

FACULTY OF MANAGEMENT

TRIBHUVAN UNIVERSITY

**Master in Tourism Management (MTM) course
Programme**

**Submitted By:
Faculty of Management
Office of the Dean
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Faculty of Management

1. INTRODUCTION TO FACULTY OF MANAGEMENT (FOM)

The Faculty of Management (FOM), Tribhuvan University, has its ultimate objective of educating students for professional pursuits in business, industry and government. It is further dedicated to contributing to an increase in the knowledge and understanding of business and administration.

The FOM offers instruction leading to 3-year Bachelor of Business Studies (BBS), Bachelor of Travel and Tourism (BTTM), Bachelor of Hotel Management (BHM), a 2-year Master of Business Studies (MBS), and a 2-year Master of Public Administration (MPA). The FOM also offers doctoral programme in management leading to the degree of Doctor of Philosophy (Ph. D).

2. FOM's GOALS

- Prepare professional managers capable of handling business in a dynamic global environment.
- Produce socially responsible and creative entrepreneurs capable of promoting business and industry for the socio-economic development of Nepal.
- Conduct research and management development programs for updating the knowledge and skill base of academics and practicing managers.
- Innovative and promote management programs catering to the various social and economic sectors of Nepal.
- Establish linkages with leading universities and management institutions abroad and collaborate with them in program development and implementation.

3. MTM PROGRAM'S MISSION AND OBJECTIVES

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

The specific objectives of the program are;

- To gain insight knowledge of travel and tourism industry both from practical and theoretical perspective.
- To understand and apply the concepts of crisis management, market research, conflict transformation and peace building, and sustainable tourism management in real work scenarios.
- To develop new tourism products and services, and
- To understand the concept of doing business online.

4. ELIGIBILITY CONDITION FOR ADMISSION

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

- Successfully completed 3 year Bachelor degree with a minimum score of second division from any recognized university by Tribhuvan University.
- Studied English as a full paper at Bachelor level or equivalent.

5. ADMISSION CRITERIA

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

- Verbal Ability
- General Awareness
- Quantitative Ability
- Logical Reasoning

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

6. TEACHING METHODOLOGY

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

7. INTERNSHIP PROJECT

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

At the end of industrial exposure, students will submit an evaluation report from the organization along with the mini research report. The final evaluation of the industrial exposure will be done jointly by the external examiner appointed by the Dean of FOM and the internal examiner designated by concerned college.

8. GRADUATION REQUIREMENTS

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

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

9. EXAMINATION, EVALUATION AND GRADING SYSTEM

The MTM program will be executed through the semester system. The internal (ongoing) assessment will carry 40% weight, while the external (end of semester) examination will carry 60% weight. The final grade will be determined on the overall performance in internal and external examinations.

Passing Grade and Grading System

The final evaluation of students is done through the examination conducted by Tribhuvan University. The passing grade in the semester examination for an individual paper is grade D or Grade Point Average (GPA) of 1.5. In order to pass the semester examination, student must secure Grade C or the Cumulative Grade Point Average (CGPA) of 2.

Letter Grade	Cumulative Grade Point Average (CGPA)	Remarks
A	3.5 to 4.0	First Division with Distinction
B	2.5 to 3.4	First Division
C	2.0 to 2.4	Second Division
F	0 to 1.4	Fail

10. ATTENDANCE

Students are required to attend regularly all lectures, assignments, study tours, seminar, and presentation as required by the course. A student is required to attend at least 80% of such activities in order to be eligible to appear in the semester examination.

11. COURSE STRUCTURE

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

- Compulsory courses 12 credit hours
 - Core courses 30 credit hours
 - Focus Area courses 12 credit hours
 - Industrial Report 6 credit hours
- TOTAL CREDIT HOURS 60 credit hours**

TRIBHUVAN UNIVERSITY
Faculty of Management

**MASTERS IN TRAVEL AND TOURISM MANAGEMENT
(MTTM) PROGRAM**

12. COURSE STRUCTURE (Proposed)

Total 60 Credit Hours (15 cr. Hrs. x 4 Semesters)

**Compulsory Courses
(Management Foundation Courses) 12 Cr. Hrs.**

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

Core Area Courses 30 Cr. Hrs.

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

Focus Area Courses (Any Four of the Following) 12 Cr. Hrs.

MTM 601: Management of Travel Agency and Tour Operations	3 Cr. Hrs
MTM 602: Sustainable Tourism	3 Cr. Hrs
MTM 603: Crisis Management in Tourism	3 Cr. Hrs
MTM 604: Airlines Operations Management	3 Cr. Hrs
MTM 605: Conflict Transformation and Peace Building	3 Cr. Hrs
MTM 606: Event and Conference Management	3 Cr. Hrs
MTM 607: Hotel Operation Management	3 Cr. Hrs
MTM 608: National Parks Management	3 Cr. Hrs
MTM 609: Tourism Impact Management	3 Cr. Hrs
MTM 610: Public Relations and Promotions	3 Cr. Hrs
MTM 611: Tourism Product Development	3 Cr. Hrs
MTM 612: Contemporary Issues in Tourism (seminar course)	3 Cr. Hrs

Summer placement and Project Work 6 Cr. Hrs.

MTM 651 & 652 (12 weeks – between 2nd and 3rd semester)
Final Project (end of 4th Semester)

3 Cr. Hrs

3 Cr. Hrs

13. COURSE CYCLE

FIRST YEAR (SEMESTER ONE)

SUBJECT CODE	SUBJECT NAME	CREDIT HOURS	TOTAL MARKS
MTM 551	Principles of Tourism & Hospitality Management	3	100
MTM 501	Organizational Behavior	3	100
MTM 552	Tourism Economics	3	100
MTM 502	Research Methodology	3	100
MTM 503	Marketing Management	3	100
	TOTAL	15	500

FIRST YEAR (SEMESTER TWO)

SUBJECT CODE	SUBJECT NAME	CREDIT HOURS	TOTAL MARKS
MTM 553	Tourism Entrepreneurship	3	100
MTM 504	Financial Planning & Control	3	100
MTM 554	Tourism Law and Environment	3	100
MTM 555	Travel Information Management	3	100
MTM 556	Strategic Tourism Management	3	100
	TOTAL	15	500

SECOND YEAR (THIRD SEMESTER)

SUBJECT CODE	SUBJECT NAME	CREDIT HOURS	TOTAL MARKS
MTM 557	Strategic Human Resource Management	3	100
MTM 558	International Tourism & Contemporary Issues	3	100
MTM ELAR	Elective Area-I (Select Any Two)	6	200
MTM 651	Internship Project (Internship project within the host organization)	3	100
	TOTAL	21	600

SECOND YEAR (FOURTH SEMESTER)

SUBJECT CODE	SUBJECT NAME	CREDIT HOURS	TOTAL MARKS
MTM 559	Strategic Tourism Marketing	3	100
MTM 560	Tourism Planning & Policy Analysis	3	100
MTM ELAR	Elective Area-II (Select Any Two)	6	200
MTM 652	Final Project	3	100
	TOTAL	15	500

CHOOSE ANY ONE OF THE FOLLOWING**ELECTIVE AREA (ELAR) I- Any Two**

SUBJECT CODE	SUBJECT NAME	CREDIT HOURS	TOTAL MARKS
MTM 601	Management of Travel Agency & Tour Operations	3	100
MTM 602	Sustainable Tourism	3	100
MTM 603	Crisis Management in Tourism	3	100
MTM 604	Airlines Operations Management	3	100
MTM 605	Conflict Transformation and Peace Building	3	100
MTM 606	Event and Conference Management	3	100

ELECTIVE AREA (ELAR) II- Any Two

SUBJECT CODE	SUBJECT NAME	CREDIT HOURS	TOTAL MARKS
MTM 607	Hotel Operation Management	3	100
MTM 608	National Parks Management	3	100
MTM 609	Tourism Impact Management	3	100
MTM 610	Public Relations and Promotions	3	100
MTM 611	Tourism Product Development	3	100
MTM 612	Contemporary Issues in Tourism (seminar course)	3	100

TOTAL CREDIT HOURS 60

TOTAL MARKS 1800

14. Evaluation Scheme

Compulsory Courses

Code No.	Subject	Internal %	Final-Theory%	Total%
MTM 501	Organizational Behavior	40	60	100
MTM 502	Research Methodology	40	60	100
MTM 503	Marketing Management	40	60	100
MTM 504	Financial Planning and Control	40	60	100

Core Courses

Code No.	Subject	Internal %	Final-Theory%	Total %
MTM 551	Principles of Tourism & Hospitality Management	40	60	100
MTM 552	Tourism Economics	40	60	100
MTM 553	Tourism Entrepreneurship	40	60	100
MTM 554	Tourism Law and Environment	40	60	100
MTM 555	Travel Information Management	40	60	100
MTM 556	Strategic Tourism Management	40	60	100
MTM 557	Strategic Human Resource Management	40	60	100
MTM 558	International Tourism & Contemporary Issues	40	60	100
MTM 559	Strategic Tourism Marketing	40	60	100
MTM 560	Tourism Planning & Policy Analysis	40	60	100

Elective Area (ELAR) - Any Two of the Following

Code No.	Subject	Internal %	Final-Theory%	Total%
MTM 601	Management of Travel Agency and Tour Operations	40	60	100
MTM 602	Sustainable Tourism	40	60	100
MTM 603	Crisis Management in Tourism	40	60	100
MTM 604	Airlines Operations Management	40	60	100
MTM 605	Conflict Transformation and Peace Building	40	60	100
MTM 606	Event and Conference Management	40	60	100
MTM 607	Hotel Operation Management	40	60	100
MTM 608	National Parks Management	40	60	100
MTM 609	Tourism Impact Management	40	60	100
MTM 610	Public Relations and Promotions	40	60	100
MTM 611	Tourism Product Development	40	60	100
MTM 612	Contemporary Issues in Tourism (seminar course)	40	60	100

MTM 501 : ORGANISATIONAL BEHAVIOR

COURSE OBJECTIVE:

This course aims to give an understanding about how to fully utilize people in organizations. It is the study and application of the knowledge of human behavior, in order to increase performance levels and job satisfaction.

COURSE CONTENTS

- **Introduction of organizational Behavior**
 - Concept, nature and importance of organizational behavior
 - Historical background of organizational behavior
 - Organizational behavior system
 - Basic assumptions of organizational behavior
 - The five conceptual anchors of organizational behavior
 - Emerging trends in organizational behavior and critical behavioral issues confronting the managers
- **Understanding individual Behavior**
 - Behavior as an input-output System
 - Biological foundations of behavior
 - Sensation
 - Emotions, beliefs, attitudes, behavior and values at work, values across cultures
 - Needs, types of needs and motives
- **Perception and Learning**
 - Concept, perceptual process, perceptual set in organizational settings.
 - Principles of perceptual selection, person's perception factors influencing perception. Perception and individual decision making
 - Attribution theory, attribution errors
 - Learning: concept, significance of learning
- **Groups in Organization**
 - Concept, types of groups
 - Group formation and group Structure
 - Organizational and group environment,
 - Group design and group processes
 - Nature and significant of informal groups
 - Group decision making
 - Issues relating to group decision making
 - Improving group decision making
- **Motivation and Job Satisfaction**
 - Concept
 - Theories of HR motivation
 - Historical perspectives of motivation
 - Contemporary theories of motivation
 - Managerial applications of motivation theories
 - Issues of motivation
 - Motivation for performance
 - Job satisfaction: concept and model

- Leadership and Communication
 - Concept
 - Effective leadership
 - Perspective of leadership
 - Emerging approach to leadership
 - Communication: concept, process, methods
 - Communication network
 - Barriers to effective communication

- Conflict Management
 - Concept, process and types
 - Nature and types of inter-group conflict
 - Sources of conflicts
 - Approaches to conflict management

- Organizational Change and Development
 - Concept and forces for change
 - Strategy for managing planned change
 - Lewin's force field model
 - Resistance to change and reducing resistance to change
 - Organizational development (OD): concept
 - Organizational development interventions
 - Organizational development process

Basic Books

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

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

Reference:

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

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

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

Aswathappa, K. Organizational Behavior, Himalaya Publishing House

MTM 502: RESEARCH METHODOLOGY

COURSE OBJECTIVE

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

COURSE CONTENTS

- **Introduction**
Meaning and nature of Research, Types of Research, Scientific Research Process, Problem identification, Theoretical Framework, Hypothesis Formulation, Research Design, Role of Research in Tourism Management.
- **Review of Literature**
Need of Literature review, Composing Bibliography from Different Sources, Organizing the findings of review.
- **Research Design**
Concepts of Research Design, Types of Research design [Historical Research, Descriptive Research Development Research, Action Research, Case Study Research, Field Study Research and Experimental Research].
- **Data Collection Activities**
Sources of Information: Census and Sampling, Types of Sampling, Primary Data and Secondary data, Methods of Data Collection [Observation Method. Focus Group Discussion, Participatory Methods, Survey Methods], Questionnaire Construction, Research interview, Factors Affecting Choice of Data Collection Methods.
- **Data analysis**
 - a) Questionnaire Coding and Tabulating, Presentation of data in Tables and Figures
 - b) Descriptive Analysis of Data: Measurement of Central Tendencies and Dispersion
 - c) Concept of Simple Probability, Probability Distributions [Binomial, Poisson and normal]
 - d) Inferential Analysis of Data: Estimation and Test of Hypothesis [Parametric: z and t statistic, Non-parametric: Chi-square test statistic]
- **Research Proposal**
Topic Selection, Research Problem, Research Questions. Research Hypothesis, Theoretical Framework, Methodology, Preparation and Submission of Research Proposal.
- **Research Report Writing :**
The Research Report: Types of Report, Procedures of Writing, Format of the Report. Preliminaries [Title Page Acknowledgement, Table of Contents, List of Tables and Figures]. Body of the Report [Introduction, Review of Literature. Research Methodology, Analysis and Presentation of Data], Conclusion and Recommendations. Bibliography and Appendices.

References:

1. Wolff K. Howard and Pant P. R., A Hand Book for Social Science Research and Thesis Writing , Buddha academy. Kathmandu
2. Levin, Richard and Dubin S. Rubin, Statistics for Management. Prentice Hall of India, New Delhi

MTM 503: MARKETING MANAGEMENT

COURSE OBJECTIVES

The course focuses on developing a strategic perspective in marketing decision making. The course strives to build students skill in analyzing external and internal forces in order to design and implement appropriate marketing strategies.

COURSE DETAILS

UNIT I Introduction

Meaning , nature and scope of marketing. Core marketing concepts. Business concepts. Marketing concept and its principles. Marketing management . Marketing mix components. Brief overview of the major marketing decision areas in product/service, price, distribution and promotion.

UNIT II Strategic Marketing

Introduction to strategic marketing management: business strategy, strategic thrusts, strategic business unit, and SBU characteristics.

UNIT III Strategic Analysis

a) External analysis

Customer analysis: customer value and satisfaction, attracting and retaining customers, relationship marketing and total quality marketing.

Competitor analysis: identifying competitors, evaluating competitors, and designing competitor related strategies.

Market analysis: market size and growth, profitability and cost structure.

Environmental analysis: demographics, economics, technology, socio-culture, and government policy.

Trends and mega-trends in Nepal's macro-environment and marketing opportunities resulting from the trends and mega trends.

b) Internal analysis: Shareholders value analysis, sales and profitability analysis, strategic options and business portfolio analysis.

UNIT IV Marketing Strategy Development

a) Strategy for Sustainable competitive advantage (SCA): Routes to SCA, strategic vision, strategic opportunism and dynamic vision.

b) Differentiation and positioning strategies: quality option, building strong brands, low cost strategies, focus strategies and pre-emptive move. Positioning concept and process.

c) Growth and diversification strategies: penetration, product development, market development and vertical integration. Related and unrelated diversification and entry strategies.

d) Strategies in declining and hostile markets: creating growth in declining industries, profitable survivor strategies, milk or harvest, divestment or liquidation decisions, strategy selection for declining markets, strategies for the hostile markets.

e) Global marketing strategies: motivations for going global, standardization vs. customization, and strategic alliances.

f) Marketing strategy implementation: components of strategy implementation: structure, systems, people and culture. Organizing for innovations.

UNIT V Marketing Planning and Control

Importance of marketing plan. Types of marketing plan. Marketing planning process. Preparation of a marketing plan. Implementing the marketing plan. Establishing marketing control systems.

Text Books:

Aaker, D.A. **Strategic Market Management** (6th ed.). John Wiley & Sons INC. Singapore.

Kotler, P. and Keller K. **Marketing Management.** (12th ed.). PHI

MTM – 551: PRINCIPLES OF TOURISM & HOSPITALITY MANAGEMENT

COURSE OBJECTIVES

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

COURSE DETAILS

UNIT I

- Introduction of tourism concepts, definition and ancient development
- Tourism industry nature and characteristics
- Categories of tourism, domestic and international
- Types of tourists: tourist, traveller and excursionist
- Determinants and motivators of tourism demand
- Components and elements of tourism industry with global examples

UNIT II

- Significance of tourism, economic and socio-cultural and environment
- Measurement of tourism and tourism statistics
- Emerging trends in tourism

UNIT III

- Present state of Nepalese tourism
- Ministry of Tourism, Culture and Aviation
- Tourism policy of Nepal and other neighbouring countries and national action plans
- Tourism Regulations

UNIT IV

- National Trade Associations of Nepal: MAN; TAAN; NARA; NATA; HAN;
- International Organizations and Trade Associations WTO; PATA; ASTA; IATA;

Text Books:

A. K. Bhatia, **The Business of Tourism: Concepts and Strategies**, Sterling Publishers Pvt. Ltd.
Burkart, Medlik, **Tourism: Past, Present and Future**
Alaistair Morrison, **The Tourism System: An Introductory Text**

MTM – 552: TOURISM ECONOMICS

COURSE OBJECTIVE

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

COURSE CONTENTS

UNIT I: Organizations and markets in leisure and tourism

- Introduction to the leisure and tourism organizations
- The Market for leisure and tourism products
- Demand: Choice, elasticity and forecasting
- Supply and costs
- Price and market strategy in the real world with market intervention.

UNIT II: Leisure and tourism organizations and the external environment

- The competitive environment
- The economic environment
- The political and socio-cultural environment
- Technological environment with opportunities and threat analysis.

UNIT III: Investing in leisure and tourism

- Investment appraisal in the private sector
- Investment and the public sector

UNIT IV: Impacts of leisure and tourism on the national economy

- Leisure and tourism: income, employment and inflation
- Leisure and tourism economic growth

UNIT V: International aspects of leisure and tourism

- Leisure and tourism: balance of payments and exchange rate
- Multinational enterprises

UNIT VI: Environmental issues related to leisure and tourism

- Environmental impacts of leisure and tourism
- Sustainability and green leisure and tourism

Text Books:

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

MTM – 553:TOURISM ENTREPRENEURSHIP

COURSE OBJECTIVES

The objective of this course is to impart the fundamental cum in depth knowledge regarding the economics of small business and entrepreneurship. To acquaint the students with the different practicalities and important considerations related to small business management and to further provide students academic background necessary for higher education in allied areas.

COURSE DETAILS

UNIT I

- Introduction to Entrepreneurship; Its role within the tourism industry
- Understanding the Entrepreneurs and Entrepreneurship
- Entrepreneurship and Small Scale Enterprises

UNIT II

- Institutional interface for Small Scale Industries
- Opportunity scanning and identification
- Market assessment for SSE

UNIT III

- Choice of selection of site and technology
- Financing the new/small industries
- Preparation of the business plan

UNIT IV

- Ownership structures and organizational framework
- Financial management issues in SSE
- Organizational relations in SSE: Human Resources

UNIT V

- Strategies for stabilization and growth
- Management performance, assessment and control
- Managing family enterprises

Text Books:

Thomas. W. Zimmerer, Harmon M. Scarborough, Doug, Wilson, **The Entrepreneur and Small Business Management**, Prentice Hall.

MTM – 554:TOURISM LAW & ENVIRONMENT

COURSE OBJECTIVE

Tourism law mainly focuses on the structural and functional aspects of the tourism and the hospitality industry. This subject is designed for the students to get familiarized with the rules, acts and regulations related to Nepal.

COURSE DETAILS

UNIT I INTRODUCTION

- Meaning and nature of law
- Sources and types of law
- Meaning of tourism law and tourism law environment
- Importance and scope of tourism legal environment
- Court system, jurisdiction of the courts and civil procedure
- Alternative Dispute Resolution (ADR)

UNIT II LEGAL ENVIRONMENT IN TOURISM

- Business establishment (establishing of a tourism organization)
- Foreign investment and technology transfer
- Industrial enterprises acts and competition acts
- National industrial policies
- Business contracts, agency ethics and social responsibilities
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INTERNATIONAL

- Regional, bilateral and multilateral agencies (World Trade Organization)
- South Asian Free Trade Area (SAFTA), and Bay of Bengal Initiative for Multicultural Technical and Economic Cooperation (BIMSTEC)
- International air laws
- IHA and UFTAA convention 1963

UNIT III EMPLOYMENT RELATION IN TOURISM (Provision of Nepalese labour legislation)

- Meaning and nature of employment relation
- Employment contracts
- Labour rights and trade union rights
- Labour welfarism and social security
- Dispute settlement, misconduct and punishment

UNIT IV TOURISM RELATED LAWS IN NEPAL

(Laws related to travel agencies, trekking agencies hotels and other tourism sectors).

- Tourism act, 2035
- Travel and Trekking Agency Regulation, 2062
- Mountaineering Expedition Regulation, 2059
- Hotel, Lodge, Restaurant and Bar Regulation, 2038
- Trekking and Rafting Regulation, 2041
- Nepal Tourism Board Act, 2053
- Immigration Regulation, 2051

- Tourism Policy, 2052
- National Civil Aviation Policy, 2050

UNIT V ENVIRONMENT LAWS RELATED TO TOURISM (Only related provisions)

- Environmental Protection Act, 1997
- Environment Protection Rules, 1997
- Asian Monument Protection Act, 1956
- Asian Monument Protection Rules, 1990
- Consumer Protection Rules, 1999
- National Park and Wildlife Protection Act, 2021
- National Park and Wildlife Protection Rules, 2030
- Wildlife Reservation Rules, 2034

MTM – 555: TRAVEL INFORMATION MANAGEMENT

COURSE OBJECTIVES

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

COURSE DETAILS

UNIT I Computer Basics

- The personal computer
 - Main components of the computer hardware and software
- Technology knowledge – Computers and Peripherals**
- Introduction to computer systems
 - The motherboard; Processors; Expansion Bus; Interrupts
 - The storage peripherals; methods of file access; data compression
 - Scanners; multimedia; network connection

UNIT II The travel and tourism environment

- Introduction
 - Industry players
 - Types of travel and tourism
 - Trade bodies
- Suppliers**
- Introduction
 - Hotels
 - Tour Operators
 - Rail Companies
 - Information Suppliers
 - Product distribution

UNIT III

- Global Distribution Systems
- Hotel Distribution Systems (HDS's)
- Marketing of the GDS's
- Introduction to the internet
- Marketing for the internet
- New Intermediaries
- Suppliers websites
- Business on the internet

UNIT IV Networking

- Introduction
- Video conferencing
- Electronic mailing
- Electronic Data Interchange (EDI)

- Other communication networks

UNIT V Travel Agencies

- Automation of travel companies
- Functions of agency management
- Agency management systems

Working with the legislation

- Data protection
- GDS and CRS regulatory issues
- Computer misuse

UNIT VI Health and Safety at workplace

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

MTM – 556:STRATEGIC TOURISM MANAGEMENT

COURSE OBJECTIVES

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

COURSE DETAILS

UNIT I The Tourism Environment

- Trends in tourism
- The marketing environment for travel and tourism

UNIT II Tourism Marketing Management

- Consumer Behaviour
- Tourism Marketing Research
- Segmentation, Targeting, Positioning and Strategic Marketing

UNIT III Functional Management and Tourism

- Human Resource Issues in Travel and Tourism
- Financial Management in Tourism
- Operations Management
- Strategic Quality Management

UNIT IV Strategic Planning in Tourism

- Strategic Planning
- The Marketing Plan Index: A tool for measuring strategic marketing effectiveness in the hospitality sector.
- Demand Modelling and Forecasting
- International Tourism Management

Text Books:

Luiz, Mountinho, **Strategic Management in Tourism**, CABI publishing.

MTM 504 : FINANCIAL PLANING & CONTROL

COURSE OBJECTIVES

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

COURSE DESCRIPTON

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

DETAILED COURSE

1. Introduction

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

2. Financial statements & cash flows

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

3. Analysis of financial statements

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

4. Time value of money

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

5. Bonds and their valuation

- Meaning of bonds
- Characteristics of bonds
- Bond valuation

- Bond yields

6. Stocks and their valuation

- Meaning of stocks
- Characteristics of common stocks
- Common stock valuation: constant & non-constant growth cases.
- Corporate valuation model
- Preferred stock: Characteristics & valuation

7. Cost of capital

- Cost of debt
- Cost of preferred stock
- Cost of common stock
- Weighted average cost of capital
- Factors affecting cost of capital
- Problem areas in cost of capital

8. Strategic investment decisions

- Importance of capital budgeting
- Capital budgeting decision rules
- Comparisons of NPV and IRR rules
- Profitability index

9. Breakeven analysis

- Meaning and nature of breakeven analysis
- Fixed and variable costs
- Determining breakeven point

10. Working capital management

- Meaning of working capital
- importance of working capital management
- Factors affecting working capital
- Cash conversion cycle

11. Dividend policy

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

Prescribed Books

Basic Text

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

Reference Books

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

- R Charles Moyer, James R. McGuigan and William J. Kretlow. ***Contemporary Financial Management***, West Publishing Company, New York.

Radhe S. Pradhan, Financial Management Buddha Academic. Kathmandu

MTM – 557:STRATEGIC HUMAN RESOURCE MANAGEMENT (SHRM)

COURSE OBJECTIVE

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

COURSE DETAILS

UNIT 1 Introduction to Strategic Human Resource Management

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

UNIT 2 Human Resource Environment

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

UNIT 3 Managing human resource management for competitive advantage

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

UNIT 4 HR Strategy Formulation

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

UNIT 5 Human Resource Planning

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

UNIT 6 HR Strategy Implementation

Efficient utilization of human resources, dealing with employee shortages, selection of employees, dealing with employees surpluses, Implementation challenges, strategically oriented performance measurement systems, strategically oriented compensation system, employee development.

UNIT 7 Performance Impact and Evaluation

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

TEXT BOOKS

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

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

MTM – 558: INTERNATIONAL TOURISM & CONTEMPORARY ISSUES

COURSE OBJECTIVES

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

COURSE DETAILS

UNIT I International Tourism

- Meaning and definition
- Models in international tourism
- International tourism trends
- Theory of demand and role of demand in international tourism

UNIT II International tourist Industry

- Understanding the international tourism industry
- Methods of operations, corporate strategies for international tourism
- International tourism policies

UNIT III International Tourism in Industrialized Nations

- Features of industrialized countries
- Tourism strategies in selected industrialized countries
- International tourism in developing countries
- Features of developing countries
- Case study India along with tourism policies of selective state of India

UNIT IV Understanding contemporary issues in tourism

- Rural Tourism
 - Concept, scope and avenue of rural tourism
 - Activities that may be organized in rural areas
 - Impacts of rural tourism
- Heritage Tourism
 - Defining heritage tourism
 - Various national and international bodies and their roles in conserving and preserving heritage
 - Heritage monuments, sites of Nepal
 - Concept of heritage hotels and their classification
- Virtual Reality
 - Understanding about virtual reality
 - Application of virtual reality in tourism
 - Is virtual reality a threat to tourism?
 - Utilizing virtual reality to promote tourism

Text Books:

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

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

MTM – 601:MANAGEMENT OF TRAVEL AGENCY & TOUR OPERATIONS

COURSE OBJECTIVE

Travel packages have made travel real easy and convenient for the potential consumer. A detail understanding and an in depth knowledge is the need of the hour for all who need to be experts in the desired field. For it one needs to possess destinations knowledge and places for sight seeing and other optional tours. Most importantly the best time to visit with a major contribution towards designing and costing of such tours.

COURSE DETAILS

UNIT I

- Introduction to global travel agency industry
- History of travel agency and tour operations management
- Current scenario of travel agency business
- Types and categories of travel agencies
- Role of a travel agent

UNIT II

- Organizational structure & functions of travel agency business
- Introduction to tour operations
- Kinds & types of tours

UNIT III

- Understanding about a tourism product
- Types of travel products
- Essentials of travel products
- Travel destinations worldwide

UNIT IV

- Art of itinerary designing
- Tour costing
- Exchange orders, faxes, specialist holidays (readymade & tailor made)

UNIT V

- Case studies of international acclaimed travel companies
- Cruising a new travel product
- Business travel

Text Books:

Jag Mohan Negi, **Travel Agency Management**

Pauline Horner, **Travel Agency Practice**

MTM – 602:SUSTAINABLE TOURISM

COURSE OBJECTIVE

Sustainability happens to be the need of the hour for all branches related to tourism industry. This subject acclimatizes the students to the various aspects of sustainable tourism development in tourism along with the various aspects related to it. Developing a sustainable tourism destination in the wake of destination development is specially looked upon with the eco tourism studies, its perspectives and future being of quiet importance.

COURSE DETAILS

UNIT I Introduction

- Foundation of Sustainable Tourism Development
- Guidelines and principles for STD
- Tourism Trends in STD
- Adopting a Tourism Development Model.

UNIT II Sustainable Destination

- Birth and growth of Sustainable Tourism
- Managing Tourism from a Sustainable Perspective
- Achieving Sustainable Tourism
- Parallel emergence of Eco-Tourism.

UNIT III Destination Management

- Key to maintain Sustainable Competitive Advantage
- National level Pro Poor Tourism Development
- Destination Planning
- Organization and Planning
- Destination Operation

UNIT IV Introduction to Eco-tourism

- Emergence of Eco-tourism
- Eco-tourism as a for of tourism
- Types of eco-tourism activities
- Eco-tourism environment

UNIT V Eco-tourism

- Environmental; Socio-cultural; Economic impacts
- Eco-tourism as a business
- Eco-tourism world survey
- Eco-tourism as a model of sustainable development

MTM – 603:CRISIS MANAGEMENT IN TOURISM

COURSE OBJECTIVES

The tourism industry is arguably one of the most important sources of income and foreign exchange, and is growing rapidly. However, national and international crises have huge negative economic consequences. The course aims to illustrate the theories and actions that can be taken to better understand and manage consumer, economic and environmental reaction, in order for the businesses to be competitive in this global market. Students will analyze various types of crisis in tourism and ways to minimize the crisis in effective and efficient manner.

COURSE DETAIL

Part I: Introduction to Tourism Industry

- The Importance of Tourism
- Tourism and Economic Growth in the Region
- Future Forecast

Part II: Shocks and Threats to the Tourism Industry

- Sources of risk
- The human and institutional environment
- Physical and environmental risks
- Natural and human-made events
- Direct and indirect shocks

Part III: National Initiatives and Responsibilities

- Issues to be considered at the national level- Counter-Terrorism, Natural disaster management, Stopping organized crime
- Role of National Tourism Council
- The importance of planning

Part IV: The four phases of risk and crisis management

- Phase 1: Reduction
- Phase 2: Readiness
- Phase 3: Response
- Phase 4: Recovery

Part V: The role and preparedness of tourism sectors

- Industry representative groups
- Airports and airline

- Hotels and other accommodation providers
- Preventing crime
- Guidelines for small and medium size business operators

Part VI: Media and information management

- Before a crisis: preparing for the worst
- During a crisis: minimizing damage in a crisis
- Following a crisis: recovering tourist confidence
- World tourism organization crisis action team
- Government travel advisories

MTM – 604: AIRLINES OPERATIONS MANAGEMENT

COURSE OBJECTIVES

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

COURSE DETAILS

UNIT I

- Introduction to the airlines operation management
- Historical development of airlines to present day
- Role and importance of airlines in tourism industry
- Organizational structures and function of IATA, UFTAA, ICAO

UNIT II

- IATA geography: Global Indicators, Baggage Working Groups (BWG), Simplifying Passenger Travel (SPT),
- Airlines memberships and their codes along with the airport and their worldwide codes
- Facilities for passengers at airports.
- Concepts of Boarding Pass, immigration, travel information manual etc.

UNIT III

- Categories of aircrafts: jet engine and propellers.
- Terminal operations
- Chartering and their operations
- Coordination between passenger carriers and cargo carriers

UNIT IV

- Introduction to Computerized Reservation System (CRS)
- Worldwide systems AMADEUS; GALILEO
- Making ticket online
- Transitional Automated Ticket

TEXT BOOKS:

ABC worldwide Airways Guide
Air Tariff Book 1, Worldwide fares
Air Tariff Book 1, Worldwide Rules, IT Fares etc.

MTM – 605:CONFLICT TRANSFORMATION AND PEACE BUILDING

COURSE OBJECTIVES

In recent times it has been observed that majority of the developing countries have been facing an arduous path of conflict and violence that has adversely affected the societies, economies, the socio-cultural and political structure of Nepal devastated. For the reconstruction of Nepal and establishment of positive peace and rebuilding the nature this particular subject focuses on various aspects related to causes and consequences of violent conflict, modus operandi of conflict transformation and peace-building.

COURSE DETAILS

UNIT I

- Understanding what is peace-conflict?
- Causes of violent conflicts
- Consequences of violent conflicts
- Structural imbalances of Nepalese society
- Techniques of conflict transformation

UNIT II

- Understanding the concept of peace-building
- Types of peace-building
- Techniques of peace-building
- Actors and approaches to peace-building
- Theories of peace-building

UNIT III

- What is post-conflict peace-building?
- Understanding constituent assemblies and post-conflict peace-building
- Model of building peace and justice through meeting human needs and rights
- Cycle of intolerance
- Ladder of tolerance

UNIT IV

- Philosophy of practice for peace-building dialogues
- Distinguishing between dialogue and debate
- Setting ground regulation for dialogues
- Fostering dialogue via effective communication
- Various phases during the dialogue

UNIT V

- Peace Tourism
- Politics and tourism
- Terrorism
- Role of media
- What is negative media event
- Tourism responses in relation to tourism.

MTM – 606: EVENT AND CONFERENCE MANAGEMENT

COURSE OBJECTIVES

A lot of changes have come from the fore front of the all inclusive travel in the last couple of decades. A more prosperous form of tourism activity termed the business tourism has stormed the travel sector through which people in the industry have made fortunes. This course is intended for preparing and upskilling the candidates with all related to this business tourism also more often called MICE tourism. In the wake of light they would become successful convention service managers and be skilled to organize and handle business meeting, incentives conferences and exhibitions herewith.

COURSE DETAILS

UNIT I

- Introduction to the world of business travel
- Historic development of the business travel sector
- Showcasing and present scenario of business travel

UNIT II

- Introduction to MICE industry
- Organizing for convention sales
- Developing a marketing plan

UNIT III

- Selling the MICE market
- Selling the corporate market
- Selling to the other market
- Negotiations and contracts

UNIT IV

- Services in MICE industry
- Guest Rooms and preparing for the event
- Function rooms and meetings setups

UNIT V

- Admission systems and other services
- Food & Beverage services
- Audiovisual requirements

UNIT VI

- Exhibitions and trade shows scope and overview
- MICE billings and post program review
- MICE terms

TEXT BOOKS:

Ratandeep Singh, **Meeting, Conference, Association, Event and Destination Management**, Kanishka Pub.

MTM 559: STRATEGIC TOURISM MARKETING

COURSE OBJECTIVES

The objective of this course is to sharpen the thought processes of practitioners while making marketing decisions.

1. Introduction

Marketing is a systematic thought process. special characteristics of travel and tourism marketing, factors influencing demand for tourism, individual motivations and buyer behaviours.

2. Marketing Mix in Travel and Tourism

Marketing mix for tourism services,
Market segmentation for travel and tourism markets.
Product formulation in tourism
Role of rice in Marketing mix.

3. Planning strategy and Tactics for travel and tourism

Information and communications technology and tourism marketing
Marketing research: the information base for effective marketing.
Planning marketing strategy
planning marketing campaigns: budgeting and measuring performance

4. Using the principal marketing tools in travel and tourism

Advertising and public relation.
Sales promotion, merchandising and personal selling.
Brochures, other print and electronic information.
Distribution channels in travel and tourism: creating access.
Direct marketing

5. Applying marketing in the Travel and Tourism Industry.

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

6. Case studies of marketing practice in Travel and Tourism.

7. Marketing planning

Definition and objectives of plans
Approaches to planning
Steps in the planning process
components of the marketing plan

8. Developing marketing strategy

Setting objectives, selection of strategic alternatives positioning. managing brand equity. relation to customer strategy.

9. Database marketing

Introduction, types of database customer database. prospect database cluster database

10. Tourism and indigenous people.

Text Books

Marketing in Travel and Tourism

by victor T.C. Middleton with Jack i.e. Clarke Third edition 2004, ELSEVIER/IER
Butternational New York, <http://books.elsevier.com>

2. Analysis for Marketing Planning

by Donald R. Lehmann and Russeld S. winer, sixth edition McGraw-Hill
International edition 2005

3. Customer Relationship Management

A Database approach by V. Kumar and Werner. J. Reinart and John Wiley and sons, Inc.

Reference

Tourism policy and planning

Yesterday, today and tomorrow
David Edgell
Elsevier

MTM – 560:TOURISM PLANNING AND POLICY ANALYSIS

COURSE OBJECTIVES

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

COURSE DETAILS

UNIT I: Concepts of tourism planning and the planning process

- Concepts of planning and basic planning process
- Evolution of tourism planning
- Levels and types of tourism planning
- Project organizations.

UNIT II: Survey of tourism markets, facilities, infrastructure and other elements

- General survey of area
- Tourism market survey
- Tourist facilities and services
- Transportation and other infrastructure.

UNIT III: Survey and evaluation of tourism attractions and activities

- Introduction
- Types of tourist attractions
- Survey and evaluation techniques

UNIT IV: Tourism planning analysis and synthesis

- General analysis approach
- Tourist market analysis
- Determining tourist facility and infrastructure needs
- Integrated analysis of physical/social and economic factors
- Establishing carrying capacities

UNIT V: Tourism policy and plan formulation

- Forms of tourism development
- Formulating tourism policy
- Techniques of plan formulation
- Tourism planning principles

UNIT VI: Environmental considerations in tourism

- Relationship between environment and tourism
- Negative and positive impacts of tourism
- Environmental planning approach
- Environmental policies and impact control measures
- Environmental resource management
- Environmental impact assessment.

UNIT VII: Socio-cultural and economic considerations in tourism

- Perspectives on socio-economic impacts
- Positive and negative socio-economic impacts
- Socio-economic policies and impact control measures
- Measuring costs and benefits
- Management of cultural resources

UNIT VIII: Tourist facility development standards

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

UNIT IX: Tourism manpower planning, organization, legislation & investment policy

- Tourism manpower planning
- Organizational structures for tourism
- Tourism investment policies

UNIT X: Tourism plan implementation and monitoring

- Respective roles of the public and private sectors
- Implementation of structure plan
- Market planning
- Implementation and monitoring process

UNIT XI: Tourism planning framework in Nepal

- Tourism organizations involved in tourism development
- MoCTCA; NTB; TRPAP
- Tourism master plan of Nepal

Text Books:

Clare. A. Gunn, **Tourism Planning.**

MTM-607: HOTEL OPERATION MANAGEMENT

COURSE OBJECTIVE:

This course aims to increase competition and complexity of tourism and hotel industry as well as the sophisticated demands of tomorrow's travelers, means that tourism and hotel employees will need to be better educated. It is the study and application of the knowledge of hotel operation and its proper managerial performance.

COURSE CONTENTS

- **Introduction of Operation Management**
 - Introduction
 - Scope of operation management
 - The operations manager and the managerial process
 - Operation management and decision making

- **Introduction to Hotel Operation**
 - Concept of hotel and its type
 - Historical background of hotel operation
 - Growth and development of hotel operation in Nepal

- **Organizational Structure**
 - Hotel Organization
 - Facilities and services
 - Departments
 - The hotel manager, communication and reports

- **Accommodation Operation and Facilities**
 - Accommodation
 - Types of rooms
 - Facilities available in various types of rooms

- **Hotel Environment and Sustainability**
 - Environmental management
 - Energy management
 - Management of indoor management
 - Waste management
 - Noise management
 - Light management
 - Water management

- **Hotel Marketing Concept**
 - Introduction
 - The hotel business mix

Market segmentation
Hotel location types
Hotel product types

- **Events and Conference Operation**

Introduction
Operational Tools and Documents
Customer Service
Ongoing Catering Responsibilities
Internal relationship
Function Space Consideration
Audiovisual Equipment
Functional Equipments

- **Food and Beverage**

The food and beverage service industry

- Introduction
- Types and food and beverage operations
- Sectors of the food and beverage service industry
- Variables in food and beverage operations

Food and beverage service areas and equipment

Beverage

- Alcoholic and non- alcoholic

Food and Beverage service sequence

Basic Books

- Negi, Jagmohan. Professional Hotel Management, S. Chand & Company Ltd. New Delhi
- Karma Krishan K, Mill Robert C., Kaushil S. – Hospitality Operations and Management, Wheeler Publishing, New Delhi, India

Reference:

- William J. Stevenson, Operations Management – McGraw-Hill Higher Education
- John Cousins, David Foskett and David Shortt- Food and Beverage Management-Longman Group Limited.
- Foster L. Dennis, Sales and Marketing for Hotels, Motels, and Resorts- McGraw-Hill International Editions.
- Dr. Barun K. Chakravarty, A Technical Guide to Hotel Operation- Metropolitan Book Co. Pvt. Ltd. New Delhi
- Dennis Lillicrap, John Cousins and Robert Smith, Food and Beverage Service- Hodder and Stoughton

MTM: TOURISM PRODUCT DEVELOPMENT

COURSE OBJECTIVES

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

UNIT I: Tourism product

- ❖ What is the tourism product?
- ❖ Elements of the tourism product
- ❖ Types of the tourism product
- ❖ Case studies; global, regional and Local

UNIT II: Tourism product strategy

- ❖ The product life cycle
- ❖ Reasons of failure of the tourism products
- ❖ The launching of the new tourism products
- ❖ The Branding
- ❖ Distribution of the tourism product
- ❖ Attributes & activities of the tourism product

UNIT III: Tourism product; global context

- ❖ Tourism product scenario in global context
- ❖ Tourism product development in South Asia
- ❖ Emerging trends in tourism product

UNIT IV: Tourism product in Nepal

- ❖ Tourism product in Nepal
- ❖ Existing tourism products/areas
- ❖ Potential tourism products/areas
- ❖ Organizations involved on the tourism product development

Text books

- Kotler.P, Bowen, J. and Makens J.**Marketing for hospitality and tourism. Pearson Education, 2004.**
- Jha, S.M.**Tourism marketing, Himalaya Publishing House, 2008.**
- **Upcoming tourism products of Nepal**, Nepal Tourism Board,2001.
- **Tourism products of Nepal**, Nepal Tourism Board,2008.
- Kunwar, Ramesh Raj. **Tourism &Development; science & industry interference,1997**

