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Title: Tourism Management

Code: MGMT 354

Credit Hours: 3

Year /Semester: III/V

48 Hours

Course Objectives:

The course provides students an understanding about the tourism and its importance in the context of Nepal, familiarizes them with the major tourism products and businesses of Nepal.

Unit 1 Introduction of Tourism

8 Hours

Concept and meaning of Tourism, Evolution of Tourism (Global, SAARC and National prospective), Nature of Tourism, Type of Tourism and Tourist, Motivational factors of Tourism, Career prospects of Tourism in the context of Nepal; Components of tourism: Attraction, Accessibility, Accommodation, Amenities, Role of Tourism: Economic role, Social role, Environmental role

Unit 2 Institutions in Tourism

8 Hours

National Tourism Council (NTC), Ministry of Tourism and Civil Aviation (MOTCA), Nepal Tourism Board (NTB), Nepal Association of Travel and Tour Agents (NATTA), Trekking Agents Association of Nepal (TAAN), Nepal Association of Rafting Agents (NARA), Nepal Mountaineering Association (NMA), Hotel Association of Nepal (HAN), Civil Aviation Authority of Nepal (CAAN)

Unit 3 International Organizations

8 Hours

United Nation World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTC), Universal Federation of Travel Agent Association (UFTAA), Pacific Asia Travel Association (PATA), International Civil Aviation Organization (ICAO), International Air Transport Association (IATA)

Unit 4 Tourism Marketing

6 Hours

Meaning and Importance of Tourism Marketing, Specific Attributes of Tourism Marketing, Tourism Marketing Mix (Tools and techniques), Tourism Promotion Mix, Segmentation of Tourism Market

Unit 5 Human Resource Management (HRM) in Tourism

4 Hours

Concept of Human Resource, Human Resource Planning, Human Resource Recruitment and Selection, Training and Development

Unit 6 Sectoral Management and Operation of Tourism

10 Hours

Travel - Concept, Types and Functions of travel Agency, Concept and Importance of Travel Information, Sources of Travel information (OAG, TIM, PAT etc), Meaning and types of airfare

Tour - Meaning and types of tour Itinerary, Itinerary designing, Tour costing, Major tourist destinations of Nepal

Trekking - Major Trekking Regions of Nepal, Types of Trekking, Trekking Gradation, Trekking Management Guidelines

Rafting - Major River Systems of Nepal, Types of Rafting, Rafting Gradation, Trekking Management Guidelines

Unit 7 Management Information System in Tourism

4 Hours

Concept of Management Information System, Importance of Information in Tourism, Concept and Importance of Computer Reservation System

Reference Books:

1. Kamra and Chand (2002): *Basics of Tourism, Theory Operation and Practise*, Kaniska Publishers: New Delhi
2. Misra S. N., Saudal S. K. (2008): *Basics of Tourism management*, Excel Books: New Delhi
3. Prasad, VVV and Sundari VBT (2009): *Travel and Tourism management*, Excel Books: New Delhi