

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

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 & CONITROL

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.

