

**Expression of Interest for Conducting Bachelor in Mountain Tourism
Management (BMTM) Program**



Submitted to:
**Academic Council
Tribhuvan University
Kirtipur, Kathmandu**

Submitted By:
**Janapriya Multiple Campus
Tribhuvan University
Pokhara**

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Expression of Interest for Conducting Bachelor of Mountain Tourism Management (BMTM)

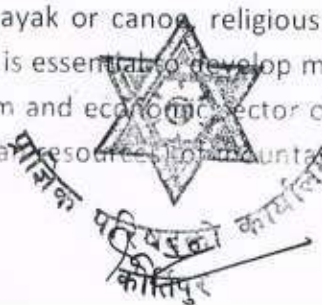
Introduction

The tourism sector is an important driver of economy. Over recent decades, travel and tourism have become large contributors to world's economy. While its economic importance varies widely, it is clear that tourism plays an important role in supporting economic growth despite current recessions in the global context. Of all the sectors of world economy, tourism registers one of the strongest and most consistent rates of growth.

In this context of increasing tourism business, mountain regions can play a vital role in national economic development. Mountains provide sites of some of the earliest forms of tourism. In 18th century the Alps became an essential stop for English aristocrats, when it became fashionable to make the Grand Tour. There is no region in the world today where the special qualities of mountain landscapes are not acknowledged. Associated qualities of the region have now become assets, valuable for the development of mountain tourism: snow, with the invention and spread of skiing; the diversity of local peoples and traditional indigenous cultural practices; the abundance of mineral and hot springs; the sacred dimension attributed to many mountain sites and summits; biological and geological diversity, reflected in unique geological antiques formations, flora and fauna communities such as chamois, ibex, snow leopards, mountain cats, pandas and many species of birds.

As in global context, the tourism industry is growing rapidly and Nepal has tremendous potential for tourism development because of its unique natural and cultural heritage. A Nepal Rastra Bank (NRB) estimate of 2014 indicates that the contribution of the tourism sector to the national GDP increased to 2% in 2013, compared to 1.8% in 2012. The Central Bureau of Statistics' (CBS) National Account Indicators also state that the contribution of tourism to the national GDP is 1.97%.

Although there is not sufficient information on mountain tourism and its contribution, it is one of the important dimensions of tourism business. One of the studies by UNEP reveals that about 20.0 percent tourists prefer mountain destinations worldwide. In case of mountain tourism, Nepal can be one of the best destinations for the tourists because topographically majority landscape is mountainous and the country is famous for mountain biking, bungee jumping, rock climbing and mountain climbing, trekking, hiking, bird watching, mountain flights, ultra-light aircraft flights, paragliding and hot air ballooning over the mountains of the Himalaya. Hiking and mountain biking, exploring the waterways by rafting, kayak or canoe, religious sites etc. are the vital part of mountain tourism of Nepal. Hence, it is essential to develop mountain tourism in full-fledged form for overall development of tourism and economic sector of Nepal. In the context of Nepal, the infrastructure (physical and human resources) for mountain tourism is still in infancy, therefore, there is a dire need of



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improvement of existing situation. Among the several components, human resource involved in tourism is also important issue. The existing statistics reveals that there is demand of competent and capable human resources so that they are skillful to meet the demand of customers (tourists). Thus, we need to produce competent and qualified human resource and entrepreneurs for sustainable development of mountain tourism in the country.

For fulfilling this challenging need, Janapriya Multiple Campus (JMC) aims to introduce an undergraduate academic program on mountaineering tourism viz. Bachelor of Mountain Tourism Management (BMTM) from 2017 session. JMC is an autonomous Quality Assurance and Accredited institution (QAA certified by the UGC, Nepal), and is affiliated to Tribhuvan University. It has its own premises in the land area of about 0.476 hectare consisting of four three storied building blocks. JMC has 57 full-time teaching faculties, 42 Non-teaching staffs and 2034 Students in different programs. JMC has offered different programs: Bachelor of Business Studies (BBS), Bachelor of Arts (BA), Bachelor of Business Administration (BBA), Bachelor of Education (B Ed), Bachelor of Science (BSc in Microbiology) and Master of Business Studies (MBS). It has several departments; Department of Physics, Department of Chemistry, Department of Biology, Botany, Zoology, Microbiology and Environmental Science, Department of English, Department of Nepali, Department of Economics, Department of Social Studies and Department of Mathematics and Statistics, Department of Accounting and Financial Management, Department of General Management and Research, Department of Education as well as its own well-equipped Research and Consultancy Center (JRCC). It is obvious that given the unique serene location and a good academic environment, there are high feasibilities to run additional programs as BMTM that are market oriented and pragmatic.

Course Description

This course will strengthen the importance of mountain tourism management to the students from an open system perspective. As a basic introduction to the discipline of tourism, this course will introduce the student to the basic principles of mountain tourism as well to the intricacies of the fast growing global tourism industry. The course will make the student to focus on mountain tourism development.

Objectives

The overall objective of the program is to introduce and address the mountain tourism management, issues and scope of the local, national and international arena. In addition, the program aims to:

- Comprehend the general as well as specific knowledge concerning the dynamics of mountain tourism components in Nepal.
- Engage with tourism business activities in a disciplined and ethical manner.
- Communicate ideas, intentions and outcomes clearly to a variety of audiences.
- Contribute to the effective operational management challenges of the various components of mountain tourism industry.

Learning Outcomes

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प्रमुख परिसरको कार्यालय
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After completion of the course, the students will be able to:

- Recognize the factors necessary for the management of mountain tourism in the country;
- Identify and analyze the opportunities and challenges of mountain tourism in the country;
- Identify the social, cultural, environmental and political impacts that tourism has on a mountain;

Learning Activities

A range of classroom and field activities, both individual and in groups will be used to achieve the learning outcomes which will include:

- Theoretical classes introducing concepts, models and frame works.
- Prescribed readings from textbooks and industry bulletins.
- Guest Lecture by Industry Experts
- Develop a sustainable tourism development argument to alleviate regional and global economic backwardness.
- Structured face to face seminars to discuss and present effectively for debate the prevailing regional and global mountain tourism management and marketing issues.
- Participate in group field trips to mountain tourism destinations to comprehend the real situation of mountain tourism.

Learning resources

There will be prescribed texts for this course which the students can opt. Apart from the text books, there will be lecture notes and library Journal made available in the college.

Overview of Assessment

The overall assessment may include: class tests, field trip assessment, seminar presentations, project, research reports and final examinations.

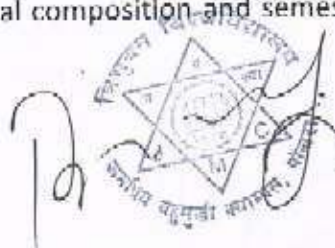
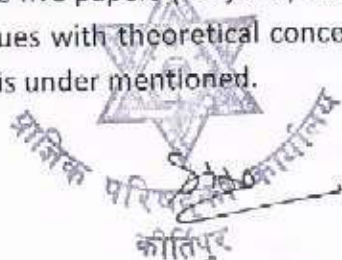
Career Opportunities

Currently Nepal is suffering from acute shortage of skilled human resources in tourism sector. After the completion of this course, students may get opportunities in diverse fields of tourism that includes: Travel agency and tour operations, Ticketing, Airlines Cabin Crew and Ground Staff, Hospitality Industry, Front office Executive, Resorts and Restaurants/Bars etc.

Program Structure

BMTM will be a four-year program spread in eight semesters with a total of 120 credit hours. There will be five papers (subjects) in each semester. In each semester, priority will be given to practical issues with theoretical concepts. The general composition and semester-wise course description is under mentioned.

Eligibility



The candidate applying for admission to the BMTM program must have:

- Successfully completed twelve-year schooling or its equivalent from any university, board or institution recognized UGC Nepal.
- Secured at least second division in the 10+2, PCL or equivalent program; and
- Complied with all the application procedure.

Admission Criteria

Entrance exam will be conducted to select the students by the student admission committee, selected out of senior faculties' team from the campus administration. Entrance exam will be covered by written tests, group discussions and interview.

Teaching Pedagogy

The general teaching pedagogy includes class lectures, group discussions, case studies, guest lectures, role play, research work, project work (individual and group), assignments (theoretical and practical), and term papers. The teaching faculty will determine the choice of teaching pedagogy as per the need of the course. The concerned faculty shall develop a detailed course outline and work plan at the beginning of each semester and also recommends the basic text and other reference materials for effective teaching-learning of the course modules.

Internship

In the final semester, students shall be attached to organizations where they have to work for a period of eight weeks. Each student shall prepare an individual internship report in the prescribed format based on his / her work in the respective organization assigned to him / her. Evaluation of the internship shall be based on the confidential report by the host organization, internship report and presentation of the report. The report must be submitted by the end of the eighth semester. Students must secure a minimum grade of "C" in the internship. The internship carries a weight equivalent to 3 credit hours.

Examination, Evaluation and Grading System

Examination and Evaluation

The BMTM program will be executed through the semester system. The regular program shall be completed in eight semesters. There will be two types of evaluation as,

- **The internal (ongoing) evaluation:** The internal evaluation shall carry 40 percent weightage of total evaluation. During ongoing evaluation two internal examinations Mid-Term examination and Pre-semester examination, will be conducted as per the pattern of final (semester-end) examination. Mid-term examination will be conducted after completing near about 50% of the course and Pre-semester examination will be conducted after the completion of entire course of every subjects. The internal evaluation includes the following evaluation criteria:

Attendance/Discipline

5



○ Mid-Term Examination	: 10
○ Pre-semester Examination	: 15
○ Assignment and Presentations	: 10
<i>Total</i>	<i>: 40</i>

Minimum pass marks is 45%, i.e. a student must score 18 marks (45% of 40) in every subject to qualify for the external examination. Any student who is unable to score minimum pass marks in internal evaluation will be awarded NQ (not qualified) in that subject and will not be eligible to attempt the external examination.

- **The external (end of semester) examination:** The semester end examination will be conducted by the Examination Committee and carry 60 percentage. The minimum pass marks in every subject is 45% of full marks, i.e. a student must score 27 marks (45% of 60) in every subject to pass the external examination.

There also be semester-end practical examination in practical based subjects like Computer and IT Fundamentals, Information System for Tourism Management and Statistics for Tourism. To supervise the practical examination, an external supervisor will be managed by examination committee.

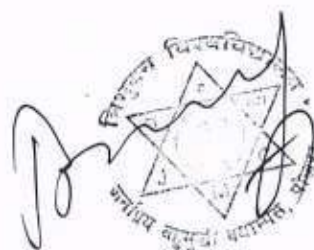
The final grade of the student shall be determined on the overall performance in the internal and external examinations.

Passing Grade and Grading System

The final evaluation of students is done on the basis of both internal evaluation and final examination conducted by Examination Committee. In order to pass the semester examination the student must secure a minimum of grade 'C' or the Cumulative Grade Point Average (CGPA) of 2.00. The grading system shall be as follows:

Grading System

Grade	CGPA	Description
A	3.50 to 4.00	First Division with Distinction
B	2.50 to 3.49	First Division
C	2.00 to 2.49	Second Division
D	1.50 to 1.99	Pass in Individual Paper
F	Below 1.50	Fail



The following table provides the basis of mutual conversion between letter Grades, GPA and numerical equivalence for BMTM

Grade	Grade Point Average	Marks Obtained in Percent	Remarks
A	4.00	90-100	First Division with Distinction
	3.90	89.00	
	3.90	88.00	
	3.90	87.00	
	3.80	86.00	
	3.80	85.00	
	3.80	84.00	
	3.70	83.00	
	3.70	82.00	
	3.70	81.00	
	3.60	80.00	
	3.60	79.00	
	3.60	78.00	
	3.50	77.00	
	3.50	76.00	
	3.50	75.00	
B	3.40	74.00	First Division
	3.30	73.00	
	3.20	72.00	
	3.20	71.00	
	3.10	70.00	
	3.10	69.00	
	3.00	68.00	
	3.00	67.00	
	2.90	66.00	
	2.90	65.00	
	2.80	64.00	
	2.80	63.00	
	2.70	62.00	
	2.60	61.00	
	2.50	60.00	
C	2.40	59.00	Second Division
	2.40	58.00	
	2.30	57.00	
	2.30	56.00	
	2.20	55.00	
	2.20	54.00	
	2.10	53.00	
	2.00	52.00	
	2.00	51.00	
	2.00	50.00	
	1.90	49.00	

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D	1.80	48.00	Pass in Individual Paper
	1.70	47.00	
	1.60	46.00	
	1.50	45.00	
F	Below 1.40	Below 45-40	Fail
	1.30	35-39	
	1.20	30-34	
	1.10	25-29	
	1.00	20-24	
	0.00	Below 20	

Make-up Examination and Re-registration

In case of failure in one or more courses at the end of semester examinations students can appear in make-up examination in the subsequent semester. A student can appear only on three courses (9 credit hours) in the make-up examination. If the student fails in the make-up examination, he / she shall have to re-register and repeat the course as per the course cycle. A student can re-register only three courses (9 credit hours) in a semester. The examination of the re-registered course shall be held as per the course cycle.

Attendance

Students are required to attend regularly all theory and practical classes, assignments, study tour, field trip, seminars and presentations as required by the course. A student is required to attend at least 80 percent of such activities in order to qualify for the semester examination.

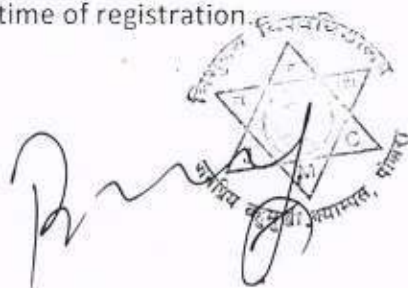
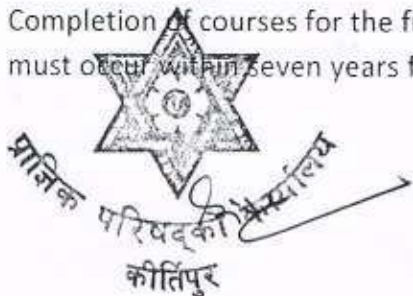
Withdrawal

A student who has partially completed the BMTM program and would like to discontinue his / her studies shall also be allowed to withdraw from the program. In such cases, a certificate specifying the credit hours earned by the student in the program shall be provided.

Graduation Requirements

The BMTM program extends over eight semesters (four academic years). The BMTM degree is awarded upon its successful completion of all the following requirements specified by the curriculum.

- The successful completion of 120 credit hours as prescribed with a minimum of passing grade in all courses with CGPA of 2.00.
- A minimum of grade 'C' obtained in the Internship.
- Completion of courses for the fulfillment of the requirements of the BMTM program must occur within seven years from the time of registration.



General Course Description of Bachelor of Mountain Tourism Management (BMTM)

Tourism Related Core Courses

1. Fundamentals of Mountain Tourism
2. Leisure and Recreational Tourism
3. Mountain, Adventure, and Sports Tourism E-Tourism
4. Ecotourism
5. E-Tourism
6. Tours, Travel and Trekking Management
7. Mountain Tourism Planning and Management
8. Hospitality and Public Relations Management
9. Sustainable Mountain Tourism
10. Mountain Tourism Entrepreneurship
11. Institutional Growth in Mountain Tourism
12. Tourism Laws and Policies in Nepal
13. Disaster Management in Mountain Region
14. Climate Change and Adaptation
15. Agri-Rural Tourism
16. Pilgrimage and Heritage Tourism

Social Sciences

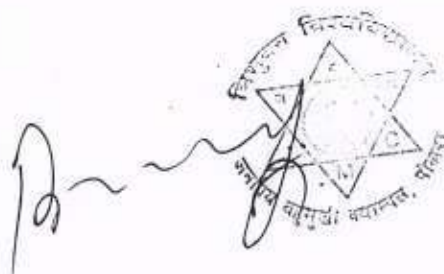
1. Tourism Economics
2. Geographical Structure of Mountain
3. Nepali Society and Culture
4. Anthropology of Mountain Tourism

Management

1. Principles of Management
2. Human Resource Management
3. Accounting for Tourism
4. Fundamentals of Financial Management
5. Tourism Marketing
6. Operations Management for Mountain Tourism
7. Strategic Management for Mountain Tourism

Analytical Courses

1. Basic Mathematics
2. Statistics for Tourism
3. Research Methods



Communication/Languages

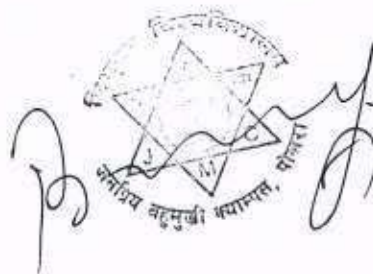
1. English I
2. English II
3. Communication for Tourism (English)
4. Elective I: International Language-I (Chinese/ Japanese/ Korean/ French)
5. Elective II: International Language-I (Chinese/ Japanese/ Korean/ French)

IT Related Courses

1. Computer and IT Fundamentals
2. Information System for Tourism Management

Project Work and Internship

1. Field Visit and Project Work –I
2. Field Visit and Project Work –II
3. Internship (8 Weeks Rigorous Work in Related Organizations)



Semester-wise Course Structure

Semester I

MTM 101: Fundamentals of Mountain Tourism	3 Cr. Hrs.
MTH 101: Basic Mathematic	3 Cr. Hrs.
ENG 101: English –I	3 Cr. Hrs.
MGT 101: Principles of Management	3 Cr. Hrs.
CIT 101: Computer and IT Fundamentals	3 Cr. Hrs.

Semester II

ENG 122: English –II	3 Cr. Hrs.
MTM 121: Leisure and Recreation Tourism	3 Cr. Hrs.
MGT 122: Human Resource Management	3 Cr. Hrs.
MTM 122: Tourism Economics	3 Cr. Hrs.
MTM 123: Statistics for Managers	3 Cr. Hrs.

Semester III

MTM 231: Geographical Structure of Mountain	3 Cr. Hrs.
MTM 232: Mountain Tourism Management and Planning	3 Cr. Hrs.
MTM 233: Hospitality and Public Relations Management	3 Cr. Hrs.
MTM 234: Communication for Tourism (English)	3 Cr. Hrs.
MTM 235: Accounting for Tourism	3 Cr. Hrs.

Semester IV

MTM 241: Sustainable Mountain Tourism Management	3 Cr. Hrs.
MTM 242: Nepali Society and Culture	3 Cr. Hrs.
MTM 243: Mountain Tourism Entrepreneurship	3 Cr. Hrs.
MGT 241: Fundamentals of Financial Management	3 Cr. Hrs.
MTM 244: Anthropology of Mountain Tourism	3 Cr. Hrs.

Semester V

MTM 351: Institutional Growth in Mountain Tourism	3 Cr. Hrs.
MTM 352: Tourism Marketing	3 Cr. Hrs.
RCH 351: Research Methods	3 Cr. Hrs.
MTM 353: Information System for Tourism Management	3 Cr. Hrs.
MTM 354: Tourism Laws and Policies in Nepal	3 Cr. Hrs.

Semester VI

MTM 361: Operation Management for Mountain Tourism	3 Cr. Hrs.
MTM 362: Disaster Management in Mountain Region	3 Cr. Hrs.
MTM 363: Ecotourism	3 Cr. Hrs.
MTM 364: E-Tourism	3 Cr. Hrs.
PWK 3619: Field Visits and Project Work –I	3 Cr. Hrs.

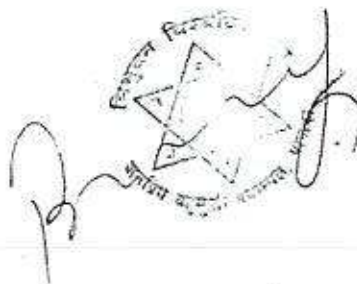
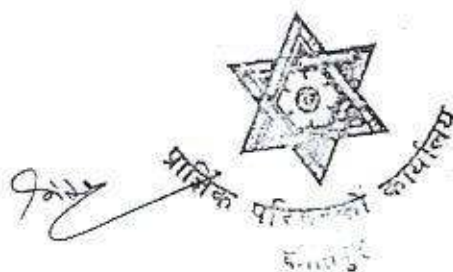


Semester VII

MTM 471: Strategic Management in Mountain Tourism	3 Cr. Hrs.
MTM 472: Mountain Adventures and Sports Tourism	3 Cr. Hrs.
MTM 473: Climate Change and Adaptation	3 Cr. Hrs.
INL 471: Elective I:	
International Language-I (Chinese/ Japanese/ Korean/ French)	3 Cr. Hrs.
PWK 471: Field Visits and Project Work –II	3 Cr. Hrs.

Semester VIII

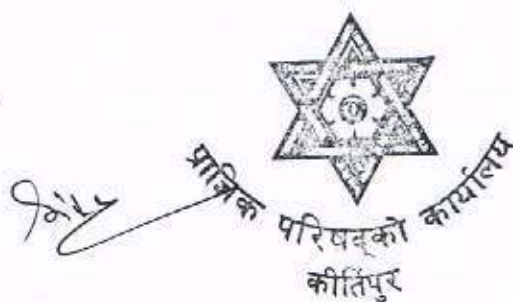
MTM 481 Tours, Travel and Trekking Management	3 Cr. Hrs.
MTM 482: Pilgrimage and Heritage Tourism	3 Cr. Hrs.
MTM 483: Agri-Rural Tourism	3 Cr. Hrs.
INL 481: Elective II:	
International Language-II (Chinese/ Japanese/ Korean/ French)	3 Cr. Hrs.
INT 481: Internship (8 Weeks Rigorous Work in Related Organization)	3 Cr. Hrs.



**Course Detail
of
BMTM (Bachelor of Mountain Tourism Management)
1st Semester**

BMTM 1st Semester Course Cycle

MTM 111: Fundamentals of Mountain Tourism Development	3 Cr. Hrs.
MTH 111: Basic Mathematics	3 Cr. Hrs.
ENG 111: English –I	3 Cr. Hrs.
MGT 111: Principles of Management	3 Cr. Hrs.
CIT: 111: Computer and IT Fundamentals	3 Cr. Hrs.



MTM 111: Fundamentals of Mountain Tourism Management

Credit Hours: 3

Contact Hours: 48

Course Objectives

In the process of making students understand the role of mountain tourism in local, national and international social life, this course plans to develop and communicate basic framework and conceptual heritage of the discipline of Mountain Tourism Management, its history, development, contribution, status, practices, impacts and analysis of demand and supply factors. The prime objective of the course is to provide the students with an overview of tourism and Mountain tourism in Nepal and its perspectives and scope that include arrangements for developing mountain tourism that contribute the development of Nepal. The course tries to make students realize potentials of Mountain Tourism Management in Nepal as against what has been achieved at the present. More priority will be on referencing from case examples of Nepal. Key objectives of the course are:

- To understand the relationship of mountain tourism to the economy, environment and development discourse.
- To get acquainted with key concepts, institutional development, consequences and positive and negative impacts of mountain tourism in development process and their potential application to development practice in the Nepalese and global context.

Course Description

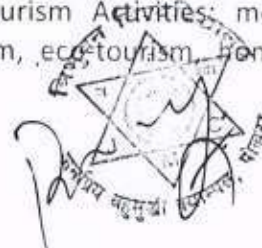
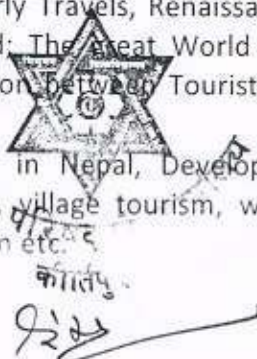
This course provides a broad overview of tourism and mountain tourism development, its contribution in National economy and component needs for mountain tourism development. Pre Requisites of the course: Regular attendance and Active Participation during the course of the semester, book and literature surveys, paper writings, seminar presentations, projects (Field visit) etc. Teaching modes will be lectures, assignments and case references, ventures, panel discussions etc.

Course Contents

Unit I: Historical development of Tourism

LH 10

- Concepts: Definitions and Historical development of tourism; Growth of travel and tourism through ages; Early Travels, Renaissance and Age of Grand Tours; The major explorations of the world; The Great World Travelers; Growth and development of modern tourism; Distinction between Tourist-Traveler-Visitor-Excursionist Tourist and Business Travelers.
- Development of tourism in Nepal, Development of Tourism Activities: mountain tourism, cultural tourism, village tourism, wildlife tourism, ecotourism, home stay tourism, adventure tourism etc.



Unit II: Tourism in Development Process & Contribution of Tourism in National Economy

LH 7

- Globalization and Development: Globalization or *Touristification* of the globe; Internal and Foreign tourists, Tourism and sustainable mountain tourism development.
- Contribution to GDP, Tourism earnings and expenditure, Foreign exchange earnings from tourism, Multiplier effects of tourism, Importance of tourism in human and quality of life development in mountains and hills, Impact of tourism in Nepal especially hills and maintains.

Unit III: Forms of Tourism with reference to Mountain Tourism System

LH 6

Domestic, Regional, International, Inbound, Outbound, Inter regional & Intra regional Tourism, leisure, cultural, adventure, Sports, Social convention, Conferences etc.; Mountain Tourism System: Nature, characteristic, Components of Mountain tourism and its characteristics.

Unit IV: Theoretical Perspectives on Mountain Tourism Development

LH 4

Modernization Theory, World System Theory, Neo-Marxist Theory and Conflict Theory, Interactionist Theory, Linking theory with practice in the Nepalese perspective

Unit V: Status of Domestic and International Mountain Tourism

LH 6

Domestic mountain tourism: features, pattern of growth, profile; Pattern of growth and profile in mountain tourism development of Nepal; International mountain tourism: Generating and Destination regions; The Mountain Tourism Industry: Nature, characteristics and components; Tourism Statistics (National and International)

Unit VI: Mountain Tourism Demand and Supply

LH 5

Concept of Mountain Tourism Demand and its Determinants; Motivation and tourism demand; Measuring the tourism demand; Emerging Trends and new thrust areas of mountain tourism development in Nepal

Unit VII: Socio Economic Aspects of Mountain Tourism

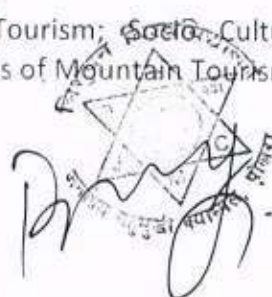
LH 6

Employment generation, earnings of Foreign exchange, National Integration, Regional Development, Patronage to local handicrafts, Cultural Exchange, Development of Mountain and Hilly regions, Human relations, International understanding and World Peace; Case examples from Nepal.

Unit VIII: Mountain Tourism Impacts

LH 4

- Positive and Negative impacts of Mountain Tourism; Socio-Cultural, Economic, Environmental, Political and Developmental aspects of Mountain Tourism in Nepal



Practicum

Field visit of Annapurna circuit shall be conducted with students during the first semester under the supervision of a faculty. The objective of conducting study tour is to provide practical exposure to the students to gain experiences on mountain tourism, getting acquainted with the realities of the regional topography, interacting with local community members and their lives and comprehending the development status of the region. After the completion of the Field Study Tour (FST), the students are required to submit their report which will be appraised by the teacher.

Prescribed Text Books

Agrawal, R. P. and Upadhyaya R.P. (2006). *Tourism and Economic Development of Nepal*. New Delhi: Northern Books Center.

Chand, Diwakar (2000). *Nepal's Tourism: Uncensored Facts*. Varanasi: Pilgrims Book House.

Cohen, E. (1974). Who is a tourist? A conceptual clarification, *Sociological Review*. 22.

Forsyth, T.J. (1991). Tourism: Problem or Solution to the Himalayan Crisis. *Global Ecology and Biogeography Letter*, London: Blackwell. 1(3)

Kunwar R. R. (2010). *Tourist and Tourism: Science and Industry Interface*. Kathmandu: Kunwar.

Mill and Morrison (1992). *The Tourism system an Introductory Text*, New Delhi: Prentice Hall of India Ltd.

Saty, R. Y. (1999). *Tourism Monograph*, New Delhi: Adroit Publisher. Pp-13-114.

SNV (2011). *The Great Himalayan Trail: Marketing Strategy 2011-2016*. Kathmandu: SNV. Pp 1-28.

Yoorgos, Apostolopoulos, Steilla Leivdvi & Andrew Yannakis (2001). *The Sociology of Tourism: Theoretical and empirical investigations (eds.)*. London: Routledge



MTH 111: Basic Mathematics

Credit Hours: 3

Lecture Hours: 48

Course Objective

The purpose of the course is to develop confidence in students in applying mathematics to real world situation particulars in business economics and tourism development.

Course Description

The Course covers real numbers. Linear inequality, polynomial, exponential functions, logarithmic function and limit and continuity of a function; Derivatives of implicit and parametric functions, concavity, optimization, partial derivatives and differentials are also dealt. Moreover, it covers logic and integration.

Course outcomes

By the end of the course students should be able to

- Understand absolute value of a real number, liner inequality and its graph.
- Understand concept of function and visualize the graphs of various types of function.
- Apply differentiation techniques to solve related problems as well as optimization problems.
- Solve the problems related to partial derivatives, differentials, definite integrated, indefinite integrate and consumer's surplus.
- To acquaint with different terms of logic and ascertain tautology & contradiction.

Course Contents

Unit I: Set and Real Numbers

5 LH

Different types of sets, set operations: Union, Intersection, Difference, Compliment (Concept only); Short account of real numbers, absolute value of a real number, interval, linear inequalities and their graphs.

Unit II: Functions

6 LH

Notion of a function, Domain and range of a function, various types of functions: Linear function, quadratic function, cubic function, Exponential function, logarithmic function and their graphs; Application of functions: Cost, Revenue, Profit, Demand and Supply function.

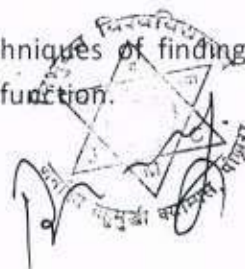
Unit III: Limit and Continuity

5 LH

Notion of limit and Continuity of a function, Techniques of finding limits (Algebraic Functions), testing continues and discontinuity of a function.



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Unit IV: Derivative**6 LH**

Derivative of a function, rules of differentiation, Derivatives of parametric and implicit functions, higher order derivatives.

Unit V: Application of Derivative**7 LH**

Derivative as a rate of measure, Increasing and Decreasing functions, concavity, Point of inflection, maxima and minima of a function of one variable, marginal cost, average cost, marginal revenue, profit maximization under perfect competition, profit maximization under monopoly.

Unit VI: Function of several variables**5 LH**

Concept of a function of several variables, Partial derivatives Differential (1st order), Total Derivative (1st order)

Unit VII: Integration and its application**9 LH**

Indefinite intergraded, Technique of integration: Method of substitution, Integration by parts, Definite Integrates, Improper integrates, Application in Economics, Consumer and producer's surplus.

Unit VIII: Symbolic Logic**5 LH**

Meaning of logic, Logical connectives: Conjunction, Disjunction, Conditional, Bi-conditional. Logical Equivalence, Negation of compound statements, tautology and contribution.

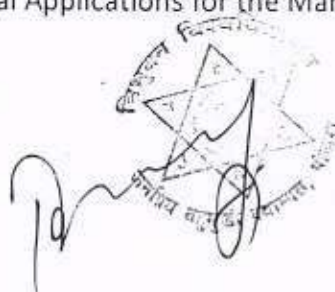
Reference Books

Budnick, F.S. Applied Mathematics for Business Economics and Social Sciences, New Delhi: Tata Mc Graw Hill

Shrestha, K.K. & Thagurathi, R.K., Applied Mathematics I and II, Buddha Academic Publishers and Distributors Pvt. Ltd, Kathmandu.

Shrestha, K.K. & Thagurathi, R.K., Applied Mathematics, Buddha Academic Enterprises Pvt. Ltd, Kathmandu.

Harshbarger, R.J. & Reynolds J.J., Mathematical Applications for the Management life and Social Sciences, U.S.A. : Books Code.



ENG - 111: English - I

Module Objectives

This module aims to develop students' skill in oral and written communication in English language.

Contents

Intensive practice to improve listening comprehension for both daily and academic needs: the focus shall be on development of active listening habit and utilizing oral information in a variety of contexts. Grammatical and structural review of English: review of standard grammatical forms and their application in a variety of writing formats. Reading comprehension: development of reading comprehension proficiency from business related areas.

Detailed Course

Unit 1: Poems

LH 8

- o Piano
- o Great Scott! Gadzooks!
- o On the Eve of His Execution
- o Stopping by Woods on a Snowy Evening
- o Where the Mind Is Without Fear
- o The Clock Tower

Unit 2: Short Stories

LH 14

- o Yudhisthira's Wisdom
- o The Brave Little Parrot
- o If Not Higher
- o The Library Card
- o Marriage is a Private Affair
- o The Stub-Book
- o Third Thoughts
- o Mr. Know-All
- o The Telegram on the Table
- o The Great Answer
- o A Tale

Unit 3: Essays

LH 9

- o Why Go to University?
- o Curbing the One-eyed Monster
- o How Sane Are We?
- o Keeping Errors at Bay
- o Five Stages of Grief
- o Arranging a marriage in India

Unit 4: Technical Writing

LH 6

- o Chapter – 18 – Grammar, Punctuation, Mechanics and Spelling

Unit 5: Daily English Newspapers

LH 8

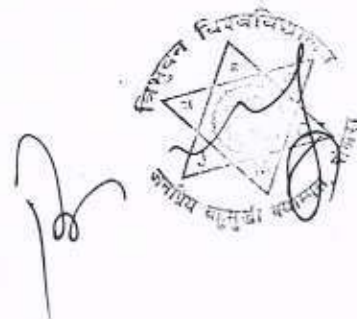


Questions

- o Comprehension (Newspaper) $4 \times 2 = 8$
- o 4 levels from any topic (no text) = 12
- o Short answers (6 ques. choice) $5 \times 5 = 25$
- o Technical Writing = 15

Prescribed Text

Nissani, Moti and Shreedhar Lohani. Adventures in English, Kathmandu: Ekata.



MGT 111: Principles of Management

Credit Hours: 3

Lecture Hours: 48

Course Objectives:

This module aims to impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.

Course Description

Concepts and functions of management; Management perspective; Planning: meaning, classification; steps and tools; planning premises; Decision making: meaning, types, conditions and process; Organizing: meaning, process, principles, and architecture; Authority and responsibility; Centralization, delegation and decentralization; Staffing; Emerging issues in organizing; Leading: meaning, qualities and styles; Individual differences and psychological contract; Introduction to groups; Concept of managerial ethics; Motivation: concept and techniques; Communication: meaning, process, types and barriers; Controlling: meaning, process and techniques; Quality; Organizational change and development and Operation and technology management.

Course Details

Unit I: Introduction to Organization and Management

LH 4

Concept of organization; Organizational goals-concept, purposes, features and types; Management: concepts, meaning, essence, levels and functions; Types of managers; Managerial roles and skills; Business environment and society-external environment, corporate governance and ethical standards.

Unit II: Perspectives and Evaluation of Management

LH 8

Early development; Classical Perspective: scientific management, administrative management and bureaucracy; Behavioral Perspective: Hawthorne studies, human relations movement, and emergence of organizational behavior; Quantitative Perspective: management science and operations management; Integrating perspectives: systems and contingency perspectives.

Unit III: Environmental Context and Planning

LH 7

- Concept of business environment; Types of business environment-internal and external; Emerging business environment in Nepal; Meaning and Levels of Planning: Strategic, Tactical and operational planning; Tools for planning; Planning premises; SWOT analysis; Formulation and implementation of strategic plans; Decision Making: meaning, types and process; Decision making conditions – certainty, risk and



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uncertainty; Problem solving– concepts, types of problem; Problem solving strategies; Crisis handling; Decision making process; Group decision making.

Unit IV: Organizing

LH 7

Meaning, process and principles of organizing; Organization Architecture: vertical differentiation-tall versus flat hierarchies, functional structure, multidivisional structure, geographic structure, and matrix structure; Responsibility: establishing task and reporting relationships, creating accountability; Authority: line authority and staff authority; Delegation of authority; Emerging issues in organization design; Types of modern organizational structures –team, and network.

Unit V: Directing

LH 8

Meaning and qualities of leadership; Leadership Styles: autocratic, democratic, and participative; Group formation; Concept, types, and characteristics of groups; Team management; Conflict – meaning and types; Managing conflicts in organization; Motivation: concept, importance, and techniques; Motivation through employee participation – quality of work life, and self- managed teams; Communication: meaning, process, and networks; Interpersonal and nonverbal communication; Concept of active listening; Types of communication, Barriers to effective communication; Enhancing effective communication.

Unit VI: Controlling

LH 10

Meaning, purpose, Process and types of controls; Essentials of effective control systems; Control tools and techniques; Quality: Concept and importance; Total Quality Management: concept, components, principles, tools and techniques; Emerging issues in quality management; Production and operation management, supply chain management, Kaizen, six sigma, The Japanese 5S practice, Technology management, Management information system and IT.

Unit VII: Organizational Change and Development

LH 4

Nature, forces, paradigm shifts and areas (structure, technology, business process and behaviors) of organizational change; Resistance to change; Over-coming resistance to change; Concept of Organizational Development, OD intervention; Concept of globalization; Effects of globalization

Unit VIII: Emerging Issues and Challenges in Management in Nepal

LH 4

Stress Management, Time Management, Business process Re-engineering, Conflict Management, Force Diversity; Growth of business sector in Nepal; Major industries (such as tourism industry and service sector in Nepal; Existing management practices and business culture; Major problems of businesses in Nepal.



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Text Books

Charles W.L. Hill and Steven L. McShane, *Principles of Management*, Tata Mc-Graw-Hill Company, New Delhi.

Griffin, Ricky W., *Management*. AITBS Publishers and Distributors, New Delhi.

Hitt, M.A., J.S. Black and Porter, L.W., *Management*, Pearson Education, New Delhi

Pant, Prem Raj, *Principles of Management*, Buddha Academic Publishers and Distributors Pvt. Ltd

Adhikari, Dev Raj. *Principles of Management*, Sunrise Publication, Kathmandu

James, A.F.S., Freeman, R. E., & Gillbert, D.R., *Management*, New Delhi: Pearson.

Paudyal, Santosh Raj, Pradhan, Gopal Man and Bhandari, Kedar P. (2064), *Principles of Management*, Asmita Publication, Kathmandu.



CIT 111: Computer and IT Fundamentals

Credit Hours: 3

Lecture Hours: 48

Course Objectives:

This module aims to provide students with the fundamental knowledge of computers and its application.

Course Description:

Definition of Computer, Input Devices, Output Devices, Storage Devices, Central Processing Unit, Computer networking and its application, Operating System, Application software, Utility software, Application of IT in various fields

Course Details

Unit I: Introduction to Computer System

LH 3

Definition of Computer, Simple Architecture and Features of computer, History of Computer, Types of Computer (analog, digital (super, mainframe, mini and micro) and hybrid), Classification of Micro Computer (Desktop, Laptop and Hand Held devices).

Unit II: Input and Output Accessories

LH 5

Introduction to Input Devices, Few common input devices: Mouse, Keyboard, Microphone, Scanner, Light Pen, Joystick, Touch Panel, MICR, OBR and OMR, Introduction to Output Devices, Monitor (CRT, LCD, LED, and Plasma), Printer (Impact and Non-Impact and their types)

Unit III: Storage Devices

LH 3

Memory and its Types Including Primary Memory (RAM and its type, ROM and its type and Cache Memory), Secondary Storage Devices (Magnetic-Hard Disk, Optical –CD, DVD, Blu-ray and Flash memory), Memory Hierarchy.

Unit IV: Central Processing Unit

LH 2

CPU, Control Unit, Arithmetic and Logic Unit, Register set, Functions of Central Processing Unit, Introduction to Bus (Address, Data & Control Bus)

Unit V: Computer Software and Operating System

LH 5

Computer Software, System software (Operating System, Language Processors and Utility Tools: Device Manager, Disk cleaner, Disk scanner, Disk Defragmenter, virus

scanner, spyware scanner) and application Software (General Purpose and Application Specific), Introduction to Operating System (OS), Functions of OS, Types of OS

Unit VI: Computer Network

LH 5

Introduction to computer network, Advantages and Disadvantages of Computer Network, Communication Media (Cable and Wireless Media), Types of Computer Network: LAN, MAN and WAN, Client-Server and Peer-to-Peer Network, Network Topology, Introduction to IP addresses (IPv4 and IPv6).

Unit VII: Word Processor (MS-Office Word)

LH 6

Fundamentals of Word Processor, Paragraph formatting, font formatting, managing layout of document, editing document, reviewing document (Track changes, Adding comments, Proofing: Checking Spelling, Thesaurus, Grammar, Autocorrect), Bullets, Numbering, Inserting pictures, tables, shapes, hyperlink, header, footer, page number, Watermark, Foot note, caption, text box, word art, equations, symbol and chart, Table of Content, Macro, Mail-Merge, Text wrapping and Templates, Password Protection, Object linking and Embedding.

Unit VIII: Spread Sheet (MS-Office Excel)

LH 6

Font formatting, cell formatting, alignment, inserting picture, shapes, header, footer, page number, symbol, page setup, Cell Referencing, using formula and Functions (Math and Trig, Logical, Statistical, Date and Time, Text, Lookup and Reference, Financial), Linking Sheets and Workbooks, Sorting table, using filters, Using Pivot tables, Creating different types of charts, Making Decisions Using Excel, Reviewing spreadsheet, Freezing panes.

Unit IX: Presentation Tools (MS-Office PowerPoint)

LH 3

Fundamentals of Presentations, formatting font, paragraph; inserting new slides, pictures, charts shapes, header footer, word art, date and time, slide number; page setup, slide orientation; using different themes for slide; animations: slide transition, custom animation; Slide show; reviewing slides.

Unit X: Image processing software (Photoshop)

LH 3

Working with image: size, mode, adjustment, crop, transform, Extract, Distort; Working with layers, working with filter, working with guide, grid and ruler, working with channel

Unit XI: Information Technology

LH 3

Importance of IT, Different hardware and software used in IT, Application of IT in Science and Engineering, Business and Commerce, Education, Government, Medicine, Entertainment, Tourism Business



Introduction to the Internet, Internet Applications, Intranet and Extranet with business values, Fundamentals of WWW, Web Browsers, E-mail, Using a Search Engine.

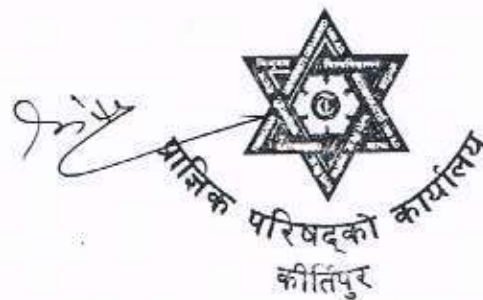
Text Book:

ITL Education Solutions Limited, *"Introduction to Information Technology"*, Pearson Education India

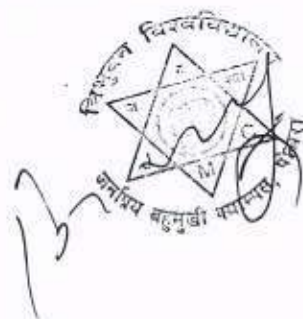
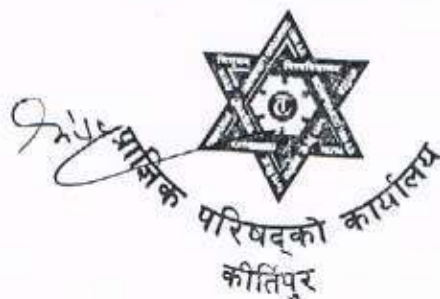
References:

Balagurusamy E., *"Fundamentals of Computers"*, New Delhi, Tata McGraw Hill.

Norton P., *"Introduction to Computers"*, New Delhi, Tata McGraw Hill.

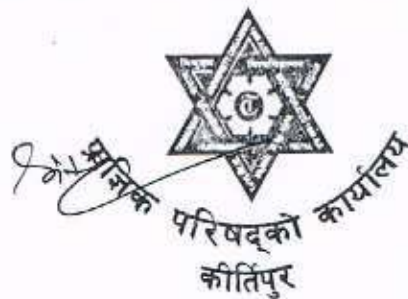


Course Detail
of
BMTM (Bachelor of Mountain Tourism Management)
2nd Semester



BMTM 2nd Semester Course Cycle

ENG 122: English –II	3 Cr. Hrs.
MTM 121: Leisure and Recreation Tourism	3 Cr. Hrs.
MGT: 122: Human Resource Management	3 Cr. Hrs.
MTM 122: Tourism Economics	3 Cr. Hrs.
MTM 123: Statistics for Managers	3 Cr. Hrs.



ENG - 122: English - II

Module Objectives

This module is a continuation of English – I and aims to further strengthen students' ability to use English language for professional purpose.

Contents

Oral and written communication skills through a study of essays, short-stories, and short-plays of renowned authors. Review of books and articles. Preparation of company profiles, performance reports, and annual reports.

Detailed Course

Unit 1: Poems

LH 7

- o The Loneliness of the Long Distance Runner
- o Metaphors
- o My Papa's Waltz
- o Eight O'clock
- o Ballad of the Landlord

Unit 2: Short Story

LH 6

- o The Buddha
- o The Hitch-hiker
- o The Lottery

Unit 3: Short Dramas

LH 4

- o Sorry, Wrong Number
- o Chandalika

Unit 4: Essay

LH 7

- o A Most Forgiving Ape
- o Girlhood Among Ghosts
- o The Death of the Moth
- o We Are all Scientists

Unit 5: Technical Writing

LH 13

- o Chapter – 5 – Memo
- o Chapter – 6 – Letters
- o Chapter – 7 – Job Search
- o Chapter -- Report Writing
- o Chapter -- Research

Unit 6: Daily English Newspapers

LH 8

Questions

- o Comprehension (Newspaper) $4 \times 2 = 8$ Marks
- o 4 levels from any topic (no text) = 12 Marks
- o Short answers (6 ques. choice) $5 \times 5 = 25$ Marks
- o Technical Writing = 15 Marks

Total 60 Marks

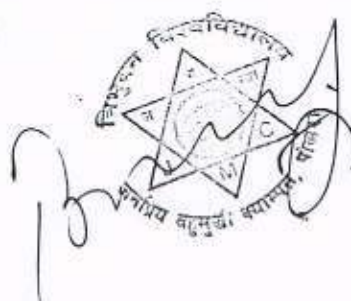


References

Joys of Reading, Compiled & edited by Shreedhar Lohani and R. Adhikari, M.K. Publishers and Distributors.

Technical Writing, Gerson and Gerson (Unit II and IV), Pearson Education Inc.

Daily English Newspapers



MTM 121: Leisure and Recreation Tourism

Credit Hours: 3

Lecture Hours: 48

Course Objectives

This course is designed to demonstrate innovative models of intervention, facilitating, critical thinking and analysis by responding to the emerging needs and changing leisure scenario, mountain adventures, sports and recreation in the Nepalese and global context. The course will facilitate the process of experience based teaching-learning by practicing and enhancing student's professional skills and equipping them with an understanding of the scope of growing leisure, mountain adventures and sports activities in mountain tourism sector of Nepal. It envisions creating a forum whereby students can discuss and critique in leisure, mountain adventures and sports tourism and its potential application to the development of mountain tourism in Nepal. The objectives of the course are:

- To offer students with an understanding of the diverse nature of leisure, mountain adventures and sports tourism.
- To highlight on contemporary issues and trends, tourism products and professionalism and responsibilities of professionals involved with leisure, mountain adventures and sports tourism and,
- To provide an understanding of leisure, mountain adventures and sports tourism grounded in economic development of Nepal.

Course Contents

Unit I: Introduction

LH 5

Introduction to leisure, mountain adventures and sports tourism: recreation, leisure and sport studies, scope and nature; Sociology of sport, leisure and recreation; An analysis of definitions, concepts and assumptions of classical, contemporary theories of recreation and leisure; History and philosophy of sports, leisure, and well-being, outdoor recreation systems.

Unit II: Leisure, Mountain adventures and Sports tourism from Nepalese/Global Perspective

LH 5

Understanding nature and scope of leisure, mountain adventures and sports tourism in local and global contexts; Geography, leisure and recreation in mountain tourism perspective of Nepal, sport and adventure role in leisure; Leisure trend: Popular sport, leisure, adventure and recreation; Case examples from Nepal.

Unit III: Nature of Adventure Tourism, Sports Tourism and Future Prospects

LH 10

- Adventure and Sports Tourism: Concept and classification;
- Adventure Ground: Mountain/Rock climbing, trekking, skiing, ice skating, motor car rally, rock climbing, pony/horse/elephant safari etc.



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- *Water Based Adventures:* River running-canoeing, kayaking, white water rafting, diving, rowing, boating, surf boating, wind surfing etc. River reading.
- *Air based adventures:* Ballooning, parachuting and sky diving, paragliding, para-sailing, gliding, soaring, ultra light, mountain sight-seeing, bungee Jump, weather observations.
- Future prospects and emerging trends of mountain adventure and sports tourism in Nepal

Unit IV: Geographical Dispersion of Tourism in Nepal

LH 7

Geographical understanding of Nepal from tourism perspective; Features of Eighteen Tourism zones of Nepal (Mechi Hill Tourism Area, Bhat Tourism Area, Arun Tourism, Salahas Tourism Sector, Sagarmatha Tourism Sector, Bideha-Mithila Tourism Sector, Langtang-Gaurishankar Tourism Sector, Kathmandu Tourism Area, Simraun Tourism Area, Annapurna-Manaslu Tourism Sector, Pokhara Tourism Sector, Lumbini Tourism Area, Ruru-Resunga Tourism Sector, Sisne-Jaljala-Dhorpatan Tourism Area, Bheri-Kakrebhihar Tourism Area, Rara-Karnali Tourism Sector, Chisapani- Thakurdwara Tourism Area, and Khaptad-Ramaroshan Tourism Area).

Unit V: Mountain Adventures and Sports Tourism Products and Services of Nepal

LH 9

Natural Heritage of Nepal (Mountains, Protected Areas of Nepal, and Special landscapes: Upper Mustang; Upper Manang, Tsum Valley); Cultural Heritage of Nepal (General overview on: People, Fairs and Festivals, Monuments and Buildings, Cuisine, Folklore); Tourism Activities (Adventure - Trekking, Mountaineering, Rock Climbing, Rafting, Ultra-light Aircraft; Village Tours (Ghandruk, Ghalegaun, Sirubari); City Tours (World Heritage Sites of Kathmandu Valley); Agro-tourism (Wild Bee honey hunting, Bee farming); Emerging Tourism Products (Great Himalayan Heritage Trails (GHT), Canyoning, Everest Marathon, Everest Sky Diving, Para hawking, zip-line). Sports Tourism Prospects in Nepal: Scope of Pokhara/Kathmandu as a neutral venue for International cricket, football and golf matches.

Unit V: Contemporary Issues and Trends

LH 7

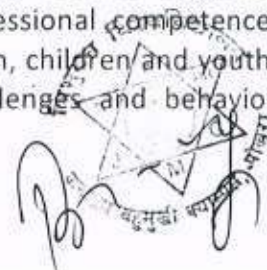
Contemporary professional issues and impact of leisure services delivery; Contemporary professional issues, conflicts and the trends impacting leisure, mountain adventures and sports tourism services agencies in Nepal. Aging and Leisure Development, theoretical aspects of aging and their implications for leisure and on the practical aspects of recreation, leisure and pilgrimage program development, delivery, and facilitation for older adults.

Unit VI: Professionalism and Responsibilities of professionals

LH 5

Concept of profession and professional organizations, responsibilities of professionals in leisure, mountain adventures and sports tourism service agencies in Nepal;

- Understanding the importance of maintaining professional competence and use of resources for professional development (Men, women, children and youths leisure and recreation experiences), attitudes, constraints, challenges and behaviors; Examples from Nepal.



Practicum

There will be Field visits of Sisne-Jaljala-Dhorpatan Tourism and Sarangkot Paragliding sites under the supervision of a faculty. The objective of conducting study tour is to provide practical exposure to the students to gain experience on adventures and sports tourism and getting acquainted with the adventures and interacting with local conditions. After the completion of the Field Study Tour (FST) the students are required to submit their report which will be evaluated by the teacher.

Prescribed Texts

Cooper, Fletcher, Tourism, Principles and practices (1993). Pitman Burkart and Medlik Tourism, Past, Present and Future. Heinemann, ELBS. Pp-11-29.

Glyptis, S. (1991). Sport and Tourism. In C. Cooper, (Ed.). *Progress in Tourism, Recreation and Hospitality*, Vol. 3, New York: Belhaven. Pp. 165-183.

McLean, D. Hurd, A. R. & Rogers, N. B. (2008). Kraus' Recreation and Leisure in Modern Society. Sudbury, Mass. USA: Jones and Bartlett Publishers. Pp 23-79.

Mill and Morrison (1992) The Tourism System an Introductory Text Prentice Hall. Pp 7-89.

Pradhan, K.M. (2008). Macro and Micro Prospective of Tourism in Nepal. Kathmandu: Benchmark Education Support Pvt. Ltd. Pp 17-75.

Materials published by MoCTCA, NTB, NTNC, and other travel trade organizations.



MGT 122: Human Resource Management

Credit Hours: 3

Lecture Hours: 48

Course Objective

The objective of this course is to impart working knowledge on the key elements of human resource management in relation to the strategies and operational needs tourism and hospitality industry.

Course Descriptions

This course provides an overview of the HRM on an organization. The course contains: Introduction to HRM, human resource planning, recruitment, selection and training and development, Motivation, performance appraisal, employees' safety and healthy in tourism Industry.

Course Details

Unit I: Introduction to Human Resource Management

LH 6

Concept, objective, components, functions, scope, and importance of Human resource Management, Organizational structure role and responsibility of Human Resource Management Department in tourism industry, contemporary issues of human resource; workforce diversity, social inclusion, Tele-working; Human Resource outcomes-Quality of work life, productivity and readiness to change; Challenges of Human Resource Management.

Unit II: Human Resource Planning in Mountain Tourism Industry

LH 9

Concept and characteristics of Human Resource Planning; Strategic HR planning: concept, relation between strategic planning and HR planning, Human resource Planning Process, job analysis, Job description and specification, job redesigning and reengineering; Assessing current human resources, Demand and Supply Forecasting, Human Resource Inventory, Human Resource Information System, Succession Planning, Human Resource Planning in Nepalese Organizations.

Unit III: Recruitment, Selection and Benefits in Tourism Industry

LH 9

Meaning of recruitment, Recruitment options, sources of information about job candidates, testing and reference checking, meaning of selection, different between recruitment and selection, The selection process, selection tests, interviews and their types; - Reliability and validity in selection test; Concept and process of socialization; Elements of wage and salary program, establishing pay rates, merits increases, competition, administration union influences on pay decisions, benefits design and administration, benefits required by law, employer offered benefits, and employee services

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कोतिपुर २०७३

Unit IV: Motivation in Tourism Industry**LH 5**

Theory of Motivation, creating a positive motivational environment, designing work for employee involvement, rewards to motivate employees, motivation through effective leadership, communication as motivator; Motivation and Performance; Frustration - concept and causes; Job satisfaction - concept and factors related to job satisfaction.

Unit V: Training and Career Development in Tourism**LH 6**

Orientation: Concept; Orienting different levels of employees, elements of typical orientation program, follow-up and evaluation, introduction to training and development, developing and designing a training program, creating training sessions, selecting trainers, Evaluating training effectiveness; Training and development practices in Nepalese organizations.

Unit VI: Performance Appraisal and Management**LH 6**

Reasons for appraising employees performance, establishing goals, objectives and standards, roles of the managers in performance appraisal, roles and responsibilities of employees, performance appraisal methods, performance appraisal errors and problems, providing feedback; Concept of reward management, types and qualities of effective rewards; Concept and types of disciplinary problems. General guidelines in administering discipline

Unit VII: Labor Relations, Safety and Healthy and Dispute Settlement**LH 7**

Concept and purposes of labor relations; The occupational safety and health, Methods of establishing employee's compensation; Incentives plans; Different forms of incentives, workers compensations, creating a safe working environment, creating a healthy work environment, stress management; Employee grievances: concept and handling grievances. Labor disputes; Prevention and settlement of disputes; Disputes settlement process, features and provisions of Labor Act in Nepal.

Text Books

Boella, M. J. & Turner, S. G., *Human Resource Management in the Hospitality Industry:*

A Guide to Best

Practice, New York: Rutledge

Adhikari, D. R., *Human Resource Management*, Kathmandu: Buddha Academics

Riley, M., *Human Resource Management in the Hospitality & Tourism Industry*,

Oxford: Elsevier Ltd.

प्राज्ञिक परिषद्को कार्यालय
Reference Books
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Woods, R. H., *Managing Hospitality Human Resource*; Lensing: Educational Institute of the American Hotel & Lodge Association.

Davi Decenzo and Stephen P. Robbins, *Human Resources Management*, John Wiley and sons (Asia) Pte. Ltd. Singapore.

Labor Act of Nepal.



MTM 122: Tourism Economics

Credit Hours: 3

Lecture Hours: 48

Course Objectives:

This course aims to develop students' understanding of the tourism economics in both micro and macroeconomic perspectives to enhance their skills in taking decisions on tourism business and in analyzing tourism business environment.

Course Description:

This course covers the fundamentals of micro and macroeconomics. It covers the contents of basic economics such as Scarcity, Choice, concept of opportunity cost, basic principles of economics. It also covers the Theory of Demand and Supply: Demand Function and Supply Function, Elasticity of Demand and Supply; Meaning and Measurement, Macroeconomic Components, Issues and Policies. Resources in Tourism and Tourism Demand: Tourism Products and Resources, Determinants, Tourism Forecasting. Theory of Firm and Pricing of Tourism Products; Cost and Supply in Tourism; Market Structure and Pricing; Tourism Investment and Finance: Impact of Tourism Sector in National Economy.

Course Details

Unit I: Introduction

LH 4

Scarcity and Choice; concept of opportunity cost and its application in decision making process; Fundamental principles of economics; Microeconomics – Meaning, Scope and its uses in Tourism Business; Macroeconomics – Meaning, Scope and its Significance in Tourism Business Environment

Unit II: Theory of Demand and Supply

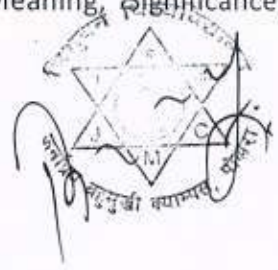
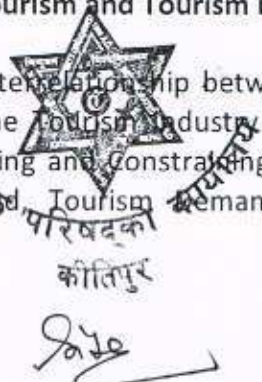
LH 8

Demand Function, Individual and Market Demand Curve, Factors Shifting Demand Curve. Supply Function, Individual and Market Supply Curve, Factors Shifting Supply curve, Market equilibrium and its change, Price Elasticity of Demand – Meaning, types and Measurement and Determinants, Application of price elasticity in Business Decision Making; Price Elasticity of Supply.

Unit III: Resources in Tourism and Tourism Demand

LH 8

Meaning and Interrelationship between Leisure and tourism; Determinants of leisure and tourism; The Tourism Industry and Its Products, Travel and Tourism Resources, Factors Influencing and Constraining Tourism Demand, Levels of Choice in Travel and Tourism Demand, Tourism Demand forecasting-Meaning, Significance, Method of forecasting



Unit IV: Theory of Firm and Pricing of Tourism Products

LH 9

Objectives of Tourism Firm, Production function – Meaning and Types; The Decision to Supply, Costs and Supply in Tourism, Controls on Supply; Distinction between Business profit and Economic profit; Market Structures: Price and Output determination under Perfect Competition, and Monopoly, Price Discrimination.

Unit V: Macroeconomic Components, Issues and Policies

LH 10

Meaning and technical attributes of consumption and saving functions; National Income – GDP, GNP, NNP (in terms of market price and factor cost); Nominal GDP vs. Real GDP; Tourism Multipliers; Theory of employment and output: Classical and Keynesian, Balance of Trade and Balance of Payment – Meaning and components, Meaning and objectives of Economic Development, Business cycles – Meanings and phases, Inflation Meaning and causes, Exchange Rate – Meaning and types, Monetary Policy – Meaning and instruments, Fiscal Policy – Meaning and instruments

Unit VI: Tourism and Development

LH 9

Investment function in Travel and Tourism, Investment Appraisal in Public and Private Sector, Sources of Finance in Tourism, Factors Influencing Travel and Tourism's Yield and Future; Tourism Satellites Account (TSA), Status of Tourism industry in Nepal: current state, Growth and Trends, Impact and Contribution of Tourism Sector in National Economy (With Particular Reference to Nepal), Role of state and private sector in the Development of Travel and Tourism.

Text Books:

Bull, A. (1995). *The Economics of Travel and Tourism*. Harlow: Longman.

Tribe, J. (2011) *The Economics of Recreation, Leisure and Tourism*, (4th ed.), Elsevier Ltd.

Mankiw, N. Gregory, (1997). *Microeconomics*, (latest ed.), New York: Worth Publishers.

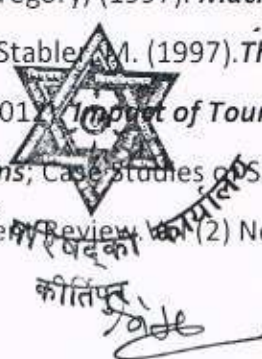
References:

Dominick Salvatore, *Theory and Problems of Microeconomics*, (3rd ed.), Schaum's Outline Series, McGraw-Hill, Inc, Singapore.

Mankiw, N. Gregory, (1997). *Macroeconomics*, (3rd ed.), New York: Worth Publishers.

Sinclair, M. & Stable, M. (1997). *The Economics of Tourism*, (1st ed.), Routledge.

Baskota, K. (2012). *Impact of Tourism Local Employment and Income in Three Selected Destinations: Case Studies of Sauraha, Nagarkot and Bhaktapur*. Nepal Tourism and Development Review, Vol. (2) No. 1.

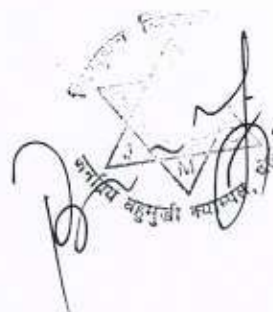
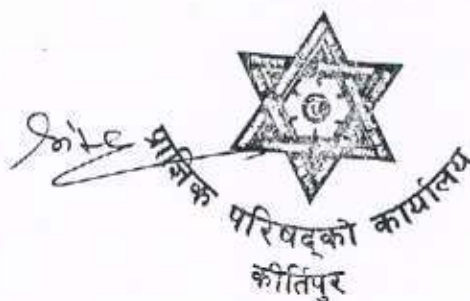


Gautam, B.P. (2012). *Tourism and Economic Growth In Nepal*. NRB Economic Review, Vol-23-2.

Ministry of Finance. 2013. *Economic Survey (Recent)*. Kathmandu: Ministry of Finance, GON.

Ministry of Finance. 2013. *Budget Speech (Recent)*. Kathmandu: Ministry of Finance, GON.

Nepal Rastra Bank. 2013. *Monetary Policy (Recent)*. Kathmandu.



MTM 123: Statistics for Managers

Credit Hours: 3
Lecture Hours: 48

Course Objectives

The objective of this course is:

- To enhance the student's ability in problem solving and applying statistical concepts to solve real world situations.
- To provide necessary statistical background for analyzing data and drawing inferences from analysis

Course Description

This course will enhance students skills on statistical tools and techniques applicable to tourism. This course starts from the basic concepts of statistics to the inferential statistics.

Unit I. Introduction

Concept, Definition, applications and functions of statistics; limitations of Statistics; Concept of variables, Level of Measurement

Unit II. Descriptive statistics

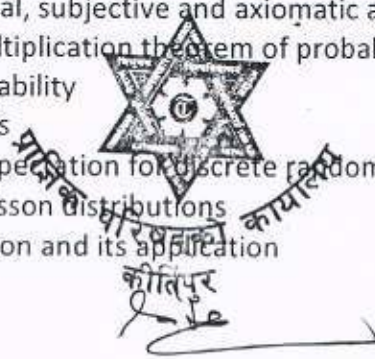
Types of data; Data Collection; Frequency distribution; Relative frequency; Percentage distribution; Cumulative distributions; Histogram, Polygon, Bar diagram; Pie chart; Measures of central tendency (Mean, Median, Mode, Quartiles, Deciles, Percentiles); Absolute and relative measure; Measures of dispersion (Range, Quartile deviation, Standard deviation, Coefficient of Variation). Skewness and Kurtosis

Unit III. Exploratory data analysis

Data array
Stem and Leaf display
Five number summary
Box and whisker plot
Concepts and detection of outliers

Unit IV. Probability and Probability Distribution

Introduction and basic terminology
Concept of Set Theory
Permutation and Combination
Classical, empirical, subjective and axiomatic approaches to probability
Addition and multiplication theorem of probability
Conditional probability
Random variables
Mathematical expectation for discrete random variable
Binomial and Poisson distributions
Normal distribution and its application



Unit V. Sampling and sampling distribution
Population, Sample, Statistics and Parameter
Meaning and objective of Sampling
Types of Sampling
Standard Error of mean
Sampling Distribution of mean
Sampling and Non-sampling Errors

Unit VI. Estimation

Basic concept of estimation, properties of good estimators; point and interval estimates; margin of errors

Unit VII. Correlation and regression analysis

Introduction
Simple correlation
Simple linear regression analysis
Lines of Regression

Unit VIII. Testing of hypothesis for parametric statistics

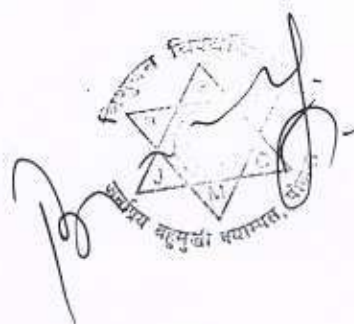
Introduction
Types of hypothesis
Errors in hypothesis testing
Critical region and level of significance
One – tailed and two – tailed tests
Large sample test for variable and attribute (Single mean, difference between two means and proportions)
Small sample test (One sample t-test; Independent t-test; Paired t-test)

Text Book

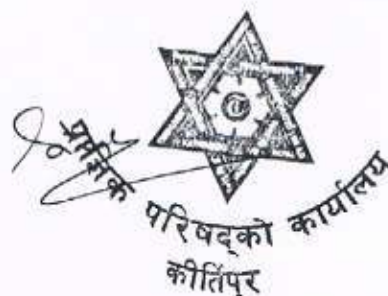
David R. Anderson, Sweeney, D. J. and Williams, T.A. (2007). Essential of Modern Business Statistics with MS EXCEL. Thompson Publishing House.

Reference Books

Heiman, G.W. (2011). Statistics for Behavioral Sciences. Wordsworth Cenage Learning, USA.



**Course Outline
of
BMTM (Bachelor of Mountain Tourism Management)
3rd Semester**



BMTM 3rd Semester Course Cycle

MTM 231: Geographical Structure of Mountain	3 Cr. Hrs.
MTM 232: Mountain Tourism Management and Planning	3 Cr. Hrs.
MTM 233: Hospitality and Public Relations Management	3 Cr. Hrs.
MTM 234: Communication for Tourism (English)	3 Cr. Hrs.
MTM 235: Accounting for Tourism	3 Cr. Hrs.



MTM 231: Geographical Structure of Mountain

Credit Hours: 3

Lecture Hours: 48

Introduction

Geographical phenomena are among the most contributing entities for the development tourism. Mountains, seas and oceans, lakes and rivers, forests and wildlife are the avenues of tourism. Mountains are one of them.

The objective of this course is to make students understand the geographic structure of mountain with a view to tourism development and tourism development in mountain region where the geography and spatial entities are unique. In this course, both geography and mountain are taken in rather wider context, thus the scope is both physical and functional. At the end of the course, students are expected to be able to analyze and interpret the geographical phenomena of mountain with tourism.

Course Content

- Unit I: Basic introduction to geography and mountain** LH 4
Understanding geography, area, region, spatial entities
Understanding geographic features of mountain, plateau, plain, valleys
Introducing major mountain systems in the world
The Himalayas and mountains of Nepal
- Unit II: Physical geography & characteristics of mountain** LH 6
Basic introduction to geomorphology and geomorphic process
Origin of mountains;
Landforms (topography, elevation (altitude and heights), faces (direction, slopes, ranges, ridges and spurs, cliffs), gradient, intermountain structure, mountain valleys)
- Unit III: Physical association with mountain** LH 4
Climatology, snow and ice;
Rivers and streams, waterfall, lakes and other water bodies;
Natural vegetation (forest, bushes, herbs, and NTFP (non-timber forest products);
Wildlife (common and endangered)
- Unit IV: Human settlements in the mountain** LH 6
Forms and structure;
Types;
Patterns;
Accessibility;
Dynamics of human settlements in the mountain
- Unit V: Human activities in the mountain** LH 6
Primary agriculture, forestry, and other primary production, extraction;
Secondary activities, manufacturing, agro and forest processing;

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Services (basic supplies, supply system, market channels and marketing of mountain products), education, health, tourism

- Unit VI: Mountain and tourism** LH 6
 Mountain tourism (mountaineering, trekking, adventure tourism and sports);
 Sightseeing, wildlife watching, etc.;
 NTFP collection
 Mountain culture and tourism;
 Interrelationship between mainstream tourism and mountain tourism
- Unit VII: Challenges of sustainable mountain development and prospects in the mountain** LH 4
 Problems of access, environment, livelihood and outmigration;
 Transformation in the mountain settlements and human activities
- Unit VIII: Policies for mountain regions and their implications** LH 4
 on morphology, ecology and environment, settlement system and human activities
- Unit IX: Field study (observation/excursion/survey) and analysis of geographic entities of a mountain (Note: students prepare a field report on the study area incorporating the prominent geographic/spatial entities as outlined in this course)** LH 8

Textbooks

Gurung, H. (1984). *Nepal, dimensions of development*. Kathmandu: Sahayogi Press.

Hagen, Toly (1959). *Nepalese Geology*.

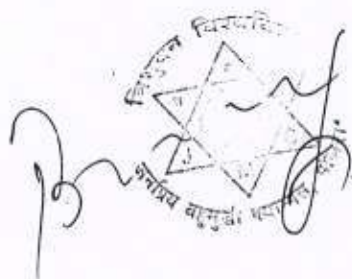
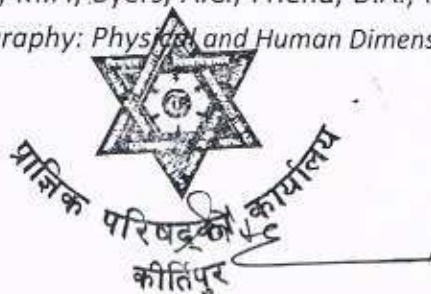
Hagen, Toly (1980). *Nepal: The Himalayan Kingdom*. Berne: Kummerly & Frey.

Hewitt, K. (1983). *Human Geography and Mountain Environments*.

Ivas, J.D. (2013). *Sustainable Mountain Development: Getting the Facts Right*. Cambridge: Himalayan Association for the Advancement of Science.

Ives, J.D. & Messerli, B. (1989). *The Himalayan Dilemma: Reconciling Development and Conservation*. Tokyo: UNU Press.

Price, M.F.; Byers, A.C.; Friend, D.A.; Kohler, T. & Price, L.W (editors). (2013). *Mountain Geography: Physical and Human Dimensions*. Los Angeles: University of California Press.



MTM 232: Mountain Tourism Management and Planning

Credit Hours: 3

Lecture Hours: 48

Course Objectives:

This course is designed to impart student an introductory knowledge on concepts, issues, scope, indicators of and importance of planning and development with reference to mountain tourism. It is also designed to enable the students with the skills necessary to analyse and formulate plan and strategies on the sustainable community development initiatives of the people and their situation living in mountain areas.

Course Description:

This course is an introductory level course on development and planning with reference tourism activities, actors and practices of the mountain region. It includes the concepts, issues and indicators of development and planning. It also includes the mountain specific tourism activities, their impact on social-cultural, environmental and economic dimensions of the people living in the area and framework, strategies to mitigate the negative impacts and enhance positive impacts of tourism in the mountains.

Learning Outcomes:

After completion of the course, the students should be able to:

- Understand the concepts, scope and principles of development and planning.
- Internalize the holistic, dynamic and long-term nature of tourism development.
- Differentiate sustainable versus non-sustainable practices in tourism developments.
- Identify challenges, weaknesses, and strengths of tourism within different geo-cultural contexts.
- Recognize socio-cultural, environmental and economic impacts of tourism at the individual, community, and greater society levels.
- Identify and plan strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach.
- Evaluate and monitor indicators of sustainable community development.
- Improve students' analytical and critical thinking as well as their communication skills.

Course contents:

The following topics have been selected for the course:

1. An overview of emerging concepts of development and tourism development.
2. Factors of development and tourism development in mountain



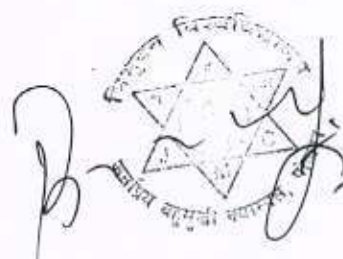
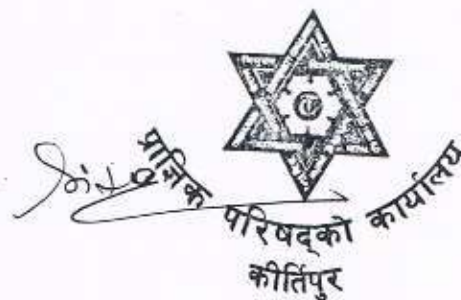
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3. Indicators of mountain development and tourism development.
4. Classic and contemporary theories and approaches of socio-economic development in the mountains regions.
5. Problems and Issues of development and tourism development with reference to mountain areas.
6. Development and tourism development strategies for mountain region
7. Concepts, scope and process of development planning and tourism development planning,
8. Types of planning: regional development planning and local development planning, Macro and micro planning
9. Sustainable Tourism development and planning framework.
10. Planning Strategies with reference to mountain development and mountain tourism development.

References:

The textbooks and other instructional materials will be determined by the instructors to ensure that current and relevant concepts, theories and practices are present.



MTM 233: Hospitality and Public Relations Management

Credit Hours: 3

Lecture Hours: 48

Course Objectives

This course is an overview of the basic principles of public relations as applied to various sectors of the hospitality and tourism industry (lodging, restaurants, attractions, and local and regional organizations that promote constituent members). This course introduces students to concepts and successful practices.

Course Description

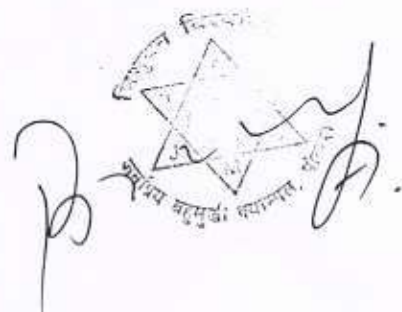
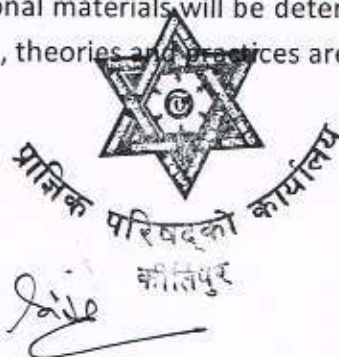
After the completion of course the students will be able to identify the principles of effective public relations, apply effective public relations principals to the hospitality and tourism industry.

Course Contents

- The Practice of Public Relations: What is the practice of public relations? Why is it effective? How does the practice of public relations differ from advertising?
- A Brief History of Public Relations
- Competitive Public Relations in the Hospitality and Tourism Industry
- Public Relations and the Law
- Handling a Crisis
- Introducing the Public Relations Plan
- Writing the Public Relations Plan
- Evaluating a Public Relations Plan

Required Book and Teaching Materials

The textbooks and other instructional materials will be determined by the instructor to ensure that current and relevant concepts, theories and practices are present.



MTM 234: Communication for Tourism (English)

Credit Hours: 3

Lecture Hours: 48

Objective:

To develop oral and written communication skills so as to enable the student to present their ideas logically and effectively in work place.

Course contents

Unit I: Introduction to work place communication:

LH 10

Meaning, definition, nature and scope of work communication, importance of work place communication, process of work place communication, Barriers to Effective communication. Overcoming the Barriers; Non verbal communication, body non-verbal Language, focus on English skill- Vocabulary, Grammar, Phonetics with special reference to stakeholders of tourism.

Unit II: Employment Communication:

LH 10

Resume Styles Resume Writing, Elements of an Effective Resume. Curriculum vitae (CV) writing elements of an effective C.V. writing, bio-data writing, Writing Application Letters; Memo Writing; Other Employment Messages Job interview- Purpose, Type, interview skills- Before, During and After the interview, Interview Dressing, mock interviews – Following up an Application. Accepting an Interview invitation; Following up an Interview, Accepting Employment, Resigning from a job.

Unit III: Introduction to Personality Development:

LH 8

Definition of Personality elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Professionalism in Service Industry, Group Discussions-structure and types Mock GD using video samples

Unit IV: Presentation skills and techniques;

LH 6

Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management

Unit V: Business Reports:

LH 8

Definition of Business reports, types and characteristics; Components of a formal Report; Business Proposals Types, Contents, Elements

Unit VI: Cross Cultural Communication:

LH 6

Understanding Cultural and Business protocol difference across countries-UK, USA, China, Japan, France, Germany, Korea

Text book:

Matila Treece: Successful communication: Allyun and Bacon Pubharkat.

Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.

Robert T. Reilly- effective communication in tourist travel industry Dilnas Publicaton.

Boves. Thill Business Communication Today Mcycans Hills Publication.

Dark Studying International communication sage publication.

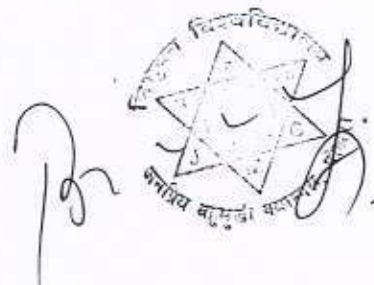
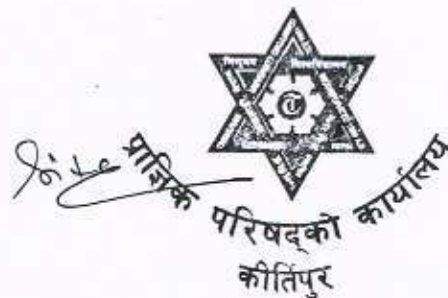
Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill

Reference Book:

Cross-Cultural and intercultural Communication, William B. Gudyusunt

Beyond Language: Cross cultural communication, Deena R. Levine M.A., Maha B. Adelman

The 7 Habits of highly Effective People, Stephen Covey



MTM 235: Tourism Accounting

Credit Hours: 3

Lecture hours: 48

Course Objectives:

This Course aims to help students to acquire the basic knowledge and its application in the management of tourism industry.

Course Description

This course contains introduction, understanding financial statements, analysis and interpretation, hotel accounting, airline accounting, travel and tour accounting, budgeting, investment analysis, understanding cost sheet, event and function management accounting techniques.

Course Details

Unit 1: Introduction

Meaning and concept of accounting, Objectives, importance and limitations of Accounting, accounting principles and concept, meaning and concept of cost and management accounting, objectives of cost and management accounting, difference between financial, cost and management accounting.

Unit 2: Understanding Financial Statements

Concept of financial statement. Users of financial statement, understanding balance sheet, income statement and cash flow statement.

Unit 3: Analysis and Interpretation of Financial Statement

Comparative balance sheet, Comparative common size balance sheet, Comparative income Statement, Comparative common size income statement, Concept, meaning, importance and limitation of ratio analysis. Types of ratios. Financial Ratios: Liquidity ratios, leverage ratios, activity or turnover ratios, profitability ratios. Operating Ratios: Average Room achieved, Revenue per available room, Room occupancy ratios, Double occupancy ratio, yield management ratio, Cost per available room, cost per occupied room, beverages cost ratio, food cost ratio, average food spent cover, average beverage spent per cover, seat turnover ratio.

Unit 4: Budgeting

Meaning of budget. Nature, objectives of budgeting, advantages and disadvantages of budgeting. Types of Budget: Sales Budget, Production Budget, Material Usage budget, Material purchase Budget, Direct Labor Budget, Operating Expenses Budget, Cash Budget.

Unit 5: Briefing in Hotel Accounting, Airline Accounting and Travel and Trekking Accounting

Room Accommodation accounting, food and beverage accounting, night auditing, airline operation accounting (revenue, expenses, Travel and trekking accounting)

Unit 6: Investment Analysis

Concept, Steps of capital budgeting. Evaluation methods: payback period, discounted payback period, accounting rate of return, net present Value, internal rate of return, profitability index.



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Unit 7: Understanding Cost Sheet

Introduction to cost accounting, principles of cost accounting usage, Gathering of cost information, cost unit, cost centers. Classification of costs- nature and behaviour, Cost Sheet, Cost accumulation and cost objectives, direct and indirect costs, prime cost, sources of cost information.

Unit 8: Event and Function Management Accounting Techniques

Event planning phase management accounting tools: Feasibility Study, evaluate potential revenue and cost, cost center, event budget and forecast, Run, cancel or withdraw from the event.

Books

Colt man, Michael M., (1998). *Hospitality Management Accounting*. John Wiley & Sons.

J. Harris and Peter A. Hazard, *Managerial accounting the hospitality Industry*.

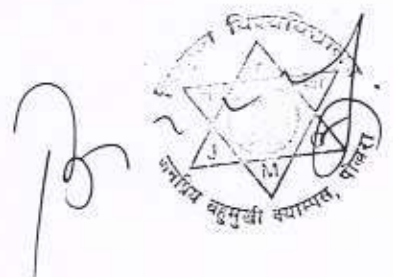
Dangol, R.M. (2001). *Cost and Management Accounting*. Managerial Accounting: Creating value in dynamic business environment.

Koirala, Y.R, et.al. (2012). *Cost and Management Accounting*. Kathmandu, Asmita Books Publisher and Distributors.

Sharma D.L, et.al. (2008). *Principle of Accounting II*. Kathmandu, Pinnacle Publication (Pvt.) Ltd.



**Course Outline
of
BMTM (Bachelor of Mountain Tourism Management)
4th Semester**



BMTM 4th Semester Course Cycle

MTM 241: Sustainable Mountain Tourism Management	3 Cr. Hrs.
MTM 242: Nepali Society and Culture	3 Cr. Hrs.
MTM 243: Mountain Tourism Entrepreneurship	3 Cr. Hrs.
MGT 241: Fundamentals of Financial Management	3 Cr. Hrs.
MTM 244: Anthropology of Mountain Tourism	3 Cr. Hrs.



MTM 241: Sustainable Mountain Tourism Development

Credit Hours hours: 3

Course Objectives:

This course is designed to impart student an introductory knowledge on concepts, issues, scope and importance of sustainable tourism, and the impacts of tourism on the livelihood of the people focusing on the mountain specialties. It is also designed to enable the students with the skills necessary to analyse and formulate plan and strategies on the sustainable community development initiatives of the people and their situation living in mountain areas.

Course Description:

This course is an introductory level course on sustainability and sustainable tourism with reference to activities, actors and practices of the mountain region. It includes the concepts, issues and indicators of sustainable development and sustainability. It also includes the mountain specific tourism activities, their impact on social-cultural, environmental and economic dimensions of the people living in the area and framework, strategies to mitigate the negative impacts and enhance positive impacts of tourism in the mountains.

Learning Outcomes:

After completion of the course, the students should be able to:

- Understand the concepts, scope and principles of sustainable development.
- Internalize the holistic (e.g., variety of actors involved, inter-dependence), dynamic and long-term nature of sustainable tourism.
- Differentiate sustainable versus non-sustainable practices in tourism developments.
- Identify challenges, weaknesses, and strengths of sustainable tourism within different geo-cultural contexts.
- Recognize socio-cultural, environmental and economic impacts of tourism at the individual, community, and greater society levels.
- Identify strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach.
- Evaluate and monitor indicators of sustainable community development.
- Recognize different types of niche tourism activities (e.g., volunteer tourism; agritourism) with the capacity to foster sustainable community development.
- Improve students' analytical and critical thinking as well as their communication skills.

Course contents:

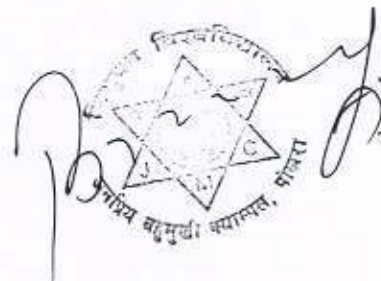
The following topics have been selected for the course:



1. An overview of Tourism and tourism industry in the mountain setting.
2. A Review of Niche Tourism : Agri-tourism, Nature & Ecotourism, Geo-tourism, Specialized tourism, mountain-based tourism, Cultural Tourism, Volunteer Tourism
3. An introduction to Sustainability: meanings and different concepts of sustainability; sustainable development and Tourism & Sustainability.
4. Indicators of sustainable tourism development in the mountain
5. Issues of sustainable tourism with reference to mountain areas of Asia and Nepal.
6. Dimensions of Sustainable Tourism Management: The Socio-cultural Dimension, The Environmental Dimension, The Economic Dimension
7. Sustainable Tourism Management practices in Mountain Regions
8. Impact of tourism business on socio-cultural, environmental and economic aspects of mountain regions.
9. Sustainable Tourism development and planning framework.
10. Strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach

References:

The textbooks and other instructional materials will be determined by the instructors to ensure that current and relevant concepts, theories and practices are present.



MTM 242: Nepali Society and Culture

Credit Hours: 3

Lecture Hours: 48

Course Objectives

The objective of this course provides general introduction of Nepal, its geography, natural resources, history, society, cultures, economy, politics and the governance of Nepal.

Course Description

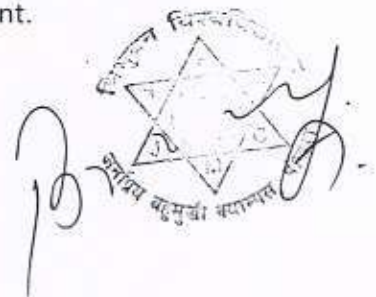
After the completion of course the students will be able to understand Nepalese geography – climate and vegetation, understand history – society, religion and cultures, able to understand Nepalese economy and the problem of development, understand the political system – its development, and the governance system.

Course Contents

- Origin of Nepal – Nepal as a sovereign country, Geography, Political history, Modern Nepal
- People, Society and Culture in Nepal: Religions, Religious harmony, Demography, Migration (types, trend, opportunities and challenges), Languages and literatures of Nepal, Cultural heritage of Nepal, Festivals of Nepal, Implications on Business, economy and work culture
- Economy of Nepal – Planned economy and Mixed Economy, Nepal's status in HDI, World, Secondary and tertiary sector development, Agricultural Development, Poverty status, Labour, Tourism in Nepal – scope and challenges
- Resources in Nepal: Natural Resources, Water resources and Bio-diversity, Human resources, Climate and vegetation of Nepal
- Political Development and governance in Nepal: Democracy, Constitution and its development in Nepal, Political parties and their roles, Administrative division, Local self government, Nepal and international / regional organizations. NGOs and INGOs in Nepal, Implications in economy and Business

Required Book and Teaching Materials

The textbooks and other instructional materials will be determined by the instructor to ensure that current and relevant concepts, theories and practices are present.



MTM 243: Mountain Tourism Entrepreneurship

Credit Hours: 3

Lecture Hours: 48

Course Objective:

The course provides a thoughtful, practical guide to the process of successfully launching a mountain entrepreneurial venture. The purpose of this course is to prepare students for the possibility of starting their own professional mountain tourism entrepreneurial ventures. The course is given emphasis on improving the knowledge and skills of the students to operate mountain tourism venture and prepare a business plan.

Course Description:

The course introduces students to the process of tourism entrepreneurship and the role of the entrepreneurs in initiating and developing new tourism ventures. As part of the course, students will prepare a comprehensive tourism business plan for starting or acquiring a mountain tourism enterprise. The course will enable students seek management positions in tourism businesses and a career in rural event management.

Learning Outcomes

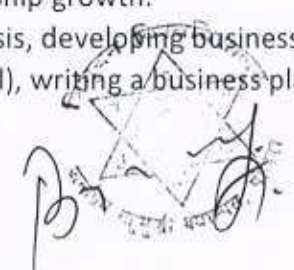
Students who successfully complete this course will be able to:

- Generate new ideas and applied their own ideas to start a new tourism mountain venture or to expand an existing tourism mountain venture.
- Identify and critically assess good practice in the mountain tourism and adventure tourism using examples from Nepal and abroad.
- Properly prepare and evaluate a business plan regarding mountain tourism enterprises and start a new venture or improve existing tourism enterprise.
- Critically analyze and evaluate environmental forces (the economic, social, cultural , legal, political, technological) and SWOT analysis.

Course Contents

The following topics have been selected for the course

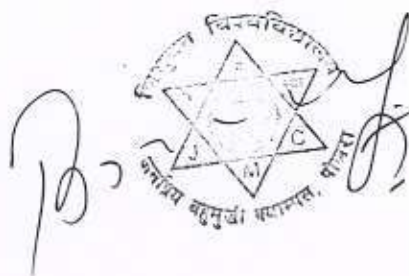
- Concept, characteristics, role, functions and types of entrepreneur.
- Emerging trends in mountain tourism entrepreneurship growth.
- Creativity in tourism, industry and competitor analysis, developing business ideas.
- Feasibility study (market, human resources, financial), writing a business plan.
- Legal and ethical dimensions of entrepreneurship.



- Innovation in tourism, adventure tourism (Trekking, Rock climbing, bungee jumping, canyoning, rafting, paragliding, ultra light flight, mountain expedition)
- Start-up new business venture, marketing issues and growth.
- Best Practice - Case studies from Nepal looking at relationship between tourism and the wider mountain tourism sector, key issues, opportunities and best practice.
- Tourism Industry
- Tourism and mountain tourism Management in Practice

Required Text books and Materials

The text books and other instructional materials will be determined by the instructor to insure that current and relevant concepts, theories and practices are present.



MGT 241: Fundamentals of Financial Management

Credit Hours: 3
Lecture Hours: 48

Course Objective:

The basic objective of this course is to impart basic knowledge and required skills of business finance to students to understand the nature and functions of finance and to professionally use the knowledge to analyze financial issues and take appropriate financial decisions and actions thereto.

Course Description:

The course deals with the introduction to financial management, cost of capital, capital structure, capital budgeting, working capital management, dividend policy, and financial planning and forecasting.

Course Details:

Unit 1: Introduction:

Nature of financial management; Goals of financial management; Managerial actions to maximize shareholders' wealth; Functions of financial management; Role of financial manager in the organization structure of a firm; Responsibilities of a financial manager; Business ethics and social responsibility; Relationship with other functions of management.

Unit 2: Cost of Capital:

Nature of cost of capital; Significance of cost of capital; Cost of debt; Cost of preferred stock; cost of retained earnings; The CAPM approach; Cost of equity; Weighted average cost of capital (WACC); Factors affecting WACC; Adjusting cost of capital for risk; Estimating project risk; Problem areas in cost of capital.

Unit 3: Capital Structure:

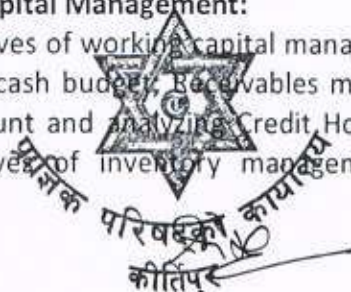
Nature of capital structure; Significance of capital structure management; Target capital structure; Business risk: operating leverage; Financial risk; Determining optimum capital structure: WACC and capital structure changes, Hamada equation and optimum capital structure; Capital structure theory: effect of taxes, effect of potential bankruptcy; Trade-off theory; Signaling theory.

Unit 4: Capital Budgeting Analysis:

Nature of capital expenditures; Significance of capital budgeting; Techniques of capital budgeting and decision rule – payback rule, average accounting return, internal rate of return and profitability analysis; Estimates of project cash flows; Role of depreciation; Evaluating NPV estimates; Replacement problems.

Unit 5: Working Capital Management:

Nature and objectives of working capital management; Cash management – objectives of cash management and cash budget; Receivables management – Credit Hours policy, Credit Hours period, cash discount and analyzing Credit Hours policy; Inventory management – nature of inventory, objectives of inventory management, economic order quantity and quantity discounts.



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Unit 6: Dividend Policy:

Nature of dividend policy; Significance of dividend policy; Factors affecting dividend policy; Dividend versus capital gains: Dividend irrelevance theory, bird-in-the-hand theory, tax preference theory and which theory is best; Dividend policy in practice: setting target payout ratio; Earnings, cash flows and dividends, and payment procedures; Stock dividends and stock split; Stock repurchases.

Unit 7: Financial Planning and Forecasting:

Nature of financial planning and forecasting; Strategic plans; Operating plans; Financial plan; Sales forecast; Financial statement forecasting: percent of sales method, and forecasting free cash flow; Additional funds needed formula; Other techniques for forecasting financial statements: simple linear regression and excess capital adjustments.

Basic Textbook:

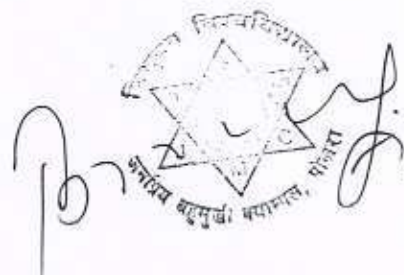
Stephen A. Ross, Randolph W. Westerfield and Bradford D. Jordan. *Fundamentals of Corporate Finance*. New Delhi: Tata McGraw Hill Education Pvt. Ltd.

Reference Books:

James C. Van Horne and John M. Wachowicz, Jr. *Fundamentals of Financial Management*. New Delhi: Prentice-Hall Limited.

Eugene F. Brigham and Joel F. Houston. *Fundamentals of Financial Management*. Singapore: Thomson, South-Western.

Poudel R.B., Baral K. J., Rana S. *Fundamentals of Financial Management*. Kathmandu: Asmita Books Publisher



MTM 244: Anthropology of Mountain Tourism

Credit Hours: 3
Lecture Hours: 48

Course Objective:

The primary objective of the course is to enable the students to critically engage with the development of anthropological representations of the society, cultures and landscape of Mountain/hill regions for tourism development.

Course Description:

This course provides a broad overview of anthropology of mountain tourism, its comprehension and contribution in National economy and component needs for mountain tourism development. Using the lens of anthropological perspective the course provides an outline of tourism development in Mountains/hills, retrospect and prospects.

Learning Outcomes

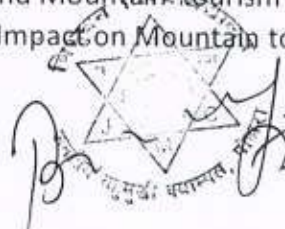
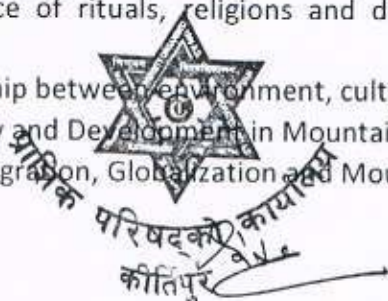
Students who successfully complete this course will be able to:

- Describe how anthropology as a discipline can facilitate in comprehending the social and cultural diversities of mountain regions
- Explain how the fields of tourism and mountain tourism are changing in the context of traditional vs. modernity dichotomy
- Demonstrate the skill of using the anthropological lens/perspective in critically analyzing the significance of cultures and societies of mountainous region in magnetizing international and internal tourists.
- Assess the ways anthropological knowledge can assist in the development of tourism in mountain regions
- Apply the knowledge of anthropology to analyze and solve the issues and challenges of tourism in mountain regions of Nepal

Course Contents

The following topics have been selected for the course:

- Origin of anthropology as discipline
- Tourism development in Mountains/hills and anthropological perspective
- Anthropology of Mountain Tourism: Retrospect and Prospects
- Environment, Culture and Livelihood of Mountain Region
- Representations of Himalaya region as a tourism hub
- Rituals and Religions of Mountain regions and tourism attraction
- Significance of rituals, religions and diversities in mountain societies for tourism attraction
- Relationship between environment, culture, livelihood and Mountain tourism
- Modernity and Development in Mountain Societies and Impact on Mountain tourism
- Labour Migration, Globalization and Mountain Tourism



- Environmental changes and challenges

Required Textbooks and Materials

Bista, D. (1991) *Fatalism and Development: Nepal's Struggle for Modernization*. Calcutta: Orient Longman. Chapter 3 'Family Structure and Childhood Socialization' Pp. 61-75 and chapter 4 Values and Personality Factors Pp. 76-100.

Gellner, David. (2005) 'The Emergence of Conversion in a Hindu-Buddhist Polytrope: The Kathmandu Valley, Nepal, c. 1600-1995', *Comparative Studies in Society and History* 47 (4), Pp. 755-80.

Gerald Berreman (1978). "Himalayan Research: What, Whither, and Whether." In *Himalayan Anthropology* ed. James Fisher. Pp. 67 – 74. Paris: Mouton.

Holmberg, David H. *Order in Paradox: Myth, Ritual, and Exchange among Nepal's Tamangs* (1989). Ithaca, N.Y.: Cornell University Press; 1-10; 142-183.

James Fisher. 1985. "The Historical Development of Himalayan Anthropology." In *Mountain Research and Development* 5(1), 1985. Pp. 99-111.

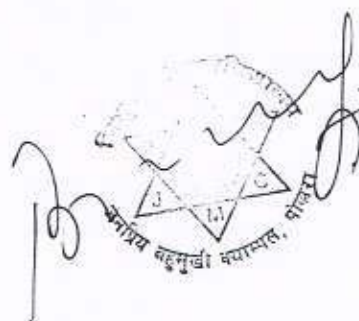


**Course Outline
of
BMTM (Bachelor of Mountain Tourism Management)
5th Semester**



BMTM 5th Semester Course Cycle

MTM 351: Institutional Growth in Mountain Tourism	3 Cr. Hrs.
MTM 352: Tourism Marketing	3 Cr. Hrs.
RCH 351: Research Methods	3 Cr. Hrs.
MTM 353: Information System for Tourism Management	3 Cr. Hrs.
MTM 354: Tourism Laws and Policies in Nepal	3 Cr. Hrs.



MTM 351: Institutional Growth in Mountain Tourism

Credit Hours: 3
Lecture Hours: 48

Introduction

Mountain tourism is oriented towards mountaineering, trekking, adventure tourism, ecotourism, cultural tourism, and so on. The tourists visiting mountain areas are selective, their requirements are specific as well as supports and services required for mountain tourism are different than the mainstream tourism, developed across cities and towns or across sea beaches. Such an environment demands specific institutional development as well. In this context, the requirements, importance, roles to be played, networking and functional coordination of various institutions are dealt with this course so that tourism can be developed in mountain areas and sustained.

Objective

The objective of this course is to provide students with wider knowledge of various institutions of mountain tourism. The course attempts to familiarize the students with different actors of mountain tourism development from a global perspective to local experiences. The course covers the ongoing efforts of the mountain tourism development undertaken by the UN agencies, development partners (multi-lateral and bi-lateral), Governmental agencies, local bodies, civil society organizations, cooperatives and the Private sector.

Learning modalities:

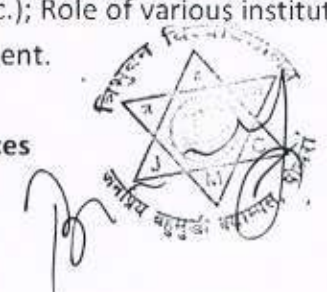
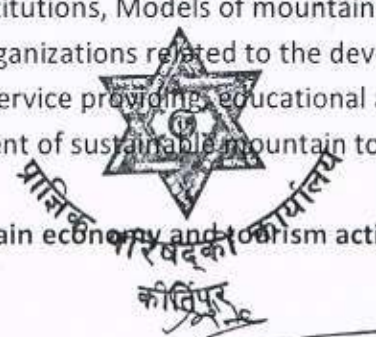
Learning modalities are both the traditional classroom session (lecture and discussion) as well as the field visit sessions/interactions with the mountain tourism professionals and practitioners (on the related topics such as workings of the Governmental and non-governmental agencies, development partners, NGOs, cooperatives and/or the Private sector). After the field visit the students would work on group basis and make a classroom presentation on their experience/findings. After the completion of this course the students would be able to explain diverse institutions of sustainable mountain tourism development.

Course Content

Unit 1: Introduction

Concept of institutions, Models of mountain tourism development; Types of institutions/organizations related to the development of mountain tourism (regulatory, promotional, service providing, educational and research, etc.); Role of various institutions for the development of sustainable mountain tourism development.

Unit 2: Mountain economy and tourism activities and services



Towards a sustainable and green economy in the mountains, Mountain tourism activities and services: Mountaineering, trekking, adventure tourism, ecotourism, cultural tourism etc.

Unit 3: Institutional extents with their substances, strategies, roles and provisions of supporting and/or funding

The World Tourism Organization and other UN agencies

Multilateral, bilateral and intergovernmental agencies

Government institutions

Educational institutions

Research institutions

Capacity building and training institutions

Local institutions

Associations and Federations

Specialized mountain institutions

Unit 4: Institutional weaknesses and strengths

Unit 5: Policies and social institutions for sustainable mountain tourism

Policies of international organizations, Government, NGOs/INGOs, Civil societies

Implementation mechanism and feedback

Unit 6: Tourism communities and growth management

Unit 7: International, national and local partners working together

Networking; Institutional cooperation;

Functional modality: Lead institution and partners, Community-based activities and supports;

Integrated programmes and their impacts

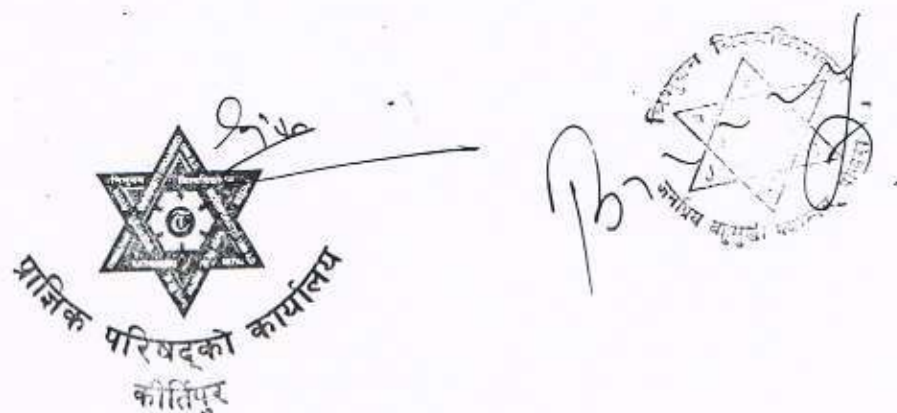
Institutional gap (lack of collaborative mechanisms and institutional networks to share information, knowledge, data, discoveries, expertise and new initiatives)

Unit 8: Institutional review and report

Students will take one component of mountain tourism and visit related organizations to collect information on the institutional aspect of the component, substantiate the information through necessary field survey, analyze it, prepare a report and present as a workshop report.

Textbook

Compendium to be prepared by the instructor, or by an expert of the subject.



MTM 352: Tourism Marketing

Credit Hours: 3
Lecture hours: 48

Course Objectives:

This course is to familiarize the student with the basic concept of service marketing and equip them with tools and techniques for applications of these concepts in Travel and Tourism in Nepal and global context.

Course Description

This course contains introduction to marketing concepts and marketing mix, marketing segmentations, marketing promotion tools with reference to tourism industry, marketing leisure activities relevant to fair, festivals, events, travel and tourism.

Course Details

Unit 1: Introduction to Marketing Concepts

Definitions of Marketing, Goods and Services, Types of Services, Special characteristics in Marketing of Services and Leisure activities. Modern Marketing Concepts: Marketing approaches, Difference between Sales and Marketing. Tourism Marketing: - Special features-definitions Marketing Mix: Tradition 4 P's, extended 3 P's of Services, Tourism Product: Pricing: Strategies, Tourism Promotion and Distribution strategies, role of people, process, physical evidence.

Unit 2: Pricing Product, Service

Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix. Pricing Decisions: Designing pricing strategies and programs, pricing techniques.

Unit 3: Marketing Segmentations

Marketing Segmentations: Types of Tourists Market Survey and Research, Tourist Demand and Forecasting Tourist Promotions & Marketing Abroad- Role of public and private sector, Incentive and Subsidies, Profile of Tourists: Americans: Japanese: U.K., Russians, French, Domestic- NRN.

Unit 4: Marketing Promotion Tools with reference to Tourism

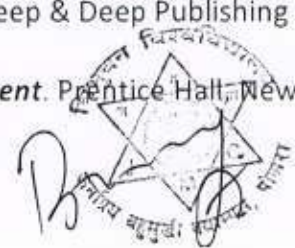
Tourism Promotion- marketing Tools: Tourism Communications. Advertising: Publicity: V.C.R: Coupons Fam Tours: Picture Post Cards Public Relations: Personal Selling: Salesmanship: Sales Promotions: Press and Media Public Relations and Communications.

Unit 5: Marketing of Leisure Activities

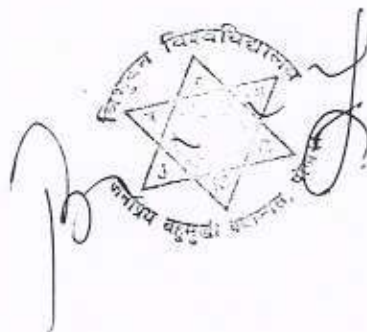
Guide to Marketing of Leisure Activities Marketing of Fairs & Festivals. Marketing of Congress: Conventions: Incentive Travel: Workshops: Seminars Marketing Techniques of a Travel Agency. Consumers Mix. Case Studies in Marketing of Airlines: Travel Agencies: Tour Operations.

Text Books

- Singh, Ratandeep (2004). *Tourism Marketing*. Deep & Deep Publishing Company, New Delhi.
- Philip Kotlar, Philip (2004). *Marketing Management*. Prentice Hall, New Delhi.



- Jafferson, A. Lickorish, (nd) *Marketing Tourism : A Practical Guide*. Longmann Hallow, London



RCH 351: Research Methods

Credit Hours: 3
Lecture Hours: 48

Course Objectives

The principal objective of this course is to provide knowledge and understanding of basic skills of research methods for tourism research.

Course Description

The course is mainly concerned with the basic knowledge of competing research paradigm, types of research, statement of the problems, research ethics, literature review, theoretical and conceptual framework, research gap, research design, data collection methods, data analysis techniques, proposal writing and report writing skills.

Course Contents:

UNIT I: Basic Introduction

Concept, meaning and definition of research, types of research, Quantitative and Qualitative research, Scientific research process; research in tourism; nature and scope of tourism research; application of scientific research in tourism and its problem; ethical issues in research (particularly focus in tourism research).

Unit II: Literature Review

Basic concept of literature review; objective of literature review; Methods of literature search; basic concept in theoretical and conceptual framework; basic rules for constructing of conceptual framework; meaning of theory, hypothesis, proposition, construct, concepts and ideas; deduction and induction in research; statement of problem, research questions and hypothesis.

Unit III: Research Design

Basic concept of research design, types of research design; basic research design used in tourism research; qualitative and quantitative research design, application of qualitative research design in tourism research; Common challenges of qualitative and quantitative research design; common sources of error in research designs

Unit IV: Sampling

Basic concept of sampling; types of sampling with their advantages and disadvantages; sampling and non sampling errors; concept of measurement (nominal, ordinal, interval and ratio); types of measurement used in tourism research; construction of Likert scale and its application in tourism research; reliability and validity; role of reliability and validity in research

Unit V: Data Collection and Analysis

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कोटिपुर

प्रारम्भिक परीक्षा के कार्यालय
कोटिपुर

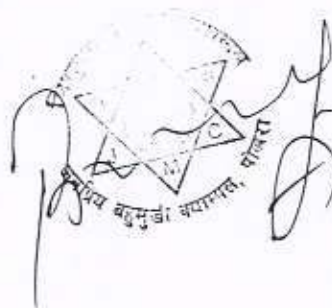
Nature and Source of data; source of secondary data; advantages and disadvantages of secondary data in research (tourism research); availability of secondary data in tourism research, reliability and validity of tourism data in Nepal; sources of primary data; methods of primary data collection (questionnaire, schedule, face to face interview, observation); questionnaire design; basic principle of questionnaire design; reliability and validity of questionnaire; pretesting of questionnaire; Principle of data analysis; preparation of frequency distribution, diagrams and graphs; use of descriptive and inferential measures

Unit VI: Preparation of Proposal and Report

Tips for choosing topic; research proposal (purpose, types); structure of proposal (academic and funding); Scientific writing process; layout and design of report writing; preparation of citation and references.

Text Book:

Pant, P.R. (2016). Business Research Methods. Kathmandu: Buddha Publication



MTM 353: Information System for Tourism Management

Credit Hours: 3

Lecture Hours: 48

Course Objectives

This course aims to introduce students to comprehensive knowledge and understanding on information systems and its importance in business and management. This course also highlights the use and advantages of information systems in organizations with a focus on managerial aspects of MIS to promote an awareness of the economic, social, and ethical implications of such systems on society and IT professionals.

Course Description

After the completion of course the students will be able to understand foundations of Information Systems in business specially in tourism, Foundation concepts: The components of IS, Competing with Information Technology, Using Information Technology for strategic Advantage, Managing Data Resources, Supporting Decision Making and Business Application.

Course Outlines

The following topics or issues have been selected for the course. Each topic or issue will be explored in relation to existing literature, its relevance and practices in the current global context.

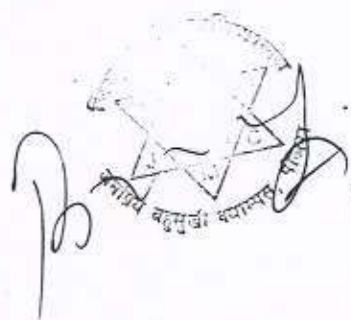
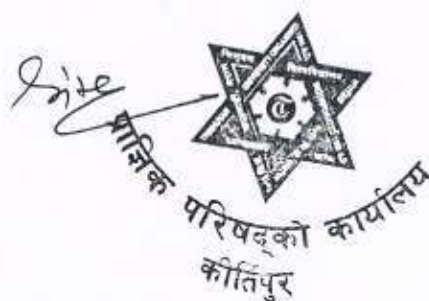
- Foundations of Information Systems: Data, Information, Information system (IS), IS Resources, Types of IS (TPS, MIS, DSS, ESS), Roles of IS, Managerial Challenges of IT.
- Competing with Information Technology: Strategic IT, Competitive Forces and strategies, Strategic Uses of Information Technology, The value chain and strategic IS
- Data Resource Management: Fundamental Data Concepts, Types of Database (Operational, Distributed, External, Hypermedia Databases), Data warehousing and data mining, Database Management Approach
- Decision Support System (DSS): Concepts and DSS Components, Decision structure, OLAP
- Enterprise Business Systems: Cross-functional enterprise applications, Enterprise application integration, Enterprise Application Architecture, enterprise collaboration, Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Supply Chain Management (SCM)
- Security and Ethical Challenges: Business/IT Security, Ethics and Society, Moral Dimensions of IS, Computer Crime, Privacy Issues, Health Issues, Internetworked-Security Defenses
- Applications of IS: Computer Reservation System (CRS), Global Distribution System (GDS), Point of Sale (POS) Systems





Required Book and Teaching Materials

The textbooks and other instructional materials will be determined by the instructor to ensure that current and relevant concepts, theories and practices are present.



MTM 354: Tourism Laws and Policies in Nepal

Credit Hours: 3

Lecture Hours: 48

Course Objectives:

The course is designed to provide necessary and essential legal provisions and policies relating to tourism in Nepal. The purpose of this course is to make students enable to understand Nepalese tourism policies. The course will be fruitful to the students as well as to the people who like to understand Nepalese tourism policy and regulations.

Course description

This course will equip students with a framework for understanding and analyzing the tourism law and policies. As part of the course, students will prepare tourism plan in accordance with the present Nepalese tourism policies. The course will enable students to understand rules and policies regarding tourism in Nepal.

Learning outcomes

Students who successfully complete this course will be able to:

- Understand Nepalese tourism policies and rules.
- Identify facilities and outstanding opportunities provided to the people involving in mountain tourism.
- Generate new ideas and make own ideas to start a new tourism mountain venture.
- Provide guidelines and advice/suggestion to the people involving in mountain venture.

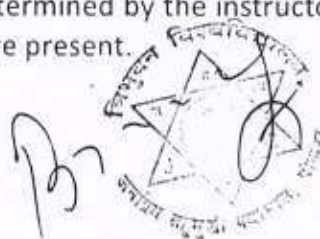
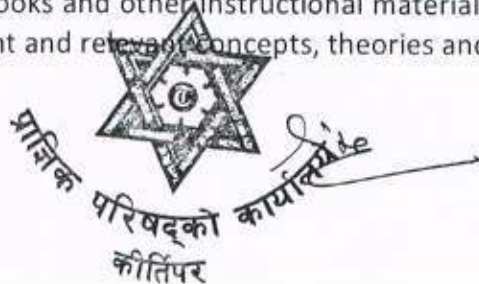
Course Contents

The Following topics and issues have been selected for the course.

- Concept, characteristics and significance of tourism law and policy.
- Emerging trends in mountain tourism policies.
- Good governance practices.
- Facilities and opportunities provided to the national and foreign investors investing/capital in mountain tourism.
- Identifying significant tourism areas.
- Laws regarding direct and indirect tax inside mountain tourism.
- Challenges of mountain tourism and need of convenient rules and policies.
- Incorporation of tourism industries.
- Legal and ethical dimensions of tourism industries.
- Mountain tourism and tourism rules expected.

Required text books and materials

The text books and other instructional materials will be determined by the instructor to insure that current and relevant concepts, theories and practice are present.



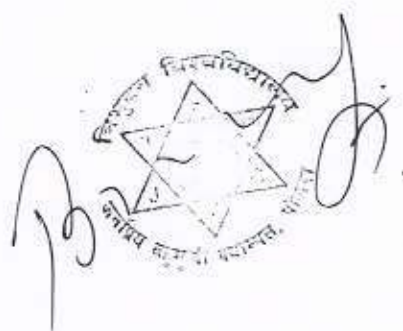
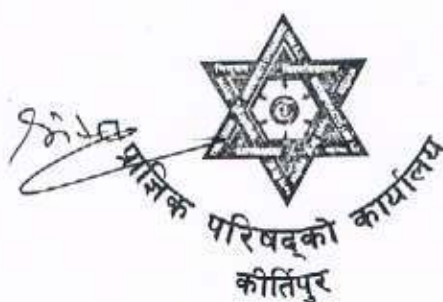
**Course Outline
of
BMTM (Bachelor of Mountain Tourism Management)
6th Semester**



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BMTM 6th Semester Course Cycle

MTM 361: Operation Management for Mountain Tourism	3 Cr. Hrs.
MTM 362: Disaster Management in Mountain Region	3 Cr. Hrs.
MTM 363: Ecotourism	3 Cr. Hrs.
MTM 364: E-Tourism	3 Cr. Hrs.
PWK 361: Field Visits and Project Work –I	3 Cr. Hrs.



MTM 361: Operation Management for Mountain Tourism

Credit Hours 3

Lecture Hour 48

Course Objective

The main objective of this course is to provide the basic knowledge of operation management in tourism

Course Description

This course basically focuses on the mid level knowledge on operation management, operation strategy; designing service and product; facility location and layout; quality control; inventory management; linear programming.

Course Outlines

Unit I: Introduction to Operation Management

Meaning, objectives and functions and scope of operation management; evolution of operation management; Distinction between product and service operations; emerging issues in service operation in 21st century; the transformation process; Life cycle approach of operation management; Production system: intermittent and continuous; Roles and responsibility of operation manager

Unit II: Operation Strategy

Concept on operation strategy; components of operation strategy; Manufacturing and service strategy; main factors affecting service strategy

Unit III: Designing Service and Product

Meaning of designing product and service; product and service development process; difference between product and service design; current trend in service and product designing process; emerging issues in product and service designing process

Unit IV: Facility Location and Layout

Introduction and meaning; location theories; location models; locational economics; layout of facilities; factors affecting facility layout; classification of layout; design of product layout; design of process layout; service layout; factors affecting service layout

Unit V: Quality Control

Basic concept of quality; fundamental factors affecting quality; need for controlling quality; types of quality control, steps in quality control; objective and benefit of quality control; seven tools for quality control, importance of quality control mechanism in service; statistical process control (control chart and acceptance sampling); basic concept in quality circle and total quality management; application of ISO series (9000, 14000, 16000) etc.

Unit VI: Maintenance Management

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Introduction and objective of maintenance management; types of maintenance management; maintenance planning; maintenance schedule techniques (modern scientific maintenance methods, six sigma maintenance, computer aided maintenance); total productive maintenance;

Unit VII: Inventory Management

Concepts, objective and importance of inventory, types of inventories; EOQ models (with discount and without discount), emerging issues in inventory management; ABC Classification

Unit VIII: Linear Programming

Introduction of LPP, graphical method of solving LPP; Transportation models; Assignment model; basic concept of network diagram (CPM and Pert);

Text Book

Reid and Sanders (2011). Operation Management. John Wiley and Sons.



MTM 362: Disaster Management in Mountain Region

Credit Hours: 3

Lecture Hours: 48

Course Objective

The key objective of this course is to make students comprehend aspects of disaster management in mountain/hill regions -Preparedness and Response – and to increase their awareness of the nature and management of disasters, leading to better practice. This intensive course focuses on the entire vulnerability and risk assessment process, from different methods for analyzing risk to evaluating their results.

Course Description

This course provides a broad overview of disaster management and resilience in mountain/hill region and provides multidisciplinary knowledge and skills required to underpin successful approaches to addressing the management of disasters in complex mountain/hill environments. It concentrates on key issues such as disaster resilience and risk management, humanitarian aid, disaster risk, recovery, resilience or disaster management, impact of disasters on societies and help with making societies more resilient to disasters. Basic concepts are related to disaster preparedness and response, considerations in regional and local planning for disaster preparedness and response, collaboration for preparedness and response, implementation of disaster preparedness and response plans and their limitations and drawbacks.

Learning Outcomes

Students who successfully complete this course will be able to:

- Demonstrate an overall understanding of key aspects of disaster preparedness and response.
- Acquire an understanding of the complexity of the "assistance" deployment environment.
- Develop skills, competencies; knowledge of the range and role of stakeholders in preparedness and response.
- Contribute to resilient and sustainable mountain/hill societies through use of concepts, methods and tools within disaster risk management and adaptation such as risk assessment, capacity assessment, preparedness and contingency planning, and mountain/hill planning;
- Work with capacity development and project management for disaster management and adaptation in local settings;
- Utilize and contribute to research in this field



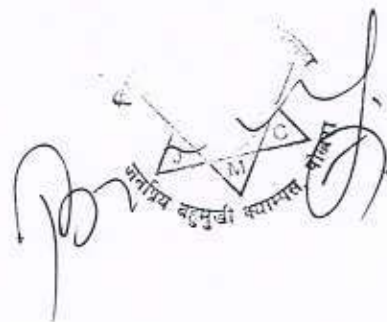
Course Contents

The following topics have been selected for the course

- Disaster causes in Mountains/Hills
- Impact of disasters on societies , preparedness, response and humanitarian interventions
- Disaster Management and Resilience
- Geo-hazards: Relationship between hazard information, risk mitigation and emergency management
- Risk communication and disaster-reduction and management strategies
- Disaster recovery, planning and development
- Resilience-building methodologies
- Disaster Management Research Project-- based on case study addressing a case of students choice to support career goals

Required Textbooks and Materials

The textbooks and other instructional materials will be determined by the instructor to ensure that current and relevant concepts, theories and practices are presented.



MTM 363: Ecotourism

Credit Hours: 3

Lecture Hours: 48

Objective

The objective of this course is to make students understand, develop knowledge and comprehend ecotourism environment and resources, products, guiding principles and practices of ecotourism as well as policies and strategies for sustainable ecotourism. At the end of the course, students are expected to be able to analyze and interpret ecotourism in its true sense.

Description

Environmental phenomena are among the most contributing entities for the tourism and they may have very high lasting negative impacts of the tourism industry they are not seriously taken care of. Thus ecological principles are applied to tourism, which is the main thrust of ecotourism. In this context, tourists and their activities, the relationship between natural resources and tourism, ecotourism products and practices along with policies and strategies are dealt with so that a sustainable tourism development can be maintained.

Course Content

Unit 1 Introduction to ecotourism

Concept of tourism; Overview of tourism; Understanding environment and ecology; Concept of ecotourism and the understanding of the major features of ecotourism; Differences between nature-based tourism and ecotourism; Trends and issues for ecotourism & sustainable tourism; Quebec declaration on ecotourism and Oslo Statement on Ecotourism

Unit 2 Ecotourism resources

Environment, Biodiversity, Conservation, Protected area, Settlement system, Indigenous and special communities, Niche; Ecotourists (attitude, behavior, market)

Unit 3 Ecotourism products

Ecotourism activities and ecotourism services: Ecotourism and the environment, Ecotourism and conservation, Ecotourism and protected area, Ecotourism and economic benefit, Ecotourism and social benefit, Ecotourism and local community

Unit 4 Principles of ecotourism analysis

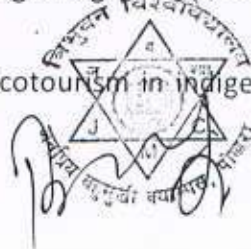
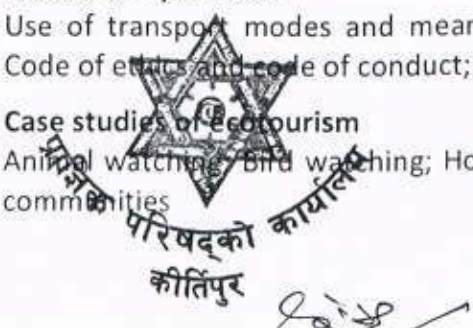
Ecotourism environment; Indicators for ecotourism; Measuring ecological and cultural impacts of tourism/ecotourism; Community-based tourism

Unit 5 Ecotourism practices

Use of transport modes and means, Facilities (reduce, replace, recycle, reuse); Code of ethics and code of conduct; Eco-labeling and green washing;

Unit 6 Case studies of Ecotourism

Animal watching, Bird watching; Homestay; Ecotourism in indigenous and special communities



Unit 7 Policies and strategies for ecotourism development and their implications
Substance, implementation, monitoring, implication

Unit 8 Practicum

Field study (observation/excursion/survey) and analysis of ecological entities in tourist areas and prepare a framework for ecotourism practices

(Note: students prepare the framework incorporating the prominent components of ecotourism as outlined in this course and the outcome of the field study (from section 1 to 7))

Textbook

Fennell, D. A. (2008). *Ecotourism* (3rd ed.). London; New York: Routledge.

Weaver, D. (2008). *Ecotourism* (2nd Ed.) Hoboken, NJ: John Wiley.

References

Ballantyne, R., & Packer, J. (Eds.). (2013). *International Handbook on Ecotourism*. Cheltenham, UK: Edward Elgar.

Buckley, R. (Ed.). (2004). *Environmental Impacts of Ecotourism*. Wallingford, Oxon, UK; Cambridge, MA, USA: CABI.

Buckley, R. (2009). *Ecotourism: Principles and Practices*. Wallingford, UK; Cambridge, MA: CABI.

Diamantis, D. (2004). *Ecotourism: Management and Assessment*. London: Thomson.

Fennell, D. A., & Dowling, R. K. (Eds.). (2003). *Ecotourism Policy and Planning*. Wallingford, Oxon, UK; Cambridge, MA: CABI.

Higham, J. (Ed.). (2007). *Critical Issues in Ecotourism: Understanding a Complex Tourism Phenomenon* (1st ed.). Amsterdam: Elsevier, Butterworth Heinemann.

Honey, M. (Ed.). (2002). *Ecotourism & Certification: Setting Standards in Practice*. Washington, DC: Island Press.

Mowforth, M., & Munt, I. (2009). *Tourism and Sustainability* (3rd Ed.). London, UK: Routledge.

Newsome, D., Moore, S.A., & Dowling, R. K. (2002). *Natural Area Tourism*. Bristol, UK: Channel View Publication

Page, S. J., & Dowling, R. K. (2002). *Ecotourism*. Harlow: Prentice Hall.

Wearing, S., & Neil, J. (2009). *Ecotourism: Impacts, Potentials and Possibilities?* (2nd ed.). Amsterdam; Boston; London: Butterworth-Heinemann.

Weaver, D. B. (Ed.). (2000). *The Encyclopedia of Ecotourism*. Wallingford: CABI.

Zeppel, H. D. (2006). *Indigenous Ecotourism: Sustainable Development and Management*. Wallingford; Cambridge, Mass: CABI.

Related Web Resources

The International Ecotourism Society

<http://www.ecotourism.org>



Related Journals

Annals of Tourism Research

International Journal of Sustainable Development & World Ecology

Journal of Sustainable Tourism

Journal of Ecotourism

Tourism Management

Journal of Travel Research

Tourism Geographies



MTM 364: E-tourism

Credit Hours: 3

Lecture Hours: 48

Course Objectives

This course is designed to discuss emerging concepts and issues in e-Business focusing the tourism sector. The objective of this course is to impart knowledge on the application of e-business in tourism sector with understanding of contemporary issues of the use of electronic technology in the tourism business.

Course Descriptions

This course provides students with the knowledge and skill of e-business. It is to develop their understanding of a number of basic e-business concepts and theories supported with case examples. Upon the completion of this subject, students are expected to have a basic understanding of what e-business is and how to conduct e-business in tourism sector successfully under the dynamic changing environment in the tourism industry.

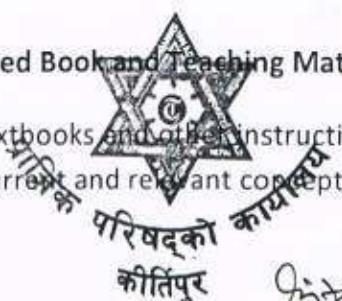
Course Outlines

The following topics or issues have been selected for the course. Each topic or issue will be explored in relation to existing literature, its relevance and practices in the current global context.

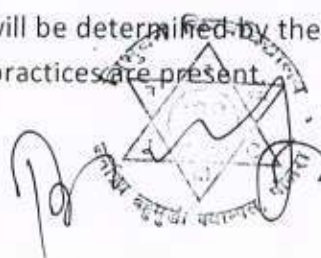
- ICT in tourism, concept of e- business and e-commerce, Concept of e- tourism, Impact of ICT's in Tourism(Issues/ Challenges/Limitations)
- Types of e-business models, IT infrastructure required for e-Business models implementation
- M-Commerce and its importance in e-tourism
- Ecommerce gateway, Planning and implementation ecommerce in your e- business, Security issues, Pre-Requisites for Successful E-commerce Growth, Limitations
- Concept of e-business strategies, Framework of e-business strategy, Steps for implementing e- business strategy, concept of value creation, Value chain in e-business, e-business advertising/promotion strategy
- Online promotion using Social media ,Google ads, Search Engine Optimization (SEO) and other relevant tools
- E-business for tourism Industry Strategies, Value chain of DMO's & DMC's
- E-business trend in Nepal, Challenges and opportunities, social, economic and legal issues, current developments

Required Book and Teaching Materials

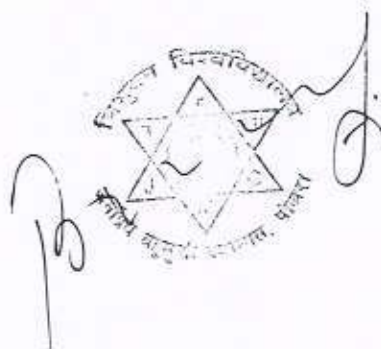
The textbooks and other instructional materials will be determined by the instructor to ensure that current and relevant concepts, theories and practices are present.



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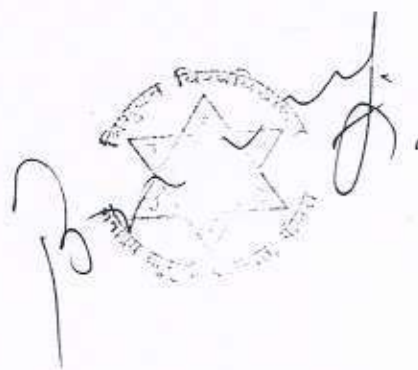


Course Outline
of
BMTM (Bachelor of Mountain Tourism Management)
7th Semester



BMTM 7th Semester Course Cycle

MTM 471: Strategic Management in Mountain Tourism	3 Cr. Hrs.
MTM 472: Mountain Adventures and Sports Tourism	3 Cr. Hrs.
MTM 473: Climate Change and Adaptation	3 Cr. Hrs.
INL 471: Elective I:	
International Language-I (Chinese/ Japanese/ Korean/ French)	3 Cr. Hrs.
PWK 471: Field Visits and Project Work –II	3 Cr. Hrs.



MTM 471: Strategic Management in Mountain Tourism

Credit Hours: 3

Lecture Hours: 48

Course Objective

This course aims to provide the students to the fundamental concept and knowledge of strategic management and its practices and develop their skills to conduct SWOT analysis and make strategic choices.

Course Description

This course familiarize with the topics such as environmental analysis, organizational analysis, strategic management, establishing company direction, internal analysis, evaluation company resources and competitive capabilities, strategic options, strategy formulation and strategic choice, strategy implementation, strategy control and evaluation in mountain tourism.

Learning Outcomes

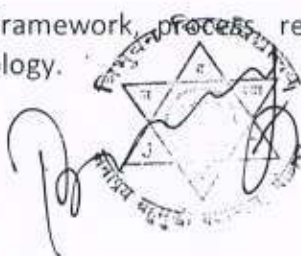
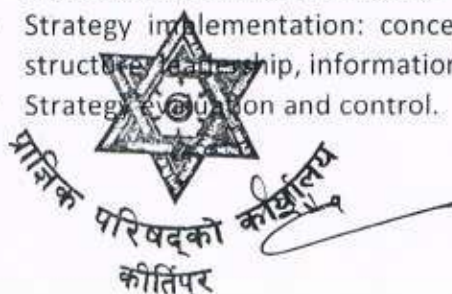
Students who successfully complete this course will be able to:

- Understanding concept, characteristics, level, process, and importance of strategy and strategic management. Steps in strategic planning.
- Understanding various dimensions of strategic management.
- Critically analyze and evaluate environmental forces (the economic, social, cultural, legal, political, and technological) and SWOT analysis and strategic advantage profile (SAP).
- Understanding strategic options.
- Identify strategic choices and formulation of strategy.
- Implement of strategy and strategic evaluation and control.
- Identify and critically assess good practice in the strategic management in mountain tourism.

Course Contents

The following topics have been selected for the course

- Concept, characteristics, level, importance of strategic management.
- Environmental analysis, process of analysis.
- Organizational analysis, internal analysis, SWOT analysis.
- Strategic options, strategic alternatives at corporate level, and at business level, methods of strategy development.
- Strategy formulation and strategic choice, Portfolio analysis (BCG matrix, GE Business screen, Hofer's matrix).
- Strategy implementation: concept, 7S Framework, process resource planning: structure, leadership, information, technology.
- Strategy evaluation and control.



Required Text books and Materials

The text books and other instructional materials will be determined by the instructor to insure that current and relevant concepts, theories and practices are present.



MTM 472: Mountain Adventures and Sports Tourism

Credit Hours: 3

Lecture Hours: 48 hrs.

Course Objectives

The major themes of this course are: mountains, sports allied with it and the thrills, conflicts and norms; safety, including injuries, illnesses and insurance; impacts, whether ecological, social or economic; and participation, management and structure of adventure tourism products or associated business aspects. The course intends to demonstrate innovative models of intervention, facilitating, critical thinking and analysis by responding to the emerging needs and changing tourism scenario, mountain adventures, sports and recreation in the Nepalese and global context. The course will facilitate the process of experience based teaching-learning by practicing and enhancing student's professional skills and equipping them with an understanding of the scope of growing mountain adventures and sports activities in mountain tourism. It envisions creating a forum whereby students can discuss and critique mountain adventures and sports tourism and its potential application to the development of mountain tourism in Nepal. This course creates envisions a platform through which mountain adventures and sports tourism can be discussed in the context of Nepal and world. The objectives of the course are:

1. To provide students a wide concept of the mountain adventures and sports tourism.
2. To dispense the knowledge that provides an understanding of different aspects of sports and adventures that are based solely on mountains.
3. To access the cataloging of adventures and sports based on the mountains.
4. To prioritize the skill and knowledge required to handle mountain adventures and sports.

Course contents

Unit I: Introduction to Adventure Tourism

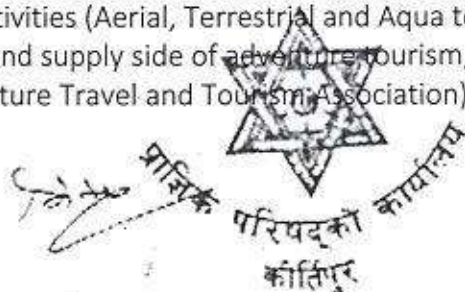
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Meaning of adventure, Adventure Tourism, Emerging Trends in Adventure Tourism, Factors Affecting and influencing Adventure Tourism, The Concept of Cognita and Terracognita, Scale of adventure tourism.

Types of touristic activities (Aerial, Terrestrial and Aqua tourism)

Growth in demand and supply side of adventure tourism, Eco-tourism, Responsible tourism.

Role of ATTA (Adventure Travel and Tourism Association)



Unit II: Sport Tourism

LH 6

Definition of sport, Types of Sport, Extreme sport, Basic differences between extreme and non-extreme sports, extreme sports and wellness, significance of nature, the Concept of sport and extreme sport tourism.

Unit III: Extreme Sports in Nepal

LH 6

Trekking, Climbing, Whitewater, Rafting, Rock Climbing, Canyoning sky diving, Bungee jumping, wildlife safari.

Unit IV Motivation and Theoretical Understanding of Adventure Tourism LH 12

Basic concepts of motivation – (A. Maslow, G. Dann, S. Isoh - Ahola), Peak experience, Edgework, Extraordinary experience, Kiaenesthetic experience, Flow, Rush, Thrills, Safety, Security, Rescue system, Food, Clothes and Equipment, Theories of Adventure Tourism (Risk Recreation model, Adventure Experience Paradigm, The Adventure Alternative, Adventure Tourism Process), Leadership, Training Guide, Accident, Injuries, Medicines

Unit V: Health and safety: Insurance in Adventure Tourism

LH 6

Health Hazards in Adventure Tourism and safety Measures, Health Safety-First Aid, Altitude Sickness, Illness, Diarrhoea, Prevention and cure.

Unit: VI Returns From Mountain Adventure and sports Tourism

LH 6

Wild life conservation, natural resources forests and heritage sights in mountain regions of Nepal, creation of alternative sources of employment and promoting GDP growth, Promotion of local skill and entrepreneurship, Enhancement of mountain, Adventure and extreme sports equipment industries.

Reference Books

"Adventure Tourism" by R. Buckley, Ian Godwin (Contribution by), Carl Cater (Contribution by)
) ISBN: 978184591230

"Adventure Tourism" by Colin Beard (Author), John Swarbrooke (Author), Suzanne Leckie (Author), Gill pomfret (Author) ISBN: 13: 978-0750651868

"Adventure Tourism": Dr. Sheeba Hamid, Dr. Saadia Lodi.

"A Hand book of Adventure Tourism" RM Ahuja, Vedams Books

Barton, B. Safety, Risk and Adventure in Outdoor Activities. Paul Chapman Publishing

Gurung, H. (2004). Peaks and Pinnacles: Mountaineering in Nepal. Kathmandu: Nepal Mountaineering Association.

Ives, J.D. (2006). Himalayan Perceptions: Environmental change and the well-being of mountain peoples. HimAAS



Kunwar, R.R. (2013). Sport Tourism: Understanding the Concept, recognizing the value. The Gaze Journal of Tourism and Hospitality, 5(1).

Kunwar, R.R. (2073 B.S.). Adventure Tourism: Understanding the Concept, Recognizing the Value. Voice of Himalaya

Musa, G., Higham, J., & Thompson-Carr, A. (Eds.). (2015). Mountaineering Tourism. New York: Routledge.

Nepal Tourism Board Publication:

Kunwar, R.R (2013): Sport Tourism Understanding the concept, recognizing the value. The Gaze Journal of Tourism and Hospitality 5 (1)

Shrestha, H.P. (2016): Tourism Management in Nepal, Kathamndu, ultimate marketing



MTM 472: Climate Change and Adoption

Credit Hours: 3

Lecture Hours: 48

Objective

This course will address the physical of climate change; its impact on human health and explore ways to address adaptations that will have the minimum impact of climate change. Thus the objective of this course is to provide basic concept of climate change theories, theories of climate change, greenhouse gases and global warming, to make the students able to develop climate change indicator, analyze and evaluate, and identification, prioritization of climate change impacts and required adaptation and mitigation measures and enable the students understanding the role of climate change approach in managing effects of climate change on the environment & human beings.

Description

At the end of the course, students are expected to be able to analyze and interpret the various facets of climate change and develop appropriate responses to manage the effects of climate change on the environment and human beings.

Course Content

Unit 1 The climate system

Climate system and change (Climate and weather; The Sun and the global energy balance; The climate system)

Unit 2 Understanding the climate change

Forces and mechanism of climate change

Causes of climate change (internal and external forces)

Global warming and global warming potential

Greenhouse effects (natural versus anthropogenic greenhouse gases; trends in greenhouse gaseous, etc.)

Unit 3 Prediction and Projection of climate change

Indicators of climate change

Climate models

Projections of climate change

Unit 4 Impact of climate change on different ecosystems

Impacts on land, seasons, rainfall and water, forest, agriculture, etc.

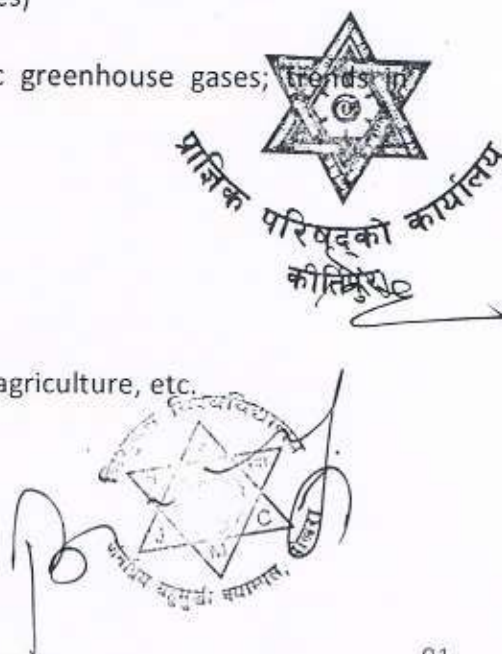
Energy supply and balance

Human health, living and working

Impact of climate change and Nepal

Unit 5 Assessing climate change

Climate hazard mapping and trend analysis



Climate hazard ranking
Climate hazard impact assessment
Vulnerability impact assessment
Coping and adaptation strategies assessment

Unit 6 Addressing climate change

Mitigation
Adoption
Personal and collective responsibilities (community response)
Climate change and ethics

Unit 7 Climate change initiatives

Global initiatives (UNFCCC, Kyoto protocol, Copenhagen conference etc., REDD+)
National Initiatives (Communication Report, Sagarmatha Declaration on Climate Change, Climate Change Policy, LAPA/NAPA, Strategic Program for Climate Resilience, etc.)

Unit 8 Practicum: Assessing climate change hazards & impacts, vulnerability (based on Unit 5 assessments), and exploring adaptation options using participatory and observatory tools and techniques

Textbook

Dessler, A. (2011). *An Introduction to Modern Climate Change*. Texas: A and M. University
Farmer, G. T., & Cook, J. (2013). *Climate Change Science: A Modern Synthesis* Volume 1 - The Physical Climate. Amsterdam: Springer Netherlands
Fletcher, C. (2013). *Climate Change*. London: Wiley
Houghton, J. (2009) *Global Warming - International Panel on Climate change*

References

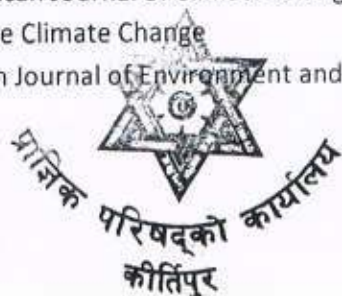
Stocker, T.F., D. Qin, G.-K. Plattner, M. Tignor, S.K. Allen, J. Boschung, A. Nauels, Y. Xia, V. Bex and P.M. Midgley (eds.). (2013) *Climate Change 2013: The Physical Science Basis*. Contribution of Working Group I to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change [IPCC 2013]. United Kingdom and New York: Cambridge University Press, Cambridge.

Related Web Resources

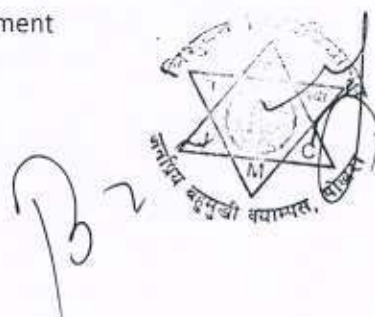
International Panel on Climate Change <<https://www.ipcc.ch/index.htm>>
United Nations Framework Convention on Climate Change <http://newsroom.unfccc.int/>

Related Journals

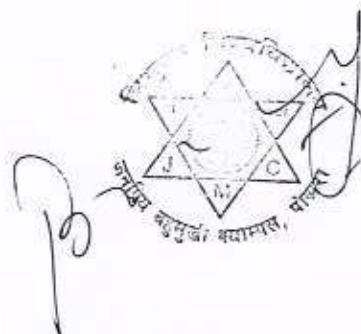
Journal of Climate Change
The International Journal of Climate Change: Impacts and Responses
International Journal of Climate Change Strategies and Management
American Journal of Climate Change – SCIRP
Nature Climate Change
British Journal of Environment and Climate Change



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**Course Outline
of
BMTM (Bachelor of Mountain Tourism Management)
8th Semester**



BMTM 8th Semester Course Cycle

MTM 481 Tours, Travel and Trekking Management	3 Cr. Hrs.
MTM 482: Pilgrimage and Heritage Tourism	3 Cr. Hrs.
MTM 483: Agri-Rural Tourism	3 Cr. Hrs.
INL 481: Elective II:	
International Language-II (Chinese/ Japanese/ Korean/ French)	3 Cr. Hrs.
INT 481: Internship (8 Weeks Rigorous Work in Related Organization)	3 Cr. Hrs.



MTM 481: Tours, Travels and Trekking Management

Credit Hours: 3

Lecture Hours: 48

Course Objectives

The core objective of the course is to introduce tour, travels and trekking management embedded with mountain tourism context of Nepal and the globe with a target to reveal the role and function of tours, travels and trekking in mountain tourism development. The course aims to engender practical learning skills of the students by study tours, travels and trekking comprising cultural and natural places of tourist in Nepal to provide practical exposure to the students to gain experience on traveling and trekking in various modes of transport, visiting the destinations, getting acquainted with facilities and amenities of the hill and mountain destinations and interacting with vendors of service providers and local community members.

Course Contents

Unit I: Introduction

LH 5

Meaning, role and function of tours, travels and trekking; growth and present position, historical perspective and changing environment of tours, travels and trekking in Nepal and world, travel agency, Registration of travel agency, case examples from Nepal.

Unit II: Tours, Travels and Trekking Transport Systems

LH 16

- Land (Surface Transport) system based tours, travels and trekking, documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, permits.
- Air transport and its evolution, present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations including freedoms of air.
- Water Transport System and Water Based Tourism: Historical past, cruise ships, ferries, hovercraft, and river canal boats. Franchising: Meaning of white water rafting, river system in Nepal, river grades, equipment use, safety measures, rafting season, map of rivers, registration process and government regulation, Prospects and future growth of water transport in Nepal.
- Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies.

Unit III: Tours and Trekking in Nepal

LH 12

- Tours in Nepal for: Sightseeing, Scenic and Panoramic tour, Cultural tour, Countryside tour, Heritage tour, Village tour, etc. Adventure tours in Nepal: Mountain flight, hiking in Nepal, trekking in Nepal, Safari in Nepal, river rafting in Nepal, paragliding, Bungee jump, etc. Or mix adventures in any leisure tours in Nepal.
- Trekking in Nepal for adventure: Trekking in Everest region, Trekking in Annapurna region, including Pokhara hill trekking, trekking in Langtang region, Off route region



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Trekking: Upper Mustang, Pilgrimage to Damodarkunda via Muktinath, Manaslu, Larke Pass.

- Mountaineering: Evolution, importance, equipment, routes, different peaks and heights, liaison officer and roles, communicative language, registration and government regulations.

Unit IV: Tourist Tours, travels and Trekking Guidelines in Nepal

LH 4

Introduction, types and its importance, operational guidelines of tourist transport in Nepal (NATTA rate, rules).

Unit V: Tours, travels and trekking consequences and regulations in Nepal

LH 5

Tours, travels and trekking consequences, grades, season, equipments, routes and maps, altitude sickness and safety measure, type, permit, registration process and government regulation and tourism policy.

Unit VI: Practical Tourism

LH 6

A study tour, travels and trekking comprising cultural and natural places of tourist attractions in Nepal shall be conducted during the second semester classes. A faculty shall accompany the students to take care of stay, movement, sightseeing, etc. The objective of conducting study tour is to provide practical exposure to the students to gain experience on traveling in various modes of transport, visiting the destinations, getting acquainted with facilities and amenities of the destinations and interacting with vendors of service providers and local community members. After the completion of the Field Study Tour (FST) the students are required to submit their report which will be evaluated and grading to be made by the teacher.

Prescribed Texts

Bista, D. B. (1996). People of Nepal. Kathmandu: Ratna Pustak Bhandar. Pp 23-54.

Chuck Y. Gee (1997). Professional Travel Agency Management. New Delhi: Prentice Hall. Pp-3-67.

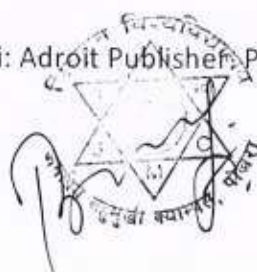
Chand Mohinder (2008). Travel Agency Management: An Introductory Text, Anmol Publication Pvt. Ltd. Pp 13-86

Hinch, T., & Higham, J. (2001). Sport tourism: A framework for research. *International Journal of Tourism Research*, 3, 45-58.

Government of Nepal (2015). Tourism Statistics of Nepal. Kathmandu: Ministry of Culture Tourism and Civil Aviation.

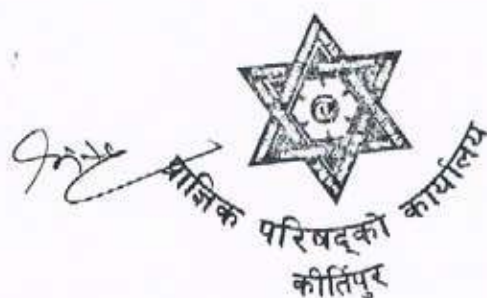
MoCTCA. Vision 2020. Kathmandu: MOCTCA.

Satyal, B. Y. (1999). Tourism Monograph, New Delhi: Adroit Publisher. Pp 3-33.



Shrestha, S. H. (2004). Economic Geography of Nepal. Kathmandu: Educational Publishing House. Pp 34-71.

SNV (2011). The Great Himalayan Trail: Marketing Strategy 2011-2016. Kathmandu: SNV.



MTM 482: Pilgrimage and Heritage Tourism

Credit Hours: 3

Lecture Hours: 48

Course Objective

The key objective of the course is to enable the students to critically engage in diverse aspects of tourism as a cultural and religious force in the contemporary tourism world, preservation and sustainable development of cultural and religious heritages in Mountain/hill regions.

Course Description

This course provides a broad overview of pilgrimage and heritage tourism in mountain and hill, its comprehension and contribution in tourism development. It attempts to conceptualize relationship between culture, history, religion, heritage and pilgrimage tourism and the role of the heritages and shrines in motivating travel.

Learning Outcomes

Students who successfully complete this course will be able to:

- Identify with exactitude what exactly heritage and religious tourism is offering the tourist. Holy sites, Historic heritages, preservation of shrines, systems of hospitality with ancient roots, cultural industries
- Describe heritage and pilgrimage tourism as a complex of socio-spatial processes that are historically, culturally, and locally dependent
- Demonstrating how pilgrimages and heritage tourism can facilitate in comprehending the cultural and religious diversities of mountain/hill regions
- Assess the ways heritages and shrines can assist in the development of tourism
- Apply the knowledge acquired to analyze and solve the issues and challenges of heritage and pilgrimage tourism

Course Contents

The following topics have been selected for the course:

- Conceptualizing heritage and pilgrimage tourism
- Role of the heritages and shrines in motivating travel
- Religious doctrine in motivating travel as a uniquely religious purpose
- Hindu and Buddhist Cultural Heritages
- Hindu pilgrimage--Types and traditions of Hindu pilgrimage--pilgrimages to Muktinath, Pashupati, Kumbh Mela, visit to holy shrines etc
- Buddhist pilgrimage--Swambhu, chortles, Lumbini etc.
- Possibilities and modalities of integrating Hindu and Buddhist pilgrims
- Offerings of heritage and pilgrimage tourism
- Non-material heritage in contemporary and future tourism heritage and pilgrimage tourism



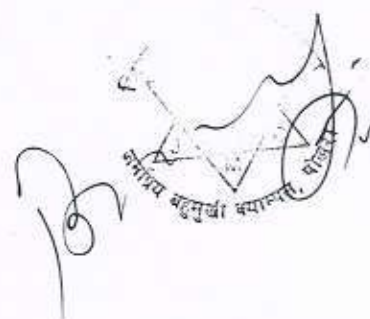
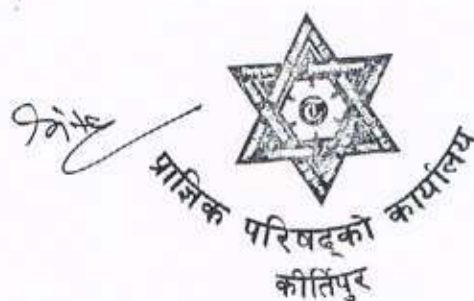
- Heritage tourism development and relationship between culture, history, religion
- Issues ,challenges and management of heritage and cultural resources, historical archaeology, cultural resource management, applied folklore and oral history

Required Textbooks and Materials

Alderman, D.H. (2002). Writing on the graceland wall: On the importance of authorship in pilgrimage landscapes. *Tourism Recreation Research* 27 (2), Pp.27–33.

Barber, R. (1993). *Pilgrimages*. London: The Boydell Press.

Collins-Kreiner, N. (2002). Is there a connection between pilgrimage and tourism? The Jewish religion. *International Journal of Tourism Sciences* 2 (2), Pp.1–18.



MTM 483: Agriculture and Rural Tourism

Credit Hours: 3

Lecture Hours: 48

Course Objective:

The core objective of this course is to make students comprehend agriculture and rural tourism, rural events enterprise, understand key issues and techniques involved for developing and managing agriculture and rural tourism, and examine the economic, environmental and social concepts and frameworks that define the agriculture and rural tourism industry.

Course Description:

This course provides a broad overview of agriculture and rural tourism, its comprehension and contribution in tourism sector, analysis of the rural event management in practice, principles of good practice including, stakeholder engagement, rural transport, investigation of the economic, socio-cultural, and environmental impacts (positive and negative) of events and their management. The course will enable students seek management positions in tourism businesses and a career in rural event management.

Learning Outcomes

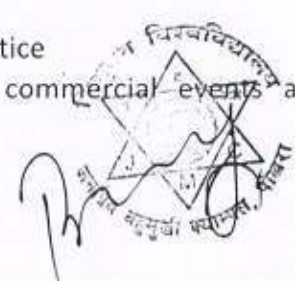
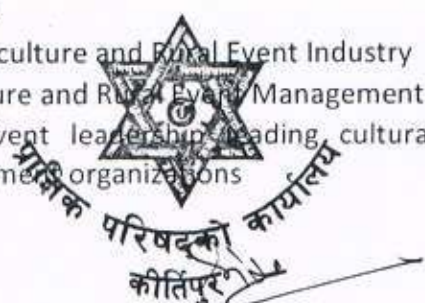
Students who successfully complete this course will be able to:

- Analyze and evaluate the needs and roles of the farmer and farm based tourist linking back to the main agri-tourism typologies
- Appraise the relationship between the food, drink and agriculture and rural tourism within the wider rural tourism industry
- Identify and critically assess good practice in the agri-tourism and rural tourism using examples from Nepal and abroad.
- Critically evaluate the positive and negative economic, social, cultural and environmental impacts of agriculture and rural tourism on community

Course Contents

The following topics have been selected for the course

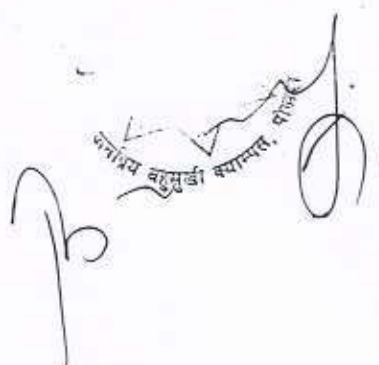
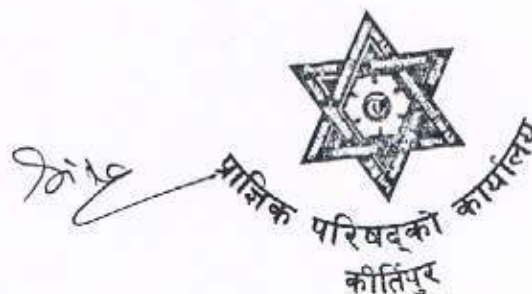
- Agricultural society, environment and rural tourism
- Typologies of Agriculture and Rural Tourism, the depth and nature of contact between the tourist, agricultural and rural activities
- Supply and demand of Agri-Tourism Products and Farm-based tourism
- Best Practice - Case Studies from Nepal looking at relationship between agri-tourism and the wider rural tourism sector, key issues, opportunities and best practice
- The Agriculture and Rural Event Industry
- Agriculture and Rural Event Management in Practice
- Rural event leadership leading cultural and commercial events and events management organizations



- Impact Assessment and Management

Text books and Materials

- Croce, E., and Perri, G. (2010). Food and Wine Tourism: Integrating Food, Travel and Territory. CABI.
- Getz, D. et al (2014). Foodies and Food Tourism. Goodfellow Publishers.
- Przezborska, L., Sznajder, M. and Scrimgeour, F. (2009). Agritourism. CABI.
- Robinson, G. (2004). Geographies of agriculture: Globalisation, restructuring and sustainability. Harlow: Pearson Education Limited.
- Torres, R, and Momsen J., (2011). Tourism and Agriculture: New Geographies of Consumption, Production and Rural Restructuring. Routledge Chapman Hall.



Internship/ Industrial Exposure

All JMC graduate students are required to successfully complete an internship as part of the BMTM degree requirements. An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skill development in a professional setting. Industrial Exposure will require an input of 3 Credit Hours i.e. 48 working days (8 weeks \times 06 days = 48- days). Once the student has been selected/ deputed for industrial exposure by the campus, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial exposure, these will necessarily have to be approved by the campus. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel/ exposure unit to other of their own. The Internship in VIII semester can be with operational exposure in reputed Tourism Organizations/ Firms/ Hospitality/ Service Units, Airlines, Resorts, and similar industry in accordance with course curriculum so as to enable a candidate sharpen his skills in his functional area of choice in trade & help him in placements. Prior written approval to be taken from the program coordinator/ convener / H.O.D for Industrial exposure in both semesters Academic Credit Hours for training shall be based on following Log books and attendance, Approvals, Report and presentation, others as applicable. All internees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as intern in a particular department or section is completed. Internees are also advised to make a report on completion of intern in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the campus and the industry. It should be made for duration of 15 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed.

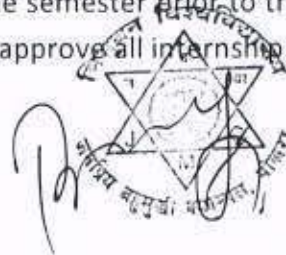
Intended Outcomes Include

- Immersion in a professional business environment
- Greater understanding of business processes
- Increased accountability and professional skills
- Opportunities to put your academic learning into practice
- Enhanced ability to recognize your preferences and abilities and match them with appropriate career-related choices

Internship Procedures and Evaluation

This course is generally intended to be completed during the summer of the senior year. However, special circumstances (e.g. completion of all course work in the fall semester) can be considered for approval of the course to be taken in the spring. Under no circumstance will it be offered in the fall semester.

1. All students will meet with the course instructor during the semester prior to the practicum to complete an application form. The course instructor must approve all internship applications in advance.



2. Each student is responsible for finding his/her own practicum site, however, the course instructor and the college can provide as much help as possible.

3. All students must make an appointment to see the instructor to obtain an internship packet. An appointment can be made by application of students. During this meeting, students are expected to have the name, address and telephone number of the internship site, and the name and phone number of their supervisor as well as starting and ending dates of the internship.

4. The internship consists of full-time employment which is defined as a minimum of 40 hours per week for a minimum of 8 consecutive weeks.

5. All students must register for the course during the prescribed JMC's registration period. The internship must be completed during the semester the student was registered. Students may not register for the practicum in one semester and start/complete it in another semester.

6. Students are required to attend all internship meetings held by the instructor prior to the internship.

7. The student will develop an internship rotation schedule in conjunction with the needs of the employer. The instructor will provide sample rotation plans that can be adapted to a restaurant, hotel, or other setting. These rotation schedules, along with all completed paper work must be submitted to the instructor.

Submission Deadlines: Deadline for submission of all work related to Internship is the prior to last two week of the final semester. Within the last two week college will publish the schedule for presentation and viva voce examination to all the interneers. Report submitted after the deadlines will not fulfill the requirement of the program.

Evaluation and Grading: The grade for this course will not be determined by how hard you had to work or how many hours you had to work. It will stead be determined by your rigorous effort to convey through internship report. How much you learned? How you translated that learning into writing - even though you might have had a very good learning experience, if you are unable to convey that learning in an appropriately written report, you will not receive a top grade. How well you follow directions and your attention to details - if you submit papers late, get confused on your due dates, or fail to submit your objectives in a timely manner, you will be downgraded.

Out of the total marks, 30 percent of the marks will be awarded by the organizational head of the intern organization, 20 percent of the total marks will be awarded to viva voce committee and rest 50 percent marks will base on evaluation of report submitted by the intern.

