

MTM 503: Marketing Management

Credits: 3
Lecture Hours: 48

Course Objectives

Students improve their ability to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, social media, direct marketing, and sales promotions.

Course Description

This course helps student to understand about introduction and fundamental concept of marketing, market segmentation and targeting, marketing environment, consumer behavior, various marketing strategies such as product, pricing, distributing etc. and service marketing and relationship marketing.

Course Details

Unit 1: Introduction

LH 10

- Concept, meaning of marketing
- Core concept of marketing
- Development of marketing
- Importance of marketing
- Meaning of marketing management and its relevance to Travel and Tourism
- Marketing mix and its importance

Unit 2: Market segmentation and target market

LH 8

- Concepts of market segmentation and target market
- Requirement and process of market segmentation
- Determinants of market segmentation
- Positioning strategy for Travel and Tourism Market

Unit 3: Marketing Environment

LH 6

- Types of marketing environment
- SWOT Analysis and opportunity Audit
- Formulation and implementation of marketing strategy
- Problems and prospects of marketing environment in Nepal

Unit 4: Buyer Behavior and Marketing information system

LH 8

- Concept and types of buyer's behavior
- Process of consumer buyer and industrial buyer
- Determinants of consumer behavior
- Concept and components of MKIS

Unit 5: Marketing strategy

LH 10

Concept, types and process of new product development
Pricing strategies
Distribution intermediaries and their role
Concept, objectives and types of promotion mix
Physical service Case in travel and Tourism

Unit 6: Service marketing and relationship marketing

LH 6

Concept and characteristics of service marketing
Service encounters
Service quality Gap
Concept, goals and levels of relationship marketing

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

Reference Book

Principles of Marketing & Service Marketing, Asmita Publication Pvt. Ltd.
Fundamentals of Marketing, Buddha Publication Pvt. Ltd.

MTM 552: Tourism Economics

Credits: 3
Lecture Hours: 48

Course Objectives

This course would impart knowledge with reference to the various aspects of economic 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 Description

This course helps student to understand about Micro and Macro Economics; Scope and Uses. Theory of Demand and Supply: Demand Function and Supply Function, Elasticity of Demand and Supply; Macroeconomic Components, Issues and Policies. Leisure and Tourism. Resources in Tourism and Tourism Demand: Tourism Products and Resources, Determinants, Tourism Forecasting. Theory of Firm and Pricing of Tourism Products; Cost and Supply in Tourism. Market Structure and Pricing. Tourism Investment :Impact of Tourism Sector in National Economy.

Course Details

Unit 1: Organizations and markets in leisure and tourism	LH 10
Definition and scope of tourism economics	
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 interventions	
Unit 2: Impacts of leisure and tourism on the national economy	LH 8
Leisure and tourism: Income, Inflation and employment	
Leisure and tourism: economic growth and development	
Unit 3: International aspects of leisure and tourism	LH 7
Leisure and tourism: Balance of payment and exchange rate	
International and regional Organizations: WTO, SAFTA, BIMSTEC, ASEAN, EU, WORLD BANK, IMF, ADB	
Unit 4: Investing in leisure and tourism	LH 5
Investment appraisal in the private sector	
Concept of multiplier	

Unit 5: Domestic issues related to leisure and tourism **LH 7**
Macroeconomic Policy
Current development plan
Poverty, inequality and Population

Unit 6: Emerging Concepts: leisure and tourism **LH 6**
Privatization, Liberalization, Globalization: leisure and tourism
Foreign Direct Investment and Foreign Employment

Unit 7: Environmental and external issues related to leisure and tourism **LH 5**
Environmental impacts of leisure and tourism
Sustainability and green leisure and tourism
Socio-cultural environment
Technological environment with opportunities and challenges

Text Books

Adrian Bull, The Economics of Travel and Tourism, Pitman Pub

John Tribe, The Economics of Leisure and Tourism

Reference Books

Principles of Economics – Mankiw

Economic Development – Michael Todaro

Modern Microeconomics – A. Koutsoyiannis

Macroeconomics – D.N. Dwivedi

MTM 551: Principles of Tourism & Hospitality Management

Credits: 3
Lecture Hours: 48

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 Description

This course is designed to enable students to develop a comprehensive understanding of the basics of tourism, with particular emphasis on the theories propounded, the distribution channels and process in the tourism sector, along with the different intermediaries involved in the tourism business. The course is also designed, keeping the students in mind who do not have tourism background. Upon completion of this course, students are expected to possess the capability to understand principles of tourism and hospitality management thorough different theories and changing trends in tourism.

Course Details

Unit 1: Basics of Tourism

LH 10

Study of Tourism
Understanding Tourism
Some Definitions of Tourism
History of Tourism
Approaches to the Study of Tourism
Need of Tourism
Typology of Tourism

Unit 2: Theories of Tourism

LH 6

Crompton's Push and Pull
Leiper's Tourism as a System
Butler's Tourism Area Life Cycle
Doxey's Irritation Index

Unit 3: Tourism Supply

LH 12

Supply Components
Natural Resources
Infrastructure and Superstructure
Transportation
Hospitality and cultural resources
Matching supply with demand

Unit 4: Tourism Demand

LH 10

Why demand is important?
Demand to a destination
Determinants of tourism demand
Measuring demand
Projection Methodology

Unit 5: Organizations in the Distribution Process

LH 10

Travel Agents

Internet

Consolidators

Tour Wholesalers

Specialty Channels

Choosing channels

Text books:

Charles R. Goeldner, J. R. Brent Ritchie, TOURISM: PRINCIPLES, PRACTICES, PHILOSOPHIES / *John Wiley & Sons.*-Eleventh ed.

Leonard J. & Carson. L. (1997), AN INTRODUCTION TO TOURISM –*Butterworth-Heinemann*

Ray Youell (1998), TOURISM-AN INTRODUCTION, *Addison Wesley Longman*, Essex.

Reference books:

1Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), THE TRAVEL INDUSTRY, *Van Nostrand Reinhold*, New York.

Page J. Stephen & Brunt Paul (2007), TOURISM- A MODERN SYNTHESIS, *Thomson Pub*, London.

Sunetra Roday,et al (2009), TOURISM OPERATIONS AND MANAGEMENT, *Oxford*

MTM 502: Research Methodology

Credits: 3
Lecture Hours: 48

Course Objectives

This course aims to develop students' abilities to design and implement methodologically sound and practically relevant empirical travel and tourism research. It is designed to give students a comprehensive foundation for working on individual and group research projects and the ability to be informed users of research results presented and/or published by others.

Course Description

The emphasis of the course is therefore on problem definition, hypothesis formulation, research design, measurement, sampling, secondary data gathering, observation and interviews, data analysis and report writing.

Course Details

Unit 1: Introduction to the Research

LH 5

The concept of research; types of research; Scientific research - scientific research process, characteristics of scientific research; Paradigm shifts in research philosophy: Positivism, Realism, Interpretivism and Pragmatism, Research Approach-quantitative and qualitative; Relations between research approaches and research methodologies; Role of research in tourism management, research ethics

Unit 2: Literature Review

LH 3

Literature review - purpose and steps; Searching, obtaining, and evaluating the literature; Literature search through the Internet; Format and guidelines for presenting the literature review

Unit 3: Theoretical Framework

LH 3

Concept, need and format of Theoretical Framework; Research and theory – deduction and induction; Role of theory in research.

Unit 4: Problem Identification and Hypotheses Formulation

LH 4

Problem definition – concept and steps in problem formulation; Research questions – concept and types. Hypothesis - functions and types of hypotheses; Criteria of good hypothesis statement

Unit 5: Research Designs

LH 7

Definition; Elements of a research design; Type of research designs – exploratory; descriptive; historical, developmental; case study; causal-comparative, and experimental research designs; Qualitative research design – concept and types: Case study, Grounded Theory, Ethnography, Delphi Technique, Focus Group Discussion, Historical.

Unit 6: Measurement, Scaling and Sampling

LH 6

Variables – concept and types; Measurement and scales, scale construction and attitude measurement; Scales and techniques commonly used in tourism research; Validity and reliability of measurement. Sampling – concept and process; Probability and non-probability sampling; Sampling and non-sampling errors

Unit 7: Data Collection Methods and Procedures

LH 6

Data and its types; Sources of data; Questionnaire Design – principles, components, format and types; Research interviews, observation- participant and structured, focus groups; e-research using Internet and Websites to collect data from individuals.

Unit 8: Data Analysis and Presentation

LH 8

Getting data ready for analysis; Data processing; Quantitative data analysis –analysis of basic association, difference, and causal relationship. Presenting data in graphs and tables; Statistical analysis of data – descriptive and inferential statistics, parametric and non-parametric statistics; Hypothesis testing; Methods of analyzing qualitative data – content, thematic and narrative analysis.

Unit 9: Writing Proposals

LH 3

Topic selection; Attributes of good research topics; Functions and types of research proposals; Structure and contents of academic research proposals, Common mistakes in proposal writing.

Unit 10: Writing Research Report

LH 3

Research report process, Procedures for writing, Conventions of academic writing, Format of the academic research report, Citation and references.

Text Books

Cooper, D. R. and Schindler, P. S. *Business Research Methods*. Tata Mcgraw Hill, New Delhi.

Reference Books/Materials

Pant, Prem R. *Social Science Research and Thesis Writing*. Buddha Academic Enterprises, Kathmandu.

Ritchie., B.W. Burns., P and Palmer., C. *Tourism Research Methods: Integrating Theory with Practice*.CABI Publishing, UK

Sirakaya., Ercan, *Research Methods for Leisure, Recreation and Tourism*, CABI Publishing, UK

MTM 501: Organizational Behavior

Credits: 3
Lecture Hours: 48

Course Objectives

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 behaviour, in order to increase performance levels and job satisfaction. This will provide student a basis for the critical analysis of individual and group behaviour dynamics in the context of tourism organization.

Course Description

This course comprises with introduction, understanding individual behavior, perception, learning, personality, motivation and job satisfaction, group and team concept, leadership, communication, conflict management and change and development.

Course Details

Unit 1: Introduction

LH 8

Concept of organizational behaviour, Organizational behaviour system, Basic assumption of OB, The five conceptual anchors of organizational behaviour, Contributing disciplines to the field of OB, Levels of Organizational Behaviour analysis, emerging trend in organizational behaviour and critical behaviour issues confronting the managers in tourism organization.

Unit 2: Understanding Individual Behaviour

LH 3

Biological foundations of behaviour, Behaviour in individual, group and organizational in tourism industry, Behaviour as input-output system, mental process, belief, attitudes, values, needs, motives and behaviour,

Unit 3: Perception and Learning

LH 7

Concept of perception, perceptual process, factors affecting perceptual sets in organizational setting, specific application of perception in organization, Attribution theory, attribution errors.

Concept of learning, factors influencing learning, major models of learning: Classical conditioning, cognitive theory and social learning theory, behaviour modification and principles of learning.

Unit 4: Personality

LH 5

Concept, personality traits and characteristics, determinants of personality, relationship between personality and behaviour, relationship between job and personality, major personality attributes influencing organization behaviour

Unit 5: Groups in Organization

LH 6

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.

Unit 6: Motivation and Job Satisfaction**LH 6**

Concept and Theories of HR motivation and its application, Issues of motivation, Motivation for performance, Job satisfaction: concept and model, measuring job satisfaction, effects of job satisfaction of employee performance, alienation and frustration

Unit 7: Leadership and Communication**LH 6**

Concept and of leadership, trait theories and behavioural theories, contingency theories, emerging approaches to leadership, contemporary issues in leadership in tourism and hospitality, Communication network, Barriers to effective communication

Unit 8: Organizational change and Development**LH 5**

Concept of change, forces of change, resistance to change, approaches to managing organizational change, Lewin's force field model, Resistance to change and reducing resistance to change

Concept and features of organizational development, process of organizational development, organizational intervention: individual, group and organizational level.

Unit 9: Conflict Management**LH 2**

Concept, Nature, types and sources of individual and group level conflict, Nature and types of inter- group conflict, approaches to conflict management, labour issues in tourism and hospitality industry.

Text Books:

Guerrier, Yvonne(1999) Organisational Behaviour in Hotels and Restaurants: An International Perspective, John Wiley and sons Inc.

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

Reference Books:

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

Mullins, Laurie J.(2001) Hospitality Management and Organizational Behaviour, United Kingdom: Person Education Limited.

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.