

MTM 601: MANAGEMENT OF TRAVEL AGENCY & TOUR OPERATIONS

THIRD SEMESTER / ELECTIVE

COURSE OBJECTIVES:

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 sightseeing and other optional tours. Most importantly the best time to visit with a major contribution towards designing and costing of such tours.

COURSE DESCRIPTION

The course is an introduction to modern aspect and approaches of Strategic Human Resource Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Air Cargo operation & Management.

COURSE CONTENTS:

Lecture hour: 48

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

THIRD SEMESTER / ELECTIVE

COURSE OBJECTIVES:

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.

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Lecture hour: 48

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 form 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

Basic Text Books:

Weaver, D. (2006). Sustainable Tourism: Theory and Practice. Oxford: Elsevier Butterworth-Heinemann.
Swarbrooke, J. (1999). Sustainable Tourism Management. CABI Publishing: Oxon.
United Nations World Tourism Organization (UNWTO)(2013). Sustainable Tourism for Development Guidebook. Madrid: UNWTO.

Reference Books:

UNWTO/UNEP (2008). Climate Change and Tourism: responding to global challenges. Madrid: UNWTO
UNWTO/Paris: UNEP.

MTM 603: CRISIS MANAGEMENT IN TOURISM

THIRD SEMESTER / ELECTIVE

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.

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COURSE CONTENTS:

Lecture hour: 48

Unit I

Introduction to Tourism Industry

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

Unit 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

Unit 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

Unit IV

The four phases of risk and crisis management

Phase 1: Reduction
Phase 2: Readiness
Phase 3: Response

Phase 4: Recovery

Unit 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

Unit 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 605: CONFLICT TRANSFORMATION AND PEACE
BUILDING
THIRD SEMESTER / ELECTIVE

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.

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COURSE CONTENTS:

Lecture hour: 48

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