

MTM-560: TOURISM PLANNING AND POLICY ANALYSIS

FOURTH SEMESTER

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 alongside the infrastructure and facilities is also included. Study on the attractions and environmental considerations in tourism are also dealt with. Furthermore, research shall be conducted on this issue.

COURSE DESCRIPTION

The subject includes: Introduction, planning process and strategic tourism planning. In the policy Perspectives, it includes model of tourism planning and policy formulation and planning for sustainable development. Emphasis is given to the tourism planning framework in Nepal.

Credit hours: 48 hours

COURSE DETAILS

UNIT I: CONCEPTS OF TOURISM PLANNING AND PLANNING PROCESS

LHR: 5hrs

- Concept of planning & basic planning process
- Concepts of tourism planning, evolution and significance
- Levels and types of tourism planning

UNIT II: SURVEY AND EVALUATION OF TOURISM MARKETS, FACILITIES, And INFRASTRUCTURE AND TOURISM ATTRACTIONS & ACTIVITIES

LHR: 8hrs

- General survey of area
- Tourism market survey
- Tourism facilities and services and its needs
- Transportation and other infrastructure and needs
- Tourist attraction & its types
- Survey & Evaluation Techniques

UNIT III: TOURISM PLANNING ANALYSIS & SYNTHESIS & POLICY FORMULATION

LHR: 8hrs

- General analysis approach
- Tourist market analysis
- Integrated analysis of physical/social and economic factors
- Carrying capacity & its establishments, significance

- Forms of tourism development
- Formulating tourism policy
- Techniques of plan formulation
- Tourism planning principles

UNIT IV: ENVIRONMENTAL, SOCIO & ECONOMIC CONSIDERATION

LHR: 8hrs

- Relationship between environment and tourism
- Negative and positive impacts of tourism
- Environmental planning approach
- Environmental policies and impact control measures
- Environmental resource management and impact assessment
- Perspectives and Importance
- Positive and Negative Socio-Economic impacts
- Socio-economic policies and impact control measures
- Measuring costs and benefits
- Cultural resources and its management

UNIT V: TOURISM FACILITY DEVELOPMENT STANDARDS

LHR: 5hrs

- Importance of establishing standards
- Site development standards
- Design consideration
- Tourist facility quality standards and application techniques

UNIT VI: TOURISM MANPOWER PLANNING, ORGANIZATION, LEGISLATION & INVESTMENT POLICY

LHR: 5hrs

- Tourism manpower planning
- Organizational structures for tourism
- Legislation and investment policies of tourism

UNIT VII: TOURISM PLAN IMPLEMENTATION AND MONITORING

LHR: 5hrs

- Concepts
- Respective roles of public and private sectors
- Market planning
- Implementation of structure plan
- Overall implementation and Monitoring Process

UNIT VIII: TOURISM PLANNING FRAMEWORK IN NEPAL

LHR: 4hrs

- Tourism organization involvement in development process
- Different planning in terms of Nepalese Tourism context
- Tourism Master plan

Additional: Student need to perform a research on forming new destination and applying all the planning policies related to tourism.

Text book:

Clare. A. Gunn. Tourism Planning

Reference books:

Edward Inskeep: 'Comprehensive National & Regional Tourism Planning Course', Methodologies and case study, WTO publication.

Rob Davidson and Robert Maltland, 'Tourism Destination'

JK Sharma, 'Tourism Planning and Development'—A New Perspective, edition 2004

Baud-Bovy & Fred Lawson: 'Tourism and Recreation'. "Handbook of Planning and design".

Prabhat Chaudhary, 'Tourism Policy and Planning', 2009.

Ninth and Tenth Five and Eleven Three Year Plans of Nepal. 'National Planning Commission.

Nepal Tourism Master Plan 1972. Nepal Tourism Policy, 1995 and 2008.

Nepal Tourism Act and Regulations.

Relevant Web sites of MoTCA, NTB, 4th–13th.

Periodical Plans by National Planning Commission

MTM 611: TOURISM PRODUCT DEVELOPMENT
FOURTH SEMESTER/ELECTIVE

COURSE OBJECTIVES

This subject aims to familiarize the students with the concept of the tourism product and its development process keeping them well aware of the contemporary global/national scenario and recent trends.

COURSE DESCRIPTION

The course is an introduction to modern aspect and approaches of Tourism Product Development. As apartof the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Tourism Product Development.

Chapter: - 1. Tourism product

LHR:8

- Tourism products, its nature and types.
- Elements of tourism product.
- Destination as tourism product.
- Features of destination.
- Mostly visited destination (global and regional case study)

Chapter: - 2. Tourism product strategy

LHR:8

- The product life cycle.
- Reasons of failure of the tourism products.
- The launching of new tourism product.
- Attributes and activities of the tourism product.

Chapter: - 3. Tourism product development and design

LHR:12

- Itinerary preparation and costing.
- Meal and room plans.
- Package tour development.
- Tourism product branding.
- Distribution channels in tourism market.
- Traditional marketing and modern marketing.

Chapter: - 4. Tourism product in global context

LHR:9

- Tourism product in global context.
- Tourism product in south Asia.
- Emerging trends and demand of tourism products.

Chapter: - 5. Tourism product in Nepal

LHR:11

- Tourism product resources in Nepal
 - a. Natural resources.
 - b. Artificial resources.
 - c. Cultural resources.

- Existing and potential tourism products of Nepal.
- Domestic and international organization involved in tourism product development.

TEXT BOOKS

- Kotler.P,Bowen,J. and makens.J. Marketing for hospitality and tourism.Pearson education,2004.

REFERENCE BOOKS:

- 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 and Development;Science and industry interference,1997.

MTTM-607: Hotel Operation Management
FOURTH SEMESTER/ELECTIVE

Course Objectives:

The module aims for an integration of theory with more practical aspects drawn from examples of contemporary hospitality, tourism and leisure services.

- Demonstrate an understanding of the role of operations management in service industries.
- Recognize and formulate a variety of models to improve a tourism and hotel industries' competition and complexity as well as to address the sophisticated demand of tomorrow's travelers.
- Demonstrate an understanding of the supply chain management process and how information technology can improve the competitive position of the entire supply chain.

Course Description:

The course is an introduction to modern aspect and approaches of Hotel Operation 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 Hotel Operation Management.

Course Content:

Unit I: Introduction to Operation Management

LH 4hrs.

- Introduction
- Important and scope of Operation Management
- The role of operation manager and managerial process
- Operation management and decision making
- Trends and challenges in managing operation

Unit II: Introduction to Hotel Operation

LH 5hrs.

- Concept of hotel
- Development of hotel industry
- Classification of hotel

Unit III: Organization Structure

LH 5hrs

- Hotel Organization Chart
- Elements and Importance of Organizational chart
- Department s of hotel

Unit IV: Room Division Management

LH 8hrs.

- Introduction
- Guest Cycle (Reservation, Registration, Guest stay, Departure)
- Evaluating Front Office Operation (Daily Occupancy Report, Forecasting Room Availability)
- Accommodation
- Types of rooms
- Facilities available in various types of room.

Unit V: Events and Conference Operation**LH 6hrs.**

- Introduction and types of event
- Operational Tools and Documents
- Roles and responsibilities of Event Planner
- Table Plans and set-ups for the functions

Unit VI: Food and Beverage Service Department**LH:6hrs.**

- Introduction types of F & B operations
- F & B services Attributes in Meal Experience
- Organization chart
- Food and Beverage Service Methods
- Cover Layout
- F & B Service Sequence
- Dinning Etiquettes
- Beverage (Alcoholic and Non-Alcoholic)

Unit VII: Hotel Marketing Concept**LH:6hrs.**

- Introduction
- The Hotel Marketing Mix
- Hotel Market Segmentation
- The Product Life Cycle

VIII: Hotel Environment and Sustainability**LH:8hrs.**

- Environment Management (Introduction, system, three essential components)
- Energy Management (Introduction, Benefits and different ways to conserve)
- Management of Indoor Environment
 - o Noise Management
 - o Light Management
- Waste Management
- Water Management

Basic Books

- Negi, Jagmonam, Professional Hotel Management, S.Chand & Co.Ltd., New Delhi.
- Karma Krishna K, Mill Robert C., Kaushil S – Hospitality Operation and Management; Wheeler Publishing, New Delhi, India.

Reference Books

- William Stevenson; Operation Management - McGRaw-Hill Higher Education
- Dr. Barun K. Chakravarty ; A Technical Guide to Hotel Operation; Metropolitan Book Co. Pvt. Ltd., New Delhi.
- Dennis Lilicrap, John Cousins and Robert Smith,; Food and Beverage Service; Hodder and Stoughton.
- Denney G. Rutherford and Michael J. O’Fallon; Hotel Management and Operations; Jhon Wiley & Sons, Inc.
- David Krik; Environmental Management for Hotels; Butterworth-Heinemann Linacre House, Jordan Hill

MTM 559: STRATEGIC TOURISM MARKETING
FOURTH SEMESTER

Course Objectives

This course aims to familiarize student to all aspects of strategic tourism marketing, strategic market segmentation and planning, using the principal marketing tools in travel and tourism, applying marketing in the travel and tourism industry, e-commerce and evaluating and controlling the strategic marketing plan.

Course Description

The course is an introduction to modern aspect and approaches of Strategic Tourism Marketing. 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 Strategic Tourism Management.

- 1. Introduction** **8 LH**
 - Concept, Features and Reasons of Strategic Tourism Marketing;
 - Individual motivations and buyer behaviors.
 - Factors influencing demand for tourism;
 - Marketing mix for tourism services: Product formulation, Role of tourism Product price, Managing tourism middlemen and Creating awareness of tourism products

- 2. Strategic Market Segmentation & Market Planning** **8 LH**
 - Market Research for Identifying Customers;
 - Meaning and Definition, Process, elements of Market Segmentation;
 - Identifying and Selecting Market Segmentation Strategies;
 - Developing Strategic Market Planning: Definition and objectives of plans, Approaches to planning, Steps in the planning process, Components of the marketing plan

- 3. Using the principal marketing tools in travel and tourism** **8 LH**
 - Promotion in Marketing;
 - Promotion Mix tools (Advertising, Personal selling, Sales promotion, Publicity, Public Relation, Merchandising, Brochures and other print and electronic information)
 - Distribution channels in travel and tourism
 - Marketing Communication

- 4. Modern Issues in Tourism Marketing** **10 LH**
 - Growing Popularity of E-commerce/Internet Marketing, Green Marketing, Relationship in Tourism;
 - The Seven Ps of Internet Marketing: Product, Price, Place, Promotion, People, Process and Physical Evidence;
 - Database marketing: Introduction, types of database customer database. prospect database cluster database
 - Websites, E-mails and social media for Creating Tourism Business Opportunities

- 5. Case studies of marketing practice in Travel and Tourism** **4 LH**
- 6. Applying marketing in the travel and tourism industry** **6 LH**
- Marketing countries as tourism destinations.
 - Marketing visitor attractions
 - Marketing passenger transport and accommodation
 - Marketing inclusive tours and product packages.
- 7. Tourism and indigenous people** **4 LH**

TEXT BOOKS:

- Aaker, David. Strategic Market Management. John Wiley & Sons, Singapore
- Analysis for Marketing Planning by Donald R. Lehmann and Russeld S. winer, sixth edition McGraw-Hill international edition 2005

REFERENCE BOOKS:

- Chaudhary Manjula, 2010, Oxford University Press, New Delhi, Tourism Marketing
- Customer Relationship Management; A Database approach by V. Kumar and Werner. J. Reinart and John Wiley and sons, Inc.
- Marketing in Travel and Tourism by victor T.C. Middleton with Jack i.e. Clarke Third edition 2004,
- Marketing Tourism Destinations: Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
- Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
- Tourism policy and planning Yesterday, today and tomorrow David Edgell Elsevier