<u>**Midwestern University**</u>
<u>**Faculty of Management**</u>
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 in Travel and Tourism Management (BTTM)
Bachelor in 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 in 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.
- o equiped the student with required conceptual knowledge to manage the tourism industry
- o prepare middle level managers for the tourism and hospitality areas
- o enhance knowledge and skill of tourism and hospitality environment in national and global perspective particularly in the tourism sector
- o 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:

BTTM 311	Principles of Management
BTTM 314	English
BTTM 315	Principles of Marketing
BTTM 321	Tourism Economics
BTTM 322	Computer & Information Technology
BTTM 323	Business Communication
BTTM 341	Business Finance
BTTM 345	Entrepreneurship Development in Travel and Tourism
BTTM 351	Tourism Law
BTTM 353	Tourism Policy, Planning and Development
BTTM 355	Human Resource Management for Travel and Tourism
BTTM 361	Marketing for Travel and Tourism
BTTM 364	Organizational Behaviour for Travel and Tourism
BTTM 371	Strategic Management for Tourism
BTTM 373	Statistics and Research Methodology

2. **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:

BTTM 312	Fundamentals of Tourism
BTTM 313	Introduction to Hospitality Management
BTTM 316	Travel Service Operation Management I
BTTM 324	Language I (Chinese/French/Spanish)
BTTM 325	Travel Service Operation Management II
BTTM 326	Adventure Tourism
BTTM 331	Language II (Chinese/French/ Spanish)
BTTM 332	Managerial Accounting for Travel and Tourism
BTTM 333	Sustainable Tourism Development
BTTM 334	Tourism Products Development
BTTM 335	Culture and Heritage Tourism in Nepal
BTTM 342	Tourism and Environment
BTTM 343	Tourism Geography
BTTM 344	GDS (Global Distribution System) Ticketing
BTTM 352	E-Tourism
BTTM 354	Tour Guiding
BTTM 362	Air Cargo Management
BTTM 363	Event Management
BTTM 365	Peace Tourism

BTTM 372	Destination Management
BTTM 374	Crisis and Disaster Management in Tourism
BTTM 375	Airlines Operation Management

3. 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.

4. 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.

5. 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 in 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	12
BTTM 382	Project Report	3
	Total	15

6. **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)

7. **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.

8. **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

9. **Beginning of the sessions**
   Twice a year
   - Spring session
   - Fall session

10. **Shift of the Programme**:

       Evening/ Morning/Day

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

12. 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

<div align="center">Evaluation</div>

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:
- o The Student must have a minimum 80% attendance of the classes actually held.
- o The students must have a passing grade (50%) in the internal evaluation.
- o 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

13. 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.

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, Lecturer 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
Credit Hours 3, Lecturer 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
Credit Hours 3, Lecturer 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, Lecturer 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
Credit Hours 3, Lecturer 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
Credit Hours 3, Lecturer 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, Lecturer 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, Lecturer 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
Credit Hours 3, Lecturer 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
Credit Hours 3, Lecturer 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
Credit Hours 3, Lecturer 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 Languages
Credit Hours 3, Lecturer 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:
    o 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:
    o 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:
    o 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
Credit Hours 3, Lecturer 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, Lecturer 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
- www.himalayanecotrk.com
- www.tripitakholidays.com
- www.adventuremates.net
- www.nepalimmigration.gov.np

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.

Course Contents				
1	Class 1	1.Vocabulary 2.Hanzi	Oral Practice	2 Hours
2	Class 2	1. Conversations (general information about school) 2. Hanzi	Oral Practice	2 Hours
3	Class 3	1. Presentation 2. Grammar—Special questions	Oral Practice	
4	Class 4	1. Vocabulary 2. Hanzi	Oral Practice	2 Hours
5	Class 5	1. Conversations about family 2. Hanzi	Oral Practice Role-play Interaction	2 Hours
6	Class 6	1. Grammar—you 2. Hanzi	Oral Practice	2 Hours
7	Class 7	1. Conversations about job 2. Grammar—Asking about professions	Oral Practice	2 Hours
8	Class 8	1.Conversations about Age 2. Hanzi	Oral Practice	2 Hours
9	Class 9	1.Conversations about Age 2. Grammar---Asking about ages	Oral Practice Role-play Interaction	2 Hours

10	Class 10	Review on family member, professions, ages	Oral Practice Role-play Interaction	2 Hours
11	Class 11	Chinese Cultural Experiences		2 Hours
12	Class 12	1.Vocabulary 2. Conversations about telling the time What time is it now?	Oral Practice	2 Hours
13	Class 13	1.Vocabulary 2. Conversations about year, month, week and day	Oral Practice Role-play Interaction	2 Hours
14	Class 14	1.Vocabulary about in the front of, behind, between, left, right, up, down, inside, outside 2. Describe the position	Oral Practice Role-play Interaction	2 Hours
15	Class 15	1.Vocabulary about North, South, East, West, opposite 2. Describe something's Locality	Oral Practice Role-play Interaction	2 Hours
16	Class 16	1.Sentences indicating Existence 2. Hanzi	Exercises	2 Hours
17	Class 17	1.Vocabulary about color, vegetables 2. Conversation about buying things	Oral Practice Role-play	2 Hours
18	Class 18	1. Grammar -----"的" construction 2. Grammar—Alternative questions 3. Hanzi	Exercises	2 Hours
19	Class 19	Grammar "了"	Exercises	2 Hours
20	Class 20	1.Vocabulary about Clothes, shoes 2. Conversation about bargaining	Oral Practice Role-play	2 Hours
21	Class 21	1.Grammar---reduplication of verbs 2. Grammar--- 一点儿，有一点儿 3. Modal verbs 想，要	Exercises	2 Hours

22	Class 22	1.Vocabulary about Chinese dishes 2. Conversation about ordering, evaluating about food and taste	Oral Practice Role-play	2 Hours
23	Class 23	Video about China		2 Hours
24	Class 24	Reflection of the Course	Discussion Self-study	2 Hours

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 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
Credit Hours 3, Lecturer 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 Developments
Credit Hours 3, Lecturer 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 and Implications 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.

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, Lecturer 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, Lecturer 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 Managementand 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
Credit Hours 3, Lecturer 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, Lecturer 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.

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	
	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, Lecturer 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

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

BTTM: 361 Marketing for Travel and Tourism
Credit Hours 3, Lecture hours 48

Course Objective
The 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 context
Course

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
Credit Hours 3, Lecturer Hours: 48

Course Objectives
The 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 Documents
         b. Accompany Documents
         c. Shipper's Letter o f Instruction
         d. Delivery Order
         e. 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 Remains
Valuable 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 Goods
by 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; 1st Edition, 2011; printed at super printing press, kamalpokhari, Kathmandu.

BTTM 363: Event Management
Credit Hours 3, Lecturer 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:
    o Staging, audio-visual lighting, food & beverage management
    o Entertainment
    o 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 0-471-39687-7

Lynn 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, Lecturer 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 Hall
Luthans, Fred. *Organization Behaviour*, New Delhi: Tata McGraw-Hill.
McShane, S.L., M.A.V. Glinow and R.R. Sharma, *Organizational Behaviour*, New Delhi: Tata McGraw
Bhattacharya, D. K. *Organizational Behaviour*. New Delhi: Oxford University Press.

BTTM : 365 Peace Tourism
Credit Hours 3, Lecturer 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).

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
Credit Hours 3, Lecturer 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; various approaches to strategy implementation: 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
Credit Hours 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, Lecturer 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 paragraph
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
Credit Hours 3, Lecturer 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
www.welcomenepal.com
www.tourism.gov.np

BTTM 375 **Airline Operations and Management**
Credit Hours 3, Lecturer 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,

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.

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

Midwestern University
Industry Attachment and Internship Report
Evaluation Guidelines
For
Bachelor in 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 in Travel and Tourism Management comprises of four years (eight semesters), has eighth semester industrial exposure Midwestern University under the faculty of management.

The Bachelor in 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

1.1 Introduction of Report

1.2 Objectives of Internship Program

1.3 Methodology

    1.3.1   Organization Selection
    1.3.2   Placement
    1.3.3 Duration
    1.3.4 Activities

CHAPTER TWO
INDUSTRY INTRODUCTION

2.1 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 in Travel and Tourism Management

S. No.	Roll. No.	Name	Introduction (Background, Objective Methodology) 5	Organizational 5	Activity Analysis 10	Presentation 5	Total (25 Marks)

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 in 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 in 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 in 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 in 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)	Methodology 10% (10 marks)	Data presentation and Analysis 15% (15 marks)	Conclusion and recommendation 5% (5 marks)	Presentation/Viva 15% (15marks)	Total 50% (50marks)

50% will be evaluated by Faculty of Management, Midwestern University on the basis of Project Report