

TTM 331: Human Resource Management for Tourism

*Credits: 3
Lecturer hours 48*

Course Objective

The objective of this course is to impart working knowledge on the key elements of human resource management in relation to the strategies and operational needs tourism and hospitality industry.

Course Descriptions

This course provides an overview of the HRM on an organization. The course contains: Introduction to HRM, human resource planning, recruitment, selection and training and development, Motivation, performance appraisal, employees' safety and healthy in tourism and hospitality industry.

Course Details

Unit 1: Introduction to Human Resource Management

LH 6

Concept, scope and importance of Human resource Management, organizational structure role and responsibility of Human Resource Management Department in tourism and hospitality industry, contemporary issues of human resource; workforce diversity, social inclusion, tele working.

Unit 2: Human Resource Planning in Tourism and Hospitality Industry

LH 9

Concept, characteristics and importance of Human Resource Planning, Strategic HR planning: concept, relation between strategic planning and HR planning, analyzing the internal and external labor market, Human resource Planning Process, Human resource Planning in tourism and hospitality industry, job analysis, Job description and specification, job redesigning and reengineering

Unit 3: Recruitment, Selection and Benefits in Tourism and Hospitality Industry

LH 9

Meaning of recruitment, Recruitment options, sources of information about job candidates, testing and reference checking, meaning of selection different between recruitment and selection, Elements of wage and salary program, establishing pay rates, merits increases, compensation, administration, union influences on pay decisions, benefits design and administration, benefits required by law, employer-offered benefits, and employee services

Unit 4: Motivation in Tourism and Hospitality Industry

LH 5

Theory of Motivation, creating a positive motivational environment, designing work for employee involvement, rewards to motivate employees, motivation through effective leadership, communication as motivator.

Unit 5: Training and Career Development in Tourism and Hospitality

LH 7

Orientation: concept, Orientation as continuous process, orienting different levels of employees, elements of typical orientation program, follow –up and evaluation, introduction to training and development, developing and designing a training program, creating training sessions, selecting trainers, evaluating training program.

Unit 6: Performance Appraisal and Performance Management in Tourism and Hospitality **LH 6**

Reasons for appraising employees performance, establishing goals, objectives and standards, roles of the managers in performance appraisal, roles and responsibilities of employees, performance appraisal methods, performance appraisal errors and problems, providing feedback.

Unit 7: Safety and Healthy in Tourism and Hospitality Industry **LH 6**

The occupational safety and health, workers compensations, creating a safe working environment, creating a healthy work environment, stress management.

Suggested Books

Boella, M. J. & Turner, S. G., *Human Resource Management in the Hospitality Industry: A Guide to Best Practice*, New York: Rutledge

Adhikari, D. R., *Human Resource Management*, Kathmandu: Buddha Academics

Riley, M., *Human Resource Management in the Hospitality & Tourism Industry*, Oxford: Elsevier Ltd.

Woods, R. H., *Managing Hospitality Human Resource*; Lensing: Educational Institute of the American Hotel & Lodge Association.

TTM 341: Tourism Marketing

Credits 3
Lecturer Hours 48

Course Objective

The aim of this course is to familiarize the student with basic concept of tourism marketing and equip them with tools and techniques for applications of these concepts in travel and tourism in national and global context

Course Description

This course provides a broad overview of tourism marketing which contains introduction, tourism marketing mix, market segmentation, promotion and marketing tourism products.

Course Details

Unit 1: Introduction

LH 10

Meaning and Definition of marketing, goods and services, Types of services, special characteristics in marketing of services and leisure activities, Modern Marketing concept: marketing approaches, difference between sales and marketing, Tourism Marketing; special features and definitions, process of tourism marketing.

Unit 2: Tourism Marketing Mix

LH 10

Tradition 4 P's and extended Ps of services, tourism product, pricing and strategies, tourism promotion and distribution strategies, role of people, process, physical evidence, marketing mix analysis and developing marketing mix in tourism.

Unit 3: Marketing Segmentations

LH 10

Meaning, Types of tourist markets segmentation, Marketing Survey and Research, Tourist demand and forecasting, tourism promotion and marketing abroad;, role of public and private sector, incentive and subsidies, behavioral segmentation, profile of tourists: Americans, Japanese, British, Indian, Chinese, French, domestic.

Unit 4: Publicity and Promotion in Tourism

LH 8

Meaning of publicity, Meaning, objectives of promotion, promotion mix, factors affecting promotion mix, components of promotion mix, press and media public relations and communications, developing promotion plan, important promotional tools.

Unit 5: Marketing Tourism Products

LH 10

Guide to marketing leisure activities, marketing of fairs and festivals, marketing congress; conventions, incentive travel, workshop, seminars, marketing techniques of a travel agency, consumers mix, marketing of airlines; travel agencies, tour operations.

Suggested Books

Chaudhary, M. *Tourism Marketing*, Delhi: Oxford University Press.

Singh Ratandeep, *Tourism Marketing*, New Delhi: Deep and Deep Publishing Company.

Kotler, P, Bowen, J & Makens, J., *Marketing for Tourism and Hospitality*. New Delhi: Pearson Education

Morrison, A. M., *Hospitality and Travel Marketing*, New Delhi: Cengage Learning Private Limited.

TTM 342: Chinese Language

Credit Hours 3

Lecturer Hours 48

Course Objectives

Upon successful completion of this course, the student will: Develop basic listening, speaking, reading and writing skills in Chinese; Understand Chinese pronunciation and intonation system; formation and meaning of Chinese characters; and Recognize and write basic Chinese Characters.

Course Description

This course is elementary course in which students will learn the basics of Chinese, from greetings and basic conversational skills. This is an intensive basic course designed for students who are eager to begin the Chinese language by learning both the pinyin and characters. Once students have finished this course, they will have the basic survival skills in Chinese for communicating in daily life. This course will lay a solid foundation for further Chinese studies and helps in preparing for the Chinese Proficiency Test (HSK).

Course Contents				
1	Class 1	1.Vocabulary 2.Hanzi	Oral Practice	2 Hours
2	Class 2	1. Conversations (general information about school) 2. Hanzi	Oral Practice	2 Hours
3	Class 3	1. Presentation 2. Grammar—Special questions	Oral Practice	
4	Class 4	1. Vocabulary 2. Hanzi	Oral Practice	2 Hours
5	Class 5	1. Conversations about family 2. Hanzi	Oral Practice Role-play Interaction	2 Hours
6	Class 6	1. Grammar—you 2. Hanzi	Oral Practice	2 Hours
7	Class 7	1. Conversations about job 2. Grammar—Asking about professions	Oral Practice	2 Hours
8	Class 8	1.Conversations about Age 2. Hanzi	Oral Practice	2 Hours

9	Class 9	1. Conversations about Age 2. Grammar---Asking about ages	Oral Practice Role-play Interaction	2 Hours
10	Class 10	Review on family member, professions, ages	Oral Practice Role-play Interaction	2 Hours
11	Class 11	Chinese Cultural Experiences		2 Hours
12	Class 12	1. Vocabulary 2. Conversations about telling the time What time is it now?	Oral Practice	2 Hours
13	Class 13	1. Vocabulary 2. Conversations about year, month, week and day	Oral Practice Role-play Interaction	2 Hours
14	Class 14	1. Vocabulary about in the front of, behind, between, left, right, up, down, inside, outside 2. Describe the position	Oral Practice Role-play Interaction	2 Hours
15	Class 15	1. Vocabulary about North, South, East, West, opposite 2. Describe something's Locality	Oral Practice Role-play Interaction	2 Hours
16	Class 16	1. Sentences indicating Existence 2. Hanzi	Exercises	2 Hours
17	Class 17	1. Vocabulary about color, vegetables 2. Conversation about buying things	Oral Practice Role-play	2 Hours
18	Class 18	1. Grammar ----“的” construction 2. Grammar—Alternative questions 3. Hanzi	Exercises	2 Hours

19	Class 19	Grammar “了”	Exercises	2 Hours
20	Class 20	1.Vocabulary about Clothes , shoes 2. Conversation about bargaining	Oral Practice Role-play	2 Hours
21	Class 21	1.Grammar---reduplication of verbs 2. Grammar---一点儿, 一点儿 3. Modal verbs 想, 要	Exercises	2 Hours
22	Class 22	1.Vocabulary about Chinese dishes 2. Conversation about ordering, evaluating about food and taste	Oral Practice Role-play	2 Hours
23	Class 23	Video about China		2 Hours
24	Class 24	Reflection of the Course	Discussion Self-study	2 Hours

Suggested Books:

Course Materials

Textbooks, Articles, and Internet resources

Important Textbooks and References

Short-term Spoken Chinese Threshold Vol.1

TTM 342: French Language

Credits: 3

Lecturer Hours: 48

Course Objectives

Upon successful completion of this course, the student will : develop basic listening, speaking, reading and writing skills in French: Understand French pronunciation and intonation system, formation and meaning of French Characters and Recognize and write basic French Characters.

Course Description

This course is elementary course in which students will learn the basics of French from greetings and basic conversational skills. This is an intensive basic course designed for students who are eager to begin the French language.

Course Details

• Numbers up to 1000000	LH 2
• Ordinary numbers	LH 2
• Few se pronominal verbs	LH 2
• Past tense	LH 3
• Imperfect tense	LH 3
• Immediate future and simple future	LH 6
• Construction of noun from a verb	LH 2
• Expressions with avoir verb ex :- avoir faim, avoir soif, avoir mal etc	LH 2
•Adverbes of place: y/ en	LH 3
• Demonstrative adjectives (ce, cet, cette, ces)	LH 2
• Negation in detail	LH 2
• Seasons and weather and related clothes	LH 4
• Interrogation in detail	LH 1
• Imperative tense	LH 2
• Conditional tense of the verb << conseiller and devoir>>	LH 1
• Characterization of a hotel (situation, comfort, number of rooms, facilities)	LH 2
• Announce an itinerary to tourists	LH 2
• Description of an itinerary (in simple way)	LH 2
• Listening comprehension/ reading comprehension	LH 5

Required Text Books For Reference Purpose Only

" LES METIERS DU TOURISME" Published by Hachette F.L.E

" LE FRANÇAIS DU TOURISME " Published by CLE international

CONNEXIONS –1

TTM 343: Culture and Social Psychology for Tourism

Credits: 3

Lecturer Hours: 48

Course Objective

This aim of this course is to give the basic knowledge of tourism in general and tourism of Nepal in particular to the students.

Course Description

This course is divided into two sections: first is Theoretical concept and second is practical knowledge. Theoretical concept bears 50 marks and practical knowledge bears 10 marks. In the theoretical concept, students are to be familiarized with introduction of to culture, introduction of tourism, culture and tourism in Nepal and social psychology of tourism. In the second section student has to prepare and submit seminar paper.

Course Details

Unit 1: Introduction to Culture.

LH 5

- 1.1 Concept of Culture
- 1.2 Typology of Culture
- 1.3 Cultural Traits
- 1.4 Pattern of Culture
- 1.5 Components of Culture

Unit 2: Introduction of Tourism

LH 10

- 1.6 Concept of Tourism and Tourist
- 1.7 Nature and Scope of Tourism
- 1.8 Typology of Tourism and Tourist
- 1.9 Development of Tourism

Unit 3: Culture and Tourism in Nepal

LH 23

- 1.10 Development of Tourism in Nepal
- 1.11 Cultural Tourism Products-
 - Major ethnic groups-Sherpa, Newar, Gurung and Tharu,
 - World heritage site-Pasupati, Changuarayan, Swayambhu, Boudhanath, Lumbini, Darbar Square of Patan, Bhaktapur and Lalitpur
 - Architecture–Chief features of Multi-roofed temple, Sikhara and Gumbaj style; Vihara and Stupa
 - Art-early Lichchhavi, Lichchhavi and Medieval period
 - Major Festival-Dashain, Lohsar, Maghi, Buddha Jayanti, Shivaratri, Krishna janmaastami, Chhath, Holipurnima and Bisketjatra, SiruwaPavaina.
 - Customs, Food and drinks
 - Pilgrimage sites-BarahaKshetra, Halesi, Janakpur, Muktinath, Pathivara, Ridi, Devghat
- 1.12 Impact of Tourism in Nepal.

Unit 4: Social Psychology of Tourism

LH 5

- 1.13 Concept of Psychology
- 1.14 Concept of Social psychology
- 1.15 Tourist psychology
- 1.16 Host psychology
- 1.17 Host and Guest relationship
- 1.18 Psychology of hospitality

Unit 5: Preparation of Seminar Paper

LH 5

- 1.19 Concept of Seminar Paper
- 1.20 Subject matter of Seminar Paper
- 1.21 Method to prepare a seminar paper

Practical knowledge

Students should have to make a field visit under the leadership of subject teacher in any one cultural site at least for seven days and prepare and submit the seminar paper in their respective department for the fulfillment of the academic level.

Reference

- Amatya, Shaphalya, *Pilgrimage Tourism in Nepal*
- Sharma, P.R., *Culture and Tourism in Nepal, Kathmandu: ICIMOD*
- Andoerson, M.M. *Festival of Nepal*, New Delhi: Rupa & Co.
- Bhatia, A. K. *Tourism Development*, New Delhi: Sterling Publishers Private Limited.
- Bista, D. B. *People of Nepal*, Kathmandu: Ratna Pustak Bhandar.
- Gautam, R. and Thapa Magar, A.K. *Tribal Ethnography in Nepal* Vol. I and II, New Delhi: Book Faith.
- Kunwar, R. R. *Tourists and Tourism*, Kathmandu: International School of Tourism and Hotel Management.
- Kunwar, R. R. *Fire of Himal*, New Delhi: Jaipur Nirala Publications, India
- Nepali, G. S. *The Newars of Nepal*, Bobmay: United Asia Publications.
- Guneratne, A. *Many Tongues One People: The Making of Tharu Identity in Nepal*, New York: Cornell University Press.
- Pal, P., *Art of Nepal* Vol I and II , California: University of California Press. Paron, Robert A. *Social Psychology*
- Baron, A.R. , Branscombe, R. N., Byrne, Donn B.R., *Social Psychology*, New Delhi: Pearson
- Satyaj, Y. R., *Tourism in Nepal: A Profile*, Delhi: Adroit Publisher
- Rakesh, R.D., *Pilgramage Tourism in Nepal*, Kathmandu: Safari Nepal
- Slusser, M. S. *Nepal Mandala* Vol I and II
- Smith, V. L. *Host and Guest*
- Different Volume of *Voice of Culture, Dept. of Culture*, Padmakanya Multiple Campus, Kathmandu, Bagbazar.
- Different Volume of *Nepalese Culture*, Kathmandu: Central Department of NeHCA, Kirtipur,
- Different Volume of *Ancient Nepal*,: Government of Nepal, Department of Archaeology. Kathmandu
- Tourism Statistics*. Ministry of Culture, Tourism and Civil Aviation.
- Different Volume of Journal of Tourism and Hospitality Education*, IMI University, Switzerland.

TTM 344: Destination Development Management

Credits: 3

Lecturer Hours: 48

Course Objectives

The objective of this course is to provide the students with an overview of tourism destination management and its perspectives that include destination planning, destination image building and product development for developing tourism destination

Course Description

This course provides a broad overview of tourism destination, destination management, destination planning and development development, destination products development, destination image, institutional mechanism and support.

Course Details

Unit 1: Introduction to Destination Management

LH 8

Meaning of tourism destination, elements of tourism destination, concept of tourism destination Management, Types of destinations, Characteristics of destinations, Destinations and products, Destination Management Systems, Destination Selection Process, Destination Development.

Unit 2: Destination Planning and Development

LH 9

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development, Assessment of tourism potential, Planning for Sustainable Tourism Development, Contingency Planning, Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

Unit 3: Developing Destination Products

LH 9

Product strategies: introduction, implication for product strategies, product related goals of Destination Management Organization, Managing Destination Product Life Cycle: Introduction, destination product life cycle and extension, Product Portfolios and New Product Development: process for developing product portfolio and new product development.

Unit 4: Destination Image Development

LH 8

Attributes of Destinations: Individual's determined image, Destination determined image, measurement of destination image, Destination branding perspectives and challenges, Creating the Unique Destination Proposition, Destination image formation process; unstructured image, Product development and packaging, destination sustainability: sustainable tourism destination development framework, keys to destination sustainability.

Unit 5: Destination Promotion and Publicity

LH 7

The dynamic wheel of tourism stakeholders, Destination Marketing Mix - Destination Competitiveness, Distribution Channels, Marketing Communication and Strategies.

Unit 6: Institutional Mechanism and Support

LH 7

Destination Management Organization: concept, functions, advantages and roles of DMOs, National, Regional and Local DMOS, Public Private Partnership (PPP).

Suggested Books

Gunn, C. A., *Tourism Planning: Basic Concepts Cases* New York: Routledge

Harrill, R. *Fundamentals of Destination Management and Marketing*, Washington: American Hotel and Lodging Educational Institute

Sharma J. K., *Tourism Planning and Development A New Prospective*, New Delhi: Kankska Publishers, Distributors.

A Practical Guide to Tourism Destination Management, Madrid: World Tourism Organization

Nigel, M., Annette P. & Roger P. *Destination Branding: Creating the Unique Proposition*, Burlington: Butterworth and Heinemann.

TTM 345: E-tourism

Credits: 3
Lecturer Hours: 48

Course Objective

The objective of this course is to impart working knowledge on the application of e-business in tourism sector with understanding of contemporary issues of the use of electronic technology in the tourism business.

Course Description

This course provides students with the knowledge and skill of e-business strategy. It is to develop their understanding of a number of basic e-business concepts and theories supported with case examples. Upon the completion of this subject, students are expected to have a basic understanding of what e-business is and how to conduct e-business in tourism sector successfully under the dynamic changing environment in the tourism industry.

Course Details

Unit 1: Introduction to e-tourism

LH 6

Concept, nature, historical development, scope and impact of electronic business technologies, objective, and importance of E-business, internet and tourism, strategic, tactical and operational use of Information Technology in tourism.

Unit 2: Social networking

LH 3

Concept, importance and impacts on tourism business of social networking

Unit 3: E-commerce in tourism

LH 8

Starting e-business in tourism, e-marketing in tourism products, typologies of e-tourism, business models in wired economy, B2B, B2C, IT infrastructure requirements of E-business models.

Unit 4: Strategy of E-Business

LH 9

Introduction, Effects of E-Business on industry structure, E-Business, firms, and the value chain, Business models, competition, and e-business. Effects of e-business technologies on marketing strategy, customer relationship management (CRM), e-CRM. Creating e-business plan-importance, elements, phases.

Unit 5: E-business for Destination Management Organizations

LH 8

Principles and concepts – Positioning DMOs in value net, destination e-business system model, e-Business Partnerships for DMOs, The scope for e-marketing by DMOs, CRM for DMOs, E-marketing techniques. Networks for intermediaries: Travel trade intermediaries-Features of a travel trade web site, implementing a travel trade website, online travel intermediaries. MICE-Features, implementing a website.

Unit 6: E-business for Industry

LH 10

Networks for the tourism industry: Getting SMEs wired and skilled, Features and functions, steps and critical factors. E-business for Tourism SME's: Growth of tourism e-business and impacts of

SMEs throughout the industry, Strategic importance of e-business for SMEs, mapping e-business applications.

E-Business for travel agencies: targeting e-business strategy, e-business application and functionality, steps to implementing e-business strategy, critical success factors. E-Business for tour operators: targeting e-business strategy, e-business application and functionality, steps to implementing e-business strategy, critical success factors. E-business for visitor attractions: targeting e-business strategy, e-business application and functionality, steps to implementing e-business strategy, critical success factors.

Unit 7: Future Prospects of E-business

LH 4

Introduction, Challenges and opportunities: Environmental, Economic, Technological, Social Regulatory and ethical consideration.

Reference Books:

Lucas Jr., H. C. Information Technology for Management, New York: McGraw Hill

Reynolds, J., *E-Business: A Management Perspective*, New York: Oxford University Press.

Kulkarni, P, Jahirabadkar, S & Chande. P. *E-Business*. New Delhi: Oxford University Press.

Stiakakis, E. & Georgiadis C. K. *Drivers of a Tourism E-business Strategy: the Impact of Information and Communication Technologies*. Oper Res Int J. DOI 10.1007/s12351-009-0046-6

E-Business for Tourism: Practical Guidelines for Tourism, Destinations and Businesses. Madrid: United Nations World Tourism Organization.