

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail and pedagogy of
BTTM (Bachelor of Travel and Tourism Management) 5th Semester

4-Year Syllabus

TTM 306: Statistics

Credits:3

Lecture Hours: 48

Course objective

The basic objective of this course is to make the students familiar with statistical tools and develop their skills to apply them in tourism industry.

Course Description

This course contains Introduction, Classification and Presentation of Data, Statistical Measures, Analysis of Time Series, Index Number, Simple correlation and Regression.

Course Details

Unit 1: Introduction

LH 4

Meaning, Scope and Limitation of Statistics, Meaning of data, types and sources of data, Methods of collection of primary and secondary data

Unit 2: Classification and Presentation of Data

LH 6

Data classification, Tabular presentation: frequency distribution, Stem and leaf display, Diagrammatic presentation: bar, pie diagram, Graphic presentation: Histogram, frequenc poloygon and ogive.

Unit 3: Statistical Measures

LH 15

Measure of central tendency, Arithmetic Mean: simple and weighted, Partitional values: quartiles, deciles and percentile modes, Measures of disoersions, standard deviation, coefficient of variation, Skewness: concept, symmetrical, left-skewed and right-skewed and right-skewed, Box and Whisker Plot. Kurtosis: concept: leptokurtic, measokurtic and platykurtic.

Unit 4: Analysis of Time Series

LH 6

Meaning and components of time series, measurement of seasonal variation, measurement time series, moving average, least square method

Unit 5: Index Number

LH 6

Concept and Application, Laspeure's and pasche's index, fisher ideal index, general rule of construction of cost of livin index.

Unit 6: Simple correlation and Regression

LH 11

Meaning of correlation and Regression

Meaning of correlation and regression, Karl pearson's correlation coefficient, probable error, test of significance of correlation coefficient, rank correlation, regression equation of Y on X and X on Y.

Books

A.K Chaudhary (2066) *Business Statistics*. Bagbazar: Bandipuram Publication

Bajrachary B.C. (2070) *Basic Statistics*, Bhotahit: MK Publishers and Distributors

Levin, R. Dubin, D, Stinson J. *Statistics for Management* Mc Graw Hill Inc.

TTM: 333: Entrepreneurship in Travel and Tourism

Credits:3

Lecture Hours: 48

Course Objectives

The purpose of the course is to prepare students for the possibility of starting their own professional tourism entrepreneurial ventures. The course emphasis on improving the knowledge and skills of the students to operate tourism venture and prepare a business plan.

Course Description

The course introduces students to the process of tourism entrepreneurship and the role of the entrepreneur in initiating and developing new tourism ventures. As a part of the course, students will prepare a comprehensive tourism business plan for starting or acquiring a tourism business.

Course Details

Unit 1: Overview of Entrepreneurship

LH 6

- 1.1 Concept, features, functions and types of tourism entrepreneur.
- 1.2 Role of tourism entrepreneurship in economic development
- 1.3 Women tourism entrepreneurship: concept and problems.
- 1.4 Emerging trend in tourism entrepreneurship: The Internet and E-commerce entrepreneurship
- 1.5 Factors affecting tourism entrepreneurship growth: economic factors and non-economic factors

Unit 2: Approaches to Tourism Entrepreneurship

LH 3

- 2.1 Overview of tourism entrepreneurial thoughts: environmental, financial/capital, displacement, entrepreneurial trait, venture opportunity.
- 2.2 Process Approaches: An integrative approach, tourism entrepreneurial assessment approach, tourism multidimensional approach.

Unit 3: Developing Creativity and Understanding Innovation in Tourism

LH 4

- 3.1 Concept of creativity, creative process in tourism: Knowledge accumulation, the incubation, the idea experience, evaluation and implementation in tourism field.
- 3.2 Developing creativity in tourism: Recognizing tourism relationship, developing functional perspective using brains, eliminating muddling mind sets.
- 3.3 Innovation in tourism; Concept, Types of innovation: Invention, Extrusion, duplication, synthesis.
- 3.4 Source of innovation in tourism: Unexpected occurrences, incongruities, process needs industry and market change, demographic changes, perpetual changes. Knowledge-based concept in tourism.

Unit 4: Entrepreneurial Risk and Stress in Tourism**LH 4**

- 4.1 Concept of risk, Types of risk in Tourism: Financial, career, family and social, psychic
- 4.2 Concept of stress, Sources of stress in Tourism: loneliness, immersion in business, people problems, needs to achieve.
- 4.3 Dealing with stress in Tourism: Networking, getting away from it all, communicating with employees, finding satisfaction outside the company, delegating.

Unit 5: Legal Environment for the Tourism Entrepreneurship**LH 4**

- 5.1 Legal provisions for establishment of a new tourism venture.
- 5.2 Steps, Factors, Registration of intellectual property right in tourism: (patents, trademarks, copyright, trade secrets), licensing, product safety and liability, Insurance and contracts.

Unit 6: New Tourism Venture Identification and Selection Technical Feasibility**LH 13**

- 6.1 Business opportunity identification in tourism: Sources and methods of generating new ideas.
- 6.2 Selection of best tourism idea.
- 6.3 Feasibility studies in tourism: Site selection, factors affecting site selection.
- 6.4 Business description in tourism: background, purpose and objectives.

Market Feasibility

- 6.5 Marketing component in tourism: Overall market, Specific market.
- 6.6 Competitive factors, macro environmental influence in tourism (structural change and cyclical change).
- 6.7 Tourism Marketing strategy and sales forecasts.

Financial Feasibility

- 6.8 Financial component in tourism: Start-up costs, financial requirements.
- 6.9 Sources of funds in tourism.
- 6.10 Projected profit and loss statement in tourism.
- 6.11 Projected cash flow statement and analysis and projected balance sheet in tourism.
- 6.12 Development, Production and Operation in Tourism: Operation Process and technology.
- 6.13 Resource requirements and quality assurance in tourism.

6.14 Organization and Management in Tourism: Key personnel resources, human resource management strategy.

6.15 Forms of Ownership in Tourism: Forms of tourism business, equity position and deal structure.

6.16 Critical risk and contingencies in tourism

Unit 7: Preparation of Tourism Business Plan **LH 10**

7.1 Concept and benefits of the tourism business plan.

7.2 Elements of tourism business plan.

7.3 Preparation of the tourism business plan.

7.4 Scheme and strategy of tourism venture launching.

7.5 Internal Profile Analysis in Tourism: Concept.

7.6 Identification, selection of variables and their analysis in tourism.

7.7 Practical exercise.

Unit 8: Institutional Support to Tourism Entrepreneurship Development **LH 4**

8.1 Need for institutional support for Tourism Entrepreneurship

8.2 Institutional support to tourism entrepreneurs in Nepal: The government agencies.

8.3 Specialized Tourism Concerned Agencies.

8.4 Consultancy services, institutional finance, marketing services in Tourism.

Reference Books

- Dollinger M.J. (2003). **Entrepreneurship: Strategies and Resources**, New Delhi: Pearson Education.
- Hisrich, R.D., Peters, M.P. and Shepherd D.A. (2007), **Entrepreneurship**, New Delhi: Tata McGraw Hill, Publishing Company.
- Khanka, S.S. (1000). **Entrepreneurship Development**, New Delhi, S.Chand and Company Ltd.
- Prof. Dr. Joshi, S. **Entrepreneurship Development** (2058) Revised (2069), Kathmandu: Talaju Prakashan
- Shrestha D.K. Ranabhat, B. Manandhar, B. **Entrepreneurship Development & Management in Nepal**, Kathmandu; Dhaulgiri Book and Stationary
- Agrawal, G.R. (2006). **Entrepreneurship Development in Nepal**, Kathmandu: M.K. Publishers.
- Kuratko, D.F. and Hodgetts, R.M. (2005). **Entrepreneurship: Theory Process and Practice**. Singapore: Thomson Asia Pte. Ltd.
- Kuratko. D.F. and Welscher, H.P (2001). **Strategic Entrepreneurial Growth**. Philadelphia: Harcourt College Publishers.

TTM 346: Sustainable Tourism Development

Credits: 3
Lecture Hours: 48

Learning objectives

By the end of the course, the students will be able to:

- Understand the philosophy and principles of sustainable development;
- Gain knowledge about the concept and significance of sustainable tourism;
- Differentiate sustainable versus non-sustainable forms/practices in tourism developments;
- Recognize different types of alternative forms of tourism (e.g., geotourism, agritourism, ecotourism, volunteer tourism) with the capacity to foster sustainable tourism development;
- Understand various dimensions of sustainable tourism management;
- Undertake strengths, weaknesses, opportunities and threats of sustainable tourism;
- Identify and analyses key players in sustainable tourism;
- Understand key indicators for managing sustainable tourism;
- Gain knowledge about Certification/ Standardization/Eco-labelling schemes.

Course Description

This course is focused on providing meaningful understanding of the sustainable tourism development and associated concept. It is expected that students will learn several facets of sustainability and relevant issues pertaining to tourism. It is envisioned that upon completion of the course, students will learn the concepts and principles associated with sustainable tourism development, emphasizing on their implications for management and planning purposes.

Course Details

Unit 1: Introduction to Sustainability in Tourism

LH 8

Concept of sustainable development and importance; Aligning tourism with sustainable development; Emergence of sustainable tourism (with focus on - Platforms of tourism); Institutionalization of sustainable tourism

Unit 2: Principles and Philosophy of sustainability in Tourism

LH 6

Principles of Sustainable development; Principles of sustainable tourism; Stakeholders in Sustainable tourism planning and development

Unit 3: Conventional versus alternative forms of tourism

LH 8

Meaning and concept of mass tourism and alternative tourism; Benefits and cost of Mass tourism; Emergence of alternative tourism; Types of alternative tourism; Nature based tourism, Ecotourism; Rural and agro-tourism; Culture and heritage based tourism.

Unit 4: Integrated Dimensions in Sustainable Tourism Management

LH 8

The Environmental Dimension; The Economic Dimension; and the Socio-cultural, Economic, Social, Cultural and Environment impact of Tourism

Unit 5: Sustainable Tourism Management in Geographical settings**LH 8**

Sustainable Tourism Management in Urban Settings; Sustainable Tourism Management in Mountain and Hilly Regions; Sustainable Tourism Management in the Wilderness Areas; Concept of Carrying Capacity and its types; Concept of Initial Environment Examination (IEE) and Environmental Impact Assessment (EIA); Area Protection and Zoning.

Unit 6: Issues in sustainable tourism**LH 10**

Sustainable tourism indicators; Bellagio Principles; Pursuing sustainable tourism; Issue of Certification/Standardization/Ecolabelling in tourism, Issues and Implications of climate change and global warming on tourism, Global and national initiative for sustainable tourism development, Issues in sustainable development in Nepal

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

Reference Books:

Font, X. and Buckley, R. (eds.) (2001). *Tourism Ecolabelling: Certification and Promotion of Sustainable Management*. CABI Publishing.
Mowforth, M. & Munt, I. (2009). Defining the New Tourism. *Tourism & Sustainability*, London: Routledge.
Allcock, A. (2003). *Sustainable Tourism Development in Nepal, Vietnam and Lao PDR: experiences of SNV and Partner Organizations*. SNV.
Bricker, K.S., Black, R. and Cottrell, S. (eds.) (2013). *Sustainable Tourism & the Millennium Development Goals: effective positive change*. Burlington: Jones& Bartlett Learning.

TTM 347: Airlines Ticketing Global Distribution System (GDS)

Credits: 3

Lecture Hours: 48

Course Objective

This Course offers entry-level training and technological skills which are practical to the travel-hospitality industry.

The training material will teach you how to operate a Global Distribution System (GDS). A GDS is an efficient and common automation tool used throughout the travel industry. Travel professionals all over the world use GDSs to sell travel-related products such as air, hotel, and hired cars. GDSs are also used to issue automated travel documents. Knowing how to operate a GDS will improve your career opportunities.

The training provided herein has been designed to teach computer entries and responses, and the concepts behind them. This is accomplished through a series of carefully written lessons and practical exercises. All generated displays are true facsimiles of real GDS responses.

Course Description

This course contains Meaning of Global Distribution System (GDS), PNR, fare Codes, Fare Rules, Billing and Settlement Plan (BSP), Online Booking System (Domestic Airlines online booking System, Budget airlines Booking System).

Course Details

Unit 1: Meaning of Global Distribution System (GDS)

LH 3

History of ARS (Airlines Reservation System), Evolution of GDS, Different GDS of the world, Benefits of GDS, Interlink between IATA and GDS.

Unit 2: Basic Functional Part of Sabre, Galileo and Amadeus

LH 30

Introduction and procedure, Travel trade abbreviation, Sign in/Out, Encode/Decode, miscellaneous Information, Schedule, availability ,PNR – Creation moving, ,optional field, PNR modification, PNR, management ,PNR Correspondence through Email, printing, Itinerary receipts selling ,multiple names , different ways of seat selling, group booking, queues ,flight service information ,flight manifest (lab work 10hrs).

Unit 3: Fare and pricing of Sabre ,Galileo and Amadeus

LH 9

Introduction of E- ticketing, Fare ,display ,fare rules, Itinerary Pricing, Fare Shopping, (lab work)

Unit 4: Billing and Settlement plan (BSP)

LH 2

Introduction of BSP, BSP standard Traffic Document, ADM/ACM.

Unit 5: Online Booking System

LH 4

Part 1: Domestic Airlines online booking procedure

Availability check, fare check, discount system, booking, reschedule, split charter procedure and types of domestic airlines.

Part 2 Budget airlines booking procedure

Availability check, fare check, discount system, booking, reschedule, split charter procedure and types of budget airlines.

Course materials:

Basic functional Manual and advance fare manual provide by Galileo, SabreRed and Amadeus also provided by domestic and other international airlines.

TTM 348: Tourism Geography

Credits: 3

Lecture Hours: 48

Course Objective

The course basically aims at developing students understanding by impacting them the knowledge of Geography from tourism perspective. It helps to cover various theoretical aspects of tourism geography at national, regional and global level. However the details of Nepalese Geography with emphasis on its tourism are included in it. Specific objectives of the course on Tourism Geography are to:

- Give theoretical knowledge of Basic Geography
- Evaluate and analyze the demand for tourism
- Develop the skill about geographical components for tourism and its tourist flows.
- Make aware about the importance of climate and season for the successful development of tourism in Nepal and
- Give detail knowledge about the Regional Geography of Nepal

Course Description

The main focus of the course is to give meaning and the importance of Geography in relation to tourism aspects. After completion of this course the students will learn various subjects like demand resources, transport as well as the regional aspect of tourism geography at global scale. The case study will be entertained in Nepalese context.

Course Details

Unit 1: Geography of Tourism

LH6

- Introduction, definition, classification, characteristics and importance
- Relationship between Tourism and Geography (latitudes, longitudes, Earth's Hemispheres, World time zones, International Date line and Elapsed Flying time)

Unit 2: Geography of Tourism Demand

LH6

- Leisure and Recreation in Tourism Geography
- Tourism Demand - Concepts and Perspectives
- Effective Management of Tourism Demand
- Suppressed Tourism Demand

Unit 3: Geography of Tourism Resources

LH4

- Introduction of Tourism Resources in Geographical Perspectives
- World Scale; National Scale; Local Scale
- Pleasure Periphery
- Map-reading and Navigation

Unit 4: Geographic Components of Tourism Flows **LH4**

- Places of tourist origin and destination and their en-routes
- Push and pull factors at local, regional, national and international level
- Spatial interaction between touristic areas.

Unit 5: Geography of Tourism Transport **LH4**

- Tourism Transport by Air, Surface and Sea (Geographical perspectives)
- Transport and Transportation Modes in Tourism Geography
- Tourism Transport Costs and Pricing
- Transportation Routes and Tourism Networks

Unit 6: Geography of Tourism Climate **LH4**

- Basic knowledge on weather and climate
- Seasonality in Tourism
- Global Climate Scene in Tourism (climatic elements of the world tourism)
- Environment and Tourism in geographical perspectives

Unit 7: World Tourism Geography **LH 10**

- Tourism in Europe
- Tourism in America
- Tourism in Australia
- Tourism in SAARC Countries and Southeast Asia

Unit 8: Geography of Tourism in Nepal **LH10**

- Physical setting, weather condition, flora and fauna, forestry,
- Cause of deforestation and its impacts,
- Conservation areas (including national parks);
- Conservation and preservation of cultural heritage.
- Regional setting of tourism in Nepal
- Major touristic areas in geographical perspectives

Books Recommended

Boniface, B.G& Cooper, C.P., 1984, The Geography of Travel and Tourism, William Heinemann Pub, London.

Shrestha, S.H, 1998, Economic Geography of Nepal, Educational Enterprise Pvt. Ltd Kathmandu, Nepal.

Styal Y.R., (2001) Tourism in Nepal: A Profile.

Shrestha, S., Physical Property of Nepal.

Reference Books:

Davidson, R., 1993, Tourism in Brief, Pitman Publishing, London.

Grimire, A., 2057 BS, Travel and Tourism, Taleju Publication Kathmandu, Nepal.

Bista, D.B., Peoples of Nepal.

Publications from Nepal Tourism Board

Publications from Ministry of Tourism, Culture and Civil Aviation

CBS, 2011, Statistical Pocket Book, Nepal Thapathali.

Thirteen/ Fourteen 3years Plan N.P.C

Publication of Ministry Physical Planning

TTM 349: Tour Guiding and Escorting Skills

Credits: 3

Lecture Hours: 48

Objective of Course

Objective of this course is to familiarize the students with guiding and escorting skills and understand the role of guide and escort in promotion of tourism.

Course Description

This course contains introduction, qualities required to a tour guide, Responsibilities and knowledge required, Psychology in reception services, Escorting, Co-ordination.

Course Details

Unit 1: Introduction

LH 7

Meaning and concept of guide and guiding, history of guiding, attributes of guide: moral, intellectual and professional, guide and his profession, relationship between guide and tourist, personality, competencies, duties function and responsibilities of guide.

Unit 2: Qualities required to a Tour Guide

LH 7

Western and Eastern Manner, etiquettes, politeness, host customs and manners, does and don'ts Guiding and historical outline of the tourist phenomenon; Expertise on Personality development and soft skill; Dress code and attire; Good Communication skill, Knowledge of Foreign Currency.

Unit 3: Responsibilities and knowledge required

LH 6

Familiarized with the industry; Understanding the safety of tourist; knowledge about planning, design the tour requirement as per tourists requests and practical understanding.

Unit 4: Psychology in reception services

LH 4

Introduction, Characteristics: natural. Material, moral, historical, social and political, dress and way of life

Unit 5: Escorting

LH 8

Meaning, difference between guide & escort, skills, responsibilities of Escort, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group

Unit 6: Co-ordination

LH 8

Standard of dress and personal grooming, greeting, greeting participants and introducing self; Leading the participant skills in leading the group, general instruction to participants at monuments, sacred places and crowded areas, giving commentary, answering questions, concluding a tour.

Unit 7: Co-ordination

LH 8

Co-coordinating with the main office, conducting various types of tours, ability to deliver all information imaginatively and accurately relevant to the client's needs; establishing good security measures, coordination with related agencies.

Books

Pond K.L.,(1993). The professional Guide; Dynamic of Tour Guiding, Van Nostrand Reinhold: New York

Mancini, M. (1996). Conducting Tours, New York: Delmar.

Chunk, James Dexter and Boberg, Professional Travel Agency and management,

Neig J. 2008). Travel Agency Operations

Websites:

Ministry of culture, Tourism and Civil Aviation

UNWTO, IATO, TAAI, TAFI, ASIA, ADTOI