**Midwestern University**

**Faculty of Management**

Mid-Western University (MWU) is an autonomous and public institution of higher learning with the mission to serve the people of Nepal and enrich the global learning community by extending the advantages of higher education. Established by the Government of Nepal with a Parliament Act on June 17, 2010 A. D. under the concept of multi-university system, Mid-Western University is a state supported institution, founded on land donated by the Government of Nepal. The constituent campuses of the University and the Central Administration Office are located in Birendranagar Municipality, in the District of Surkhet, Nepal.

The faculty of Management (FOM) of Mid-Western University offers variety of courses in management. The aim of FOM is to train professionals in the respective field, prepare socially responsible and creative entrepreneurs, provide innovative, practice oriented and industry related management programs to produce efficient human resource required in national as well as global business world.

Bachelor of Travel and Tourism Management (BTTM)

Bachelor of Travel and Tourism Management (BTTM) program is a four years full time semester system program which aims to produce professional human resource to meet the need of ever growing tourism industry nationally and globally.

**DETAIL OF THE PROGRAM**

**Bachelor of Travel and Tourism Management (BTTM**)

Upon the completion of the programe, graduates will be able to work as technical middle level managers in tourism industry. It is also designed to create professional for tourism related organizations like airline services, trekking agencies, travel agencies to meet the current need of industry.

**Objectives of Proposed Programme:**

The objective of the program is to enable the students to work as competent middle level managers and to meet the demand of Tourism Industry. They also should be able to function as a supervisor in other areas such as business, industry and government and non-government sectors.

* + equiped the student with required conceptual knowledge to manage the tourism industry
	+ prepare middle level managers for the tourism and hospitality areas
	+ enhance knowledge and skill of tourism and hospitality environment in national and global perspective particularly in the tourism sector
	+ encourage entrepreneurial capabilities in students to make them effective change agent in Tourism sector

**Curriculum Structure**

The BTTM course program recognizes the knowledge and skills required for various jobs in tourism and hospitality industry. The course structure is classified as follows:

1. **Foundation course 45 Credit hours**

The foundation courses are designed to provide the students with sound knowledge on foundation subject for the basic and managerial work. Following are the foundation subjects:

|  |
| --- |
| Principles of Management |
| English |
| Principles of Marketing  |
| Tourism Economics |
| Computer & Information Technology  |
| Business Communication  |
| Business Finance  |
| Entrepreneurship Development in Travel and Tourism |
| Tourism Law |
| Tourism Policy, Planning and Development |
| Human Resource Management for Travel and Tourism |
| Marketing for Travel and Tourism |
| Organizational Behaviour for Travel and Tourism |
| Strategic Management for Tourism |
| Statistics and Research Methodology |

1. **Core Course 66 credit hours**

The core courses are focused on the functional areas of tourism industry operation management. Technical knowledge of all functional area is required for every students so that they can handle the functional area of work. The following subjects are under core course:

|  |
| --- |
| Fundamentals of Tourism |
| Introduction to Hospitality Management |
| Travel Service Operation Management I |
| Language I (Chinese/French/Spanish) |
| Travel Service Operation Management II |
| Adventure Tourism |
| Language II (Chinese/French/ Spanish) |
| Managerial Accounting for Travel and Tourism  |
| Sustainable Tourism Development |
| Tourism Products Development |
| Culture and Heritage Tourism in Nepal |
| Tourism and Environment  |
| Tourism Geography |
| GDS (Global Distribution System) Ticketing |
| E-Tourism  |
| Tour Guiding  |
| Air Cargo Management  |
| Event Management  |
| Peace Tourism |
| Destination Management |
| Crisis and Disaster Management in Tourism |
| Airlines Operation Management  |
|  |

1. **Project Report 3 credit hours**

Students are required to acquire the knowledge to write a project report so that they can prepare a report on a specific problem they are interested in the tourism and hospitality sector.

1. **Industrial Exposure 12 credit hours**

Students are required to gain the actual work experience through six months of structured practical training as industrial exposure in the Eighth semester. The objective of the industrial training is to bridge the gap between theoretical input and the real life work experience.

1. The course cycle

The BTTM program is spread over a period of 8 semesters gaining 126 credit hours. The following is the course cycle for eight semesters with evaluation scheme:

**Course Cycle**

**Bachelor of Travel and Tourism Management (BTTM)**

**YEAR 1: Semester 1**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 311 | Principles of Management | 3 |
| BTTM 312 | Fundamentals of Tourism | 3 |
| BTTM 313 | Introduction to Hospitality Management | 3 |
| BTTM 314 | English  | 3 |
| BTTM 315 | Principles of Marketing | 3 |
| BTTM 316 | Travel Service Operation Management I | 3 |
|  | Total | 18 credits |

**YEAR 1: Semester 2**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 321 | Tourism Economics | 3 |
| BTTM 322 | Computer & Information Technology | 3 |
| BTTM 323 | Business Communication | 3 |
| BTTM 324 | Language I (Chinese/French/Spanish) | 3 |
| BTTM 325 | Travel Service Operation Management II | 3 |
| BTTM 326 | Adventure Tourism | 3 |
|  | Total | 18 credits |

**YEAR 2: Semester 3**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 331 | Language II (Chinese/French/ Spanish) | 3 |
| BTTM 332 | Managerial Accounting for Travel and Tourism  | 3 |
| BTTM 333 | Sustainable Tourism Development | 3 |
| BTTM 334 | Tourism Products Development | 3 |
| BTTM 335 | Culture and Heritage Tourism in Nepal | 3 |
|  | Total | 15 credits |

**YEAR 2: Semester 4**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 341 | Business Finance  | 3 |
| BTTM 342 | Tourism and Environment  | 3 |
| BTTM 343 | Tourism Geography | 3 |
| BTTM 344 | GDS (Global Distribution System) Ticketing | 3 |
| BTTM 345 | Entrepreneurship Development in Travel and Tourism | 3 |
|  | Total | 15 credits |

**YEAR 3: Semester 5**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 351 | Tourism Law | 3 |
| BTTM 352 | E-Tourism  | 3 |
| BTTM 353 | Tourism Policy, Planning and Development | 3 |
| BTTM 354 | Tour Guiding  | 3 |
| BTTM 355 | Human Resource Management for Travel and Tourism | 3 |
|  | Total | 15 credits |

**YEAR 3: Semester 6**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 361 | Marketing for Travel and Tourism  | 3 |
| BTTM 362 | Air Cargo Management  | 3 |
| BTTM 363 | Event Management  | 3 |
| BTTM 364 | Organizational Behaviour for Travel and Tourism | 3 |
| BTTM 365 | Peace Tourism  | 3 |
|  | Total | 15 credits |

**YEAR 4: Semester 7**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 371 | Strategic Management for Tourism  | 3 |
| BTTM 372 | Destination Management  | 3 |
| BTTM 373 | Statistics and Research Methodology | 3 |
| BTTM 374 | Crisis and Disaster Management in Tourism | 3 |
| BTTM 375 | Airlines Operation Management  | 3 |
|  | Total | 15 credits |

**YEAR 4: Semester 8**

|  |  |  |
| --- | --- | --- |
| Code  | Subject  | Credit hours |
| BTTM 381 | Industrial attachment/ Internship Report | 123 |
| BTTM 382 | Project Report  |  |
|  | Total  | 15 |

1. **Eligibility for Admission**

The students applying for admission BTTM program must have:

Successfully completed 10+2 or equivalent in any academic stream recognize by Mid-Western University

Must have studied English at 10+2 level (100 marks)

1. **Admission Procedure**:

Candidates seeking admission to BTTM courses should apply in the prescribed form for entrance test within the stipulated time. The applicants should enclose with the application form, attested copies of:

* Certificate and testimonials of all examinations passed.
* Equivalency, Transfer and Character Certificates
* Two recent passport size photographs.
1. **Admission Test:**

Mid-Western University shall conduct a admission test for BTTM level.

The applicants will also be required to sit for an admission test designed to judge their abilities and aptitude for the programme in the following areas

* Group Discussion
* Presentation
* Personal Interview
1. **Beginning of the sessions**

Twice a year

* Spring session
* Fall session
1. **Shift of the Programme**:

Evening/ Morning/Day

1. **Attendance**

 The Student must have a minimum 80% attendance of the classes actually held.

1. **Evaluation and Graduation:**

The evaluation of the students will be based on two components, internal evaluation - an ongoing evaluation by the concerning teachers and external examination -an annual examination at the end of the semester. The weight of evaluation 50 % internal and 50% external. The modalities of evolution shall be as per the following

Evaluation

|  |  |  |
| --- | --- | --- |
| Type of Evaluation | Weight to Total Full Marks  | Evaluation Methods |
| Internal  | 50% | Case Studies, Term Papers, assignments, class presentations, Seminars, Class tests, and others as demanded by the course |
| External | 50% | Written tests at the end of the semester |

The internal evaluation will jointly be conducted internally by the concerned teachers and the management of college that will include the performance in assignments, seminars, presentations, case studies, term papers, pre-board exam and so on. In order to qualify to appear in the annual examinations, students must meet the following requirements:

* + The Student must have a minimum 80% attendance of the classes actually held.
	+ The students must have a passing grade (50%) in the internal evaluation.
	+ Non-students will be allowed to appear in the next semester final examination without first appearing in the previous semester final examination.

The grading system in the Semester examination is as follows:

Pass

Second division

First division

Distinction

1. Teaching Pedagogy

The general teaching pedagogy includes interactive lectures, interactive tutorials, group discussion, role play, power point presentation, seminars, industry visits, demonstration, subject wise practical classes, audio and video presentations, case studies, field visits, observation, and field work and project report writing. Faculty shall determine the appropriate pedagogy to make earning effective based on suitable situation.

**YEAR 1: Semester 1**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 311 | Principles of Management | 3 |
| BTTM 312 | Fundamentals of Tourism | 3 |
| BTTM 313 | Introduction to Hospitality Management | 3 |
| BTTM 314 | English  | 3 |
| BTTM 315 | Principles of Marketing  | 3 |
| BTTM 316 | Travel Service Operation Management I | 3 |
|  | Total | 18 credits |

**BTTM 311: Principles of Management**

***Credit Hours:*** *3*
***Lecture Hours: 48***

Course Objectives:

The objective of this course is to provide students with an understanding and analyzing the key roles, skills, and responsibilities required for effective management of organizations.

**Course details**

**Unit 1: Introduction to Management LH 8**

Meaning and objectives of organization, Meaning and definition of management, Nature of management, Importance of management, Level of management, Skills of management, Roles of Management, Administration vs management, Management ethic, Emerging challenges for management, Social responsibility of management

**Unit 2: Management thoughts and theories LH 9**

Concept of Management thoughts, Scientific Management, Administrative management, Bureaucratic approach, Hawthorn studies, Management Science Theory, Behavioral science theory/human relation theory, Decision Theory, System approach, Contingency theory

**Unit 3: Management Process LH 10**

**Planning:** Meaning and definition, Nature, Types of planning, Steps/ process of planning, **Organizing:** Meaning and definition, Principles, Authority and Responsibility, Decentralization, **Staffing:** Meaning and Definition, Nature, Objectives of staffing, Importance of staffing, **Directing/ Leading:** Meaning of Directing, Nature of directing, Importance of directing, **Controlling:** Concept and definition, Steps/process of controlling, Importance of controlling, Types of controlling, Essentials of effective control system

**Unit 4: Motivation LH 5**

Meaning, Kind of motivation, theories of motivation: Need theory, two factor theory, X& Y theory, Expectancy theory, Special techniques of motivation

**Unit 5: Leadership LH 3**

Concept of leadership, Qualities of leadership, Importance of leadership, Leadership style: Autocratic, democratic, laissez-faire

**Unit 6: Organizational change LH 3**

Meaning of change, Resistance of change, strategic planned change, change adoption

**Unit 7: Emerging Concept in Management LH 10**

Quality Management: Concept and dimension of quality, Meaning of quality management, Quality control system and its objective, Importance of quality control system, Methods of quality control, Concept of Total Quality Management, Stress Management: Meaning of stress management, Causes and impact of stress in organization, Mechanism to reduce stress, Time Management: concept and importance, Globalization: concept and importance

**References**

Koontz, H. &Weirich, H. (1990). Management, New Delhi: Tata MacGraw Hill

Koontz, H. &Weirich, H. (2010). Essentials of Management, New Delhi: Tata MacGraw Hill

Drucker, P. F. (2007). Practice of Management, New York: Elsevier

**BTTM 312: Fundamentals of Tourism**

***CreditHours:****3*

***Lecture Hours: 48***

**Course Objective:**

The major objective of this course is to familiarize the students with the tourism industry, its components and the brief historical development of the industry, tourism organizations and emerging trends and future of tourism.

**Course Details**

**Unit 1: Introduction to Tourism LH11**

Concept and defining of tourism, tourism and tourist typology, tourism platforms, components of tourism, travel motivation, tourism employment, costs and benefits of tourism, basic approaches to the study of tourism, tourism systems (demand and supply)

**Unit 2: Historical Dimensions of Tourism LH8**

Tourism in Paleolitichic period, travel in Neolithic period, tourism in ancient period, tourism in Medieval period, grand tour, tourism in modern period, historical development of tourism in Nepal

**Unit 3: Career Option in Tourism LH5**

Introduction to tourism occupation, attributes required in tourism human resource, types of human resource required in tourism, Concept of career option, scope of tourism industry in relation to job possibilities, Job forecasts, job requirements and placement, other sources of career information, and internships, local, national, regional and global perspective of job opportunities, present education and training system in Nepal

**Unit 4: Tourism Organizations LH12**

Inception of international tourism organization, historical development of international tourism organization, International Tourism Organizations; United Nation World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Travel and Trade Council (WTTC), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Universal Federation of Travel Agents Association (UFTAA), National Tourism Organization, Ministry Tourism and Civil Aviation, Department of Tourism, Nepal Tourism Board, Nepal Association of Tour and Travel Agents (NATTA), Trekking Agents Association of Nepal (TAAN), Nepal Association of Rafting Agencies (NARA), Hotel Association of Nepal (HAN), and Nepal Academy of Tourism and Hotel Management (NATHM)

**Unit 5: Emerging Trends Future of Tourism LH7**

Current trends in tourism, emerging trends source in tourism, tourism in the Third Millennium, World Tourism Forecasts for 2020, nature of future growth , leisure, tourism, and society in the Third Millennium, new realities and horizons: global forces impacting the future of tourism, impact of Livelihoods & Economic Impacts

**Unit 6: Industry Visit and Field Report Presentation LH 5**

During the course students are encouraged to visit any of the travel and tourism related organizations such as travel agency, trekking agency, airlines etc. to see the basic operational departments and their functioning in order to know about the organization operations and management, preparation of report and presentation.

**References**

Burkart, A. J. and Medlik, S. (1987**).** *Tourism: past, present and future.*London: NA.

Dahal, R. &Podel, S. (2014). *Tourism for Beginners*. Kathmandu: Kathalaya Publication

Fridgen, D. J. (1991). *Dimensions of tourism*. East Lansing, Mich.: Educational Institute,

American Hotel & Motel Association,

Goeldner, C.R. and Ritchie, J.R.B (2012). *Tourism: principles, practices and*

*philosophies.* New York: John Wiley & Sons Inc.

Jaishi, S. P. (2008**).** *Tourism Management.* Kathmandu: Vidhyarthi Publication

Kunwar R. R, (2012). *Tourists and Tourism: science and industry interface.* Publisher

GangasenKunwar

<http://www.unwto.org/>

http://www. tourism.gov.np

https://www.wttc.org/

**BTTM 313: Introduction to Hospitality Management**

***Credits: 3***

***Lecture Hours: 48***

**Course Objectives:**

This course aims to make students understand the theoretical knowledge of hospitality industry and its services, career option and ethical option in hospitality establishments and operations.

**Course Details**

**Unit 1: Introduction to Hospitality Industry LH 4**

Introduction of hospitality industry, Features of hospitality services, growth and expansion of hospitality industry, Scopes of hospitality industry, current trends in hospitality industry.

**Unit 2: Introduction to Hotel and Catering Industry LH 5**

Meaning and definition of hotels, Types of hotels on the basis of location, clientele, Chain hotels, Organizational chart of various category of hotels, Star rating system of Nepalese hotels.

Meaning and definition of catering, introduction of commercial, industrial, institutional and transport caterings.

**Unit 3: Hospitality Organizations LH 9**

Hotel organization charts (small, medium and large), operational and functional departments and their functions, job responsibilities of section heads/managers, relationship between various departments, relationship between hotels, travel agencies and tourism industry, categories of hotel guests, developing and planning new hotels, restaurant organization; concept, organizing for success and management.

**Unit 4: Introduction to Front Office Department LH 10**

Introduction of front office department and its sections, role and functions of front office in a hotel, quality attributes of front office staffs, front office terminologies, hotel reservation process, check -in and check-out process, handling of arrival and departure guests, forms and formats used in front office, types of plan, and types of rooms. Billing system, modes of payment, and telephone handling techniques and guest relations

**Unit 5: Introduction to Housekeeping Department LH 4**

Introduction of housekeeping department, roles and functions its sections, types of guest rooms contents and supplies, types of keys, lost and found, dealing of unusual movements.

**Unit 6: Introduction to Food and Beverage Service Department LH 4**

Introduction of food and beverage service department, roles and functions and its sections, types of menu, types of food and beverage services, dining etiquettes, KOT/BOT and billing system, salesmanship.

**Unit 7: Introduction to Food Production Department LH 2**

Introduction of food production department, role and functions of its sections, types of kitchen

.

**Unit 8: Hospitality Management LH 5**

Meaning and concept of hospitality management, definition, job of manager, management tasks, Reengineering, leadership in hospitality industry, and importance of leadership in hospitality industry, Management companies, evolution of management companies

**Unit 9: Hotel Visit and Field Report Presentation LH 5**

During the course students are encouraged to visit any hospitality establishment to see the basic operational departments and their functioning in order to know about the hotel operations and management, preparation of report and presentation.

**Reference**

Anglelo, M.R. and Andrew, N. V. (2004). *Hospitality Today: An Introduction,* Educational Institution, American Hotel and Lodging Association

Brotherton, B. and W. R.C. (2008), *The Sage Handbook of Hospitality Management*, London:

Sage Publication Ltd.

Walker, J. (2011). *Introduction to Hospitality Management*, New Delhi: Pearson Education

**BTTM 314: English**

Credit Hours:3

Lecture Hours: 48

Course Objectives:

Objective of the course is to teach the writing modes, discuss rhetorical devices, Present language points required for academic success, support serious reading and writing activities

**Course Details**

**Unit I: Literature LH 38**

Yudhisthira's Wisdom; The Brave Little Parrot; If Not Higher;

Interactions (relating to the selected texts) and Spotlights

**Education**

Why go to a

 University?; Don't Cut Down the Trees, Brother Woodcutter; Surely You Are Joking, Mr. Feynman; A 1996 Commencement Speech;

Interactions (relating to the selected texts) and Spotlights

**Television**

The Wretched Stone; TV Can be a Good Parent;

Interactions (relating to the selected texts) and Spotlights

 **Cross cultural Bridges**

Marriage is a Private Affair; Then and Now: Finding My Voice;

Interactions (relating to the selected texts) and Spotlights

**Cultural Anthropology**

Arranging a Marriage in India; Life is Sweet at Kumansenu;

Interactions (relating to the selected texts) and Spotlights

**Humor and Satire**

King John and the Abbor of Canterbury; Thir Thoughts; The Clock Tower;

Interactions (relating to the selected texts) and Spotlights

**Critical and Creative Thinking**

The Stub Book; Mr. Know -All; Keeping Errors at Bay; What Is Intelligence, Anyway; Interactions (relating to the selected texts) and Spotlights

**Love**

To His Coy Mistress; The Telegram on the Table; Piano; Interactions (relating to the selected texts) and Spotlights

Life and Death

The Great Answer; Stopping by Woods on a Snowy Evening; A Tale; Ethics; "Where the Mind is without Fear"; New Year;

Interactions (relating to the selected texts) and Spotlights

Appendix I. Sounds of English

Appendix II. 99 Lousy Sentences

Appendix III. Deloused 99 Sentences

Appendix IV. Documenting Scholarly Essays and Books

Appendix V. Speaking English in Chicago and London

Appendix VI. Speaking in Public

Appendix VII. Answers to Selected Questions

**Unit 10: Grammar and Composition LH 10**

Prepositional Phrases, adjectives, conjunctions, compare and contrast

**References**

Savage, A. ,& Patricia, M. (2005). Effective Academic Writing 2: The Short Essay. Oxford: OUP

Nissani, M, and Lohani, S. (2013). Flax-Golden Tales: An Interdisciplinary Approach to Learning English. Shorter Third Edition. Kathmandu; Ekta, (Sounds of English and Stories and Poems on CD)

**BTTM 315: Principles of Marketing**

**Credits: 3**

 **Lecture Hours: 48**

**Course Objectives**

This course aims to build students' understanding of the marketing principles and process with basic skills to analyze marketing decision situations.

**Course Details**

**Unit 1: Introduction LH 6**

Meaning of marketing, basic principles of the production, product, selling, marketing, and holistic marketing concepts, Meaning and tasks of marketing management, Marketing challenges in the 21st century, relevance and practices of relationship marketing, green marketing, and e- marketing, components of the marketing mix for products and services

**Unit 2: Marketing Environment LH 4**

Meaning and scope of marketing environment; macro environment variables, and macro environment variables; reactive and proactive marketing, marketing environment in Nepal

**Unit 3: Marketing Information System LH 4**

Concept and relevance of information in marketing decisions making, components of the marketing information system, marketing research process and areas of marketing research

**Unit 4: Buyer Behavior LH 6**

Organizational buyer behavior: buying process and influencing factors, consumer behavior: buying process and influencing factors, global consumer movements and consumer protection

**Unit 5: Segmentation and Positioning Strategies LH 4**

Concept, process, requirements, and levels of market segmentation, bases for segmenting consumer and organizational markets, segment evaluation, analysis and selection, concept and types of positioning, product positioning process.

**Unit 6: Product Decisions LH 9**

Concept and levels of the product, product classifications and marketing considerations, product life cycle stages and strategies, new product development process, branding strategies : branding objectives, types of brand, and concept of brand equity, packaging: functions and levels of packaging; essentials of a good package, product line and mix strategies, service product strategies: service marketing concept, characteristics of services and marketing strategies; management of people, physical evidences, and process.

**Unit 7: Pricing Decisions LH 5**

Concept of price and pricing, internal and external price factors, pricing approaches: cost-based, demand-based, value-based and competition-based, new product pricing decision, price adjustment decisions, responding to price changes.

**Unit 8: Distribution Decisions LH 3**

Concept and objectives of distribution, channel functions and flows, Channel designs for consumer and industrial products, factors of selecting channel, channel conflicts and their resolution

**Unit 9: Promotion Decisions LH 7**

Concept and objectives of promotion, marketing communication process and systems, promotion mix components, promotion mix determination factors, advertising: nature and objectives, nature and relevance of personal selling, nature and objectives of sales promotions, sales promotion tools and techniques, nature, objectives and tools of public relations, concept , relevance and methods of direct marketing.

**References**

Baines, Paul, Chris Fill and Kelly Page. *Essentials of Marketing*. Oxford University Press, New Delhi,India.

Kamarulzaman, Yusniza and Nor Khalidah Abu. *Principles of Marketing*, Oxford University Press, New Delhi, India.

Koirala, K.D. *Fundamentals of Marketing*, M.K. Publishers and Distributors, Kathmandu, Nepal.

Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsan ul Haque. *Principles of Marketing: South Asian Perspective.* Prentice Hall of India, New Delhi, India.

**BTTM 316: Travel Service Operation Management I**

***Credits: 3***

***Lecture Hours: 48***

**Course Objectives:**

This course is intended to familiarize students with tour and travel agency procedures with the proper guidelines.

**Course details**

**Unit 1: Introduction LH 6**

* Meaning role and function of travel agency, How travel industry works?: buyer, seller, agents and agency types, operation, travel terms: FIT, GIT etc.
* Growth & current status, historical perspective & changing environment of travel agency,

**Unit 2: Tourism Products LH 6**

* Introduction (tourism products: brief explanation of trekking, rafting Sightseeing,
* Package tour, tour on the basis of client, request itinerary: concept, importance and types,
* Registration of Travel Agency in Nepal

**Unit 3: Land Based Products LH14**

* Trekking Meaning of trekking
* Major Trekking routes of Nepal: Everest, Annapurna, Langtang, Kanchanjunghaetc
* Grades, season, routes and guide map
* Campsite selection, altitude sickness, registration process of trekking agencies in Nepal, trekking,
* Mountaineering: evolution, importance, equipments, routes, different peaks and heights, liaison officer and roles, coordination in mountaineering, registration and government regulations.

**Unit 4: Water Based Products LH6**

* Concept, rafting in popular and other rivers, river grades, equipment and gears, safety and precautions, rafting season, map of rivers, registration process rafting agencies

**Unit 5: Air based products LH4**

* Concept and importance, Mountain flight, paragliding, Ultra light, zip flying etc.

**Unit 6: Tourism Transport LH4**

* Use of vehicle, type and importance, Nepal Association of Tour and Transport Agency (NATTA) rates and rules

**Unit7: Frontier Formalities LH4**

* Custom regulation, passport and its types, visa, visa requirements and its types

**Unit 8: Transfer Procedures LH4**

* Meaning of arrival and departure, Arrival Procedure ( things to do before, during and after arrival), departure procedure ( things to do before, during and after departure)

**References**

Bagulia, A.M. (2007).*Encyclopaedia of Travel Agency Managemen*t Vol. 3

Chuck Y. G. (1997). *Professional Travel Agency Management,* Prentice Hall

Chand, M. (2008). *Travel Agency Management*:*An Introductory Text*, Anmol Publication

Pvt. Ltd.

Training Text Entry Level (2000),*Tour and Travel Operations*, South Asia Tourism Secretariat

**YEAR 1: Semester 2**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 321 | Tourism Economics | 3 |
| BTTM 322 | Computer & Information Technology  | 3 |
| BTTM 323 | Business Communication | 3 |
| BTTM 324 | Language I (Chinese/French/Spanish) | 3 |
| BTTM 325 | Travel Service Operation Management II | 3 |
| BTTM 326 | Adventure Tourism | 3 |
|  | Total | 18 credits |

**BTTM 321: Tourism Economics**

***Credit Hours:*** *3*

***Lecture Hours:48***

**Course Objectives:**

This course is design to make student able to understand the relation of tourism and economy. It is also aims to impart the basic knowledge to the student about the recreation, leisure, tourism and its economic dimension.

**Course Details**

**Unit 1: Introduction LH8**

* Definition, nature and scope of economics
* Economics of leisure, tourism and hospitality
* Role and significance of economics in tourism and hospitality industry
* Contribution of tourism and hospitality industry into economy
* Microeconomics: meaning, scope and its uses in tourism and hospitality business
* Macroeconomics: meaning, scope and its significance in tourism and hospitality industry environment

**Unit 2: Recreation, Leisure and Tourism LH4**

* Meaning
* Determinants of recreation, leisure, tourism and hospitality
* Interrelationship between Leisure and tourism

**Unit 3: Products and Resources in Tourism and Hospitality Demand LH 8**

* Tourism and hospitality industry and its products
* Characteristics of tourism and hospitality products and services
* Travel and Tourism Resources
* Factors influencing and constraining tourism demand
* Levels of choice in travel and tourism demand
* Tourism demand forecasting – Meaning, significance, survey method of forecasting

**Unit 4: Tourism and Hospitality Demand and Supply LH8**

* Concept and nature of tourism and hospitality demand and supply
* Types of tourism and hospitality demand and supply
* Determinants of tourism and hospitality demand
* Methods of forecasting tourism and hospitality demand and supply
* Demand supply of tourism and hospitality products
* Demand function: individual and market demand curve, factors shifting demand durve.
* Supply function: individual and market supply curve, factors shifting supply curve
* Price elasticity of supply

**Unit 5: Theory of Firm and Pricing of Tourism Products LH9**

* Objectives of tourism enterprises
* Production function: meaning and types
* Decision to supply
* Costs and supply in tourism
* Controls on supply
* Business profit vs economic profit
* Market structures
* Price and output determination under perfect competition and monopoly
* Price discrimination
* Role of private and public organizations in the development of travel and tourism.

**Unit 6: Tourism Investment and Finance LH5**

* Investment in travel and tourism
* Investment appraisal in public and private sector
* Sources of finance in tourism and hospitality
* Factors influencing travel and tourism’s yield and future

**Unit 8: Impact of Tourism Sector in National Economy LH6**

* Tourism satellites account (TSA)
* Current status of tourism sector in Nepal: It's growth and trends
* Impact and contribution of tourism and hospitality industry in National Economy of Nepal
* Multiplier effect of tourism

**References:**

Adrian, B. (1995). *The economics of travel and tourism,* Sydney: Longman

Dominick Salvatore**,** *Theory and Problems of Microeconomics*, (3rd ed.), Schaum's Outline

Series, McGraw-Hill, Inc, Singapore

Gautam, B.P. (2012). Tourism and Economic Growth in Nepal. *NRB Economic Review*. Vol-

23-2.

Foskott, D. &Paskins. P., (2011). *Theory of hospitality and catering.*Lodon: Hodder Education

Mankiw, N. G., (1997). *Microeconomics,*New York: Worth Publishers.

Mankiw, N. G., (1997). *Macroeconomics*,New York: Worth Publishers

Tribe, J.(2011) *The Economics of Recreation, Leisure and Tourism*, Elsevier Ltd.

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**BTTM 322: Computer and Information Technology**

**Credit Hours:** 3

**Lecture Hours: 48**

**Course Objectives:**

This course aims to provide students with the fundamental knowledge of computers and its application in business world

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**Course Details**

**Unit 1: Introduction to Computer System LH 3**

Definition of Computer with architecture and its features, history of Computer, Types of Computer (analog, digital (super, mainframe, mini and micro) and hybrid), Classification of Micro Computer (Desktop, Laptop and Hand Held devices).

**Unit 2: Input Devices LH 3**

Definition of Input Devices and its type (Mouse, Keyboard, Microphone, Scanner, Touch Panel, MICR, OBR and OMR), Uses of input devices

**Unit 3: Output Devices LH 3** Definition of Output devices and its type (Softcopy and Hardcopy), Monitor (CRT, LCD, LED, and Plasma), Printer (Impact and Non-Impact), Uses of Output devices

**Unit 4: Storage Devices LH 4**

Primary Storage Device (RAM and its type, ROM and its type and Cache Memory), Secondary Storage Devices (Hard Disk, Optical Disk, Flash Drive, Memory/SD card), and Uses of storage devices and Memory Hierarchy

**Unit 5: Central Processing Unit LH 3**

Control Unit, Arithmetic and Logic Unit, Register set , Functions of Central Processing Unit. Introduction to Bus (Address, Data, Control)

**Unit 6: Operating System LH 3**

Concept of system, features of operating system, types of operating systems, support for Networking.

**Unit 7: Computer Network LH 3**

Introduction to computer network, Pros and Cons of Computer Network, Types of computer network (On the basis of size and architecture), Introduction to IP addresses

**Unit 8: Application Software LH 13**

Introduction, types and uses of Application software, Office package, (Word Processor, Spread Sheet and Presentation)tool: Introduction and Features, Word Processor (Microsoft Office Word 2007): Paragraph formatting, font formatting, managing layout of document, editing document, reviewing document (Track changes, Adding comments, Proofing).Inserting pictures, tables, shapes, hyperlink, header, footer, page number, Watermark, Foot note, caption, text box, word art, equations, symbol and chart.

Table of Content, Mail Merge, Text wrapping and Templates.

Spread Sheet (Microsoft Office Excel 2007): Font formatting, cell formatting, alignment,

Inserting picture, charts, shapes, header, footer, page number, symbol, page setup, using formula,

sorting table, using filters, reviewing spreadsheet, Freezing panes. Presentation Tools (Microsoft Office PowerPoint2007): formatting font, paragraph; inserting new slides, pictures, charts shapes, header footer, word art, date and time, slide number; page setup, slide orientation; using different themes for slide; animations: slide transition, custom animation; Slide show; reviewing slides, Image processing software (Photoshop): Working with image: size, mode, adjustment, crop, transform, Extract, Distort; Working with layers, working with filter, working with guide, grid and ruler, working with channel.

**Unit 9: Utility Software LH 4**

Definition and uses of Utility software, Device Manager, Disk cleaner, Disk scanner, Disk Defragmenter, virus scanner, spyware scanner, Introduction and uses of Device Driver, Language Translation

**Unit 10: Information Technology and Use in Different Subjects LH 9**

Importance of IT, Different hardware and software used in IT, Application of IT in Science and Engineering, Business and Commerce, Education, Government, Medicine, Entertainment

**Reference**

ITL Education Solutions Limited*, Introduction to Information Technology*, Pearson Education India

Keyes, J. “*Financial Services Information Systems Best Practices*Auerbach Publications;

James B. Bower, Robert Edward Schlosser, Charles T. Zlatkovich**, “***Financial information systems: theory and practice*”

**BTTM 323: Business Communication**

Credits:3

Lecture Hours: 48

Course Objectives:

The objectives of the course are to enable students to increase confidence and fluency in speaking, improve accuracy to enable clear communication of ideas, develop understanding of grammar, interact in a multi-cultural environment, work on writing, reading and listening skills, focus on student's personal needs and objectives and develop specific skills in communicative

**Unit I: Business writing LH 36**

* Informal letters
* Formal letters
* Reports
* Brochures and guides
* Articles
* Instructions
* Writing a story
* Business letters and memos

**Unit 2: Grammar and composition LH 12**

* Speeches
* Punctuation
* Words and phrases
* Word order
* Essay Writing and pie chart

References

Mary R. Colonna, Judith E. G. ( ) *Reason to Write* Oxford University Press (OVP) advance

Viney, P. , and Karen V. (1996). *Handshake: A course in communication Student's Book*, Oxford: OUP

Oxford Advanced Learner's Dictionary of Current English (2010) Eighth Edition. Oxford: OUP

Coe, Norman, Robin Rycroft, and Pauline Ernest (1983) *Writing Skills*: A Problem Solving Approach. Cambridge: CUP

**BTTM 324: Chinese Language**

**Credits: 3**

**Lecture hours: 48**

Course Objectives

This course aims at students to pronounce and read correctly Chinese languages, develop simple writing skills and ultimately, be prepared to communicate in Chinese in tourism using very simple phrases.

• Chinese phonetic alphabets: Pin Yin 2

• Basic strokes of Chinese language 2

• Learning the science of sound produce through human voice in an orderly manner 1

• Pronunciation drill and intonation: 4 tone system in Mandarin 1

• Rules of Chinese Phonetic spelling 1

• Initials and Finals (introduction) 1

• Simple grammar rules 2

• Pronunciation and intonation 1

• Greetings (text) 1

• Listening and learning process continued 1

• Grammar usages 1

• Asking about family(text) 1

• Affirmative and negative sentence pattern 1

• Number 1

• Use of measure words 2

• Year, month, week and days 1

• Asking time and date (text) 1

• Sentence pattern 2

• Making a telephone call (text) 1

• Useful words and phrases 1

• Dialogue and conversational practice 2

• Making an acquaintance (text) 1

• Aspirated and affricate voice 1

• Use of ‘ji’ and ‘duo shao’ 1

• Needs, Welcome (text) 1

• Sound discrimination, tone discrimination 1

• Conversational Practice 2

• Useful words 2

•Invitation(text) 1

• Asking about places and sites 1

• Wish you a pleasant journey (text) 1

• Technical words and phrases 2

• Listen and retell 2

• At the airport (text) 1

• Listening audiotapes 2

• Sightseeing 1

• Hobby (text) 1

**BTTM 324: French Language**

**Credits: 3**

**Lecture Hours: 48**

Course Objective

This course aims at students to pronounce and read correctly French languages, develop simple writing skills and ultimately, be prepared to communicate in French in tourism using very simple phrases.

**Course Details**

* Importance of knowing French LH 1
* Guide to pronunciation LH 3
* French alphabets
* Vowel sounds
* Consonant sounds
* Nasal sounds
* Familiarization with French accents LH 2
* Numbers up to 100 only LH 2
* Time LH 2
* Days/ months/ date LH 2
* Greetings/ expressions LH 3
* Introduction/ Basic conversations LH 4
* Verbs - ETRE and AVOIR/ first group, second group and third group

(travailler, visiter, parler, regarder, rester, manger, voyager, changer,

aimer, arriver, étudier, habiter, aller, s’appeler, finir, partir, dormir, venir,

pouvoir, vouloir, prendre, apprendre, faire) LH 5

* Some important countries and nationalities LH 2
* Countries with required preposition LH 2
* Some important professions LH 2
* Indefinite and definite articles LH 4
* Partitive articles LH 2
* Possessive adjectives (mon, ma, mes etc….) LH 2
* Simple negation LH 2
* Preposition of the place LH 1
* Simple adjectives to describe something LH 2
* Listening comprehension/ reading comprehension/ speaking LH 5

Required Text Books For Reference Purpose Only:

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

2 ." LE FRANÇAIS DU TOURISME " Published by CLE international

3.  CONNEXIONS –1

**BTTM 324: Spanish Language**

**Credits: 3**

**Lecture Hours: 48**

**Course Objectives**

This course aims at students to pronounce and read correctly Spanish languages, develop simple writing skills and ultimately, be prepared to communicate in Spanish in tourism using very simple phrases.

Embarque

ARCHIVO 1: LES PRESENTO LH 26

* Some importantsnationaties and professions
* Numbers
* Countries with required prepositions
* Basic verbs Ser, Estar, and Tener
* Basic verbs form the first, second and third groups
* Simple negatation
* Adjective Possessive (mi, tusus etc.)
* Negative Form
* Interrogative Form
* Students will know how to:
	+ Introduce oneself and another person
* Talk about their work and their family (using some easy phrases)

ARCHIVO 2: El Vuelo PART LH 5

* Time and days of the week
* Months of the year
* Students will know how to ask:
	+ The timing, telephone code numbers
* The opening and closing day and time of an event etc.

ARCHIVO 3: ESTÁ 3 KILO METROS LH 11

* Definite and indefinites articles
* Articles partitif (contraction of article)
* Prepositions of place
* Students will know how to:
	+ Locate and indicate a particular place

ARCHIVO 4: ESTE ES UN GRAN HOTEL LUJO LH6

* Simple adjectives to describe something
* A lost object
* A hotel, a room or a restaurant

**BTTM 325: Travel Service Operation Management II**

***Credits: 3***

***Lecture Hours: 48***

**Course Objectives:**

This course is intended to introduce tour and travel agency procedures with the proper maintenance and etiquette. The course will address professional dress code, personal hygiene, travel communication, demeanor, working environment, product knowledge, handling client complain, office machines, all levels of communication, and accountability.

**Course details**

**Unit 1: Itinerary Designing LH15**

* Meaning and importance of itinerary, simple: single and multiple destinations( 2nights/ 3days KTM, 4nights/ 5days KTM valley, 6 night/ 7 days, KTM(Kathmandu)/CHW(Chitwan)/PKR(Pokhara),
* On demand (as per the client request) or tailor made

**Unit 2: Package Tour LH 7**

* Concept
* Origin and development of package tour
* Importance of package tour
* Basic requirement or components of package tour
* Types of package tour
* Factors affecting in formulation of package tour
* Tour planning and pre-tour planning

**Unit 3: Costing of Tour LH 15**

* Meaning of Tour cost and factors effecting tour cost; Components of Tour, City tour, Trekking &Rafting cost
* Costing tour packages (single & multiple destinations; FIT & group costing)
* Meaning and calculating single supplementary;
* Cost of Tour Guide in Tour Operation;
* Tour price, pricing strategy, factors effecting tour price & significance of profit margin
* Referring tariff; (transport: land, air), different types of vehicle (A/C, non-A/C etc.)
* Hotels tariff and other service providing agency
* Government taxes and profit margin (Industry principles)

**Unit 4: Revenue of Travel Agency LH 3**

* Sources of income of travel agency: suppliers commission, customer service

**Unit 7: Designing of Tour Brochure LH 4**

* Meaning of Brochure & catalogue
* Principle of Brochure designing
* Types & importance of brochure, size, color processing, word selection & quality requirement of brochure

**Unit 8: Contract, Negotiation and Grievance Handling LH 4**

* Meaning of negotiation & contract, its importance, negotiate rates with different tourism vendors
* Handling Client Complain
* Service recovery

.

**References**

Bagulia, A.M. (2007).*Encyclopaedia of Travel Agency Managemen*t Vol. 3

Chuck Y. G. (1997). *Professional Travel Agency Management,* Prentice Hall

Chand, M. (2008). *Travel Agency Management*:*An Introductory Text*, Anmol Publication

Pvt. Ltd.

Training Text Entry Level (2000),*Tour and Travel Operations*, South Asia Tourism Secretariat

**BTTM 326: Adventure Tourism**

***Credit Hours:*** *3*

***Lecture Hours:48***

**Course Objective**

This course is designed to provide the students with basic concepts of adventure tourism and its subsectors, operational part of Adventure Tourism and Management.

Course Details

Unit 1: **Introduction to Adventure Tourism LH12**

* Definition and typologies of Adventure Tourism
* Soft and hard adventure
* Core characteristics of Adventure: Uncertain outcomes, Danger and risk, Challenge, Anticipated rewards, Novelty, Stimulation and excitement, Escapism and separation, Exploration and discovery, Absorption and focus, Contrasting emotions
* Manifestations of Adventure in tourism context: Activities and settings typically associated with adventure, Relationship between activities traditionally associated with adventure and existing forms of niche tourism,

**Unit 2 Adventure Tourism Products LH 12**

* Definition of Adventure Tourism Product: The degree of remoteness, The levels of skills required, The levels of effort required, The opportunity for responsibility, Components of adventure tourism
* **Adventure activities:**
	+ *Aerial Adventure:* Para hawking, Sky diving, Hang gliding, Ultralight, Giaro copter, Hot air balloon, Paraglide, Zip line/ Flying fox, Mountain flight, Helicopter flips, Cable car, Heli ski, Parachuting
	+ *Terrestrial:*Bungy Jumping, Mountain biking, Motor biking, Dirt biking, Bouldering, Rock climbing, Artificial wall climbing, Everest marathon, Ultra-marathon, High altitude athletes, Trail running, Ski, Trekking, Hiking, Great Himalayan Trail, Trail running, Mountaineering and mountain climbing, Ice climbing, Jungle Safari, Horse riding, Elephant riding, Fossil hunting, Honey hunting, Caving, Go-karting, Paintball
	+ *Aquatic:*Canyoning, Rafting, Kayaking, Canoeing, Snorkeling, Surfing, Scuba diving, Water balloon, Boating, Fishing (Angling), Wave running (Water Bike), Motor boat,
* Adventure tourism destinations and activities in Nepal
* Government policies for adventure tourism development in Nepal

**Unit 3: Historical Themes in Adventure Tourism LH7**

* The development of the adventure tourism industry, Evolution of adventure subsectors
* Evolution of Adventure tourism activities in Nepal with special reference to Mountaineering, Trekking and Whitewater Rafting

**Unit 4: Adventure Tourist LH4**

* Changing Consumer Trend, Consumer life style, age groups, and adventure tourism
* Behavior of Adventure Tourist

**Unit 5: Operation Management LH13**

* Risk Management: Commercial, Legal, Medical, Operational, Physical, Social
* Communication Management: Communication patterns and structure, Routine operational communications on risk and safety, Routine operational communications on health and hygiene, Routine operational communications on sights and scenery, Emergency communications, Emotional communications, Key characteristics for different communication categories
* Climate Change: Long-haul travel and offsets, Destination-scale responses, mountains, grasslands and forests
* Ethical issues in adventure tourism: The scope and nature of ethical issues, The responsibilities of the adventure tourist
* Defining and Describing Operational Management, Staff Management, Camp Management, Flight Management, Lodge Management, Visitors Management, Waste Management, Trekking Ethics (Do’s and Don'ts)

References:

* Swarbrooke, J., Beard, C., Leckie, S. and Pomfret, G. (2003). *Adventure Tourism, The New Frontier,* Butterworth-Heinemann, Elsevier*,* UK, USA
* Buckley, R. (2006). *Adventure Tourism,* CAB International, UK, USA
* Buckley, R. (2010). *Adventure Tourism Management,* Butterworth-Heinemann, Elsevier*,* UK, USA
* Tourism Policy 2065 B.S
* Tourism Act, 2035BS/1978 A.D

 **Web sites:**

* [www.travelblog.viator.com](http://www.travelblog.viator.com)
* [www.himalayanecotrk.com](http://www.himalayanecotrk.com)
* [www.tripitakholidays.com](http://www.tripitakholidays.com)
* www.adventuremates.net
* [www.nepalimmigration.gov.np](http://www.nepalimmigration.gov.np)

**YEAR 2: Semester 3**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 331 | Language II (Chinese/French/ Spanish) | 3 |
| BTTM 332 | Managerial Accounting for Travel and Tourism  | 3 |
| BTTM 333 | Sustainable Tourism Development | 3 |
| BTTM 334 | Tourism Products Development | 3 |
| BTTM 335 | Culture and Heritage Tourism in Nepal | 3 |
|  | Total | 15 credits |

**BTTM 331: Chinese Language**

Credit Hours 3

Lecturer Hours 48

**Course Objectives**

The aim of this course is to provide 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.

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| --- |
| Course Contents |
| 1 | Class 1 | 1.Vocabulary2.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 PracticeRole-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 Age2. Hanzi | Oral Practice | 2 Hours |
| 9 | Class 9 | 1.Conversations about Age2. Grammar---Asking about ages | Oral PracticeRole-play Interaction | 2 Hours |
| 10 | Class 10 | Review on family member, professions, ages | Oral PracticeRole-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.Vocabulary2. Conversations about year, month, week and day | Oral PracticeRole-play Interaction | 2 Hours |
| 14 | Class 14 | 1.Vocabulary about in the front of, behind, between, left, right, up, down, inside, outside2. Describe the position | Oral PracticeRole-play Interaction | 2 Hours |
| 15 | Class 15 | 1.Vocabulary about North, South, East, West, opposite2. Describe something’s Locality | Oral PracticeRole-play Interaction | 2 Hours |
| 16 | Class 16 | 1.Sentences indicating Existence2. Hanzi | Exercises | 2 Hours |
| 17 | Class 17 | 1.Vocabulary about color, vegetables2. Conversation about buying things | Oral PracticeRole-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, shoes2. Conversation about bargaining | Oral PracticeRole-play  | 2 Hours |
| 21 | Class 21 | 1.Grammar---reduplication of verbs2. Grammar---一点儿，有一点儿3. Modal verbs 想，要 | Exercises | 2 Hours |
| 22 | Class 22 | 1.Vocabulary about Chinese dishes2. Conversation about ordering, evaluating about food and taste | Oral PracticeRole-play  | 2 Hours |
| 23 | Class 23 | Video about China |  | 2 Hours |
| 24 | Class 24 | Reflection of the Course  | DiscussionSelf-study | 2 Hours |

**References:**

Course Materials

Textbooks, Articles, and Internet resources

Important Textbooks and References

Short-term Spoken Chinese Threshold Vol.1

**BTTM 331: French Language**

**Credit Hours: 3**

**Lecturer Hours: 48**

**Course No;**

**Nature of the Course:**

**Course Objectives**

The aim of this course is to develop basic listening, speaking, reading and writing skills in French. 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 (outline only) LH 3

• Immediate future and simple future LH 6

• Construction of noun from a verb LH 2

• Expressions with avoir verb ex :-avoirfaim, avoirsoif, avoir mal etc LH 2

• Démonstrative adjectives (ce, cet, cette, ces) LH 2

• Negation in detail LH 2

• Seasons and weather and related clothes LH 4

• Interrogation in detail LH 2

• Interrogative pronouns (qui, que, quoi, quel/ quelle, quand,

comment, pourquoi, combien) LH 3

• Tonic pronouns ( moi, toi, lui, elle, nous, vous, eux, elles) LH 2

• 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:

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

2 ." LE FRANÇAIS DU TOURISME " Published by CLE international

3.  CONNEXIONS –1

**BTTM 332: Managerial Accounting for Travel and Tourism**

***Credits: 3***

***Lecture hours: 48***

**Course Objectives:**

This Course aims to help students to acquire the basic knowledge and its application of managerial accounting in tourism industry.

**Course Details**

**Unit 1: Introduction LH 6**

* Meaning of financial accounting
* Accounting principles and concept
* Meaning and concept of tourism and hospitality accounting
* Nature, objective, importance and limitations of tourism and hospitality accounting
* Difference between tourism and hospitality and financial, cost, management accounting

**Unit 2: Understanding Financials Statements LH 8**

* Concept of financial statement
* Users of financial statement
* Understanding financial statements ( balance sheet, income statement and cash flow statement)

**Unit 3: Cost volume Profit Analysis LH 5**

* Concept of cost volume profit analysis, classification of cost, breakeven point: concept, assumption, importance and limitations
* Graphical and Mathematical approach

**Unit4: Budgeting LH9**

* Meaning of budget, Nature, objectives of budgeting advantages and disadvantages of budgeting.
* Types of Budget: Sales Budget, Production Budget, Material Usage budget, Material purchase
* Budget, Direct Labor Budget, Operating Expenses Budget, Cash Budget

**Unit 5: Concept of Sectoral Financial Transactions and their Accounting Treatment LH 6**

Room Accommodation accounting, food and beverage accounting, night auditing, airline operation, travel, trekking, mountaineering and other tourism activities (revenue, expenses and accounting treatment)

**Unit 7: Decision Regarding Alternative Choices LH 7**

Concept, classification of cost: relevant cost, irrelevant cost, sunk cost, opportunity cost. Types of decision: make or buy, seasonal operation, drop or continue, accept or reject special order.

**Unit 8: Event and Function Management Accounting Techniques LH 7**

Event planning phase management accounting tools: Feasibility Study, evaluate potential revenue and cost, cost center, event budget and forecast, Run, cancel or withdraw from the event.

**References:**

Coltman, M. , (1998).*Hospitality Management Accounting*. John Wiley& Sons.

Dangol, R.M. Dangol, J. (2011).*Cost and Management Accounting*. KTM: TalejuPrakashan

Harris, J. andHazard, P. A. (1992).*Managerial accounting the hospitality Industry*.UK: ELBS

Ronald, V. H. (2005). *Managerial Accounting: Creating value in dynamic business environment*. New Delhi: Tata McGraw-Hill Publishing Company Limited

**BTTM 333: Sustainable Tourism Development**

***Credits: 3***

***Lecture Hours: 48***

**Course Objectives**

This course aims to provide meaningful understanding of the sustainable tourism development and associated concept. It is expected that students will learn several facets of sustainability and relevant issues pertaining to tourism.

**Course Details**

**Unit 1: Introduction to Sustainability in Tourism LH 8**

Concept of sustainable development and importance; Aligning tourism with sustainable development; Emergence of sustainable tourism (with focus on - Platforms of tourism); Institutionalization of sustainable tourism

**Unit 2: Principles and Philosophy of sustainability in Tourism LH 6**

Principles of Sustainable development; Principles of sustainable tourism; Stakeholders in Sustainable tourism planning and development

**Unit 3: Conventional versus alternative forms of tourism LH 8**

Meaning and concept of mass tourism and alternative tourism; Benefits and cost of Mass tourism; Emergence of alternative tourism; Types of alternative tourism;Nature based tourism, Ecotourism; Rural and agro-tourism; Culture and heritage based tourism.

**Unit 4: Integrated Dimensions in Sustainable Tourism Management LH 8**

The Environmental Dimension; The Economic Dimension; and the Socio-cultural, Economic, Social, Cultural and Environment impact of Tourism

**Unit 5: Sustainable Tourism Management in Geographical settings LH 8**

Sustainable Tourism Management in Urban Settings; Sustainable Tourism Management in Mountain and Hilly Regions; Sustainable Tourism Management in the Wilderness Areas; Concept of Carrying Capacity and its types; Concept of Initial Environment Examination (IEE) and Environmental Impact Assessment (EIA); Area Protection and Zoning.

**Unit 6: Issues in sustainable tourism LH 10**

Sustainable tourism indicators; Bellagio Principles; Pursuing sustainable tourism; Issue of Certification/Standardization/Ecolabelling in tourism**,** Issues andImplications of climate change and global warming on tourism, Global and national initiative for sustainable tourism development, Issues in sustainable development in Nepal

**References:**

Allcock, A. (2003). Sustainable Tourism Development in Nepal, Vietnam and Lao PDR: experiences of SNV and Partner Organizations. SNV.

Bricker, K.S., Black, R. and Cottrell, S. (eds.) (2013***).*** *Sustainable Tourism & the Millennium Development Goals: effective positive change.* Burlington: Jones& Bartlett Learning.

Font, X. and Buckley, R. (eds.) (2001). *Tourism Ecolabelling: Certification and Promotion of Sustainable Management***.** CABI Publishing.

Mowforth, M. & Munt, I. (2009). Defining the New Tourism. *Tourism & Sustainability*, London: Routledge.

Swarbrooke, J. (1999). *Sustainable Tourism Management.* CABI Publishing: Oxon.

United Nations World Tourism Organization (UNWTO) (2013). *Sustainable Tourism for Development Guidebook*. Madrid: UNWTO.

UNWTO/UNEP (2008). *Climate Change and Tourism: responding to global challenges****.*** Madrid: UNWTO/Paris: UNEP.

Weaver, D. (2006). *Sustainable Tourism: Theory and Practice*. Oxford: Elsevier Butterworth-Heinemann.

**BTTM 334: Tourism Products Development**

**Credit hours: 3**

**Lecturer hours: 48**

**Course Objectives:**

The course is designed to provide the knowledge of tourism products, products development and contemporary issues of product development in tourism. It also aims to encourage students to create innovative ideas on designing tourism products and quality of tourism products and services.

**Course Details**

**Unit 1: Introduction LH11**

Meaning of tourism product, types of tourism products, definition of new product in tourism, prospects of new product development, classification of new product, differentiation between existing product and new product development, overview of new product development theories, models of new product development: departmental stage, activity stage, cross-functional teams, decision stage, conversion process, response and network models

**Unit 2: Principles of Tourism Product Development LH6**

Market research, stakeholders consultation and collaboration, product matching, tourism and product development areas, flagship and hub development, clusters, circuits and events, product portfolio, investment plan and funding, human resource development and marketing

**Unit 3: Understanding Tourism Product Development LH10**

Review of tourism products, Concept and definition of tourism product development, tourism product development framework, tourism destination and its characteristics, interdependence and complementary of tourist services, rigidity of supply, long lead time, product planning based on realistic forecasts of demand, Tangible: physical evidence of destination, Intangible: expectations, experiences, memories, factors influencing tourism product development: economic, social, environmental, political, technological, demographic, globalization and localization

**Unit 4: Product Development and Pricing LH7**

Role influence and functions of pricing in product development, The process of successful pricing: minimum price, maximum price; target-profit pricing; cost-plus pricing; perceived value pricing; going rate pricing; sealed bid pricing; negotiated pricing, Pricing strategies techniques and evaluation (market skimming, market penetration), Tactical pricing: seasonality, sudden market fluctuations, competition

Non price revenue: cross selling; gifts and donations e.g. in museums, education centers, zoos

**Unit 5: Market Research and New Product Development LH10**

concept of market research for new product development, purpose of new product development, testing new product, techniques used in consumer testing of new products, market research and discontinuous new products, acceptance and ignorance of new products, striking the balance between new technology and market research, steps involved in tourism product development process: PEST and SOWT analysis, tourism area life cycle analysis, ansoff matrix, boston consulting group matrix, Product development: challenges and solution, new and existing products: extensions, dissatisfaction growth, seeking new markets, product planning: procedures, products, market and needs

**Unit 6: Strategy for Tourism Product Development LH4**

Resources and attributes, market opportunities, factors of production and investment potential, policies and system, elements in tourism product development strategy, role of destination authorities in tourism product development

Akamaa J S. &Ondimu, K. I. (2001).*Tourism product development and the changing consumer demand*: A case study of Kenya. Routledge Taylor & Francis Group.

Annacchino, A.M. (2003) (eds.) *Introduction. In: New Product Development*. Burlington: Butterworth-Heinemann

Bennett , M.M, Seaton, A.V (1996). *The Marketing of tourism products: Concepts, Issues and Cases*. International Thomson Business Press.

Holloway, J.C (2002). *The Business of Tourism.* Sixth Edition. Financial Times Prentice Hall

Muller C. M., Ruys T. E., Wei, S. H. F. M. (1998). *Tourism product development for the senior market, based on travel-motive research.*CABI European Union.

Trott, P. (2005). Innovation management and new product development. Essex: Person Education Limited

Walder, B. (2006). *Innovation and product development in tourism: Creating Sustainable competitive advantage.* Berlin: Erich Schmidt

World Tourism Organization (UNWTO)/ European Travel Commission (ETC) (2011). *Handbook on tourism product development.* Madrid: UNWTO

**BTTM 335: Culture and Heritage Tourism in Nepal**

**Credit hours: 3**

**Lecturer hours: 48**

**Course Objectives:**

The main objective of this course is to provide outline of socio-cultural history of Nepal, basic concept of Culture, Cultural and Heritage Tourism and Tangible and Intangible Cultural Heritage of Nepal for promotion of cultural and Heritage Tourism.

**Course Details**

**Unit 1: History of Nepal LH6**

* Ancient Period
* Medieval Period
* Modern Period

**Unit 2: Nepalese Society LH10**

* Settlement pattern
* Migration
* Himalayan Society and Culture
* Hill Society and Culture
* Terai Society and Culture

**Unit 3: Cultural and Heritage Tourism LH12**

* Concept of Culture
* Culture and Heritage Tourism and Tourist Typology
* Relationships between Cultural and Heritage Tourism
* Basic Components of Culture and Heritage Tourism (4As : Habitat, Heritage, History and Handicraft)
* Authenticity and Commoditization on Culture and Heritage
* Economics of Tourism
* Socio-Cultural Impact of Tourism
* Tourism and Sustainability
* Global Code of Ethics of Tourism

**Unit 4: Cultural Landscape LH10**

* Meaning and Concept of Cultural Landscape
* Cultural Landscape
* Cultural Landscape and Tourism Development with references to cases of Mongolia, Malaysia and Southern Australia.
* Cultural Landscape and Sense of Place

**Unit 5: Cultural Resources LH10**

* Tangible Cultural Heritage (Handicraft, Art and Architecture)
* Intangible Cultural Heritage (Religion, Festivals, Tradition, Costumes and Cuisines)
* National and World Cultural Heritage Sites of Nepal
* Heritage Management
* Cultural policy of Government of Nepal

**References:**

Anderson, M. M. (1988). *The Festivals of Nepal*. Calcutta: Rupa& Co.

Bista, D. B. (1980). *People of Nepal,* Kathmandu: RatnaPustakaBhandar.

# Burnier, R. M. (1978). The *Temples of Nepal: an introductory survey*. New Delhi: S. Chand.

Regmi, D. R., (2007). *Ancient Nepal, Medieval Nepal* (2 vols.), Modern Nepal. New Delhi: Rupa and Co.

Hutt, M. (1994).*Nepal: A Guide to the Art and Architecture of the Kathmandu Valley.* Kiscadale Publications.

Korn, W. (2010). *The Traditional Architecture of the Kathmandu Valley* (Bibliotheca Himalayica). Kathmandu: Ratna Pustak Bhandar

Kunwar, R. R., (1997). *Tourism and Development - Science and Industry interface*. Kathmandu: Kunwar.

Kunwar, R. R. (1999) *Fire of Himal: An anthropological study of the Sherpas of Nepal himalayan region*. New Delhi: NiralaPublications. (2nded.)

# Kunwar, R. R.,(2000). *Himalayan Heritage a Study of Society, Culture, and Religion of Nepal*. Kathmandu: LaxmiKunwar. (2ndEd).

Park, H. Y., ( 2014). *Heritage Tourism*. London: Routledge.

UNESCO. (2006). *Culture, Tourism and Sustainable Development*. Paris: UNESCO.

**YEAR 2: Semester 4**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 341 | Business Finance  | 3 |
| BTTM 342 | Tourism and Environment  | 3 |
| BTTM 343 | Tourism Geography | 3 |
| BTTM 344 | GDS (Global Distribution System) Ticketing | 3 |
| BTTM 345 | Entrepreneurship Development in Tourism and Hospitality | 3 |
|  | Total | 15 credits |

**BTTM 341: Business Finance**

**Credit hours: 3**

**Learning hours: 48**

**Course Objectives**

This Course aims to familiarize the students with a fundamental knowledge and skills of Financial Management. This course also emphasis on basic tools and techniques which is very helpful to take corporate decision as well as individual decision.

**Course Details**

**Unit 1: Introduction LH 5**

Meaning, definition, nature and importance of finance and financial management, The organizational structure of the firm, finance functions, The goal of the firm and career opportunities in finance, difference between public and corporate finance

**Unit 2: Financial Statements and Analysis LH 7**

Understanding financial statements, nature of different types of financial statements and reports: the balance sheet, the income statement, cash flow statement, financial ratios: liquidity ratios, assets management ratios, debt management ratios, profitability ratios and market value ratios, Comparative analysis, and limitations of ratio analysis

**Unit 3: Time Value of Money LH 7**

Meaning and concept of time value of money, time lines, future value and compounding along with annuity, present value and discounting along with annuity, Finding interest rates-periods payments, Perpetuities, even and uneven cash flows, semi-annual and other compounding, continuous compounding, growing annuities, comparison of different types of interest rates and amortized loans.

**Unit 4 Risk and Return LH 9**

Concepts of risk and return, measurement of return: expected and average rate of return, Measurement of risk: variance, standard deviation and coefficient of variation, concept of portfolio and diversification, efficient frontier, Attitude of risk averse, risk indifferent and risk seeking investors, co-variance and correlation coefficient, portfolio expected return and risk.

**Unit 6: Investment Decision LH 9**

Meaning and concept of capital budgeting, fmportance of capital budgeting, project classifications, project evaluation techniques: payback period (PBP), discounted payback period, accounting rate of return (ARR), ,net present value (NPV), internal rate of return (IRR), modified internal rate of return and profitability index, limitations of each of each evaluation techniques.

**Unit 7: Financial Environment LH 11**

Types of financial markets, financial intermediaries, types of financial intermediaries (depositary as well as non-depository), Concept of Bond, Characteristics of bond, Types of bond, Advantages and Limitations of bond, Concept of common stock, Characteristics of common stock, Types of stock, Advantages and disadvantages of stock, Concept of preferred stock, characteristics of preferred stock, Types of preferred stock, advantages and disadvantages of preferred stock.), Concept of Broker and their major functions. Concept of investment banker and their major functions, Methods of selling securities, Issue process of securities in primary market, Introduction of Security Board of Nepal and its major tasks,

Introduction of Nepal Stock Exchange, Transaction costs of securities.

**References:**

Eugene, F., B. & Michael, C., E. (2012). *Financial Management.* India: Cengage Learning India Pvt. Ltd.

Keown,J., Arthur, M. , D.,John,Jr.,Scott,F.,D. (2002).*Financial Management Principles and Applications*. India: Prentice-Hall of India Pvt. Ltd.

Chandra, P. (2012).*Fundamentals of Financial Management*. India: Tata McGraw Hill Education Pvt.Ltd.

**BTTM 342: Tourism and Environment**

**Credit hours: 3**

**Learning hours: 48**

**Course Objectives**

This course aims to familiarize the students with a fundamental knowledge and skills of tourism and environment. This course also emphasis on concept, awareness commitment, water management and waste management in tourism.

**Unit -1: Introduction LH7**

* Concept and meaning of environment
* Ecology and relevance for the tourism sector
* Tourism and environmental linkage
* Role of environmental management in the tourism industry
* Concepts- Global warming, Greenhouse gases, Carbon foot print, Acid rain, Sustainability
* Environmental practices as part of CSR in the tourism industry

**Unit-2: Environmental Awareness and Capacity Building LH5**

* Staff- raise awareness, build commitment, provide support, reward effort, celebrating success,
* Business partners coordination
* Guest participation
* Community- sponsorship, urban beautification, alternate energy sources

**Unit -3: Environment Commitment LH6**

* Environmental systems
* Environmental policies, strategies and implementation
* Environmental impact assessment (Targeting and monitoring, key performance measures)

**Unit -4: Water Management LH5**

* Sources of water
* Sources of water pollution
* Improving water quality (filtration, boiling, chlorination, reverse osmosis, ozonation)
* Control of water consumption( Kitchen, housekeeping, guest room , rest room)
* Management of water in trekking trail and other tourism destination

**Unit -5: Energy Management and its importance in tourism LH6**

* Introduction
* Principles of energy management
* Types of energy management(renewable, non-renewable)
* Energy efficiency action plan
* Assessing current performance
* Energy conservation measures (Investment and decision making process)
* Alternative energy sources for hospitality industry

**Unit -6: Waste Management and its impact on tourism LH6**

* The need for materials and waste management
* Types of waste (dry/wet, organic/inorganic, biodegradable/non bio-degradable)
* Sources of solid waste (e-waste and paper waste, organic waste, glass, plastic, metals)
* 7R’s principle (Reduce, Reuse, Recycle, Restriction, Replace, Repair)
* Principles of responsible tourism
* Impact of waste management on tourism

**Unit -7: Air and Noise Pollution LH4**

* Air pollution
* Indoor- potential sources of air pollution, improving indoor air quality
* Outdoor- potential sources of air pollution, improving indoor air quality
* Noise pollution
* Causes, effects and control measures taken by tourism and hospitality industry

**Unit -8: Guidelines and best eco-practices implemented by tourism industry LH5**

* Concept, Guidelines and practices of ecotourism
* Role of environment to promote ecotourism
* Concept and practices of eco-lodges
* Eco trekking trails
* Responsible tourism and its practice

**Unit -9: Environment and responsible tourism LH4**

* Concept of responsible tourism
* Aligning tourism with responsible tourism
* Role of tourism in environmental protection

References

1. Barrow, C.J. (2006). *Environmental Management for Sustainable Development.* USA: Routledge
2. David, K. (1996). *Environmental Management for hotels*, A student’s handbook. UK: Butterworth- Heinemann.

3 Font, X. and Buckley, R.(eds.). *Tourism Ecolabelling: certification and Promotion of Sustainable Management* CABI Publishing

4 UNWTO/UNEP (2008). *Climate change and tourism: responding to global challenges.* Madrid: UNWTO/Paris:UNEP

**BTTM 343: Tourism Geography**

**Credits:3**

**Lecture Hours: 48**

**Course Objective**

The course basically aims at developing students understanding by impacting them the knowledge of Geography from tourism perspective. It helps to cover various theoretical aspects of tourism geography at national, regional and global level.

**Unit 1: Geography of Tourism LH6**

Introduction, definition, classification, characteristics and importance, Relationship between, Tourism and Geography (latitudes, longitudes, Earth’s Hemispheres, World time zones, International Date line and Elapsed Flying time)

**Unit 2: Geography of Tourism Demand LH6**

Leisure and Recreation in Tourism Geography, Tourism Demand - Concepts and Perspectives

Effective Management of Tourism Demand, Suppressed Tourism Demand

**Unit 3: Geography of Tourism Resources LH5**

Introduction of Tourism Resources in Geographical Perspectives, World Scale; National Scale; Local Scale, Pleasure Periphery, Map-reading and Navigation

**Unit 4: Geographic Components of Tourism Flows LH5**

Places of tourist origin and destination and their en-routes, Push and pull factors at local, regional, national and international level, Spatial interaction between touristic areas.

**Unit 5: Geography of Tourism Transport LH5**

Tourism Transport by Air, Surface and Sea (Geographical perspectives), Transport and Transportation Modes in Tourism Geography, Tourism Transport Costs and Pricing, Transportation Routes and Tourism Networks

**Unit 6: Geography of Tourism Climate LH5**

Basic knowledge on weather and climate, Seasonality in Tourism, Global Climate Scene in Tourism (climatic elements of the world tourism), Environment and Tourism in geographical perspectives

**Unit 7: World Tourism Geography LH10**

Tourism in Europe, Tourism in America, Tourism in Australia, Tourism in SAARC Countries and Southeast Asia

**Unit 8: Geography of Tourism in Nepal LH6**

Physical setting, weather condition, flora and fauna, forestry, Cause of deforestation and its impacts, Conservation areas (including national parks); Conservation and preservation of cultural heritage. Regional setting of tourism in Nepal, Major tourist areas in geographical perspectives

**References:**

Boniface, B.G& Cooper, C.P., (1984), *The Geography of Travel and Tourism*. London: William Heinemann

Pathak, R. S., (2012). *Tourism Geography of Nepal and other SAARC countries,* Kathmandu: Uma pathak

Shrestha, S.H, (1998), *Economic Geography of Nepal*, Kathmandu: Educational Enterprise Pvt.

**BTTM 344: GDS (Global Distribution System) Ticketing**

**Credit hours: 3**

**Learning hours: 48**

**Course objective**

This course is design to offer entry-level knowledge and technological skills which are practical to the travel and tourism industry. It is designed to teach computer entries and responses, and the concepts behind them. This is accomplished through a series of carefully written lessons and practical exercises. All generated displays are true facsimiles of real GDS responses.

**Course Details:**

**Unit 1: LH 3**

* GDS introduction
* signing in/out of System, Encode/ Decode City/airport/Aircraft / Country.

**Unit 2: LH3**

* Timetable checking,
* Seat Availability checking
* Schedule and access type checking.

**Unit 3: LH3**

* Return availability
* Availability change entries
* Airline Alliances

**Unit 4: LH5**

* **Building a PNR Essential Field**,
* (Itinerary, Name, Phone, Ticketing time, Received from, End Transaction)
* Waitlist
* Open Segment
* ARNK segment.

**Unit 5: LH4**

* **Building a PNR (optional field)**
* Remarks
* Frequent Flyer
* Mailing Address, Billing Address,
* Form of Payment
* Optional Service, Information
* Special service Request
* Passport Details

**Unit 6: LH4**

* PNR Management
* Cancelling PNR items
* Changing PNR items
* Dividing party

**Unit 7: LH3**

* Basic seating request
* Advance seating Request
* Seat request with area preference and passenger type
* Seat map from PNR
* Seat map from availability
* Request specific seats
* Modify seating elements

**Unit 8: LH6**

* Fare display and rules
* General fare display
* Fare display for a specific carrier
* Fare display for a specific dates
* Fare display for a specific fare type
* Fare display with taxes
* Fare Display with combination of modifiers
* Changing for Display
* Fare notes
* Displaying Specific parts of fare notes

**Unit 9**: LH3

* Pricing Itinerary
* Basic itinerary pricing
* Single Passenger pricing display
* Best buy pricing
* Storing price
* TST creation
* Displaying TST
* Miscellaneous fare elements

**Unit 10: LH3**

* Issuing Ticket
* Introduction to E- ticket
* Issuing E-ticket
* Interline E- ticket
* Ticketing with consolidator fare
* Voiding ticket
* Ticket exchanges

**Unit 11: LH3**

* Issuing EMD
* Ancillary services and EMDs
* Pricing an ancillary service
* Issuing an EMD
* Stand alone EMD.

**Unit 12**: LH3

 Queue

* Introduction to the queue system
* Taking Queue counts
* Queue placements
* Optional element
* Accessing queue
* Removing PNR from queue
* Placing a PNR on the delay queue
* Changing segment status
* Queue task(Waitlist clearances queue, Schedule change, Conformation queue, Waitlist assurance, Consolidator fares)

**Unit 13**: LH1

Calculation in the GDS

* Calculator function
* Clock function
* Calendar function,
* Currency conversion.
* Connecting Times (MCT)

**Unit 14: LH1**

* Using the help system

**Unit 15:**Timatic **LH3**

* Introduction to timatic
* Timatic help,
* Entry requirements from PNR,
* Health information from PNR,
* Timatic full Text,
* Timatic rules
* timatic guided mode
* Timatic expert mode.
* Introduction to timatic web,
* Passport, Visa and Health information,
* Country information,
* Retrieve health requirements.

**References:**

1. **Amadeus Basic Functionality and Commands**
2. **Galileo Basic Functionality and Commands**
3. **Sabre Basic Functionality and Commands**

**BTTM 345: Entrepreneurship Development in Tourism and Hospitality**

**Credit hours:3**

 **Lecturer hours: 48**

**Course Objective**

The aim of this course is to provide knowledge to the students to understand the theories and practices of entrepreneurship development.

 **Course Details:**

**Unit-1: Entrepreneur LH7**

* Meaning and concept of entrepreneur
* Evolution of the concept of entrepreneur
* Characteristics of successful entrepreneur
* Types of entrepreneur, functions of entrepreneur
* Difference between an entrepreneur and a manager

**Unit-2: Entrepreneurship LH7**

* Concept of entrepreneurship
* Development process of entrepreneurship in Nepal
* Factors affecting entrepreneurship growth
* Role of entrepreneurship in economic development
* Meaning of small enterprises
* Problems of small enterprises in Nepal
* Emerging trends in tourism entrepreneurship

**Unit-3: Tourism Entrepreneurship in Nepal LH5**

* Introduction of tourism entrepreneurship
* Tourism entrepreneurship development in Nepal
* Case study on hotel and tourism entrepreneurship in Nepal
* Women Entrepreneurs in tourism in Nepal

**Unit-4: Social Entrepreneurship LH4**

* Meaning of social entrepreneurship
* The perspective of social entrepreneurship
* Social entrepreneurship practices in hospitality and tourism industry
* Barriers of social entrepreneurship

**Unit-5: Entrepreneurial Motivation LH8**

* Concept of entrepreneurial motivation
* Motivational process
* Entrepreneurial motivating factors
* Entrepreneurial motivational behavior: creativity, self- efficacy, taking initiation, risk taking

**Unit-6: Developing Creativity and Understanding Innovation in Tourism and Hospitality LH8**

* Concept of creativity, creativity process in tourism: knowledge accumulation, the incubation, idea experience, evaluation and implementation in tourism and hospitality field
* Developing in Creative in tourism and hospitality: recognizing tourism relationship, developing functional perspective using brins, eliminating muddling mind sets
* Innovation in tourism: concept, types of innovation: invention, extrusion, duplication, synthesis
* Sources of innovation in tourism: unexpected occurrences, incongruities, process need industry and market change, demography changes, perpetual changes, knowledge-based concept in tourism

**Unit-7: Institutional Support to Tourism Entrepreneurship in Nepal LH9**

* Need and importance of intuitional support for tourism and hospitality entrepreneurship Concept
* Institutional support to tourism and hospitality entrepreneurship in Nepal: the government agencies
* Specialized tourism related agencies
* Consultancy service, institutional finance and marketing support in tourism

**References:**

Hisrich, R. D., Michael P. and Dean, S. (2010). *Entrepreneurship*, New Delhi: Tara McGraw-Hill.

Holt, D. H., (2010). *Entrepreneurship,* New Delhi: PHL Learning Pvt. Ltd.

Khanka,S.S. (2008). *Entrepreneurial Development*, New Delhi: S. Chanda& Company Ltd.

Seth, P.N. (2006). *Successful Tourism Management*, New Delhi: Sterling Publications

Zimmerer, T. W. & Scarborough, N. M., (2011). *Essentials of Entrepreneurship and Small Business Management,* New Delhi: PHL Learning Pvt. Ltd.

 **YEAR 3: Semester 5**

|  |  |  |
| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 351 | Tourism Law | 3 |
| BTTM 352 | E-Tourism  | 3 |
| BTTM 353 | Tourism Policy, Planning and Development | 3 |
| BTTM 354 | Tour Guiding  | 3 |
| BTTM 355 | Human Resource Management for Travel and Tourism | 3 |
|  | Total | 15 credits |

**BTTM 351: Tourism Law**

**Credit hours: 3**

**Lecturer hours: 48**

**Course Objective**

The objective of this course is to provide basic knowledge to the students regarding legal provision of tourism and hospitality industry.

**Course Details:**

**Unit 1: Introduction LH7**

* Meaning, definition and nature of law
* Evolution and development of law
* Sources of law
* Classification of law
* Legal environment of business
* Business form of travel and tourism industry
* Tourism and hospitality law

**Unit 2: Business Law LH10**

* Law of contract
* Definition
* Components of enforceable contract
* Types of contract
* Essential clauses for providing products and services to the guests
* Essential clauses for receiving products and services to the guests
* Company formation and types of companies
* Law of hotel and travel agency
* Cooperation, Strategic alliance, Consortium and Franchise agreement
* Law of insurance, elements and importance of insurance

**Unit 3: Laws Related to Tourism and Hospitality Business Law in Nepal LH10**

* Tourism and hotel law of Nepal
* Law relating to alcoholic business in Nepal
* Food law and consumer protection law of Nepal
* Food inspectors and their duties and power
* Regulation on hotel, travel, trekking and mountaineering in Nepal
* Duties and responsibility of tourism and hospitality operators
* Guest protection in hotel
* Environmental protection law related to tourism and hospitality business in Nepal
* Local custom

**Unit 4: Labor and Trade Union Laws of Tourism and Hospitality LH5**

* Labor law
* Trade union law
* Wages system, working condition of workers and compensation
* Rights and duties of employees
* Job discrimination in employees: Age, sex, religion etc
* Show case notice, charge sheet, enquiry, suspension and dismissal

**Unit 5: Convention and Group contracts LH4**

International convention: norms and values

**Unit 6: Healthy and Safety LH7**

* Concept and importance
* Health and safety matters of building, sanitation and contagious diseases
* Notification and measure to be adopted: fire safety
* Swimming pool and existing legislative provisions regarding health and safety on different aspects of hotel and catering business in Nepal
* Safety in relation to trekking, mountaineering and other adventure activities in Nepal

**Unit 6: Institutional Role for Tourism and Hospitality LH5**

* Roe of World trade organization
* Role of World tourism organization
* Role of Supreme Court of Nepal

**References:**

Acts

Alcohol Act 2031 and rule made under this act

Tourism Act 2035 and rule and regulation made under this act

Company Act 2063 (provision related to tourism and hospitality)

Nepal Tourism Board Act 2053

Barth, S. (2006). *Hospitality law: managing legal issues in the hospitality industry*, USA: John Wiley & sons

Mall, S. P. & others (ed.). (2003), *A booklet on Laws related to Hotel, Hotel Association of Nepal*

Mountaineering Regulation

Homestay Regulation

**BTTM 352: E-Tourism**

**Credit hours: 3**

**Lecturer hours: 48**

**Course Objectives**

Students will learn about the application of e-business in tourism sector with understanding of contemporary issues of the use of electronic technology in the tourism business.

**Unit 1: Introduction to E- Tourism LH6**

Definition, Nature, Scope and impact of e-tourism, history & development, Objective of E-business, Importance if Internet, Intranet and Extranet in E tourism.Introduction to ICT (Information Communication Technology), ICT infrastructure required for E Tourism, Advantage of E-tourism, Issues of ICT, Introduction of E Commerce and M Commerce

**Unit 2: E- Tourism Models and Strategies LH 9**

Introductions of E tourism models and Strategies, Difference between E Tourism Models and Strategies, Framework of E tourism strategies, Threshold factors, Critical Success factors, Market segmentation as an important e Tourism strategy, Value Creation, Competitive advantage, Introduction to Vale Chain

**Unit 3: E- Tourism Application LH9**

Introduction, E- Tourism application to increase the competitive advantage, Introduction to CRM, SCM, Components of E- Tourism applications, Recent developments in E tourism applications, CRM and creation of Value, Value chain application, Supply chain and Supply Chain Management, Challenges in developing E-Tourism applications

**Unit 4: Promotion of E Tourism LH6**

Introduction, Objectives of Promotion, Roles of Social Media in tourism promotion, DMC website as a means of promotion of tourism products, Importance of digital marketing (SEO, SEM), Implementation of E tourism promotion

**Unit 5: Application of E Tourism in Different Industries LH8**

Meaning, components of E Tourism applications, E tourism application in DMO's, Value chain of DMC, DMO, Airlines and Hospitality industry, Different E tourism application in tourism industries, Competitive advantage from Value Chain

**Unit 6: Online Travel Agencies (OTA's) LH6**

Definition function and types, Online Intermediaries, ICT tools used by E travel agencies, Business model of E travel agencies, E commerce and E travel agencies, Challenges/Security issues for E travel agencies

**Unit 7: E Tourism Opportunities and Challenges In Nepal LH 4**

Technological, Social, Legal challenges for E Tourism, Future Opportunities of E Tourism

**Reference:**

1. Colin, C. (2006). *Introduction to E- Business Management and Strategy.* Butterworth-Heinemann publications
2. Dimitrios, B. (2003). *ETourism: Information Technology for Strategic Tourism Management Financial Times*. Prentice Hall
3. Kulkarni. P, Jahirabadkar. S &Chande. P. (2012). *E-Business*. Oxford University Press
4. Reynolds, J. . (2012).*E-Business: A management Perspective*. Oxford University Press.
5. Roman Egger and DimitriosBuhalis (2008). *E Tourism Case Studies Management and Marketing Issues*.Butterworth-Heinemann publications
6. Stiakakis. E. &Georgiadis C. K. (2009). *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
7. World Tourism Organization. (2001).*E-business for tourism: Practical guidelines for tourism, Destinations and businesses*. World Tourism Organization.

**BTTM 353: Tourism Policy, Planning and Development**

**Credit hours: 3**

**Lecturer hours: 48**

**Course objective**

This course is designed to provide the students with basic concepts Tourism Planning and policies

**Course Details**

**Unit 1: Introduction LH8**

* Concept and Definition of tourism planning
* Planning in Tourism Sector
* Consequences of Unplanned Tourism Development
* Reasons for Tourism Planning in Destination Areas
* Development and Tourist perspectives
* Goal for development
* Planning new look
* Planning scales

**Unit 2: Tourism Planning Process LH10**

* Establish Understanding
* Preliminary Position statement
* Commitment for Tourism Study
* Market resource analysis
* Conceptual planning
* Plan approval
* Master planning
* Final commitment
* Implementation
* Evaluation and Direction
* Principles and Techniques of Tourism Planning: (National and Regional Tourism Planning),
* Co-ordinated Tourism Planning (Assessment of Tourism Demand & Supply, Determination of Tourism Objectives, Territorial Planning, Basic Infrastructure, Financial Planning, HR Planning, Administrative Planning, Marketing Planning, Monitoring Progress, Time Factor) Environmental Planning in Tourism

**Unit 3: Tourism Planning Framework in Nepal LH 11**

* Policy Regarding Tourism under Different Plans
* Familiarize Various Organs of Government of Nepal Involved in Tourism Planning; Tourism Planning: MOTCA, NTB and NPC; Nepal Tourism Master Plan 1972 and 2008
* (Draft); Nepal Tourism Act of 1978 (2035 BS); Revised 1985, 1997
* Tourism Policy 1995 (2057) and 2008 (2065)
* Prospect for Improvement of Tourism Policy
* Tourism Development and Management

**Unit 4: Model of Tourism Planning and Policy Formulation LH 8**

* Establishing a Tourism Policy
* Various Models for Tourism Policy
* Policy and Plan Formulation
* New Challenges in Tourism Policy
* Future World Tourism Policy Issues

**Unit 5: Case Studies in Destination plans LH 4**

* Site plans

**Unit 7: Sustainable Tourism Planning and Development LH 7**

* Planning and Development
* Environmental indicators and specific measures
* Internal Analysis and External Environmental Scanning,
* Environmental Carrying Capacity, Types of Carrying Capacity
* Factors Affecting Carrying Capacity
* Sustainable Tourism's Effect on Planning
* Implementation and Monitoring.
* Determining carrying capacity

**References:**

Clare, A. G. (1994), *Tourism Planning, Basic Concepts Cases, USA:* Taylor and Francis

Charlse, K. , Larry, E. H. (1978), *Tourism Planning & Development,* USA:CBI Publishing Company

Sharma, J.K. *Tourism Planning &Development, New Delhi:* Kanishka Publishers and Distributors

Nepal Tourism Master Plan 1972

Nepal Tourism Master Plan Review 1984

National Tourism Strategy Plan for Nepal 2013

Related Rules and Regulations

**BTTM 354: Tour Guiding**

**Credit hours: 3**

**Lecturer hours: 48**

Objective of Course

Objective of this course is to familiarize the students with guiding and escorting skills and understand the role of guide and escort in promotion of tourism.

**Course content**

**Unit 1 Introduction** **LH 7**

Meaning and concept of guide and guiding, history of guiding, attributes of guide: moral, intellectual and professional, guide and his profession, relationship between guide and tourist, personality, competencies, duties function and responsibilities of guide.

**Unit II Qualities required to a Tour Guide LH 7**

Western and Eastern Manner, etiquettes, politeness, host customs and manners, does and don’ts Guiding and historical outline of the tourist phenomenon; Expertise on Personality development and soft skill; Dress code and attire; Good Communication skill, Knowledge of Foreign Currency.

**Unit III Responsibilities and knowledge required** **LH 6**

Familiarized with the industry; Understanding the safety of tourist; knowledge about planning, design the tour requirement as per tourists requests and practical understanding.

**Unit IV Psychology in reception services** **LH 4**

Introduction, Characteristics: natural. Material, moral, historical, social and political, dress and way of life

**Unit V Escorting LH 8**

Meaning, difference between guide & escort, skills, responsibilities of Escort, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group

**Unit VI Behavioural Skills** **LH 8**

Standard of dress and personal grooming, greeting, greeting participants and introducing self; Leading the participant skills in leading the group, general instruction to participants at monuments, sacred places and crowded areas, giving commentary, answering questions, concluding a tour.

**Unit VII Co-ordination** **LH 8**

Co-coordinating with the main office, conducting various types of tours, ability to deliver all information imaginatively and accurately relevant to the client’s needs; establishing good security measures, coordination with related agencies

**References**

Pond K.L.,(1993). *The professional Guide; Dynamic of Tour Guiding*, New York: Van Nostrand Reinhold

Mancini, M. (1996). *Conducting Tours*, New York: Delmar.

Negi, J. 2008). *Travel Agency Operations*

Websites:

Ministry of culture, Tourism and Civil Aviation

UNWTO, IATO, TAAI, TAFI, ASIA, ADTOI

**BTTM 355: Human Resource Management in Tourism and Hospitality**

**Credit hours: 3**

**Learning hours: 48**

**Course Objective**

This course aims at developing students towards relevant conceptual and practical understanding of human resource management in the context of tourism and hospitality industry. The objective of this course is to develop understanding, abilities and skills to enable the students to meet the challenges of managing human resources in the ever-changing perspective of organizational management.

**Course details**

**Unit I: Introduction to Human Resource Management LH5**

* Meaning, definition, nature and importance of human resource management
* Human resource management functions
* Human resource management model
* Changing environment of human resource management
* Context of human resource management and tourism &hospitality Industry
* 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 LH6**

* 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 LH5**

* Meaning of recruitment
* Recruitment options
* Sources of information about job candidates
* Testing and reference checking
* Concept, meaning and types 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 LH5**

* 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 LH7**

* 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
* Importance of training and development
* Methods of training
* 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 LH5**

* Concept and definition of performance appraisal
* Reasons for appraising employees' performance
* Establishing goals, objectives and standards for performance apprailsa
* Roles of the managers in performance appraisal
* Roles and responsibilities of employees
* Performance appraisal methods
* Performance appraisal process
* Performance appraisal errors and problems
* Providing feedback

**Unit 7: Compensation Management LH 5**

* Concept, importance and components of compensation
* Factor influencing employee compensation,
* Job evaluation in the hospitality industry: scope, process & methods, compensation plans and business strategy, devising a compensation plan in tourism and hospitality business
* Designing effective incentive and recognition programs
* Challenges of compensation management
* Features and provisions of Bonus Act of Nepal

**Unit 8: Employee Relations and collective bargaining LH5**

* Concept of employee relations
* Employee relations in hospitality industry
* Labor laws: nature, need, principles of labor legislation
* Features and provisions of Labor Act of Nepal
* Child Labor (Prohibition and Regulation) Act
* Concept of collective bargaining, process, sources of grievances, handling grievances and settlement of disputes.
* Trade Union: concept, nature, types, reasons for joining unions, features and provisions Trade Union Act of Nepal

**Unit 9: Safety and Healthy in Tourism and Hospitality Industry LH5**

* The occupational safety and health
* Workers compensations
* Creating a safe working environment
* Creating a healthy work environment
* Stress management

**Reference:**

Boella, M. J., & Goss, S. (2005). *Human Resource Management in the Hospitality Industry: An Introductory Guide* (8th ed.). Burlington: Elsevier Butterworth-Heinemann.

David , K. H., & Ninemeier, J. D. (2009). *Human Resources Management in the Hospitality Industry.* New Jersey: John Wiley & Sons, Inc

Dessler, G. (2013). *Human Resource Management* (13th ed.). New Jersey: Pearson Education Inc.

Lucas, Rosemary E. (2004*). Employment Relations in the Hospitality and Tourism Industries*. London: Routledge

Riley, M. (1998) Human Resource Management in the Hospitality & Tourism Industry

Tesone, D. V. (2008). *Handbook of hospitality human resources management* (1st ed.). Burlington: Elsevier Butterworth-Heinemann.

 Woods, R. H; *Managing Hospitality Human Resource*; Educational Institute, American Hotel and Lodge Association

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| **YEAR 3: Semester 6**

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| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 361 | Marketing for Travel and Tourism  | 3 |
| BTTM 362 | Air Cargo Management  | 3 |
| BTTM 363 | Event Management  | 3 |
| BTTM 364 | Organizational Behaviour for Travel and Tourism | 3 |
| BTTM 365 | Peace Tourism  | 3 |
|  | Total | 15 credits |

**BTTM 361: Marketing for Travel and Tourism** **Credits 3****Lecturer Hours 48**Course ObjectiveThe aim of this course is to familiarize the student with basic concept of tourism and hospitality marketing and equip them with tools and techniques for applications of these concepts in travel and tourism and hospitality in national and global contextCourse**Course Details****Unit 1: Introduction LH9*** 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
* Service quality
* Customer satisfaction
* Service trends affecting the tourism and hospitality industry

**Unit 2: Understanding the Behaviour of Hospitality Consumers LH 7*** Concept of tourism and hospitality consumer behavior
* Factors influences of consumer behavior
* Consumer decision making model
* Consumer problem solving process and techniques
* Consumer buying behaviour

**Unit 3: Tourism and Hospitality Marketing Mix LH 8*** Tradition 4 P's and extended Ps of services
* Tourism products: pricing and strategies
* Tourism promotion and distribution strategies, role of people, process, physical evidence
* Marketing mix analysis
* Developing marketing mix in tourism.

**Unit 3: Marketing Segmentations LH9*** Meaning
* Types of tourist markets segmentation
* Market segmentation process
* Market segmentation strategies
* Marketing survey and research for segmentation
* 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 and Hospitality LH8*** 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 LH7*** Guide to marketing leisure activities
* Marketing of fairs and festivals
* Marketing events: conventions, incentive travel, workshop, seminars
* Marketing techniques of a travel agency
* Marketing of airlines; travel agencies, tour operations and hospitality establishment

References: Chaudhary, M. (2012) *Tourism Marketing* , Delhi: Oxford University Press.Hodson, S. (2008) *Tourism and Hospitality Marketing A Global Perspective*, London: SAGE Kotler, P, Bowen, J &Makens, J. C, (2011) *Marketing for Tourism and Hospitality. New Delhi: Pearson Education*Morrison, A. M., Hospitality and Travel Marketing, New Delhi: Cengage Learning Private Limited.Reid, R.D., &Bojanic D.C., (2009). *Hospitality Marketing Management*, USA: wiley Publications**BTTM 362: Air Cargo Management**Credits: 3Lecture hours: 48Course ObjectivesThe purpose of the course is to educate, familiarize and understand the different facets and recent developments of Air Cargo operation and manage in efficient way. The course emphasizes on improving the knowledge and skills of the students to operate domestic and international Air Cargo Management in an effective and safe manner.**Course Details****Unit 1: Introduction to Cargo LH 2**Introduction, Different Mode of Transports, Means of Transports, Air Cargo Operation in Nepal (Online & Offline Services)**Unit 2: Introduction to Logistics and Supply Chain Management LH2**Introduction (Supply Chain, Logistics), Definitions and Activities**Unit 3: Evolving Role of Freight Forwarder LH3**Introduction, the Evolution of Freight Forwarders, Functions of Freight Forwarders, Freight Forwarder: As an Agent, Freight Forwarder as a Principal**Unit 4: Introduction to Documentary Credit LH4**Introduction, International Sales Contract, Advantages of Documentary Credit Role of Freight Forwarder, Requirements of the Buyer and Seller, Different Types of Documentary Credits.**Unit 5: Transfer of Risk and INCOTERM 2010 LH4**Introduction, Objectives, Development of INCOTERMs, The Eleven INCOTERM**Unit 6: Air Cargo Rates and Documentations LH8**Publication of Air Cargo Tariffs, Different Types of Airfreight rates, Types of Other Charges (Due Carriers) .Documentation:a. Custom Clearing Documentsb. Accompany Documentsc. Shipper's Letter o f Instructiond. Delivery Ordere. Transport Documents:i. The Airway Bill, Definitions, Functions of Air way Bill, Contents to Complete the Airway Bill.ii. Bill of Lading, Introduction, Functions of B/L, Contents of a B/L**Unit 7: Cargo and Packaging LH4**Introduction, Methods of Cargo Carriages, Cargo in Different Forms (i.e., General Cargo, Containerized Cargo, Before Packing Container Packing & Securing, Types of Packaging for Break Bulk Cargo, Special Cargo Packaging etc)**Unit 8: Cargo Handling and Acceptance LH8**Storing System, Weight & Dimension, Packing, Marking, Labeling, Handling Label, Coding and Decoding, Shipper's Declaration for Dangerous Goods, Shippers Declaration for Live Animals.What is Special Cargo? Different Kinds of Special Cargos and Handling Procedures: Live Animals, Perishable Cargo Wet Cargo, Human RemainsValuable Cargo, Vulnerable Cargo, Obnoxious Cargo, Heavy Cargo, Aircraft on Ground, Unaccompanied Baggage, Diplomatic Mail as Cargo, Live human Organ, Dangerous Goods, Other Cargo Needing Special.Handling.**Unit 9: Dangerous Goods LH5**Introduction, Classification, Limitation, Identification, Packing, Marking & Labeling Documentation, Unitization, Handling, Acceptance and the Carriage of Dangerous Goods.**Unit 10: Cargo warehouse and build up LH4**Introduction, Unitization of Cargo Polarization, Containerization, Container Types, Unit Load Devices (ULD), Certified and Non-certified ULDS, Trucking & Interline Consignments, What is TRM?, Cargo Damage Report, Charge Correction Advice.**Unit 11: Insurance claim and scope of liability LH4**Introduction, What is Insurance? What can be Insured? Principles and Rules Governing Liability, The liability of Freight Forwarder, Carriage of Goodsby Sea, The Hague Rules, The Hague -Visby Rules and The Hamburg Rules, Carriage of Goods by Road, Carriage of Goods by Rail, Carriage of Goods by Ari, Warsaw Convention, Montreal Convention. **References:**1."TACT"–Rules Book, Latest edition: IATA Publication.2. "TACT "–Rates Worldwide, Latest edition: IATA Publication.3." TACT "–Rates, North America< Latest edition: IATA Publication.4. " An Introduction to Cargo Management"–Budhathoki&Kafle; 1stEdition, 2011; printed at super printing press, kamalpokhari, Kathmandu.**BTTM 363: Event Management****Credits: 3****Lecture hours: 48****Course Objectives**The objective of the course is to impart the understanding about the meeting, incentives, conferences and Exhibitions (MICE) and management. Students will be able to manage the MICE successfully **Course Details****Unit 1: Introduction LH6*** Concept of event
* Types: conventions-tours, Exhibition, Meetings etc.,
* Nature of market and demand
* Growth and development of the industry
* Impact on local and national communities
* Law and statuary requirements
* Size of events
* Code of Ethics

 Skills required being a good event Planner.**Unit 2: Meeting and Conference Planning Process LH 10*** The Meeting and Conference management plan; steps of planning; The contingency planning, budget plan, design and decoration planning
* Co-ordination and evaluation
* Stage of events; health, safety and environmental Issues
* Legal, ethical and risk management.

**Unit 3: MICE Tourism LH 8*** MICE – Meaning, concept and characteristics of MICE
* Understanding planning and organizing conference
* Exhibitions & trade fares
* Facilities available in Nepal for MICE
* Convention management: role of the meeting manager, types skills requires and responsibilities.

**Unit 4: Venue and Logistic Management LH 6*** Impact of venue
* Venue selection process:
	+ Staging, audio-visual lighting, food & beverage management
	+ Entertainment
	+ Photography

**Unit 5: Event Marketing LH 8*** Marketing Principles (9 P's)
* Marketing Instruments for Event Management: Advertising, Public Relation, Media Planning and Promotion to Visitors and Exhibitors
* New Technologies Used in Event Marketing

**Unit 6: Event Management in Nepal LH 6*** Development of Event Management in Nepal
* Tourism events and regional development in Nepal
* Developing a strategic plan in Nepal

**Unit 7: Human Resource Management for Event LH4*** Team building
* Team sprit
* Leadership
* Personality
* Motivation
* creativity
* Innovation

**References**Goldblatt, J.., CSEP (2005) *Events Special Events, Event Leadership for a New World*, USA.Goldblatt, Joe. Twenty***-"First Century Global Event Management"*** (The Wiley Event Management Series) ISBN 0-471-39687-7Lynn Van Der Wagen, Brinda R. Carlos (2007) *Event Management for Tourism, Culture, Business and Events,* Dorling Kindersley (India) Pvt. Ltd.Rogers, T. (2008). *Conference and convention a global Industry*, UK: Elsevier Walter, T., **‘Event Management’**, Code: TSM 314, University of the Sunshine coast, Queensland, Australia, 2016.**BTTM 364: Organizational Behaviour for Tourism and Hospitality*****Credit Hours:*** *3****Lecture Hours:48*****Course Objectives**This paper is intended to provide comprehensive understandings on concepts, functions and practices of management for human resources and organizational behaviour. The aim of this course is to develop a conceptual understanding of organizational behaviour theories to the students. It is also to provide students with skills to put OB theories into practice in Tourism and Hospitality sector.**Course Details****Unit 1: Introduction to Organizational Behaviour LH5*** Concept and importance of organization behavior
* OB system
* Basic assumptions
* Levels of OB analysis
* Contributing disciplines
* Emerging trends and challenges in OB

**Unit 2: Understanding Individual Differences LH10*** Determinants of behaviour – beliefs, attitudes, values, emotions and behaviour
* Perception- concept, perceptual process, differences in perception, factors influencing perception, perception and individual decision making.
* Personality – concept, types, determinants, individual differences, personality attributes influencing behavior.
* Learning - Concept of learning, learning theories, factors influencing learning, behaviour modification.

**Unit 3: Group and Team Development in Hospitality LH6** * Group definition, importance, types of groups, group formation, group development, group composition, group problem solving, factor affect group decisions, method for group decision making, impact of group dynamics.
* Work teams –teams in hospitality management, types of teams in hospitality management, characteristics of teams, dimensions of team behaviour, building effective team, team building and problem-solving process.

**Unit 4: Motivating employees and leading hospitality Organisation LH9** * Motivation- concept, process, source, theories of motivation – Maslow’s need hierarchy theory, Herzberg’s hygiene theory, Alderfer’s ERG theory, expectancy theory, equity theory.
* Leadership - concept; type of leadership, Leadership theories – trait theory, behavioral theory, Fielder’s contingency theory, Managerial Grid, Path-Goal theory.

**Unit 5: Communicating in Organizations LH5** * Concept
* Communication process/model
* Barrier in communication
* Oral and written communication
* Speaking effectively
* Non-verbal communication dimensions
* Communicating in the formal organization
* The grapevine.

**Unit 6: Managing Conflict and Stress LH5** * Managing Conflict- Concept and nature of organizational conflict
* Stages of conflict development
* Categories of conflict
* Managing conflict
* Conflict management style
* Methods of preventing conflict
* Organizational Stress- concept, nature and role of stress, consequences of excessive stress
* Importance of managing stress in hospitality employees, hospitality industry innovations.

**Unit 7: Power and Politics in hospitality organizations LH4*** Power and its attributes
* Approaches to power
* Type of power
* Organizational politics-political tactics
* Advantage and disadvantage of organizational power
* Empowering others

**Unit 8: Organizational change and development LH4** * Concept, nature and force of change
* Resistance to change
* Approaches to managing organizational change
* Concept and nature of organizational development and OD intervention.

**References:**Berger. F. and Brownell. J. (2012). *Organizational Behaviour for the Hospitality Industry*. Pearson: New Delhi.Robbins, S. P. *Organizational Behaviour*.New Delhi: Prentice HallLuthans, Fred. *Organization Behaviour*, New Delhi: Tata McGraw-Hill. McShane, S.L., M.A.V. Glinow and R.R. Sharma, *Organizational Behaviour*, New Delhi: Tata McGrawBhattacharya, D. K. *Organizational Behaviour*. New Delhi: Oxford University Press. **BTTM 365: Peace Tourism*****Credit Hours:*** *3****Lecture Hours:48*****Course Objective:**This course aims to provide extensive knowledge about human’s movement, interaction, intercultural communication, understanding, goodwill and peace between the people of different countries on one side and tourism as developmental tool during the peace time on the other.**Unit 1: Introduction to Peace LH 9**Concept of peace, Positive peace, Negative peace, Peace and violence, Development of knowledge on peace and conflict, Education for peace **Unit 2: Peace Tourism LH8**Introduction to peace tourism, Citizen Diplomacy, A healing mission, Path of Abraham, Philanthropic tourism, Lumbini circuit**Unit 3: Peace Tourism and Sustainable Development Religious Tourism LH8** Business for peace tourism as a force for political stability, Peace as a destination: Peace tourism around the world, Domestic tourism and peace **Unit 4: A Brief Introduction to Tourism Crises, Natural Disaster, Safety, Security, Surety and Risk LH 9**Political violence-USA; Natural disaster Nepal-2015; Epidemic-Britain; Crime-South Africa; War-Croatia; Refugee problems in the world**Unit 5: Cross-Cultural Tourism Behavior LH10** The concept of communication and understanding for peace, Intercultural communication, The concept of cultural diversity, Multiculturalism and Inter culturalism, Difficulties in intercultural communication, Types of intercultural interaction, Model of cross-cultural social interaction**Unit 6: Relation between Tourism and Peace LH4**Tourism: a vehicle of international understanding, integration and peace, role of travel guide in promoting peace, role of culture and sports in fostering mutual understanding and peace through tourism**References:**1. Beirman, D. (2003). *Restoring Tourism Destination Crises.* CABI Publishing.
2. Barash, D. P. &Webel, C. P. (2002). *Peace and Conflict Studies,* London: Sage Publications.
3. Blanchard, L. &H’iggins-Desbiolles, F. (eds.). (2013). *Peace Through Tourism*: Promoting Human Security Through International Citizenship, London: Routledge.
4. D’Amore, L. (2007). Tourism: The Global Peace Industry. *World & I: Innovative Approaches to Peace,* 64-73.
5. D’Amore, L. (n.d.). Peace Through Tourism: An Historical and Future Perspective*.* In Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, Wallingford: CABI.
6. Galtung, J., & Jacobsen, C. G. & Brand-Jacobsen, K. F. (2000). *Searching for Peace: The Road to TRANSCEND (Preface XVIII).* London: Pluto Press.
7. Gatlung, J. (2003). *Peace by Peaceful Means*. London: Sage Publications.
8. Haessly, J. (2010). Tourism and Culture of Peace. In Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, (pp.1-16), Wallingford: CABI.
9. Hall, C. M., Timothy, D. J. & Duval, D. T. (eds.). (2009). *Safety and Security in Tourism*, Delhi: First Jaica Publishing House.
10. Kunwar, R.R. (2015). ……………………………….. *Voice of Himalaya,* Kathmandu: Nepal Mountain Academy.
11. Kunwar, R.R. and Limbu, B. (2015). ……………………….. Kathmandu: NATTA Souvenir.
12. Kunwar, R. R. (2016). Tourism Crises and Disaster Management. Gaze *Journal of Tourism and Hospitality Education,* Vol. 7. No.1. pp. 1-42.
13. Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, Wallingford: CABI.
14. Tomljenovic, R. (2010). Tourism and International Understanding or Contact Hypothesis Revisited. In Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, (pp. 17-34), Wallingford: CABI.
15. Van Den Dugan (n.d.). Peace Tourism. In Wohlmuther, C and Wintersteiner, W. (eds.). (n.d.). *International Handbook on Tourism and Peace*, DRAVA: Centre for Peace Research and Peace Education of the Klagenfurt University/Austria in Cooperation with the World Tourism Organization (UNWTO).
16. Visser, G. & Ferreira, S. (eds.). (2013). *Tourism and Crises*, London: Routledge.
17. Wohlmuther, C and Wintersteiner, W. (eds.). (n.d.). *International Handbook on Tourism and Peace*, DRAVA: Centre for Peace Research and Peace Education of the Klagenfurt University/Austria in Cooperation with the World Tourism Organization (UNWTO).
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**YEAR 4: Semester 7**

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| --- | --- | --- |
| Code No.  | Subject  | Credit hours |
|
| BTTM 371 | Strategic Management for Tourism  | 3 |
| BTTM 372 | Destination Management  | 3 |
| BTTM 373 | Statistics Research Methodology | 3 |
| BTTM 374 | Crisis and Disaster Management in Tourism | 3 |
| BTTM 375 | Airlines Operation Management  | 3 |
|  | Total | 15 credits |

**BTTM 371: Strategic Management for Tourism**

**Credits:3**

**Lecture Hours: 48**

**Course Objectives**

The objective of this course is to impart analytical tools and approaches for strategy formulation in order to enable students to understand analyze and formulate corporate strategies and policies in tourism and hospitality.

**Course Details:**

**Unit 1: Introduction to Strategic Management LH7**

Concept, Vision, Mission, and Formation of goals, core competence, organizational Learning, Definitions, Strategic Planning, Tactical Planning, Formal and Informal Planning, Process of strategic Management, Growing relevance of Strategic Management in Tourism and Hospitality

**Unit 2: Competitive Strategy in Global industries LH5**

Nature of international competitive environment, auditing environmental influences, General framework for competitive Analysis, Environment scaling, determination of opportunities and threats through environment analysis, ethical issues

**Unit 3: Strategy Formulation for Tourism and Hospitality Industry LH7**

Mission, Objectives, characteristics and formulation of strategy, environmental appraisal: concept and components, methods and techniques used for organizational appraisal, developing responsive operational strategies in a changing global political economy, Strategic business trends and issues in hospitality and tourism management, Role of chief executive Officer in strategy formulation and implementation

**Unit 4: Strategic alternatives for Tourism and Hospitality Industries in a Globalized World LH 6**

Strategic direction and strategic methods, modernization, diversification, integration, merger and acquisition, Joint venture, Strategic alliance, Management contact, Turnaround, divestment etc

**Unit 5: Strategy Evaluation and choice LH6**

Corporate portfolio analysis: experience curve, PLG, BCG matrix and its implications; IA-BS matrix, AD little life cycle approach., directional policy matrix and its implications, strategic decision and choice

**Unit 6: Strategy implementation LH7**

Process of strategy implementation, resources planning at corporate and business level, Structural, functional and behavioral implementation; verious approaches to strategy implemtation: Commander approach, organizing approach, collaborative approach-7s model-Du points control model

**Unit 7: Strategic control LH7**

Organizational configuration, Management system and control, process and criteria for control, Evaluation techniques for strategic control, role of organizational systems in evaluation

**Unit 8: Managing strategic change LH3**

Concept, resistance to change process of strategic change, Diagnosing strategic change needs, managing the strategic change process,

**References:**

Aswasthappa, K. *Business Environmental for Strategic Management*, Himalayan Publishing House, Mumbai

Johson Scholes K, *Exploring Corporate Strategy*, Prentice Hall of India

Porter, Michael, *Competitive Strategy: Techniques for Analyzing Industries and competitors,* Free Press

Olsen M. D,.Tse, West J J. (1998). *Strategic Management in the Hospitality Industry,* New York: Wiley

Tribe T. (1996). *Corporate Strategy for Tourism, London:* Thompson Business

De Wit, R. and Meyer, R. (2000). *Strategy: Context, Content, and process*, West

Lynch, R. (2006). *Corporate Strategy*, Prentice Hall

Thompson, J. L. (2006) *Strategic Management*, London: Thompson Learning

**BTTM 372: Destination 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 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
* 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 LH9**

* 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 LH8**

* 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 LH7**

* The dynamic wheel of tourism stakeholders
* Destination Marketing Mix
* Destination Competitiveness
* Distribution Channels
* Marketing Communication and Strategies

**Unit 6: Institutional Mechanism and Support LH7**

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

**References:**

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.

UNWTO (2007) *A Practical Guide to Tourism Destination Management*,

Madrid

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

**BTTM 373: Statistics and Research Methodology**

**Credit hours: 3**

**Learning hours: 48**

**Course objective**

The basic objective of this course is to make the students familiar with statistical tools and develop their skills to apply them in tourism industry. It also aims to help the students to understand the fundamental concept of research methodology and to learn how to prepare project work report.

**Course Details**

**Unit 1: Introduction LH8**

Meaning, definition, Scope and Limitation of Statistics, Meaning and importance of data of data, types and sources of data, techniques of collecting primary data, techniques of collecting secondary data, Concept, definition, nature and purpose of research, types of research: Policy, managerial, action, evaluation, Process of scientific research

**Unit 2: Classification and Presentation of Data LH6**

Classification of data, presentation and tabulation of data, data analyzing tools, tabular presentation: frequency distribution, Stem and leaf display, Diagrammatic presentation: bar, pie diagram, Graphic presentation: Histogram, frequent polygon and ogive.

**Unit 3: Statistical Measures LH15**

Measure of central tendency, Arithmetic Mean: simple and weighted, Partitional values: quartiles, deciles and percentile modes, Measures of dispersions, standard deviation, coefficient of variation, Skewness: concept, symmetrical, left-skewed and right-skewed and right-skewed, Box and Whisker Plot. Kurtosis: concept: leptokurtic, mesokurtic and platykurtic.

**Unit 3: Research Design LH6**

Concept of research design, population and sampling, elements of research design, Types of research design: case study, descriptive, casual- comparative, co-relational and action research design

**Unit 4: Proposal writing LH5**

Meaning and purpose of proposal, Basic elements of proposal: topic selection, identify research issues, research question, research objectives, review of literature,

**Unit 6: Writing Project Report LH8**

Meaning and purpose of research report, Types of report, Planning of report writing, Style of report writing, Presenting data in report: tabulation, charts, graph etc, Citation and referencing, Rules of managing report: front, size, margin, space of pragraph

**References:**

References

Bajrachary B.C. (2070). *Basic Statistics,* Kathmandu: MK Publishers and Distributors

Levin, R. Dubin, D, Stinson J. *Statistics for Management*McGraw Hill Inc.

Pant, P. R. (2009*). Social science research and thesis writing*, Kathmandu: Buddaha Academic Publishers and Distributors Pvt. Ltd.

Rithie, B. W., Burns, P., Palmer, C., (eds.) (2005) *Tourism research methods integrating theory with practice*, USA: CABI Publishing

**BTTM 374: Crisis and Disaster Management in Tourism**

**Credits:3**

**Lecture Hours: 48**

The objective of this course is to familiarize students with crisis and disaster in tourism and its management to handle the situation

**Course details**

**Unit 1: Introduction LH12**

Meaning and concept of crisis, environmental hazards and disaster, environmental disaster, different between crisis and disaster, causes and reason of crisis and disaster, types: natural: avalanches. earthquake, fire, flood, landslide, snow fall: snowstorm, frostbite, snow blindness and altitude sickness, volcanic eruption, cyclones, hudhud, cold waves, heat waves etc. Man-made: protest, blocked, strike and closure, political and civil unrest, terrorism, system failure in communication and technology, harassment, accident, armed conflict and war, load-shading, crime and disease, government proclaimed state of emergency, nuclear explosion, biological population explosion etc., effects crisis and disaster in tourism

**Unit 2: Disaster ad its management LH10**

Concept and approaches, identification of disaster, Pre-disaster stage: preparedness, mitigation, emergency stage: immediate relief and immediate surveys, Post disaster stage: rehabilitation, Provision of immediate relief measures to disaster affected people, prediction of disaster, disaster mitigation institutions, contingency management preparedness, role and involvement of community for disaster management

**Unit 3 : Crisis and its Management in Tourism** **LH8**

Concept and approaches, identification of crisis, crisis management team, planning and preparation: anticipate, prepare and mitigate an impending crisis, organizations working on crisis management in tourism in Nepal, knowledge of organizations, agencies and government authorities for tourism crisis management, tourism crisis coordination committee, tourism crisis response units, coordination among the various organizations, Role of NTB for crisis management

**Unit 4: Safety and Security in Tourism LH10**

Basic principles of tourist safety, psychological aspects of fear and feeling of security, basics of tourist security: fire prevention, fire fighting, accident: causes and prevention during travel and lodging, first aid and emergency services, hotlines: consumer protection: tourist complaint service, tourist insurance, tourist security information and diplomatic assistance, Crisis incident planning exercise, Crisis incident practical exercise

**Unit 5: Leadership and Communication for Crisis and Disaster Management LH 8**

Internal crisis communication, managing mass media, crisis communication and public relation, crisis management: a leadership challenge, counseling, coaching, motivation, encouraging, facilitation, leadership framework and crisis management, Experience sharing and apply best practices

**References**

Bill, R., Denis, S. (1999). *Crisis Management: A Work Book for Managers.* John Wiley and Sons

Dirk, G (2006). *Crisis Management in Tourism Industy*. Butterworth-Heinemann

Gupta H.K. (ed.) *Disaster Management.* India: University Press

Michael. C. H. Dallen, J. & David, T. D. (2006). *Safety and Security in Tourism.*Jico Publishing House

[www.himalayanrescue.org](http://www.himalayanrescue.org)

[www.welcomenepal.com](http://www.welcomenepal.com)

[www.tourism.gov.np](http://www.tourism.gov.np)

**BTTM 375:** **Airline Operations and Management**

**Credits:3**

**Lecture Hours: 48**

The objective of this course is to familiarize students with basics of Aviation industry and the concept of Airlines Operation and Ground Handling.

Unit 1: **Introduction and Background LH8**

* History of commercial Aviation and evolution of airline companies, History and Development in Nepal (pre and post liberalization).
* Organizations: IATA, ICAO, MoCTCA, CAAN, NAC.
* Provision of Airline establishment, licensing and certification in Nepal
* Policy issues in Aviation: Deregulation, liberalization, privatization, globalization and its impacts on Aviation.

**Unit 2: Organizational Structure and Basics of Operations LH5**

* Major departments and their functions.
* Managing Aircraft movement and operations, types of flights

**Unit 3: Managing Airport Operation And Ground Handling (Part I) LH8**

* Introduction to cash value documents, basics of a ticket, GDS, DCS and interrelation.
* Check-in counters (Passenger Check-in): Information; procedures; Guidelines, do’s and don’ts; Through Check-in /Destination or Point Check-in.
* Travel Documents and Flight Documents, Travellers Information Manual.
* Passenger Seating.
* Baggage- Checking in Passengers with various baggage options; with Bags; Without Bags; Adding Bags; Deleting Bags; Pool-De-pool; Offloading Bag or Removing Tag.
* Offloading Procedure; Mandatory Baggage Retrieval procedure and Reconciliation of Checked Baggage,Handling: hah

**Unit 4: Managing Airport Operation and Ground Handling (Part II) LH8**

* Immigration, Customs, Security and Boarding control
* Load control: Theory of flight; weight and balance.
* Ramp and Field handling, introduction to Safety and Security and importance in ramp handling; Pre arrival Formalities and Arrival flight handling; turnaround and Layover Departure Procedures
* Aircraft Loading: An Overview of how things are performed

**Unit 5: Managing Airport Operation And Ground Handling (Part III) LH8**

* Arrival Baggage handling; Managing Baggage Cases: Missing/over-carried/Under-carried and Damage cases; Compensation and Introduction to World Tracer;
* Rush Tags; Importance of Effective Baggage Handling and its relationship with customer service.
* In-flight regulations, services and problem solving.
* Special Handlings: Handling passengers with special requirements/ differently able passengers.

**Unit 6: Managing Reservation Sales and Marketing. LH5**

* Managing reservation sales and marketing units.
* Managing overbookings, full flights, denied boarding and offloads.
* Customer service and hospitality.
* Managing human resources in airlines.

**Unit 7: Contemporary Situation and New Trends LH 6**

* New trends in Aviation and coping with the change.
* Contemporary situation of Nepalese Aviation Industry, opportunities and challenges
* Analyzing the Future of Airline operations and management

References:

1. IATA, Airport Handling Manual.
2. IATA, Ground Operation Manual.
3. Shrestha, Maheswor Bhakta. Nepalese Aviation & Tourism, Pramila R Shrestha, Kathmandu.
4. IATA, Travel Information Manual (TIM), Netherlands.
5. Note: Extracts from manuals of different airlines, and documents to be provided to students as notes.

 **YEAR 4: Semester 8**

|  |  |  |
| --- | --- | --- |
| **Code**  | **Subject**  | **Credit hours** |
| **BTTM 381** | **Industrial attachment/ Internship Report** | **12****3** |
| **BTTM 382** | **Project Report**  |  |
|  | **Total**  | **15** |

Midwestern University

Industry Attachment and Internship Report

**Evaluation Guidelines**

For

Bachelor of Travel and Tourism Management (BTTM)

Industrial Attachment

Industrial exposure is the practical approach of study where the students will learn about the real business world. It is very essential part of the study to cope up with the industry environment in their respective field. It provides students an opportunity to undertake hands on experience in the real world of the tourism industry. Students will undergo 22 weeks training as an internee in any of the tourism and hospitality organizations in eighth semester.

There is compulsory industrial exposure module on the program that carries 12 credit hours. The main objective of Industrial Attachment is to expose the students to the professional working environment of tourism and hospitality related organizations. It will also help to fulfill the gap between theoretical knowledge and the real working situation.

The Bachelor of Travel and Tourism Management comprises of four years (eight semesters), has eighth semester industrial exposure Midwestern University under the faculty of management.

The Bachelor of Travel and Tourism Management (BTTM) course focuses on the development of theoretical knowledge and practical skills that are very important to develop the career in the tourism and hospitality industry.

The course aims to acquire basic operational, technical and social skills required for professional handling of tourism industry.

The industrial attachments for students are closely monitored and evaluated by the college and the university.

Students are encouraged to discuss their problems they have faced with their faculties during the follow-up meetings arranged by the college. Faculties frequently visit the organizations to know the working progress of the students.

At the end of the internship, students submit an industrial attachment report to the college along with the evaluation form filled up by the organization where the student has done internship. The report will be evaluated through presentation. The evaluation will be jointly conducted by organizations, campus and the Faculty of Management of Midwestern University.

The evaluation of 25% of total marks will be done by the organization where the students undergo for internship on the basis of the assigned task performed by the students and the 25 % of the total marks will be done on the basis of industrial report presentation in the college. The evaluation of remaining 50% marks will be done by Faculty of Management, Midwestern University on the basis of industrial report submitted by students.

The Evaluation Form will be submitted to university.

Faculty of Management

Midwestern University

Office of the Dean

Birendranagar, Surkhet, Nepal

# Format of the Internship by Organizations

Name of the Student:

Exam Roll No.:

College:

### Duration of Internship: From ……………………to………………………

**Criteria for Evaluation**

Regularity/punctuality Highly Regular /5/ /4/ /3/ /2/ /1/ Highly Irregular

Performance of the Student Highly Satisfactory /5/ /4/ /3/ /2/ /1/ Highly Unsatisfactory

Skills to handle the work Excellent /5/ /4/ /3/ /2/ /1/ Very Poor

Cooperation Excellent /5/ /4/ /3/ /2/ /1/ Very Poor

Overall impression Excellent /5/ /4/ /3/ /2/ /1/ Very Poor

Signature of the Evaluator:…………………………….…

Name of the Evaluator:………………………………….

Position:………………………………………………...

Name of the Organization:…………………………….…

Date:

**Format of Internship Report**

1. Title and Cover page
2. Bonafide certificate form supervisor (s), counter signed by the Head of Department/ Campus Chief
3. Copy of certificate received from internship organization
4. Acknowledgements
5. Table of contents
6. List of tables and figures
7. List of Abbreviations and Acronyms

**CHAPTER ONE**

**INTRODUCTION**

* 1. Introduction of Report
	2. Objectives of Internship Program
	3. Methodology
		1. Organization Selection
		2. Placement

1.3.3 Duration

1.3.4 Activities

**CHAPTER TWO**

**INDUSTRY INTRODUCTION**

* 1. Brief introduction of the industry

(Tourism and Hospitality industry with sectors analysis)

**CHAPTER THREE**

**ORGANIZATIONAL ANALYSIS**

3.1 Brief introduction of the organization (internship organization)

3.1.1. Nature of organization (type of products/ services, trend, growth and potentiality)

3.1.1. Location (including name and location map)

3.1.2. Ownership/ Legal Status

3.1.3. History

3.1.4. Departments

3.1.5. Functions

3.1.6. SWOT Analysis

**CHAPTER FOUR**

**ACTIVITIES ANALYSIS**

4.1 Activity Analysis

4.1.1 Observation

4.1.2. Experience

4.1.3 Description of work

4.1.4. Performance of assigned task

(Department wise, Section wise, Shift wise)

4.1.5 Problem faced and Ways of Solution

4.1.6. Learning Outcomes

4.1.7. Result and discussion

**CHAPTER FIVE**

SUMMARY AND CONCLUSION

 5.1 Summary

 5.2 Conclusion

 5.3 Suggestions ( for industry, college)

References

Appendix (If any).

Evaluation Sheet (College)

Industrial Attachment Report Presentation

 Bachelor Travel and Tourism Management

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Roll. No. | Name | Introduction(Background, ObjectiveMethodology)5 | Organizational 5 | Activity Analysis 10 | Presentation 5 | Total (25 Marks) |
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Project Report

At end of eighth semester students shall have to submit the Project Report to the college/campus. The Project report is a research oriented tasks which provides the professional and academic insight to the students.Project work provides the opportunity to the student to apply the knowledge and skills during the BTTM program to the resolution of significant managerial and operational problems.

Students shall have to prepare a project proposal consulting with subject area teacher, and get formal approval from the campus research committee after approved by the committee. It means the topic of the project work will have to be approved by the college. The topic assigned to the student for project work will provide a basis for significant academic study and a report of important practical value. In case students desire to change the scope of approved project work, they will have to obtain a formal approval from supervisor and the research committee prior to make any change for project report.

The project work assessment will be based on a fieldwork and observation. In the project work, the student shall have to collect data and other information using relevant research instruments. The information thus collected must then be tabulated, analyzed, synthesized and presented in the form of a report in the format prescribed by Faculty of Management (FOM), Midwestern University.

Every college shall have to adhere to this procedure and format requirements for project work report formatting, including documentation style, limits on length, and other standard elements of projecting writing. For this thecollege shall have to organize the workshop on research and project work methodology to orient students on research and project work methods and styles of report writing.

The students shall have to submit the initial drafts of their project reports to their assigned supervisor for supervision and research committee chair, who will review the draft and make corrections for improvement. Students shall have to correct and incorporate the suggested changes to project work reports and submit to the research committee. After the acceptance of project report, the college will have to organize the presentation/viva for evaluation with consultation of Faculty of Management of Midwestern University. The evaluation of the project report shall be conducted through two examiners appointed by the Dean, Faculty of Management, Midwestern University.The evaluation of project work shall be based on the project report (50%) and presentation/viva (50%).

Project Report Writing

Guidelines for Bachelor of Travel and Tourism Management (BTTM)

Faculty of Management

Midwestern University

Birendranagar, Surkhet, Nepal

A Project Report

on

"TITLE OF PROJECT REPORT"

Submitted by

Students Name

Semester

Exam Roll. No.

Midwestern University Registration No.

Submitted to

Faculty of Management

Midwestern University

"month, year of completion"

In partial fulfillment of the requirements for the Bachelor’s Degree of Travel and Tourism Management

DECLARATION

I,**name of student**, hereby declare that the project work “TITLE OF THE PROJECT WORK” submitted to the Faculty of Management, Midwestern University, Surkhet submitted herein is genuine work done originally by me in partial fulfillment of the requirements for the award of the Bachelor of Travel and Tourism Management (BTTM) under the supervision of Prof./Dr./ Mr. **name of supervisor**, faculty member, name of campus and place and has not been published or submitted elsewhere for the requirement of a degree programme. The literature, data, or works done by others and cited within this report has been given due acknowledgement and listed in the reference section.

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student name

Name of College

Faculty of Management

Midwestern University

Date:

CERTIFICATION

Letter Head of College

We hereby endorse the project work report entitled **TITLE OF THE PROJECT WORK** submitted by **NAME OF STUDENT OF COLLEGE NAME AND PLACE OF COLLEGE**, in partial fulfillment of the requirements for award of the Bachelor of Travel and Tourism Management (BTTM) for external evaluation.

Signature: Signature:

Name of Chairperson: Name of Campus Chief:

Research Committee Name of Campus:

Date: Date:

**Format of Project Report**

|  |  |  |
| --- | --- | --- |
| CHAPTER |  | Page No. |
|  | Declaration by Student  | i |
|  | Approval/Signature of Supervisor, External and HOD | ii |
|  | Acknowledgements | iii |
|  | Table of Content | iv |
|  | Lists of Tables | v |
|  | List of Graphs | vi |
|  | List of Abbreviations, if any | vii |
|  | List of Acronyms, if any | viii |
|  | Abstract  | ix |
| ONE | INTRODUCTION | Approx no. of pages 6-8 |
| 1.1 | Background of Study |  |
| 1.2 | Statement of Problem (optional) |  |
| 1.3 | Objectives of Study |  |
| 1.4 | Significance of Study |  |
| 1.5 | Limitations of Study |  |
| TWO | REVIEW OF LITERATURE  | Approx no. of pages 8-15 |
| 2.1 | Conceptual Framework |  |
| 2.2 | Books  |  |
| 2.3 | Journals/ Articles |  |
| 2.4 | Previous Studies |  |
| THREE | RESEARCH METHODOLOGY | Approx No. of pages 3-6 |
| 3.1 | Research Design |  |
| 3.2 | Primary Data |  |
| 3.3 | Secondary Data |  |
| 3.4 | Sample Design |  |
| 3.5 | Population |  |
| 3.6 | Samples Size |  |
| 3.7 | Instruments for Data Collection |  |
| 3.8 | Data Analysis Techniques/Tools |  |
| FOUR | DATA PRESENTATION AND ANALYSIS | Approx No. of pages 10-15 |
| 4.1 | Data Presentation  |  |
| 4.2 | Data Analysis |  |
| 4.3 | Findings  |  |
| 4.5 | Discussion  |  |
| FIVE | SUMMARY, CONCLUSIONS AND SUGGESTIONS | Approx No. of pages 3-4 |
| 5.1 | Summary  |  |
| 5.2  | Conclusion  |  |
| 5.3 | Suggestions |  |
|  | References  |  |
|  | Appendices/Annexure |  |
| A | Questionnaire/s |  |
| B |  |  |
| C |  |  |

Top margin (1")

 Left margin

 (1.25")

Right margin

(0.75")

Bottom margin (1")

Guidelines for layout and format of project report

1. Paper size: A4 white paper

2. Preliminary pages should be numbered: i, ii, iii, iv, v, vi, etc. A page number should not be shown on the title page even though it is counted as i.

3. Margins should be maintained on all pages as follows:

i. Left margin = 1.25" (wider for binding)

ii. Top margin = 1"

iii. Right margin 0.75"

iv. Bottom margin = 1"

4. Page number should be placed at the bottom, center or bottom, right of page.

5. For labeling of Chapters and Sections follow the systematic order:

a. Chapter 1

i. Section 1

1. Sub-section 1

2. Sub-section 2, etc.

ii. Section 2

iii. Section 3, etc.

b. Chapter 2

c. Chapter 3,

d. Chapter 4,

e. Chapter 5

6. Use 1.5 line spacing for all text in the main body of the report.

7. Use Times New Roman (12 point size), or Arial (11 point size) fonts, for text.

8. Chapter heading 16, sub-heading 14 (bold)

9. Label Appendices or Annexes as: A, B, C, etc.; and give name (title) to each.

10. Label figure captions at bottom of the figure and according to the Chapter it appears in such as, Figure 1.1, Figure 1.2, Figure 2.1, Figure 2.2, Figure 3.1, etc.

11. Label table headings at the top of the table and according to the chapter it appears in, similar to the figures, e.g., Table 1.1, Table 1.2, Table 2.1 table 2.2, etc.

12. Cite references in the text of project report according to the convention:

a. "author's last name (date)" -- in case there is only one author

b. "last name of first author" and "last name of second author" (date) -- in case of two authors

c. "last name of first author" et al. (date) -- in case of multiple authors

13. List references alphabetically and using correct citations for books, journal articles and conference/seminar proceedings as shown in the examples (following pages).

14. If more than one reference of the same author exists then the references with the same author should be listed chronologically according to publishing date (year).

14. If more than one of the same author's publications exist in the same year (date), then use suffixes a, b, c, etc., after the publication year {e.g., 1998a; 1998b; etc.)

For example:

Book by single author

Bhatia, A. K. (2010), *Tourism Development: Principles and Practice*. New Delhi: Sterling Publishers Private Limited

Pant, P. R. (2009*). Social science research and thesis writing*, Kathmandu: Buddaha Academic Publishers and Distributors Pvt. Ltd.

Book by two authors

Boniface, B.G. and Cooper, C.P. (1987), *The Geography of Travel and Tourism.*London: Heinemann

Rithie, B. W., Burns, P., Palmer, C., (eds.) (2005) *Tourism research methods integrating theory* Lillicrap, D. & Cousins,(2014) J. *Food and Beverage Service.*London*:ELBS publishers.*

*with practice*, USA: CABI Publishing

Book by more than two authors

Okumus, F., Altinay, L. and Chotholth, P. K. (eds.). (2010). Strategic Management for Hospitality and Tourism, British: Butterworth-Heinemann

Corporate Author

CBS, (2011). Statistical Year Book of Nepal 2011. Kathmandu: CBS

Evaluation Sheet

Project Report

Bachelor in Travel and Tourism Management (BTTM)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Roll. No. | Name | Topic selection 5%(5 marks) | Methodology10%(10 marks) | Data presentation and Analysis 15%(15 marks) | Conclusion and recommendation5%(5 marks) | Presentation/Viva 15 %(15marks) | Total 50%(50marks) |
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50% will be evaluated by Faculty of Management, Midwestern University on the basis of Project Report