

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail and pedagogy of
BTTM (Bachelor of Travel and Tourism Management) 3rd Semester

4-Year Syllabus

TTM 305: Business Finance

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 Description

Understanding the nature of financial management, financial statements and analysis, time value of money, risk and return, bond valuation, stock valuation and financial environment.

Course Details

Unit 1: Introduction

LH 6

Nature and functions of Financial Management, The organizational structure of the firm, Finance functions, The goal of the firm, The agency problem and Career opportunities in finance.

Unit 2: Financial Statements and Analysis

LH 6

Nature of different types of financial statements and reports: the balance sheet, the income statement, statement of cash flows, statement of retained earnings, Financial ratios: liquidity ratios, assets management ratios, debt management ratios, profitability ratios and market value ratios, Comparative analysis, Du- Pont analysis, Uses and limitations of ratio analysis and Review questions and exercises

Unit 3: Time Value of Money

LH 9

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, Uneven cash flows, Semi-annual and other compounding ,Continuous compounding, Growing annuities, Comparison of different types of interest rates ,Amortized loans and Review questions and exercises.

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 (only two assets case), CAPM (only formula) and Review questions and exercises.

Unit 6: The Basic of Capital Budgeting Decision

LH 8

Over view of capital budgeting, Importance of capital budgeting, Project classifications, Project evaluation techniques: payback period, discounted payback period, accounting rate of return, ,net present value, Internal rate of return, modified internal rate of return and profitability index, Merits and demerits of each evaluation techniques, Comparison between NPV and IRR method ,NPV profile, Cross over rate and Review questions and exercises.

Unit 7: Financial Environment

LH 10

Types of financial markets, Financial Intermediaries, Types of financial intermediaries (depository as well as non-depository), Concept of Bond, Characteristics of bond, Types of bond, Advantages and disadvantages 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.

Basic Textbook:

Eugene, F., Brigham and Michael, C., Ehrhardt. (2012). **Financial Management**. India: Cengage Learning India Pvt.Ltd.

References:

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

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

TTM 337: Travel Service Operation Management-II (TSOM-II)

Course Objectives

This course is intended to introduce tour and travel agency procedures with the proper maintenance and etiquette. The course focus on developing package tour, Itinerary Designing, Tour Costing, Operational aspects of Travel Agency, Handling client complain and Negotiation with different tourism vendors.

Course Description

This course contains package tour, itinerary designing, tour costing, tour operation, Designing of tour broucher, Contract, Negotiation and Grievence Handling.

Course Details

Unit 1: Package Tour

LH 8

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; Economics of tour operation ; Special interest tours in Nepal; Tariff and its Importance.

Unit 2: Itinerary Designing

LH 14

Meaning and importance of itinerary; Types of itinerary; Itinerary designing process for inbound, outbound & domestic tours. (single & multiple destinations); Meaning & importance of readymade & tailor-made itinerary

Unit 3: Tour Costing

LH 14

Meaning of Tour cost and factors effecting tour cost; Components of Tour, Trekking &Rafting cost

Costing tour packages (single & multiple destinations; inbound & outbound; 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

Unit 4: Tour Operator

LH 4

Meaning and role of tour operator, Importance and types of tour operator, Earning of tour operators

Unit 5: Designing of Tour Broucher

LH 4

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

Unit 6: Contract, Negotiation and Grievence Handling

LH 4

Meaning of Negotiation & contract, its importance, negotiate rates with different tourism vendors, Handling Client Complain.

Notes: Students should participate in making package tour and visit the destination outside the Kathmandu Valley.

References:

A.M Bagulia: *Encyclopaedia of Travel Agency Management* - 3 Vols., 2007

Chuck Y. Gee, *Professional Travel Agency Management, Prentice Hall, 1997*

Mohinder Chand, *Travel Agency Management: An Introductory Text*, Anmol Publication Pvt. Ltd, 2008.

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

TTM 338: Air Travel Operation

Credits: 3
Lecture Hours: 48

Course objectives:

The course aims to provide students an understanding and applicability of theoretical and practical aspects of Air Travel Industry. The course tends to give knowledge about ongoing trends & practices of travel trade. Specifically related to Airline Industry.

Course Description

This course contains civil aviation and travel organization, airlines geography, travel itinerary designing, Travel Terminologies, Travel Related Document, Air Fare and Normal Fare Calculation, Airport and its Formalities.

Course Details

Unit 1: Civil Aviation and Travel Organization: LH 6

History of Civil Aviation; Major events in the world context; Major events in the Nepalese context; Organizations in travel industry: IATA, ICAO, UFTAA ; Relationship between airline and travel agents (Business relation in terms of selling airline documents)

Unit 2: Airlines Geography LH 7

Decode and Encode: City (3 letter code), Country / State (2 letters), Airlines Code 2 IATA area; TC 1 TC 2 and TC3, Sub-area of IATA areas; Global Indicators.

Unit 3: Travel Itinerary Designing LH 11

Meaning, Definition, Process and Source of itinerary designing, Anatomy of Journey; Origin/Destination/Turnaround/Transfer/Stopover/Assembly point, Types of Journey; OW/RT/CT/RW/NOJ, Minimum Connecting Time; Definition, Source and Application of MCT, International Time Calculation; Calculation of time difference/ local time/ Actual flying hours using GMT.

Unit 4: Travel Terminologies: LH 3

Adult, Child, Infant/ Normal fare and Special fare / PTA / Endorsement/ Rerouting/ Baggage and Baggage Rule/ Carrier, Carriage, Charter/ Deportee, Inadmissible/ No Show/ Add-on/ Types of routing/ NUC and LCF etc.

Unit 5: Travel Related Document: LH 7

Passenger Ticket & Baggage Check; Introduction to Electronic Ticket. Transitional Automated Ticket (TAT):Definition and its purpose of use. Introduction to Spacing rule for Fare Calculation Area. Miscellaneous Charges Order/ Prepaid Ticket Advice/ Credit Card Ticketing.

Unit 6: Air Fare and Normal Fare Calculation LH 12

Mileage System (MPM/ TPM/ EMA/ EMS); Fare Calculations of dif. Type of Journey; Checks apply for dif. Journey (HIP/ BHC/ CTM); Methods of Calculating fare for Mixed Class Travel; Illustration of Lowest Combination of Fares Principle (LCP).

Unit 7: Airport and its Formalities LH 2

Passenger's airport formalities; Departure/Transfer/Arrival formalities; Check- in time limits; Passenger Transportation: acceptance and Refusal of carriage-General.

Reference Books:

PAT Fares Book-Latest edition, published by IATA & SITA.

PAT General Rules Book-Latest edition, published by IATA & SITA.

Travel Information Manual Book-Latest edition, www.tmatic.com

OAG Book, Reed Travel Group (Latest Publication)

Other IATA publicaitons.

TTM 340: Chinese Language

Credits: 3

Lecture hours: 48

Course Objectives

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

• Chinese phonetic alphabets: Pin Yin	2
• Basic strokes of Chinese language	2
• Learning the science of sound produce through human voice in an orderly manner	1
• Pronunciation drill and intonation: 4 tone system in Mandarin	1
• Rules of Chinese Phonetic spelling	1
• Initials and Finals (introduction)	1
• Simple grammar rules	2
• Pronunciation and intonation	1
• Greetings(text)	1
• Listening and learning process continued	1
• Grammar usages	1
• Asking about family(text)	1
• Affirmative and negative sentence pattern	1
• Number	1
• Use of measure words	2
• Year, month, week and days	1
• Asking time and date (text)	1
• Sentence pattern	2
• Making a telephone call (text)	1
• Useful words and phrases	1
• Dialogue and conversational practice	2
• Making an acquaintance (text)	1
• Aspirated and affricate voice	1
• Use of 'ji' and 'duo shao'	1
• Needs, Welcome (text)	1
• Sound discrimination, tone discrimination	1
• Conversational Practice	2
• Useful words	2
• Invitation(text)	1
• Asking about places and sites	1
• Wish you a pleasant journey (text)	1
• Technical words and phrases	2
• Listen and retell	2
• At the airport (text)	1
• Listening audiotapes	2
• Sightseeing	1
• Hobby(text)	1

TTM 340: French Language

Credits: 3

Lecture Hours: 48

Course Objective

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

Course Details

• Importance of Knowing French	LH 1
• Guide to pronunciation	LH 3
- French alphabets	
- Vowel sounds	
- Consonant sounds	
- Nasal sounds	
• Familiarization with French accents	LH 2
• Numbers up to 1000	LH 2
• Time	LH 2
• Days/ months/ date	LH 2
• Introduction/ etiquettes/ basic expressions/ hobbies etc	LH 4
• Basic conversations	LH 3
• Verbs – ETRE and AVOIR / first group, second group and third group	LH 5
• Some important countries and nationalities	LH 2
• Countries with required prepositions	LH 2
• Some important professions	LH 2
• Definite and indefinite articles	LH 4
• Partitif articles	LH 2
• Possessive adjectives (mon, ma, mes etc.)	LH 2
• Interrogation using " est- ce que"	LH 1
• Simple negation	LH 1
• Prepositions of place	LH 1
• Simple adjectives to describe something	LH 2
• Listening comprehension/ reading comprehension	LH

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

TTM 340: Spanish Language

Credits: 3

Lecture Hours: 48

Course Objectives

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

Embarque

ARCHIVO 1: LES PRESENTO

LH 26

Contents covered:

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

ARCHIVO 2: El Vuelo PART

LH 5

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

ARCHIVO 3: ESTÁ 3 KILOMETROS

LH 11

Contents Covered:

- .Definite and indefinite articles
 - .Articles partitif (contraction of article)
 - .Prepositions of place
- Students will know how to:
- .Locate and indicate a particular place

ARCHIVO 4: ESTE ES UN GRAN HOTEL LUJO

LH 6

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

TTM 344: Eco tourism

Credits: 3

Lecture Hours: 48

Course Objectives:

This course aims to provide students an understanding and appreciation of theoretical and practical aspects of Ecotourism. This course investigates the strengths and weaknesses of ecotourism as a development and conservation strategy. The course starts with introduction to ecology, recreation and ecotourism, and covers several aspects of ecotourism planning and development: evaluates dimensions of ecotourism development, identifies resources and activities for ecotourism, understand and appreciate guidelines and code of conduct, assessment of models of ecotourism development, role of community in ecotourism development, evaluation of natural resources (particularly protected areas) for ecotourism. The course intends to understand state of ecotourism in less developed world in general and Nepal in particular.

Course Description

This course contains introduction of ecotourism, impacts of ecotourism, natural resources, protected and conservation, issues in ecotourism, ecotourism policy and planning, ecotourism in practices.

Course Details

Unit 1: Introduction of ecotourism

LH 8

Principles of ecotourism; Types of ecotourism; Eco tourists; Global growth and magnitude of ecotourism, Ecotourism in the context of other tourism types.

Unit 2: Impacts of ecotourism

LH 6

Economic impacts; Environmental impacts; Exploring socio-cultural impacts on local communities; Rural development.

Unit 3: Natural resources, protected areas and conservation

LH 8

Natural resources; Parks and protected areas; Ecosystem management; Biodiversity conservation

Unit 4: Issues in ecotourism

LH 7

Ecotourism & indigenous communities; Ecotourism and the politics of globalization; Ecotourism in development perspective.

Unit 5: Ecotourism policy and planning

LH 6

Stakeholders; Management; Governance

Unit 6: Ecotourism in practice

LH 10

Ecotourism guidelines and code of conduct; Models of ecotourism development; Ecotourism in the less developed world; Ecotourism in Nepal

References:

- Duffy, R. (2002). *A trip too far: Ecotourism, Politics & Exploration*. Earthscan
- Butcher, J. (2007). *Ecotourism, NGOs & Development: A critical analysis*. Routledge
- Fennell, D. A. 2003. *Ecotourism* 3rd edition. Routledge
- Honey M. (2002). *Ecotourism certification, setting standards & Practices*. Chicago: Island press.
- McLaren, D. 2003. *Rethinking Tourism & Ecotourism: The Paving of Paradise and What You Can Do to Stop It*. 2nd edition. Kumarian Press.
- Ralf Buckley (2004). *Environmental impacts of Ecotourism*. London: CABI.
- Stephen Wearing and John Neil (2009). *Ecotourism: Impacts, Potentials and Possibilities*. London: Butterworth Heinman.
- Weaver, D. *Ecotourism in the Less Developed World*.
- Weaver, D.B. *Ecotourism*.
- Weaver, D.B. (2011). *The Encyclopedia of Ecotourism*: CABI