

**MTM – 554: LAW FOR TOURISM AND ENVIRONMENT MANAGEMENT**  
**SECOND SEMESTER**

**Course Title** Law for Tourism and Environment Management

**Credit hours** 48

**Objective** To familiarize the students with the legal environment of tourism law in Nepal and help them to understand and analyze the implications of laws in Tourism.

**Course Plan**

**Course Objective**

The course has been designed to help students enhance their understanding of legal Environment for tourism, application of law and legal procedures while carrying out tourism Business. The course equally focuses to enhance the capacity of the participants while working as the policy/decision makers, entrepreneur, directors, managers or leader of tourism business. After the completion of all the learning units and the requirements of the course, participants shall be able to:

1. Explain the legal environment of tourism business in Nepal and to understand and analyze The implications of laws in tourism;
2. Understand and implement the contract in tourism;
3. Discuss and critically analyze the legal principles and practice of tourism management Under law;
4. Explain and evaluate the legal procedures of Foreign Exchange (FE) and Foreign Investment and Technology Transfer (FITTA) in Nepal;
5. Discuss and describe the consumer's protection rights and market protection;
6. Explain and assess the labor issues and labor rights along with Industrial Democracy;
7. Understand and evaluate the relationship between environment and tourism with the existing Legal provisions.

**Course Description**

The basic legal concept to tourism business, related legal processes of conducting a tourism Business and relevant approaches to address relevant issue shall be discussed in the course from Both theoretical and practical perspectives.

**Methodology**

The session shall include interactive discussions and presentations, case analysis, mini research, individual and group take away assignments, project work, and class tests, and quizzes. Students are required to do pre-session reading, preparation for discussions and presentations, participation, and timely completion of assignments.

□ **Case analysis:** Case analysis provides opportunities to the students to apply the concepts, principles and techniques learnt in the course while sharpening their analytical and problem solving abilities in the legal issues of business. Various common and issue specific case-laws decided by Supreme Court of Nepal shall be given to the students to prepare and submit case analysis reports in standard format.

□ **Project assignment:** This involves specific assignments requiring field work, preparation and presentation of a report based on field data. The students shall analyze certain current identified situations using relevant legal guidelines.

□ **Mini research:** This consists of using the appropriate instrument to carry out a cross sectional survey on the legal aspects of business and the effectiveness of the existing law through a systematic empirical investigation.

□ **Home assignment for problem solving:** It includes the critical analysis and feedback to the existing law/s from the students to the related issue/unit.

□ **Class Discussion and Interaction:** The subject instructor and the students shall equally participate in the class discussion, quiz and interaction to meet the desired objectives of the concerned unit

## **COURSE DETAILS**

### **UNIT I: INTRODUCTION TO LEGAL ENVIRONMENT IN TOURISM: LH 8**

- 1.1. Meaning and nature of law
- 1.2. Sources and types of law
- 1.3. Meaning of tourism law and tourism law environment
- 1.4. Importance and scope of tourism legal environment
- 1.5. Court system, jurisdiction of the courts and civil procedure
- 1.6. Alternative Dispute Resolution (ADR): Arbitration

### **UNIT II: LAW FOR TOURISM BUSINESS: LH 12**

- 2.1 Business establishment: Company and Firm
  - 2.2 Board of Directors and Annual General Meeting of the Company
  - 2.3 Foreign investment and technology transfer
  - 2.4 Foreign Exchange and Nepal Rastra Bank
  - 2.5 National industrial policies: Special Focused on Tourism
  - 2.6 Business contracts and agency contract:
  - 2.7 INTERNATIONAL ASPECTS OF BUSINESS WITH TOURISM
- Regional, bilateral and multilateral agencies:  
(World Trade Organization), South Asian Free Trade Area (SAFTA), and Bay of Bengal Initiative for Multicultural Technical and Economic Cooperation (BIMSTEC)
- International air laws: IHA Protocol and UFTAA convention 1963

### **UNIT III: EMPLOYMENT RELATION IN TOURISM: LH 8**

- 3.1 Meaning and nature of Labour Law
- 3.2 Constitutional, Legal and Contractual rights of Labour
- 3.3 Trade Unionism
- 3.4 Industrial Democracy
- 3.5 Labour welfarism and social security
- 3.6 Special Provisions of Labour in Labour Act
- 3.7 Labour Office, Labour Department and Labour Court

### **UNIT IV: TOURISM RELATED LAWS IN NEPAL: LH 9**

- 4.1 Visa System in Nepal and role of the Department of Immigration

4.2 Civil Aviation Authority of Nepal (CAAN) and Nepal Tourism Board and applicable laws

4.3 Legal standard and Compliance of:

4.3.1 Travel and Trekking Agency

4.3.2 Mountaineering Expedition

4.3.3 Hotel, Lodge, Restaurant and Bar

4.3.4 Trekking and Rafting

4.3.5 Paragliding and other Sky Sports

## **UNIT V: ENVIRONMENT LAWS AND TOURISM:**

**LH 11**

5.1 The major provisions of Environment Protection Law with Tourism in Nepal

5.1.1 Environmental Protection Act, 1997

5.1.2 Environment Protection Rules, 1997

5.1.3 Asian Monument Protection Act, 1956

5.1.4 Asian Monument Protection Rules, 1990

5.1.5 National Park and Wildlife Protection Act, 2021

5.1.6 National Park and Wildlife Protection Rules, 2030

5.1.7 Wildlife Reservation Act, 2034

5.1.8 Wildlife Reservation Rules, 2034

Prescribed Acts and Regulations

1. Arbitration Act, 2055

2. Asian Monument Protection Act, 1956

3. Asian Monument Protection Rules, 1990

4. Companies Act, 2063

5. Consumer Protection Rules, 1999

6. Contract Act, 2056

7. Environment Protection Rules, 1997

8. Environmental Protection Act, 1997

9. Foreign Exchange(Regulation)Act, 2019

10. Hotel, Lodge, Restaurant and Bar Regulation, 2038

11. Immigration Regulation, 2051

12. Mountaineering Expedition Regulation, 2059

13. National Civil Aviation Policy, 2050

14. National Park and Wildlife Protection Act, 2021

15. National Park and Wildlife Protection Rules, 2030

16. Nepal Tourism Board Act, 2053

17. Tourism act, 2035

18. Tourism Policy, 2052

19. Travel and Trekking Agency Regulation, 2062

20. Trekking and Rafting Regulation, 2041

21. Wildlife Reservation Act

22. Wildlife Reservation Rules, 2034

**MTM – 556: STRATEGIC TOURISM MANAGEMENT**  
**SECOND SEMESTER**

**COURSE OBJECTIVES**

Today and in future, the task of strategic management extends well beyond finding or creating new markets. Tourism managers must adjust to all sorts of changes to assure a sustained inflow of resources and a continuing outward flow of services. Under today's pressures, tourism executives charged with strategic management must be alert to an increasing diversity of impacts that results from the strategy, policy and management design they select.

**COURSE DESCRIPTION**

This course comprises with introduction, understanding tourism environment, tourism market segmentation, positioning and analysis of consumer behavior, functional areas and tourism management, strategic planning and tourism management.

**COURSE DETAILS**

**UNIT I: Introduction**

**4h**

- Concept, types of tourism.
- Concept of strategic management

**Unit II Tourism environment**

**7h**

- Internal tourism environment
- Task tourism environment
- General tourism environment

**UNIT III Tourism Market segmentation, positioning and analysis of consumer behaviour 10h**

- Segmentation: requirement, process and strategies
- Targeting: concept and strategy
- Positioning: concept, types, level and strategies
- Consumer Behaviour: concept, process, and determinants

**UNIT IV Functional areas and Tourism management**

**15h**

- Human Resource management: concept, importance and significance to tourism
- Financial Management: concept and significance to tourism
- Operations Management: concept, types, total quality management for tourism
- Strategic Quality Management: concept and importance

**UNIT V Strategic Planning and Tourism management**

**12h**

- Concept, and importance of strategic planning in tourism
- A tool for measuring strategic marketing effectiveness in the tourism sector.
- Concept and impact of demand modelling and forecasting
- Ways of International Tourism Management

**Text Books:**

- Luiz, Mountinho, **Strategic Management in Tourism**, CABI publishing.
- Manjula Chaudhary (2010), **Tourism Marketing**, Oxford University Press, New Delhi.
- Philip Kotler, John T Bowen, James C Makens (2012), **Marketing for Hospitality and Tourism**, Pearson, New delhi

**REFERENCES:**

- S.M.Jha(2011) **Tourism Marketing**, Himalaya Publishing house.
- Devadish Dasgupta(2011), **Tourism Marketing** , Pearson ,New Delhi

**MTM 502: TOURISM ENTREPRENEURSHIP**  
**SECOND SEMESTER**

**COURSE OBJECTIVE**

The course aims to familiarize the students with basic research methodology applied in travel and tourism management, exposing them to the relevant statistical tools and techniques required for preparation of research report and managerial decision making.

**COURSE DESCRIPTION**

This course is focused in identifying and analyzing the process of tourism entrepreneurship. It is particularly emphasized to generating idea, scanning opportunity for entrepreneurship and establishing tourism business and managing the growth. This course covers the fundamental theories of entrepreneurship, scanning opportunity, entrepreneurship process, business plans, business strategies and managing growth.

**Unit 1: Introduction to Entrepreneurship** **5 hrs.**

Definition, nature, key elements of entrepreneurship, characteristics of successful entrepreneurs, types of start-up firms, entrepreneurial process, and entrepreneurship's importance: role of entrepreneurship, economic growth and development, Tourism and Entrepreneurship, Tourism Entrepreneurship and Regional Development.

**Unit 2: Sustaining Creative Tourism Entrepreneurship** **3 hrs.**

Importance of innovation and entrepreneurship, innovation systems in tourism; most recent trends in tourism entrepreneurship and innovation.

**Unit 3: Recognizing Opportunities and Generating Ideas** **3 hrs.**

Identifying and recognizing opportunities, finding gaps in the marketplace, techniques for generating ideas partnering for success, encouraging and protecting new ideas.

**Unit 4: Feasibility, Industry and Competitor Analysis** **5 hrs.**

Feasibility analysis: industry/target market feasibility analysis, organizational feasibility analysis, financial feasibility analysis. Industry analysis: environmental and business trends, the five forces model. Competitor analysis: identifying competitors, sources of competitive intelligence, competitive analysis grid.

**Unit 5: Writing a Business Plan and business model** **8 hrs.**

Concept of business plan, reasons for writing a business plan, outline/elements of the business plan, presenting the business plan to investors. Business models, the importance and diversity of business models, components of an effective business model.

**Unit 6: Legal Issues and foundations** **6 hrs.**

Legal structures: Choosing a Form of Business Organization, Sole Proprietorship, Partnerships, Corporations, Limited Liability Company. Intellectual property: Business Licenses and Permits, patents, trademarks, copyrights, trade secrets. Registering and Taxation.

**Unit 7: Financing New and growing business ventures** **4 hrs.**

Importance of getting financing or funding, typology of financing, debt finance, equity finance, alternative source of finance.

**Unit 8: Managing Key functions****7 hrs.**

Marketing: marketing process, marketing mix. Operations Management: operation process, physical site factors, production process, service blueprint, procedural systems and quality assurance. Human Resource Management: acquisition of staffs, maintenance and termination. Financial management: purpose, types of financial information, analyzing financial data.

**Unit 9: Institutional support for entrepreneurship in Nepal****3 hrs.**

Need of institutional service, institutional support to entrepreneurship in Nepal.

**Unit 10: Managing growth and transitions****4 hrs.**

Preparing for growth, reasons for growth, managing growth- knowing and managing the stages of growth, Strategies of firm growth-internal growth strategies and external growth strategies.

## Text Book

1. Bruce R. Barringer, R. Duane Ireland. Entrepreneurship: successfully launching new ventures. Pearson Education, Inc. Prentice Hall.
2. Micheal Schaper, Thierry Volery, Paull Weber, and Kate Lewis. Entrepreneurship and small business. Wiley.

## Reference Book:

3. *Stephen J. Page and JovoAteljjevic. Tourism and Entrepreneurship-International Perspectives.* Butterworth-Heinemann.
4. Govinda Ram Agarwal. Entrepreneurship Development in Nepal. MK Publishers.

**MTM 504: FINANCIAL PLANING & CONTROL**  
**SECOND SEMESTER**

**COURSE OBJECTIVES**

The objective of this course is to provide the students with an understanding of the concept and principles of financial planning & control together with a knowledge of the analytical techniques so developing skills in their application required for making corporate financial decisions.

**COURSE DESCRIPTON**

This course provides an overview of corporate financial planning & control with a special emphasis on nature of finance, analysis of financial statements, time value of money, valuation of bonds and stocks, cost of capital, capital budgeting, working capital management, and dividend policy.

**DETAILED COURSE**

- |   |            |
|---|------------|
| <b>1. Introduction</b>                                | <b>4LH</b> |
| – Importance of finance                               |            |
| – Finance function                                    |            |
| – Finance in the organizational structure of the form |            |
| – Goals of the firm                                   |            |
| – Agency relationship                                 |            |
| <br>  |            |
| <b>2. Financial statements &amp; cash flows</b>       | <b>2LH</b> |
| – The Balance Sheet                                   |            |
| – The income Statement                                |            |
| – Statement of Cash Flows                             |            |
| <br>  |            |
| <b>3. Analysis of financial statements</b>            | <b>4LH</b> |
| – Importance of financial ratio analysis              |            |
| – Uses of financial ratio analysis                    |            |
| – Users of financial ratio analysis                   |            |
| – Liquidity ratios                                    |            |
| – Asset management ratios                             |            |
| – Debt management ratios                              |            |
| – Profitability ratios                                |            |
| – Du Pont analysis                                    |            |
| – Limitations of financial ratios                     |            |
| <br>  |            |
| <b>4. Time value of money</b>                         | <b>5LH</b> |
| – Time lines  |            |
| – Future value  |            |
| – Present value                                       |            |
| – Solving for interest rates and time                 |            |
| – Future and present values of annuities              |            |
| – Even and uneven cash flows                          |            |
| – Semiannual and other compounding effects            |            |
| – Amortization of loans                               |            |



<b>5. Bonds and their valuation</b>	<b>4LH</b>
– Meaning of bonds	
– Characteristics of bonds	
– Bond valuation	
– Bond yields	
<b>6. Stocks and their valuation</b>	<b>3LH</b>
– Meaning of stocks	
– Characteristics of common stocks	
– Common stock valuation: constant & non-constant growth cases.	
– Corporate valuation model	
– Preferred stock: Characteristics & valuation	
<b>7. Cost of capital</b>	<b>4LH</b>
– Cost of debt	
– Cost of preferred stock	
– Cost of common stock	
– Weighted average cost of capital	
– Factors affecting cost of capital	
– Problem areas in cost of capital	
<b>8. Strategic investment decisions</b>	<b>6LH</b>
– Importance of capital budgeting	
– Capital budgeting decision rules	
– Comparisons of NPV and IRR rules	
– Profitability index	
<b>9. Breakeven analysis and Leverage</b>	<b>3LH</b>
– Meaning and nature of breakeven analysis	
– Fixed and variable costs	
– Determining breakeven point	
– Operating Leverage	
– Financial Leverage	
– Combined Leverage	
<b>10. Working capital management</b>	<b>2LH</b>
– Meaning of working capital	
– importance of working capital management	
– Factors affecting working capital	
– Cash conversion cycle	
<b>11. Cash Management</b>	<b>2LH</b>
– Introduction to Cash Management	
– Significance of Cash Management	
– Functions of Cash Management	
– Cash Management Techniques	
– Cash Budget	

- 12. Receivables Management** **2LH**
- Introduction to Receivables Management
  - Purpose and Significance of Receivables Management
  - Role of Credit Manager
  - Cost of maintaining receivables
  - Elements of credit policy
- 13. Inventory Management** **4LH**
- Introduction to Inventory Management
  - Significance of Inventory Management
  - Objectives of Holding Inventories
  - Basic Inventory Costs
  - The Economic Order Quantity
  - Reorder Point
  - Reorder point & safety Stock
  - Quantity Discount
  - Determinants of Inventories
  - Inventory Control System
- 14. Dividend policy** **3LH**
- Meaning and nature of dividend policy
  - Dividend payment procedure
  - Factors affecting dividend policy
  - Stock split

**Prescribed Books**

**Basic Text**

- Eugene F. Brigham, and Michael C. Ehrhardt. *Financial Management: Theory and practice*. Thomson Asia. Singapore.

**Reference Books**

- James C. Van Home, *Financial Management and policy*. Prentice Hall of India, New Delhi.
- J. Fred Weston and Thomas E. Copeland, *Managerial Finance*, The Dryden press. New York.
- Richard Brealey and Stewart Myers, *Principles of Corporate Finance*, McGraw Hill Book Company, New York.

**MTM – 555: TRAVEL INFORMATION MANAGEMENT**  
**SECOND SEMESTER**

**COURSE OBJECTIVES**

The students get to understand the basics of computers and their role in the tourism environment. Gain an inner knowledge of the concept of different suppliers in tourism in perspective with information technology. Develop the skills in handling and using global distribution systems and the computerized reservation systems. Gain information on working healthily, safely and securely the e-commerce business.

**COURSE DESCRIPTION**

Upon completion of this subject, students should be able to:

- Able to understand how IT support the organizational tourism industry.
- Identify the technical components of IS and the strategic role of IS in the tourism industry.
- Understand how the telecommunication technology helps the organization to attain competitive advantage.
- Understand how global distribution systems and the computerized reservations system works.
- Understand the requirement of security in technology
- Understand how to work healthy and securely
- Understanding concept of electronic commerce and it's importance.

**COURSE DETAILS**

**UNIT I Introduction to Tourism and Information Technology**

**8 hour**

- Introduction
  - Characteristics of Tourism
  - Applications of Information Technologies in Tourism
- The Evolution of Information Technology
  - Computers
  - Networking and Internet
  - Implications for travel and tourism

**UNIT II Global Distribution System**

**9 hour**

- Introduction
- The Future of Global Distribution System
- Tour Operators
- Online Intermediaries
  - Types of Online Intermediaries
  - Information Technology innovations
  - The future of online intermediaries

**UNIT III The Internet and Tourist**

**10 Hour**

- Introduction
- History and Evolution of Internet
- Intranets and Extranets
- The World Wide Web
- Domains, Protocols and Language
- Internet Applications in Travel
- Functionality of travel websites
- Online information Search : Search Engine, Online Information Search Behavior
- Business on the internet

#### **UNIT IV Aviation and Information Technology**

**11 Hour**

- Airlines
  - Airline use of Information Technology
  - Airline Reservation System
  - Decision Support System
  - Departure System
  - In-Flight Technologies
- Airports
  - Passenger Processing
  - Baggage and Cargo Handling
  - Air Traffic Control
  - Environment Management System

#### **UNIT V Travel Agencies**

**8 Hour**

- Automation of travel companies : How Automatic system helps improving productivity of travel companies
- Functions of agency management
- Agency management systems

##### **Working with the legislation**

- Threats to Privacy
- Protecting Privacy
- Factors increasing the threats to information security

#### **UNIT VI Health and Safety at workplace**

**2 Hour**

- General health and safety
- Factors specific to technology rich environment

##### **Reference Book:**

**Tourism Information Technology 2<sup>nd</sup> Edition**

**Pierre J. Benckendorff – The University of Queensland, Australia**

**Pauline J.Sheldon – University of Hawaii, USA**

**Daniel R. Fesenmaier – University of Florida, USA**