and organizational in tourism industry, Behaviour as input-output system, mental process, belief, attitudes, values, needs, motives and behaviour,

Unit 3: Perception and Learning

LH 7

Concept of perception, perceptual process, factors affecting perceptual sets in organizational setting, specific application of perception in organization, Attribution theory, attribution errors.

Concept of learning, factors influencing learning, major models of learning: Classical conditioning, cognitive theory and social learning theory, behaviour modification and principles of learning.

Unit 4: Personality

LH 5

Concept, personality traits and characteristics, determinants of personality, relationship between personality and behaviour, relationship between job and personality, major personality attributes influencing organization behaviour

Unit 5: Groups in Organization

LH 6

Concept, types of groups, Group formation and group Structure, Organizational and group environment, Group design and group processes, Nature and significant of informal groups, Group decision making, Issues relating to group decision making, Improving group decision making.

Unit 6: Motivation and Job Satisfaction**LH 6**

Concept and Theories of HR motivation and its application, Issues of motivation, Motivation for performance, Job satisfaction: concept and model, measuring job satisfaction, effects of job satisfaction of employee performance, alienation and frustration

Unit 7: Leadership and Communication**LH 6**

Concept and of leadership, trait theories and behavioural theories, contingency theories, emerging approaches to leadership, contemporary issues in leadership in tourism and hospitality, Communication network, Barriers to effective communication

Unit 8: Organizational change and Development**LH 5**

Concept of change, forces of change, resistance to change, approaches to managing organizational change, Lewin's force field model, Resistance to change and reducing resistance to change

Concept and features of organizational development, process of organizational development, organizational intervention: individual, group and organizational level.

Unit 9: Conflict Management**LH 2**

Concept, Nature, types and sources of individual and group level conflict, Nature and types of inter- group conflict, approaches to conflict management, labour issues in tourism and hospitality industry.

Text Books:

Guerrier, Yvonne(1999) Organisational Behaviour in Hotels and Restaurants: An International Perspective, John Wiley and sons Inc.

Luthans, F. Organizational Behavior, McGraw-Hill International Edition.

Reference Books:

Robbins, S.P Organizational Behavior: Concepts, Controversies and Applications,. Prentice Hall of India

Mullins, Laurie J.(2001) Hospitality Management and Organizational Behaviour, United Kingdom: Person Education Limited.

Adhikari. D.R. Organizational Behavior, Buddha Publication.

Agrawal. G.R. Organizational Behavior in Nepai. M.K. Publishing.

Greenberg, J. and Baron, R.A. Behaviors in organizations. Prentice Hall of India.

Aswathappa, K. Organizational Behavior, Himalaya Publishing House.

MTM 554: Tourism Law and Environment

Credits: 3
Lecture Hours: 48

Objective

To familiarize the students with the legal environment of tourism law in Nepal and help them to understand and analyze the implications of laws in Tourism.

Course Plan

Course Objective

The course has been designed to help students enhance their understanding of legal Environment for tourism, application of law and legal procedures while carrying out tourism Business. The course equally focuses to enhance the capacity of the participants while working as the policy/decision makers, entrepreneur, directors, managers or leader of tourism business. After the completion of all the learning units and the requirements of the course, participants shall be able to:

1. Explain the legal environment of tourism business in Nepal and to understand and analyze The implications of laws in tourism;
2. Understand and implement the contract in tourism;
3. Discuss and critically analyze the legal principles and practice of tourism management Under law;
4. Explain and evaluate the legal procedures of Foreign Exchange (FE) and Foreign Investment and Technology Transfer (FITTA) in Nepal;
5. Discuss and describe the consumer's protection rights and market protection;
6. Explain and assess the labor issues and labor rights along with Industrial Democracy;
7. Understand and evaluate the relationship between environment and tourism with the existing Legal provisions.

Course Description

The basic legal concept to tourism business, related legal processes of conducting a tourism Business and relevant approaches to address relevant issue shall be discussed in the course from Both theoretical and practical perspectives.

Methodology

The session shall include interactive discussions and presentations, case analysis, mini research, individual and group take away assignments, project work, and class tests, and quizzes. Students are required to do pre-session reading, preparation for discussions and presentations, participation, and timely completion of assignments.

- **Case analysis:** Case analysis provides opportunities to the students to apply the concepts, principles and techniques learnt in the course while sharpening their analytical and problem solving abilities in the legal issues of business. Various common and issue specific case-laws decided by Supreme Court of Nepal shall be given to the students to prepare and submit case analysis reports in standard format.
- **Project assignment:** This involves specific assignments requiring field work, preparation and presentation of a report based on field data. The students shall analyze certain current identified situations using relevant legal guidelines.

- **Mini research:** This consists of using the appropriate instrument to carry out a cross sectional survey on the legal aspects of business and the effectiveness of the existing law through a systematic empirical investigation.
- **Home assignment for problem solving:** It includes the critical analysis and feedback to the existing law/s from the students to the related issue/unit.
- **Class Discussion and Interaction:** The subject instructor and the students shall equally participate in the class discussion, quiz and interaction to meet the desired objectives of the concerned unit

Course Details

Unit 1: Introduction to Legal Environment in Tourism

LH 8

- 1.1. Meaning and nature of law
- 1.2. Sources and types of law
- 1.3. Meaning of tourism law and tourism law environment
- 1.4. Importance and scope of tourism legal environment
- 1.5. Court system, jurisdiction of the courts and civil procedure
- 1.6. Alternative Dispute Resolution (ADR): Arbitration

Unit 2: Law for Tourism Business

LH 12

- 2.1 Business establishment: Company and Firm
- 2.2 Board of Directors and Annual General Meeting of the Company
- 2.3 Foreign investment and technology transfer
- 2.4 Foreign Exchange and Nepal Rastra Bank
- 2.5 National industrial policies: Special Focused on Tourism
- 2.6 Business contracts and agency contract:
- 2.7 INTERNATIONAL ASPECTS OF BUSINESS WITH TOURISM
 - Regional, bilateral and multilateral agencies: (World Trade Organization), South Asian Free Trade Area (SAFTA), and Bay of Bengal Initiative for Multicultural Technical and Economic Cooperation (BIMSTEC)
 - International air laws: IHA Protocol and UFTAA convention 1963

Unit 3: Employment Relation in Tourism

LH 8

- 3.1 Meaning and nature of Labour Law
- 3.2 Constitutional, Legal and Contractual rights of Labour
- 3.3 Trade Unionism
- 3.4 Industrial Democracy
- 3.5 Labour welfarism and social security
- 3.6 Special Provisions of Labour in Labour Act
- 3.7 Labour Office, Labour Department and Labour Court

Unit 4: Tourism Related Laws in Nepal

LH 9

- 4.1 Visa System in Nepal and role of the Department of Immigration
- 4.2 Civil Aviation Authority of Nepal (CAAN) and Nepal Tourism Board and applicable laws
- 4.3 Legal standard and Compliance of:
 - 4.3.1 Travel and Trekking Agency
 - 4.3.2 Mountaineering Expedition
 - 4.3.3 Hotel, Lodge, Restaurant and Bar
 - 4.3.4 Trekking and Rafting
 - 4.3.5 Paragliding and other Sky Sports

Unit 5: Environment Laws and Tourism

LH 11

5.1 The major provisions of Environment Protection Law with Tourism in Nepal

5.1.1 Environmental Protection Act, 1997

5.1.2 Environment Protection Rules, 1997

5.1.3 Asian Monument Protection Act, 1956

5.1.4 Asian Monument Protection Rules, 1990

5.1.5 National Park and Wildlife Protection Act, 2021

5.1.6 National Park and Wildlife Protection Rules, 2030

5.1.7 Wildlife Reservation Act, 2034

5.1.8 Wildlife Reservation Rules, 2034

Prescribed Acts and Regulations

1. Arbitration Act, 2055

2. Asian Monument Protection Act, 1956

3. Asian Monument Protection Rules, 1990

4. Companies Act, 2063

5. Consumer Protection Rules, 1999

6. Contract Act, 2056

7. Environment Protection Rules, 1997

8. Environmental Protection Act, 1997

9. Foreign Exchange(Regulation)Act, 2019

10. Hotel, Lodge, Restaurant and Bar Regulation, 2038

11. Immigration Regulation, 2051

12. Mountaineering Expedition Regulation, 2059

13. National Civil Aviation Policy, 2050

14. National Park and Wildlife Protection Act, 2021

15. National Park and Wildlife Protection Rules, 2030

16. Nepal Tourism Board Act, 2053

17. Tourism act, 2035

18. Tourism Policy, 2052

19. Travel and Trekking Agency Regulation, 2062

20. Trekking and Rafting Regulation, 2041

21. Wildlife Reservation Act

22. Wildlife Reservation Rules, 2034

MTM 556: Strategic Tourism Management

Credits: 3
Lecture Hours: 48

Course Objectives

Today and in future, the task of strategic management extends well beyond finding or creating new markets. Tourism managers must adjust to all sorts of changes to assure a sustained inflow of resources and a continuing outward flow of services. Under today's pressures, tourism executives charged with strategic management must be alert to an increasing diversity of impacts that results from the strategy, policy and management design they select.

Course Description

This course comprises with introduction, understanding tourism environment, tourism market segmentation, positioning and analysis of consumer behavior, functional areas and tourism management, strategic planning and tourism management.

Course Details

Unit 1: Introduction

LH 4

- Concept, types of tourism.
- Concept of strategic management

Unit 2: Tourism environment

LH 7

- Internal tourism environment
- Task tourism environment
- General tourism environment

Unit 3: Tourism Market segmentation, positioning and analysis of consumer behaviour LH 10

- Segmentation: requirement, process and strategies
- Targeting: concept and strategy
- Positioning: concept, types, level and strategies
- Consumer Behaviour: concept, process, and determinants

Unit 4: Functional areas and Tourism management

LH 15

- Human Resource management: concept, importance and significance to tourism
- Financial Management: concept and significance to tourism
- Operations Management: concept, types, total quality management for tourism
- Strategic Quality Management: concept and importance

Unit 5: Strategic Planning and Tourism management

LH 12

- Concept, and importance of strategic planning in tourism
- A tool for measuring strategic marketing effectiveness in the tourism sector.
- Concept and impact of demand modelling and forecasting
- Ways of International Tourism Management

Text Books

- Luiz, Mountinho, **Strategic Management in Tourism**, CABI publishing.
- Manjula Chaudhary (2010), **Tourism Marketing**, Oxford University Press, New Delhi.
- Philip Kotler, John T Bowen, James C Makens (2012), **Marketing for Hospitality and Tourism**, Pearson, New delhi.

References

- S.M.Jha(2011) **Tourism Marketing**, Himalaya Publishing house.
- Devadish Dasgupta(2011), **Tourism Marketing** , Pearson ,New Delhi.

MTM 553: Tourism Entrepreneurship

Credits: 3
Lecture Hours: 48

Course Objective

The course aims to familiarize the students with basic research methodology applied in travel and tourism management, exposing them to the relevant statistical tools and techniques required for preparation of research report and managerial decision making.

Course Description

This course is focused in identifying and analyzing the process of tourism entrepreneurship. It is particularly emphasized to generating idea, scanning opportunity for entrepreneurship and establishing tourism business and managing the growth. This course covers the fundamental theories of entrepreneurship, scanning opportunity, entrepreneurship process, business plans, business strategies and managing growth.

Unit 1: Introduction to Entrepreneurship

LH 5

Definition, nature, key elements of entrepreneurship, characteristics of successful entrepreneurs, types of start-up firms, entrepreneurial process, and entrepreneurship's importance: role of entrepreneurship, economic growth and development, Tourism and Entrepreneurship, Tourism Entrepreneurship and Regional Development.

Unit 2: Sustaining Creative Tourism Entrepreneurship

LH 3

Importance of innovation and entrepreneurship, innovation systems in tourism; most recent trends in tourism entrepreneurship and innovation.

Unit 3: Recognizing Opportunities and Generating Ideas

LH 3

Identifying and recognizing opportunities, finding gaps in the marketplace, techniques for generating ideas partnering for success, encouraging and protecting new ideas.

Unit 4: Feasibility, Industry and Competitor Analysis

LH 5

Feasibility analysis: industry/target market feasibility analysis, organizational feasibility analysis, financial feasibility analysis. Industry analysis: environmental and business trends, the five forces model. Competitor analysis: identifying competitors, sources of competitive intelligence, competitive analysis grid.

Unit 5: Writing a Business Plan and Business Model

LH 8

Concept of business plan, reasons for writing a business plan, outline/elements of the business plan, presenting the business plan to investors. Business models, the importance and diversity of business models, components of an effective business model.

Unit 6: Legal Issues and foundations

LH 6

Legal structures: Choosing a Form of Business Organization, Sole Proprietorship, Partnerships, Corporations, Limited Liability Company. Intellectual property: Business Licenses and Permits, patents, trademarks, copyrights, trade secrets. Registering and Taxation.

Unit 7: Financing New and Growing Business Ventures**LH 4**

Importance of getting financing or funding, typology of financing, debt finance, equity finance, alternative source of finance.

Unit 8: Managing Key Functions**LH 7**

Marketing: marketing process, marketing mix. Operations Management: operation process, physical site factors, production process, service blueprint, procedural systems and quality assurance. Human Resource Management: acquisition of staffs, maintenance and termination. Financial management: purpose, types of financial information, analyzing financial data.

Unit 9: Institutional Support for Entrepreneurship in Nepal**LH 3**

Need of institutional service, institutional support to entrepreneurship in Nepal.

Unit 10: Managing Growth and Transitions**LH 4**

Preparing for growth, reasons for growth, managing growth- knowing and managing the stages of growth, Strategies of firm growth-internal growth strategies and external growth strategies.

Text Book

Bruce R. Barringer, R. Duane Ireland. *Entrepreneurship: successfully launching new ventures*. Pearson Education, Inc. Prentice Hall.

Micheal Schaper, Thierry Volery, Paull Weber, and Kate Lewis. *Entrepreneurship and small business*. Wiley.

Reference Book

Stephen J. Page and Jovo Ateljevic. Tourism and Entrepreneurship-International Perspectives. Butterworth-Heinemann.

Govinda Ram Agarwal. *Entrepreneurship Development in Nepal*. MK Publishers.

MTM 504: Financial Planning & Control

Credits: 3
Lecture Hours: 48

Course Objectives

The objective of this course is to provide the students with an understanding of the concept and principles of financial planning & control together with a knowledge of the analytical techniques so developing skills in their application required for making corporate financial decisions.

Course Description

This course provides an overview of corporate financial planning & control with a special emphasis on nature of finance, analysis of financial statements, time value of money, valuation of bonds and stocks, cost of capital, capital budgeting, working capital management, and dividend policy.

Course Details

Unit 1: Introduction

LH 4

- Importance of finance
- Finance function
- Finance in the organizational structure of the firm
- Goals of the firm
- Agency relationship

Unit 2: Financial statements & cash flows

LH 2

- The Balance Sheet
- The income Statement
- Statement of Cash Flows

Unit 3: Analysis of financial statements

LH 4

- Importance of financial ratio analysis
- Uses of financial ratio analysis
- Users of financial ratio analysis
- Liquidity ratios
- Asset management ratios
- Debt management ratios
- Profitability ratios
- Du Pont analysis
- Limitations of financial ratios

Unit 4: Time value of money

LH 5

- Time lines
- Future value
- Present value
- Solving for interest rates and time
- Future and present values of annuities
- Even and uneven cash flows
- Semiannual and other compounding effects
- Amortization of loans

Unit 5: Bonds and their valuation	LH 4
– Meaning of bonds	
– Characteristics of bonds	
– Bond valuation	
– Bond yields	
Unit 6: Stocks and their valuation	LH 3
– Meaning of stocks	
– Characteristics of common stocks	
– Common stock valuation: constant & non-constant growth cases.	
– Corporate valuation model	
– Preferred stock: Characteristics & valuation	
Unit 7: Cost of capital	LH 4
– Cost of debt	
– Cost of preferred stock	
– Cost of common stock	
– Weighted average cost of capital	
– Factors affecting cost of capital	
– Problem areas in cost of capital	
Unit 8: Strategic investment decisions	LH 6
– Importance of capital budgeting	
– Capital budgeting decision rules	
– Comparisons of NPV and IRR rules	
– Profitability index	
Unit 9: Breakeven analysis and Leverage	LH 3
– Meaning and nature of breakeven analysis	
– Fixed and variable costs	
– Determining breakeven point	
– Operating Leverage	
– Financial Leverage	
– Combined Leverage	
Unit 10: Working capital management	LH 2
– Meaning of working capital	
– Importance of working capital management	
– Factors affecting working capital	
– Cash conversion cycle	
Unit 11: Cash Management	LH 2
– Introduction to Cash Management	
– Significance of Cash Management	
– Functions of Cash Management	
– Cash Management Techniques	
– Cash Budget	

Unit 12: Receivables Management**LH 2**

- Introduction to Receivables Management
- Purpose and Significance of Receivables Management
- Role of Credit Manager
- Cost of maintaining receivables
- Elements of credit policy

Unit 13: Inventory Management**LH 4**

- Introduction to Inventory Management
- Significance of Inventory Management
- Objectives of Holding Inventories
- Basic Inventory Costs
- The Economic Order Quantity
- Reorder Point
- Reorder point & safety Stock
- Quantity Discount
- Determinants of Inventories
- Inventory Control System

Unit 14: Dividend policy**LH 3**

- Meaning and nature of dividend policy
- Dividend payment procedure
- Factors affecting dividend policy
- Stock split

Prescribed Books**Basic Text**

- Eugene F. Brigham, and Michael C. Ehrhardt. *Financial Management: Theory and practice*. Thomson Asia. Singapore.

Reference Books

- James C. Van Home, *Financial Management and policy*. Prentice Hall of India, New Delhi.
- J. Fred Weston and Thomas E. Copeland, *Managerial Finance*, The Dryden press. New York.
- Richard Brealey and Stewart Myers, *Principles of Corporate Finance*, McGraw Hill Book Company, New York.

MTM 555: Travel Information Management

Credits: 3

Lecture Hours: 48

Course Objectives

The students get to understand the basics of computers and their role in the tourism environment. Gain an inner knowledge of the concept of different suppliers in tourism in perspective with information technology. Develop the skills in handling and using global distribution systems and the computerized reservation systems. Gain information on working healthily, safely and securely the e-commerce business.

Course Description

Upon completion of this subject, students should be able to:

- Able to understand how IT support the organizational tourism industry.
- Identify the technical components of IS and the strategic role of IS in the tourism industry.
- Understand how the telecommunication technology helps the organization to attain competitive advantage.
- Understand how global distribution systems and the computerized reservations system works.
- Understand the requirement of security in technology
- Understand how to work healthy and securely
- Understanding concept of electronic commerce and it's importance.

Course Details

Unit 1: Introduction to Tourism and Information Technology

LH 8

- Introduction
 - Characteristics of Tourism
 - Applications of Information Technologies in Tourism
- The Evolution of Information Technology
 - Computers
 - Networking and Internet
 - Implications for travel and tourism

Unit 2: Global Distribution System

LH 9

- Introduction
- The Future of Global Distribution System
- Tour Operators
- Online Intermediaries
 - Types of Online Intermediaries
 - Information Technology innovations
 - The future of online intermediaries

Unit 3: The Internet and Tourist

LH 10

- Introduction
- History and Evolution of Internet
- Intranets and Extranets
- The World Wide Web
- Domains, Protocols and Language

- Internet Applications in Travel
- Functionality of travel websites
- Online information Search : Search Engine, Online Information Search Behavior
- Business on the internet

Unit 4: Aviation and Information Technology

LH 11

- Airlines
 - Airline use of Information Technology
 - Airline Reservation System
 - Decision Support System
 - Departure System
 - In-Flight Technologies
- Airports
 - Passenger Processing
 - Baggage and Cargo Handling
 - Air Traffic Control
 - Environment Management System

Unit 5: Travel Agencies

LH 8

- Automation of travel companies : How Automatic system helps improving productivity of travel companies
- Functions of agency management
- Agency management systems
 - Working with the legislation**
 - Threats to Privacy
 - Protecting Privacy
 - Factors increasing the threats to information security

Unit 6: Health and Safety at workplace

LH 2

- General health and safety
- Factors specific to technology rich environment

Reference Book:

Tourism Information Technology 2nd Edition

Pierre J. Benckendorff – The University of Queensland, Australia

Pauline J.Sheldon – University of Hawaii, USA

Daniel R. Fesenmaier – University of Florida, USA

MTM 557: Strategic Human Resource Management

Credits:3
Lecture Hours: 48

Course Objective

This course deals with the interaction between strategy and human resources as approached from a general managerial perspective. The course aims to familiarize students with the theory and practice of strategic human resource management. This course offers a detail picture of how successful organizations manage human resources in order to compete effectively in a dynamic global environment.

Course Description

The course is an introduction to modern aspect and approaches of Strategic Human Resource Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Air Cargo operation & Management.

Course Details

Unit 1: Strategy in travel and tourism industry

LH 4

Strategy, elements of strategy, strategic process, levels of strategic decisions, mission statements, travel and tourism as a service industry, service product characteristics.

Unit 2: Introductions to Strategic Human Resource Management

LH 4

Concept of strategy, corporate, business and operational strategies, HRM strategy, linkage between business and HRM strategy, Role of HRM strategy in formulation and implementation of business strategy.

Unit 3: Human Resource Environments

LH 6

Technology and organizational structure, workers value and attitudinal trends, management trends, demographic trends, trends in the utilization of human resources, international developments, internal environment – creating strategy for alignment.

Unit 4: Managing Human Resource Management for Competitive Advantage

LH 6

The strategic importance of HRM, managing change, multiple stakeholders, partnership perspective for managing human resources, the HR partnership tried.

Unit 5: HR Strategy Formulations

LH 7

Importance of human resource to strategy, theoretical foundations, international strategy, strategy driven role behaviours and practices, strategic human resource activity typology, classifying human resources types, network organization and strategy, organizational learning, integration of strategy and HR planning, HR manager and strategic planning.

Unit 6: Human Resource Planning

LH 7

The strategic role of HR planning. Overview of HR planning, managerial issues in planning, selecting and forecasting techniques, forecasting the supply of human resources, forecasting the demand for human resources.

Unit 7: HR Strategy Implementation

LH 7

systems, strategically oriented compensation system, employee development.

Unit 8: Performance Impact and Evaluation

LH 7

Individual high performance practices, limitation of individual practices, systems of high-performance HR practices, individual best practices vs. systems of practices, Universal vs. contingency perspectives, overview of HR evaluation, approaches to evaluation, evaluating strategic contributions of traditional and emerging areas.

TEXT BOOKS

Evans, N., Campbell, D., & Stonehouse, G. (2003). *Strategic management for travel and tourism*. Oxford: Butterworth-Heinemann.

REFERENCE BOOKS

Charles R. Greer, **Strategic Human Resource Management: A General Managerial Approach**, Pearson education.

Susan E. Jackson and Randall S. Schuler, **Managing Human Resources: A Partnership Perspective**, South-Western College Publishing.

MTM 558: International Tourism & Contemporary Issues

Credits: 3

Lecture Hours: 48

Course Objectives

This specializing area lays emphasis on the studies of the changing trends of the international tourism market from the global aspect and deals critically with the contemporary issues related to tourism.

Course Description

The course is an introduction to modern aspect and approaches of International Tourism & Contemporary Issues. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities International Tourism & Contemporary Issues.

Course Detail

Unit 1: International Tourism Industry LH 16

- Meaning and features
- Modeling international tourism
- International tourism trends and policies
- Methods of operations, corporate strategies for international tourism
- Theories and roles of demand in international tourism

Unit 2: International Tourism in Industrialized Nations LH 8

- Features of industrialized countries, Tourism strategies in selected industrialized countries
- Opportunities and Challenges to tourism in industrialized Nations

Unit 3: Case studies on SAARC Countries Tourism LH 4

Unit 4: Understanding contemporary issues in tourism LH 20

- **Political Issue:** Political instability, Regionalism and national integration
- **Socio-economic Issues:** Socio happenings, Guest-host issues, Women and child issues, Economical crises and its impact, Gaps in industry and academia, Poverty alleviation, Privatization of tourism resources
- Imbalances in inbound and outbound tourism
- Climate change and other environmental issues
- Terrorism and Crime; safety and security issues in tourism.
- Emerging patterns in travel and tourism

- Tourism research

TEXT BOOKS:

Francois Vellas & Lionel Becherel, **International Tourism**

REFERENCE BOOKS:

A. K. Bhatia, **International Tourism**

WTO, Recommendations on Tourism Statistics, Madrid, 1993

D.Pearce, Tourism Organization

MTM 606: Event and Conference Management

Credits:3
Lecture Hours:48

Course Objectives

This course is intended to uplift skills of students in managing events (conferences in particular). The students will be able to contribute event management team in managing the events efficiently and effectively.

Course Description

The course is an introduction to modern aspect and approaches of Event Management. As a part of the course, students will explore the institutional and fundamental framework to get a Perspective of how each correlatively govern different activities of Event Management.

Course Details

Unit 1: Introduction

LH 6

- 1.1 Definition
- 1.2 Objectives, scope and need of events
- 1.3 Types of events

Unit 2: Technical Aspects of typical events

LH 8

- 1.1** Conference
- 1.2** Exhibition
- 1.3** Other

Unit 3: Events Planning

LH 12

- 1.4** Pre-event / Planning
 - 1.4.1 Announcement
 - 1.4.2 The desired audience
 - 1.4.3 Suitable time
 - 1.4.4 Resources (financial)
 - 1.4.5 Venue and location

Unit 4: Pre-event / Preparation

LH 12

- 1.4.6 Program/schedule
- 1.4.7 Physical requirements in venue
- 1.4.8 Security
- 1.4.9 Publication and print
- 1.4.10 Room layouts
- 1.4.11 Food Beverage (Meal function styles, service)
- 1.4.12 Functions
- 1.4.13 Budgeting

Unit 5: During and Post Event**LH 6**

- 1.4.14 Rehearsal
- 1.4.15 Registration and attendance list
- 1.4.16 Supervision
- 1.4.17 Evaluation and post mortem
- 1.4.18 Declaration/Resolutions
- 1.4.19 Accounts settlements
- 1.4.20 Dispatching documents

Unit 6: Audio Visual**LH 4**

- 1.4.21 Types of Audio Video System

Methodology:

Lectures, case studies, presentations, role play, exercise

TEXT BOOKS:

Ramsborg, G.C.; B Miller, D Breiter, BJ Reed & A Rushing (eds), 'Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events', 2008, 5th ed, Kendall/Hunt Publishing, Dubuque, Iowa. ISBN 0-7575-5212-9 "ISO 20121-Sustainable Events", ISO (www.iso.org), retrieved 2014-30-05

REFERENCE BOOKS:

Ahmed Ismail, Catering Sales and Convention Services, Delmar Publishers, 1999
Kerry Shephard, Presenting at conferences, seminars and meetings, Response Books, 2005
Sam Black, How to plan exhibitions and conferences from A to Z, Universal Book Stalls, 1998
George G. Fenich, Meetings, Expositions, Events and Conventions, Pearson Education, 2008

MTM 604: Airlines Operations Management

Credits: 3
Lecture hours: 48

Course Objectives

This focus area lays emphasis on the airlines part of tourism that happens to be an area where the student may specialize. It focuses more on the operations part where handling of clients at the airport is concerned. Types of airlines, facilities and aircraft are studied.

Course Description

The course is an introduction to modern aspect and approaches of Airlines Operations Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively governs different activities of Airlines Operations Management.

Course Details

Unit 1: Introduction to Airline Management:

LH5

- What Is airline industry
- Management areas
- Its Challenges

Unit 2: Historical Development of Airlines industry and aircrafts

LH 6

- Historical development of airline industry
- Development of aircraft types
- Role and importance of Airline in Tourism

Unit 3: ICAO LH:3hrs

- Role and responsibilities of ICAO and Annex19

Unit 4: Airlines Product and customer service Awareness

LH5

- FQTV Program
- First/Business and Economy cabin sales
- Baggage allowance
- Branding Customer Touch points
- Quality customer service
- Interaction with customers

Unit 5: Airline marketing and Revenue generation management

LH8

- Yield management
- Ancillary revenue
- Marketing promotions
- Airline ticketing
- CRS/GDS system
- GSA
- Travel agency

- Web Sales
- Airline Alliances
- TIM
- APIS
- Airlines Air cargo services

Unit 6: Airline Safety and Security Awareness

LH 8

- Introduction of Aviation Safety
- Ramp Safety
- Human factor impacting Safety
- Aviation Security
- Access Control
- Frisking
- Baggage identification
- Safety Management System (SMS)
- Emergency Response Plan (ERP)

Unit 7: Introduction of airport terminal

LH8

- Airport Terminal Operation Management
- Facilities available at airport
- Stake holders working inside airport
- Flight operation activity
- Stationary required for passenger check in

Unit 8: Airline HRM

LH5

- Communication Method
- Mandatory Trainings
- Skill and personal development trainings
- Personal Development plan
- Performance evaluation

Text Books

ABC worldwide Airways Guide

Air Tariff Book 1, Worldwide fares

Air Tariff Book 1, Worldwide Rules, IT Fares etc.

MTM 560: Tourism Planning and Policy Analysis

Credits: 3

Lecture Hours: 48

Course Objectives

Planning and policy formulation happens to be a key issue in every field and tourism industry is no exception. This subject deals with the finer aspects related to tourism policy framing and planning. Surveying the tourism markets alongside the infrastructure and facilities is also included. Study on the attractions and environmental considerations in tourism are also dealt with. Furthermore, research shall be conducted on this issue.

Course Description

The subject includes: Introduction, planning process and strategic tourism planning. In the policy Perspectives, it includes model of tourism planning and policy formulation and planning for sustainable development. Emphasis is given to the tourism planning framework in Nepal.

Course Details

Unit 1: Concepts of Tourism Planning and Planning Process LH 5

- Concept of planning & basic planning process
- Concepts of tourism planning, evolution and significance
- Levels and types of tourism planning

Unit 2: Survey and Evaluation of Tourism Markets, Facilities, and Infrastructure and Tourism Attractions & Activities LH 8

- General survey of area
- Tourism market survey
- Tourism facilities and services and its needs
- Transportation and other infrastructure and needs
- Tourist attraction & its types
- Survey & Evaluation Techniques

Unit 3: Tourism Planning Analysis & Synthesis & Policy Formulation LH 8

- General analysis approach
- Tourist market analysis
- Integrated analysis of physical/social and economic factors
- Carrying capacity & its establishments, significance
- Forms of tourism development
- Formulating tourism policy
- Techniques of plan formulation
- Tourism planning principles

Unit 4: Environmental, Socio & Economic Consideration LH 8

- Relationship between environment and tourism
- Negative and positive impacts of tourism

- Environmental planning approach
- Environmental policies and impact control measures
- Environmental resource management and impact assessment
- Perspectives and Importance
- Positive and Negative Socio-Economic impacts
- Socio-economic policies and impact control measures
- Measuring costs and benefits
- Cultural resources and its management

Unit 5: Tourism Facility Development Standards

LH 5

- Importance of establishing standards
- Site development standards
- Design consideration
- Tourist facility quality standards and application techniques

Unit 6: Tourism Manpower Planning, Organization, Legislation & Investment Policy LH 5

- Tourism manpower planning
- Organizational structures for tourism
- Legislation and investment policies of tourism

Unit 7: Tourism Plan Implementation and Monitoring

LH 5

- Concepts
- Respective roles of public and private sectors
- Market planning
- Implementation of structure plan
- Overall implementation and Monitoring Process

Unit 8: Tourism Planning Framework in Nepal

LH 4

- Tourism organization involvement in development process
- Different planning in terms of Nepalese Tourism context
- Tourism Master plan

Additional: Student need to perform a research on forming new destination and applying all the planning policies related to tourism.

Text ook:

Clare. A. Gunn. Tourism Planning

Reference books:

Edward Inskeep: 'Comprehensive National & Regional Tourism Planning Course', Methodologies and case study, WTO publication.

Rob Davidson and Robert Maltland, 'Tourism Destination'
JK Sharma, 'Tourism Planning and Development' –A New Perspective, edition 2004
Baud-Bovy & Fred Lawson: 'Tourism and Recreation'. "Handbook of Planning and design".
Prabhat Chaudhary, 'Tourism Policy and Planning', 2009.
Ninth and Tenth Five and Eleven Three Year Plans of Nepal. 'National Planning Commission.
Nepal Tourism Master Plan 1972.Nepal Tourism Policy, 1995 and 2008.
Nepal Tourism Act and Regulations.
Relevant Web sites of MoTCA, NTB, 4th–13th.
Periodical Plans by National Planning Commission

MTM 611: Tourism Product Development

Credits:3
Lecture Hours: 48

Course Objectives

This subject aims to familiarize the students with the concept of the tourism product and its development process keeping them well aware of the contemporary global/national scenario and recent trends.

Course Description

The course is an introduction to modern aspect and approaches of Tourism Product Development. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Tourism Product Development.

Course Details

- | | |
|--|--------------|
| Unit 1: Tourism product | LH 8 |
| <ul style="list-style-type: none">- Tourism products, its nature and types.- Elements of tourism product.- Destination as tourism product.- Features of destination.- Mostly visited destination (global and regional case study) | |
| Unit 2: Tourism product strategy | LH 8 |
| <ul style="list-style-type: none">- The product life cycle.- Reasons of failure of the tourism products.- The launching of new tourism product.- Attributes and activities of the tourism product. | |
| Unit 3: Tourism product development and design | LH 12 |
| <ul style="list-style-type: none">- Itinerary preparation and costing.- Meal and room plans.- Package tour development.- Tourism product branding.- Distribution channels in tourism market.- Traditional marketing and modern marketing. | |
| Unit 4: Tourism product in global context | LH 9 |
| <ul style="list-style-type: none">- Tourism product in global context.- Tourism product in south Asia.- Emerging trends and demand of tourism products. | |
| Unit 5: Tourism product in Nepal | LH 11 |
| <ul style="list-style-type: none">- Tourism product resources in Nepal<ul style="list-style-type: none">a. Natural resources. | |

- b. Artificial resources.
- c. Cultural resources.
- Existing and potential tourism products of Nepal.
- Domestic and international organization involved in tourism product development.

Text Books

- Kotler.P,Bowen,J. and makens.J. Marketing for hospitality and tourism.Pearson education, 2004.

Reference Books:

- Jha,S.M. Tourism Marketing, Himalaya Publishing House,2008.
- Upcoming tourism products of Nepal, Nepal Tourism Board,2001
- Tourism products of Nepal, Nepal Tourism Board,2008.
- Kunwar, Ramesh Raj. Tourism and Development;Science and industry interference,1997.

MTM 607: Hotel Operation Management

Credits: 3
Lecture Hours: 48

Course Objectives

The module aims for an integration of theory with more practical aspects drawn from examples of contemporary hospitality, tourism and leisure services.

- Demonstrate an understanding of the role of operations management in service industries.
- Recognize and formulate a variety of models to improve a tourism and hotel industries' competition and complexity as well as to address the sophisticated demand of tomorrow's travelers.
- Demonstrate an understanding of the supply chain management process and how information technology can improve the competitive position of the entire supply chain.

Course Description

The course is an introduction to modern aspect and approaches of Hotel Operation Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Hotel Operation Management.

Course Details

Unit 1: Introduction to Operation Management LH 4

- Introduction
- Important and scope of Operation Management
- The role of operation manager and managerial process
- Operation management and decision making
- Trends and challenges in managing operation

Unit 2: Introduction to Hotel Operation LH 5

- Concept of hotel
- Development of hotel industry
- Classification of hotel

Unit 3: Organization Structure LH 5

- Hotel Organization Chart
- Elements and Importance of Organizational chart
- Department s of hotel

Unit 4: Room Division Management LH 8

- Introduction
- Guest Cycle (Reservation, Registration, Guest stay, Departure)
- Evaluating Front Office Operation (Daily Occupancy Report, Forecasting Room Availability)
- Accommodation
- Types of rooms
- Facilities available in various types of room.

Unit 5: Events and Conference Operation**LH 6**

- Introduction and types of event
- Operational Tools and Documents
- Roles and responsibilities of Event Planner
- Table Plans and set-ups for the functions

Unit 6: Food and Beverage Service Department**LH 6**

- Introduction types of F & B operations
- F & B services Attributes in Meal Experience
- Organization chart
- Food and Beverage Service Methods
- Cover Layout
- F & B Service Sequence
- Dining Etiquettes
- Beverage (Alcoholic and Non-Alcoholic)

Unit 7: Hotel Marketing Concept**LH 6**

- Introduction
- The Hotel Marketing Mix
- Hotel Market Segmentation
- The Product Life Cycle

Unit 8: Hotel Environment and Sustainability**LH 8**

- Environment Management (Introduction, system, three essential components)
- Energy Management (Introduction, Benefits and different ways to conserve)
- Management of Indoor Environment
 - o Noise Management
 - o Light Management
- Waste Management
- Water Management

Basic Books

- Negi, Jagmonam, Professional Hotel Management, S.Chand & Co.Ltd., New Delhi.
- Karma Krishna K, Mill Robert C., Kaushil S – Hospitality Operation and Management; Wheeler Publishing, New Delhi, India.

Reference Books

- William Stevenson; Operation Management - McGRaw-Hill Higher Education
- Dr. Barun K. Chakravarty ; A Technical Guide to Hotel Operation; Metropolitan Book Co. Pvt. Ltd., New Delhi.
- Dennis Lilicrap, John Cousins and Robert Smith,; Food and Beverage Service; Hodder and Stoughton.
- Denney G. Rutherford and Michael J. O’Fallon; Hotel Management and Operations; Jhon Wiley & Sons, Inc.
- David Krik; Environmental Management for Hotels; Butterworth-Heinemann Linacre House, Jordan Hill

MTM 559: Strategic Tourism Marketing

Credits:3
Lecture Hours: 48

Course Objectives

This course aims to familiarize student to all aspects of strategic tourism marketing, strategic market segmentation and planning, using the principal marketing tools in travel and tourism, applying marketing in the travel and tourism industry, e-commerce and evaluating and controlling the strategic marketing plan.

Course Description

The course is an introduction to modern aspect and approaches of Strategic Tourism Marketing. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Strategic Tourism Management.

Unit 1: Introduction

LH 8

- Concept, Features and Reasons of Strategic Tourism Marketing;
- Individual motivations and buyer behaviors.
- Factors influencing demand for tourism;
- Marketing mix for tourism services: Product formulation, Role of tourism Product price, Managing tourism middlemen and Creating awareness of tourism products

Unit 2: Strategic Market Segmentation & Market Planning

LH 8

- Market Research for Identifying Customers;
- Meaning and Definition, Process, elements of Market Segmentation;
- Identifying and Selecting Market Segmentation Strategies;
- Developing Strategic Market Planning: Definition and objectives of plans, Approaches to planning, Steps in the panning process, Components of the marketing plan

Unit 3: Using the principal marketing tools in travel and tourism

LH 8

- Promotion in Marketing;
- Promotion Mix tools (Advertising, Personal selling, Sales promotion, Publicity, Public Relation, Merchandising, Brochures and other print and electronic information)
- Distribution channels in travel and tourism
- Marketing Communication

Unit 4: Modern Issues in Tourism Marketing

LH 10

- Growing Popularity of E-commerce/Internet Marketing, Green Marketing, Relationship in Tourism;
- The Seven Ps of Internet Marketing: Product, Price, Place, Promotion, People, Process and Physical Evidence;
- Database marketing: Introduction, types of database customer database. prospect database cluster database
- Websites, E-mails and social media for Creating Tourism Business Opportunities

Unit 5: Case studies of marketing practice in Travel and Tourism **LH 4**

Unit 6: Applying marketing in the travel and tourism industry **LH 6**

- Marketing countries as tourism destinations.
- Marketing visitor attractions
- Marketing passenger transport and accommodation
- Marketing inclusive tours and product packages.

Unit 7: Tourism and indigenous people **LH 4**

TEXT BOOKS:

- Aaker, David. Strategic Market Management. John Wiley & Sons, Singapore
- Analysis for Marketing Planning by Donald R. Lehmann and Russeld S. winer, sixth edition McGraw-Hill international edition 2005

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- Chaudhary Manjula, 2010, Oxford University Press, New Delhi, Tourism Marketing
- Customer Relationship Management; A Database approach by V. Kumar and Werner. J. Reinart and John Wiley and sons, Inc.
- Marketing in Travel and Tourism by victor T.C. Middleton with Jack i.e. Clarke Third edition 2004,
- Marketing Tourism Destinations: Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
- Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
- Tourism policy and planning Yesterday, today and tomorrow David Edgell Elsevier