

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 price 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.elsvier.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: 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

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