

**TRIBHUVAN UNIVERSITY**  
**FACULTY OF HUMANITIES AND SOCIAL SCIENCES**

Courses of Masters in Tourism and Hospitality Studies  
(MTHS) Programme



Submitted to:  
Office of the Dean  
Faculty of Humanities and Social Sciences  
T.U. Kirtipur

2025



**Tribhuvan University**  
**Faculty of Humanities and Social Sciences**  
**Masters in Tourism and Hospitality Studies (MTHS)**  
**Curriculum**

**Introduction**

The curriculum for the Masters in Tourism and Hospitality Studies (MTHS) has been meticulously developed in alignment with international standards to address the evolving demands of the rapidly expanding tourism and hospitality sectors both globally and within Nepal. This curriculum encompasses foundational courses, core courses that represent both tourism and hospitality sectors, as well as specialized courses. The initial semester is primarily focused on foundational courses, which will be complemented by more advanced coursework in the subsequent second, third, and fourth semesters. Students will have the opportunity to select elective subjects as their specialization during the third and fourth semesters.

Given the remarkable growth of the tourism industry worldwide, the significance of tourism and hospitality as distinct academic disciplines has become increasingly pronounced. Considering this trend, the course has been structured to ensure that students acquire both theoretical knowledge and practical skills pertinent to the industry. Emphasis is placed on a practical approach to learning across all subjects. Students are required to engage in project work, prepare seminar reports, and conduct case studies each semester as outlined in the course requirements.

The MTHS program spans four semesters over a two-year period and comprises a total of 63 credit hours, integrating both theoretical and practical competencies. This program is specifically designed to meet the needs of the 21st-century tourism industry. Its primary objective is to cultivate a professional workforce equipped with a diverse skill set and comprehensive knowledge base relevant to the tourism sector. Furthermore, the curriculum provides various areas of specialization that enable students to become well-versed in emerging trends within the tourism industry.

**Objectives**

The primary aim of this course is to enhance students' professional skills and knowledge, thereby facilitating their advancement within the tourism and hospitality industry. The specific objectives are as follows:

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- To cultivate professionals with leadership capabilities to effectively manage business units within the tourism and hospitality sectors.
- To enable students to develop essential professional competencies pertinent to the tourism and hospitality industry.
- To equip students with the ability to perform various tasks associated with the tourism and hospitality sectors.
- To analyze both national and international trends in tourism.
- To familiarize students with contemporary trends in the tourism and hospitality industry, including associated challenges, while empowering them to propose viable solutions.
- To elucidate the interconnections between hospitality and tourism sectors.
- To analyze relationships among social, cultural, environmental, and global issues as they pertain to the industry.
- To explore strategic issues related to business development within tourism and hospitality.
- To acquaint students with operational aspects of hotel management.
- To examine how current century developments affect the industry while exploring future implications.

### Eligibility for Admission to MTHS

To be eligible for admission to the Masters in Tourism and Hospitality Studies (MTHS) program, applicants must possess a bachelor's degree in any discipline from Tribhuvan University or any other institution recognized by Tribhuvan University. This inclusive policy allows students from diverse academic backgrounds who have completed a bachelor's degree or its equivalent from accredited universities to apply for the program.

### Admission Procedures

Candidates seeking admission will be selected based on merit, determined through the following criteria:

- **Performance in the written entrance test:** Candidates must take a written entrance examination that assesses their knowledge and aptitude for the program.



- **Interview:** Following the entrance examination, selected candidates will participate in an interview to further evaluate their suitability for the program.

### Entrance Examination

The written entrance examination for the MTHS program will consist of 50 objective questions, each carrying a score of 2 (Two) marks. The selection of candidates will be based on their performance in this examination, within the constraints of the university's enrollment capacity.

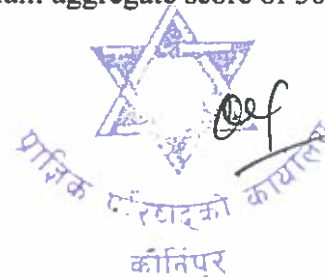
### Duration of the Course and Examinations

- The MTHS program spans two years, divided into four semesters, during which students are required to earn a total of 63 credits to complete the course.
- Each course paper will comprise a total of 48 hours of instruction, with 38 hours allocated for regular teaching and 10 hours designated for internal assessments, including tests, seminars, project work, and presentations.
- The assessment for the MTHS course is structured across four semester examinations. Each paper is graded out of 100 marks, with 60 marks derived from semester-end examinations and 40 marks from internal evaluations, including seminars, project work, presentations, and fieldwork.
- Students must participate in the semester-end examinations administered by the FoHSS, Tribhuvan University for the 60 marks component. The remaining 40 marks will be awarded based on internal evaluations conducted by subject teachers and supervisors.

| Subjects   | Marks     |
|--|-----------|
| Attendance   | 5         |
| Interaction, Participation and Presentation              | 5         |
| Assignment/ Project work/ Seminar paper/ Case study work | 10        |
| Class Test/Internal Examination                          | 20        |
| <b>Total Marks</b>                                       | <b>40</b> |

- Students must meet the following criteria to qualify for the semester-end examinations:

- Attendance requirement: A minimum attendance rate of 80% in each subject during each semester is mandatory.
- Internal evaluation marks: Students must achieve at least 40% in internal evaluations for each subject and maintain a minimum aggregate score of 50%.

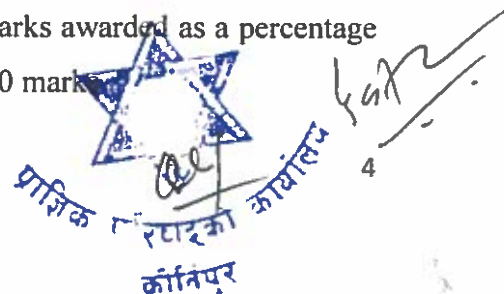


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- Reassessment conditions: Students who do not meet the required attendance or fail to obtain marks in internal assessments for any paper will be ineligible to sit for the semester-end examination. Such students must repeat the relevant course and achieve the minimum passing marks to qualify.
- vi. The internal evaluation examination is worth 40 marks and will be assessed by the respective subject teachers and supervisors based on a comprehensive evaluation framework. Students who do not pass the internal evaluation in any subject will not be eligible for the corresponding semester-end examination conducted by the university.
  - vii. To gauge students' understanding of course material, they will be assigned various assessments, including term papers, project work, seminar papers, and case studies on relevant topics aligned with the curriculum. Submissions must be original and adhere to specified formatting guidelines. Any reports found to be plagiarized or lacking proper citations will be rejected outright.
  - viii. For subjects that require fieldwork to provide industry exposure, students must submit a field report to the designated faculty member of the MTHS program. Students are responsible for covering all expenses related to their fieldwork, which will be supervised and monitored by the respective faculty members.
  - ix. Students who have successfully passed their semester examinations but choose to discontinue their studies for an academic session will not be permitted to rejoin the program in subsequent semesters.
  - x. The thesis (or dissertation) report, along with a *viva voce*, will be evaluated jointly by internal and external examiners. The deadline for submitting two copies of the dissertation to the department is one month after the commencement of the relevant semester examinations. The dissertation topic and synopsis must receive approval from the department. No dissertation will be accepted without certification from both the supervisor and the Head of the Department.

### ***Grading Point System (General Provisions)***

To receive credit for a course at Tribhuvan University (TU), students must maintain regular attendance, defined as at least 80 percent in each subject, and satisfactorily complete all assignments to secure a passing grade according to the university's established marking system. Each course will be assessed at the end of the semester, with marks awarded as a percentage out of 100. The minimum passing mark for all courses is set at 50 marks.



The new grading system implemented by TU operates on a four-point scale, with grades ranging from A to F. This system was designed to provide a clearer assessment of student performance while eliminating numerical scores on report cards. The grading scale is as follows:

| Marks Range (Percentage Equivalent) | Letter Grade | CGPA       |
|-------------------------------------|--------------|------------|
| 90-100                              | A            | 4.0        |
| 80-89.9                             | A-           | 3.70-3.99  |
| 70-79.9                             | B+           | 3.30-3.69  |
| 60-69.9                             | B            | 3.00-3.29  |
| 50-59.9                             | B-           | 2.70-2.99  |
| Below 50                            | F            | Below 2.70 |

### Course Structure

The MTHS course consists of the following components.

| S. No.                    | Course Structure              | Total Credit hours |
|---------------------------|-------------------------------|--------------------|
| 1.                        | Common Courses                | 27                 |
| 2.                        | Core Courses of Tourism       | 12                 |
| 3.                        | Core Courses of Hospitality   | 9                  |
| 4.                        | Specialization Courses        | 6                  |
| 5.                        | Field Work and Report Writing | 3                  |
| 6.                        | Thesis (Dissertation)         | 6                  |
| <b>Total Credit hours</b> |                               | <b>63</b>          |



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**A. Common Courses**

| S. No. | Course Contents   | Credit Hrs |
|--------|---|------------|
| 1.     | Entrepreneurship Development in Tourism and Hospitality   | 3          |
| 2.     | Research Methodology                                      | 3          |
| 3.     | Tourism and Hospitality Marketing                         | 3          |
| 4.     | Tourism and Hospitality Law of Nepal                      | 3          |
| 5.     | Tourism Economics   | 3          |
| 6.     | Leadership and Personality Development                    | 3          |
| 7.     | Information Technology in Tourism and Hospitality Studies | 3          |
| 8.     | Human Resource Development and Planning in Tourism        | 3          |
| 9.     | Tourism Geography   | 3          |
| 10.    | Field Work and Report Writing                             | 3          |
| 11.    | Thesis Writing  | 6          |

**B. Core Courses of Tourism**

| S. No. | Course Contents                     | Credit Hrs |
|--------|-------------------------------------|------------|
| 1.     | Travel and Tourism Operation        | 3          |
| 2.     | Principle and Philosophy of Tourism | 3          |
| 3.     | Tourism Behaviour and Psychology    | 3          |
| 4.     | Tourism Policy and Planning         | 3          |

**C. Core Courses of Hospitality**

| S. No. | Course Contents                                     | Credit Hrs |
|--------|---|------------|
| 1.     | Fundamentals of Hospitality Industry                | 3          |
| 2.     | Accommodation Management in Tourism and Hospitality | 3          |
| 3.     | Food and Beverage Management                        | 3          |

**D. Specialization Courses**

| S. No.          | SPECIALIZATION AREA<br>(anyone from each group) | Credit Hrs |
|-----------------|---|------------|
| <b>Group- A</b> |   |            |
| 1.              | Rural Tourism and Homestay Management           | 3          |
| 2.              | Mountain Tourism                                |            |
| 3.              | Heritage Tourism                                |            |
| 4.              | Crisis Management in Tourism                    |            |
| 5.              | Geo-marketing in Tourism and Hospitality        |            |
| <b>Group- B</b> |   |            |
| 1.              | Tourism Destination Management                  | 3          |
| 2.              | Sustainable Tourism                             |            |
| 3.              | Event Management and MICE Tourism               |            |
| 4.              | Eco-tourism                                     |            |
| 5.              | Contemporary Issues in Tourism and Hospitality  |            |



## Structure of Courses

| Code No.              | Title of Course                         | Credit Hours |
|-----------------------|---|--------------|
| <b>FIRST SEMESTER</b> |   |              |
| THS 501               | Fundamentals of Hospitality Industry    | 3            |
| THS 502               | Principle and Philosophy of Tourism     | 3            |
| THS 503               | Tourism Economics                       | 3            |
| THS 504               | Leadership and Personality Development  | 3            |
| THS 505               | Human Resource Development and Planning | 3            |
| <b>Total</b>          |   | <b>15</b>    |

| Code No.               | Title of Course                                     | Credit Hours |
|------------------------|---|--------------|
| <b>SECOND SEMESTER</b> |   |              |
| THS 551                | Travel and Tourism Operation                        | 3            |
| THS 552                | Tourism Geography                                   | 3            |
| THS 553                | Tourism Behaviour and Psychology                    | 3            |
| THS 554                | Accommodation Management in Tourism and Hospitality | 3            |
| THS 555                | Tourism and Hospitality Law of Nepal                | 3            |
| <b>Total</b>           |   | <b>15</b>    |

| Code No.   | Title of Course   | Credit Hours |
|--|---|--------------|
| <b>THIRD SEMESTER</b>  |   |              |
| THS 601  | Information Technology in Tourism and Hospitality Studies | 3            |
| THS 602  | Food and Beverage Management                              | 3            |
| THS 603  | Entrepreneurship Development in Tourism and Hospitality   | 3            |
| THS 604  | Research Methodology                                      | 3            |
| <b>Specialization Group (Anyone from THS 605-1 to 605-5)</b> |   |              |
| THS 605-1  | Rural Tourism and Homestay Management                     | <b>3</b>     |
| THS 605-2  | Mountain Tourism  |              |
| THS 605-3  | Heritage Tourism  |              |
| THS 605-4  | Crisis Management in Tourism                              |              |
| THS 605-5  | Geo-marketing in Tourism and Hospitality                  |              |
| <b>Total</b>   |   | <b>15</b>    |

| Code No.   | Title of Course                                | Credit Hours |
|--|--|--------------|
| <b>FOURTH SEMESTER</b>                                       |  |              |
| THS 651  | Tourism and Hospitality Marketing              | 3            |
| THS 652  | Tourism Policy and Planning                    | 3            |
| THS 653  | Field Work and Report Writing                  | 3            |
| <b>Specialization Group (Anyone from THS 654-1 to 654-5)</b> |  |              |
| THS 654-1  | Tourism Destination Management                 | <b>3</b>     |
| THS 654-2  | Sustainable Tourism                            |              |
| THS 654-3  | Event Management and MICE Tourism              |              |
| THS 654-4  | Eco Tourism                                    |              |
| THS 654-5  | Contemporary Issues in Tourism and Hospitality |              |
| THS 655  | Thesis Writing                                 | 6            |
| <b>Total</b>   |  | <b>18</b>    |
| <b>Total Credit Hours</b>                                    |  | <b>63</b>    |

  
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## FIRST SEMESTER COURSES

| Code No. | Title of Course                         | Credit Hours |
|----------|---|--------------|
|          | <b>FIRST SEMESTER</b>                   |              |
| THS 501  | Fundamentals of Hospitality Industry    | 3            |
| THS 502  | Principle and Philosophy of Tourism     | 3            |
| THS 503  | Tourism Economics                       | 3            |
| THS 504  | Leadership and Personality Development  | 3            |
| THS 505  | Human Resource Development and Planning | 3            |
|          | <b>Total</b>                            | <b>15</b>    |

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# Fundamentals of Hospitality Industry

Semester: Ist

Course Code: THS 501

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course is designed to prepare students to understand the overview of the hospitality industry. This course aims to familiarize the students with basic knowledge of the hospitality industry, and the sectors where accommodation and catering industries are established. The students will also be able to be familiarized with the different aspects of hospitality management establishments and their functions.

## Course Contents

Lecture hours

### Unit I: Introduction to the Hospitality Industry

8

- 1.1 Definition and nature of hospitality
- 1.2 Features of hospitality services
- 1.3 Growth and evolution of the hospitality industry
- 1.4 Key Pioneers and Innovators in Hospitality

### Unit II: Overview of Hotel and Catering Industries

8

- 2.1 Definitions and distinctions between hotels and catering
- 2.2 Historical evolution of hotel and catering industries globally
- 2.3 Types of accommodation and dining establishments
- 2.4 Sustainable practices in hospitality

### Unit III: Structure of Hospitality Organizations

8

- 3.1 Organizational structures in hospitality
- 3.2 Key sectors: Hotels, restaurants, agencies, transportation
- 3.3 The role of technology in operations (e.g., AI in service delivery)

### Unit IV: Hotel Management Fundamentals

6

- 4.1 Types of hotel organizations: Large, medium, small
- 4.2 Departmentalization and hierarchical structures
- 4.3 Interdepartmental relationships and communication
- 4.4 Smart hotels and guest experience technologies

### Unit V: Gaming and Casino Management

5

- 5.1 History and growth of gaming in hospitality
- 5.2 Management practices in casino operations
- 5.3 Integration of entertainment and hospitality services



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## Unit VI: Career Pathways in Hospitality

5

6.1 Globalization's impact on career opportunities

6.2 Networking within the hospitality industry

6.3 Roles in sustainability, Technology, and customer experience management

## Unit VII: Understanding Guest Behavior

8

7.1 Concepts of guest behavior across cultures

7.2 Preferences in accommodation and dining

7.3 Personalization in guest services

### Prescribed Books and Additional References

Angelo R. M., & Vladimir A. N. (1998). *Hospitality today: An introduction*. USA: American Hotel & Lodge Association.

Fitz Gerald, H. (1998). *Cross-cultural communication for the tourism and hospitality industry*. Australia: Hospitality Press.

Popescu, M. A., Nicolae, F. V., & Pavel, M. I. (2015). Tourism and hospitality industry in the digital era: General overview. In *Proceedings of the 9th International Management Conference* (pp. 163-168).

Siu, R. C. (2019). *Economic principles for the hospitality industry*. Routledge.

Tewari, R. J. (2012). *Hotel front office operations & management*. New Delhi: Oxford University Press.

Wood, R. C. (Ed.). (2015). *Hospitality management: a brief introduction*. Sage.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Principle and Philosophy of Tourism

Semester: Ist

Course Code: THS 502

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course aims to provide an in-depth understanding of the principles and philosophies underpinning the tourism industry. It will introduce students to contemporary theoretical approaches, trends, and challenges in tourism, emphasizing sustainability, technological innovation, and cultural and social dynamics.

## Course Contents

## Lecture Hours

### Unit I: Foundations of Tourism

6

- 1.1 Introduction, meaning, and definitions
- 1.2 The tourism system: Nature, characteristics, and evolution
- 1.3 Components of tourism: Infrastructure and superstructure
- 1.4 Interdisciplinary approaches in tourism studies

### Unit II: Philosophies and Theories of Tourism Development

10

- 2.1 Theories: Butler's Tourism Life Cycle, Plog's Destination Theory, Doxey's Irridex
- 2.2 Contemporary philosophies: Responsible tourism, pro-poor tourism, and community-based tourism
- 2.3 Emerging perspectives- regenerative tourism and slow travel

### Unit III: Travelers, Tourists, and Motivations

6

- 3.1 Definitions and classifications of travelers and tourists
- 3.2 Travel motivators and decision-making processes
- 3.3 Psychological and behavioral aspects of tourism

### Unit IV: Evolution and Trends in Tourism

- 4.1 Historical evolution of tourism
- 4.2 Current trends: Digital tourism, wellness tourism, and experiential travel
- 4.3 Statistical overview of global and Nepalese tourism
- 4.4 Tourism in the 21st century: Opportunities and challenges

### Unit V: Tourism Organizations and Governance

- 5.1 Role of national and international tourism organizations



8

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5.2 Overview of key institutions: UNWTO, ICAO, IATA, PATA, NTB, HAN, NATTA, TAAN, NARA

5.3 Global and regional tourism policies and their impacts

**Unit VI: Tourism Impacts and Sustainability**

8

6.1 Economic, social, and environmental impacts of tourism

6.2 Sustainable tourism practices: The triple bottom line

6.3 Tourism's role in achieving sustainable development goals (SDGs)

6.4 Climate change and tourism adaptation strategies

**Prescribed Books and Additional References**

Bhatia, A.K. (2019). *Tourism development: Principles and practices*. Greater Noida: Sterling.

Bradshaw, T. K. (1974). *Tourism: Principles, practices, philosophies*.

Goeldner, C. R., & Ritchie, J. R. B. (2006): *Tourism: Principles, Practices, and philosophies*.

Hall, C. M., & Page, S. J. (2019): *The geography of tourism and recreation*.

McIntosh, R. W., & Goeldner, C. R. (1990). *Tourism: principles, practices, philosophies* (p. 534pp).

Recent case studies on digital and sustainable tourism.

Shitu, C. A. O. (2013). Principal problems and the theoretical system of tourism philosophy: Discussion with Zhang Bin. *Tourism Tribune/Lvyou Xuekan*, 28(9).

Smith, M.K., & Richards, G. (2013): *Routledge handbook of cultural tourism*. Routledge.

Swain, S.K., & Mishra, J. M. (2012): *Tourism: Principles and practices*.

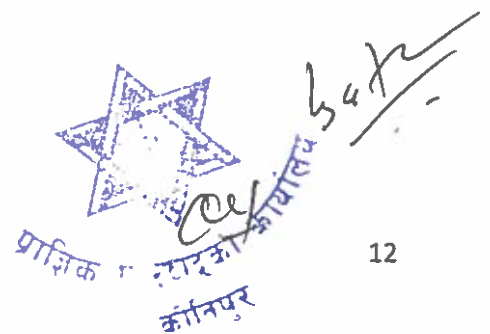
Talebi, H. (2017). *Tourism: principles, practices, philosophies*. Anatolia, DOI: 10.1080/13032917.2016.1276698

Tribe, J. (Ed.). (2009). *Philosophical issues in tourism* (Vol. 37). Bristol: Channel view publications.

Weaver, D. (2006): *Sustainable Tourism: Theory and practice*.

Zaborniak, S., Mytskan, B., Mytskan, T., Protsyshyn, N., Ivanshyn, I., & Żegleń, P. (2018). Philosophical reflections on tourism. *Sport and Tourism Central European Journal*, 1(2), 129-145.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Tourism Economics

Semester: Ist

Course Code: THS 503

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course examines tourism from an economic perspective, providing students with the analytical tools necessary to understand and evaluate economic interactions within the tourism sector. By the end of the course, students will be able to effectively apply economic theories to the context of travel and tourism, critically assess tourism's contributions to local, national, and global economies, and analyze the dynamics of tourism demand, supply, and pricing. Furthermore, the course aims to enhance students' ability to evaluate the economic impacts of tourism, including considerations of sustainability, and to explore investment models and financial mechanisms that drive tourism development.

## Course Contents

## Lecture hours

### Unit I: Fundamentals of Tourism Economics

6

- 1.1 Introduction to tourism and economics
- 1.2 Defining tourism economics: Scope and relevance
- 1.3 Microeconomics and macroeconomics in tourism
- 1.4 Interconnections between tourism, economy, and society

### Unit II: Leisure, Tourism Industry, and Products

6

- 2.1 Leisure and tourism: Definitions and determinants
- 2.2 Tourism industry overview: Structure and trends
- 2.3 Nature, characteristics, and types of tourism products
- 2.4 Value chain in tourism products

### Unit III: Tourism Demand and Supply

- 3.1 Tourism demand: Concepts, types, and determinants
- 3.2 Methods for measuring and forecasting tourism demand
- 3.3 Challenges in meeting tourism demand: Infrastructure and innovation
- 3.4 Tourism supply: Components, determinants, and market dynamics
- 3.5 Role of technology in tourism supply management



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#### Unit IV: Economic Impacts of Tourism

- 4.1 Economic contributions of tourism: GDP, employment, and development
- 4.2 Linkages between tourism and other sectors: Forward and backward linkages
- 4.3 Addressing inequalities and poverty through tourism
- 4.4 Multipliers of tourism: Economic, social, and environmental
- 4.5 Sustainable tourism and green economy transitions

#### Unit V: Pricing in Tourism Economics

8

- 5.1 Pricing strategies in tourism: Perfect competition, monopoly, and monopolistic competition
- 5.2 Cost-Benefit Analysis (CBA) and Social Cost-Benefit Analysis (SCBA) in tourism
- 5.3 Dynamic pricing and revenue management in digital tourism
- 5.4 The role of sustainability in pricing tourism products

#### Unit VI: Investment and Financial Strategies in Tourism

8

- 6.1 Investment principles in tourism and leisure
- 6.2 Public-private partnerships and foreign direct investment (FDI) in tourism
- 6.3 Project feasibility studies and investment models in Nepalese tourism
- 6.4 Economic resilience and diversification strategies

#### Prescribed Books and Additional References

- Agrawal, M., & Upadhyaya, R. (2006). *Tourism and economic development in Nepal*.
- Bull, A. (1999): *The economics of travel and tourism*.
- Comerio, N., & Strozzi, F. (2019). Tourism and its economic impact: A literature review using bibliometric tools. *Tourism economics*, 25(1), 109-131.
- Eadington, W. R., & Redman, M. (1991). Economics and tourism. *Annals of Tourism research*, 18(1), 41-56.
- Kotler, P., Bowen J.T., & Makens J.C. (2010): *Marketing for hospitality and tourism*.
- Lundberg, D. E., Krishnamoorthy, M., & Stavenga, M. H. (1995). *Tourism economics* (pp. x+-196).
- Song, H., Dwyer, L., Li, G., & Cao, Z. (2012). Tourism economics research: A review and assessment. *Annals of tourism research*, 39(3), 1653-1682.
- Stabler, M. J., Papatheodorou, A., & Sinclair, M. T. (2009). *The economics of tourism*. Routledge.
- Tisdell, C. A., & Tisdell, C. A. (2001). *Tourism economics, the environment and development: analysis and policy* (pp. 371-pp). Cheltenham: Edward Elgar.
- Tribe, J. (2011): *The economics of recreation, leisure and tourism*.
- Vogel, H. (2001): *Travel Industry Economics*.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Leadership and Personality Development in Tourism

Semester: Ist

Course Code: THS 504

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course equips students with contemporary communication, leadership, and personality development skills tailored to the tourism and hospitality sectors. It emphasizes emotional intelligence, adaptability, and sustainable leadership practices, fostering the ability to navigate global trends, cross-cultural dynamics, and crisis situations.

## Course Contents

### Unit I: Communication and Leadership in Tourism

Lecture hours

8

- 1.1 Communication: Concepts, mechanisms, and evolution in tourism
- 1.2 High-context vs. low-context communication in a cross-cultural setting
- 1.3 Leadership in tourism: Role, characteristics, and styles
- 1.4 Digital communication and leadership: Opportunities and challenges

### Unit II: Public Communication and Professional Etiquette in Tourism

5

- 2.1 Public speaking: Techniques, subject selection, and audience analysis
- 2.2 Smart presentation delivery: Tools and technology integration
- 2.3 Cross-cultural tourism etiquette: Global practices and adaptations

### Unit III: Writing for Tourism and Hospitality

6

- 3.1 Professional writing: Brochures, letters, reports, and digital media
- 3.2 Crafting effective resumes, CVs, and cover letters
- 3.3 Virtual communication tools: Email, video conferencing, and emerging technologies

### Unit IV: Personality Development in Tourism

- 4.1 Personality: Definition, emergence, and relevance in tourism
- 4.2 Types and classifications of tourism personalities
- 4.3 Role of personality in enhancing tourist experiences

### Unit V: Advanced Personality Growth

- 5.1 Dimensions of personality development: Physical, mental, professional, and spiritual
- 5.2 Personality traits and tourism: Age, gender, culture, and language dynamics
- 5.3 Incorporating emotional intelligence into personality growth



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| <b>Unit VI: Leadership and Personality Components</b>                    | <b>6</b> |
| 6.1 Leadership and motivation: From morality to corporate responsibility |          |
| 6.2 Time and stress management techniques for leaders                    |          |
| 6.3 Conflict resolution and interpersonal relationship management        |          |
| <b>Unit VII: Contemporary Leadership Challenges in Tourism</b>           | <b>7</b> |
| 7.1 Globalization and diversity: Adapting leadership styles              |          |
| 7.2 Virtual organizations and technology-driven leadership               |          |
| 7.3 Ethics and corporate social responsibility (CSR) in tourism          |          |
| 7.4 Navigating environmental and economic challenges                     |          |
| <b>Unit VIII: Crisis and Risk Management</b>                             | <b>4</b> |
| 8.1 Risk management in tourism: Definitions, scope, and key factors      |          |
| 8.2 Crisis leadership strategies: Case studies and practical insights    |          |
| 8.3 Developing resilient leadership to mitigate tourism challenges       |          |

**Prescribed Books and Additional References**

- Bovee, Courtland L., Hill, J. V., & Chaturvedi, M. (2011): *Business communication today*. Pearson.
- Enz, C. A. (2010): *Hospitality strategic management: Concepts and cases*. John Wiley & Sons.
- Goleman, D. (1995): *Emotional intelligence: Why it can matter more than IQ*. Bantam Books.
- Jackson, M. (2009): *Development of tourist personality inventory*. RMIT University (PhD Dissertation).
- Smith, R. A., & Sigal, J. A. (2011): *Strategic hospitality leadership: The Asian initiative*. John Wiley & Sons.
- Sreedhar, Dr. Chandra Prasad & Mathew, O. (2005): *Training module on personality development*. Sponsored by UNDP.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Human Resource Development Planning

Semester: Ist

Course Code: THS 505

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course is designed to impart knowledge of concepts and practice of human resource development and planning to students. This course will make students able to develop an appropriate planning of human resources in tourism and hospitality industry. On the completion of this course, students will be able to understand the basic concept of human resource and its proper management system, plan the human resource and its execution, and evaluate the human resource and various factors of performance appraisal of human resource.

## Course Contents

## Lecture Hours

### Unit I: Human Resource Management

6

- 1.1 Definition, objectives, functions, scope, and importance of HRM
- 1.2 Historical development of HRM practices
- 1.3 Managerial qualities - characteristics of effective HR managers
- 1.4 Contemporary issues of HRM - workforce diversity, social inclusion, teleworking, HRM practices in Nepal

### Unit II: Human Resource Planning in Tourism

6

- 2.1 Significance of HR planning in tourism
- 2.2 Key activities involved in HR planning
- 2.3 Current systems for training human resources in Nepal and associated challenges

### Unit III: Recruitment and Selection

8

- 3.1 Overview of recruitment sources, selection processes, and testing methods
- 3.2 Importance of career development and succession planning

### Unit IV: Orientation, Training, and Career Development in Tourism

10

- 4.1 Continuous orientation processes for various employee levels
- 4.2 Introduction to training methodologies, program design, evaluation techniques, and the distinction between training and development



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**Unit V: Performance Appraisal and Performance Management in Tourism** **10**

- 5.1 Various performance appraisal methods and techniques
- 5.2 Establishing goals and providing constructive feedback
- 5.3 Discussion on wages, incentives, safety measures, grievance handling

**Unit VI: Industrial Relations** **8**

- 6.1 Meaning and characteristics of industrial relations
- 6.2 Understanding the nature of trade unions and their role in industrial relations
- 6.3 Mechanisms for settling industrial disputes and collective bargaining processes
- 6.4 Worker's participation in management and objectives for successful participation

**Prescribed Books and Additional References**

- Bartlett, K. R., Johnson, K. R., & Schneider, I. E. (2016). Comparing strategic human resource development approaches for tourism and hospitality workforce planning. *Journal of Human Resources in Hospitality & Tourism*, 15(4), 440-461.
- Boella, M. J., & Goss-Turner, S. (2013). *Human resource management in the hospitality industry: A guide to best practice*. Routledge.
- Burke, R. J. (2018). Human resource management in the hospitality and tourism sector. In *The Handbook of human resource management in the tourism and hospitality industries* (pp. 3-39). Edward Elgar Publishing.
- Dredge, D., Airey, D., & Gross, M. J. (Eds.). (2015). *The Routledge handbook of tourism and hospitality education*. London: Routledge.
- Gupta, A. K. (1986). Matching managers to strategies: Point and counterpoint. *Human Resource Management*, 25(2), 215-234.
- Hayes, D. K., & Ninemeier, J. D. (2009). *Human resources management in the hospitality industry*. John Wiley & Sons.
- Jerris, L. A. (1999). *Human resources management for hospitality*.
- Nickson, D. (2013). *Human resource management for hospitality, tourism and events*. Routledge.
- Saad, S. K. (2013). Contemporary challenges of human resource planning in tourism and hospitality organizations: A conceptual model. *Journal of Human Resources in Hospitality & Tourism*, 12(4), 333-354.
- Sharma, B. (2019). Review of human resource practices in hospitality and tourism. *Journal of Hospitality*, 1(1), 15-30.
- Tüzünkan, D. (Ed.). (2018). *Contemporary human resources management in the tourism industry*. IGI Global.
- Wood, R. C., & Brotherton, B. (Eds.). (2008). *The Sage handbook of hospitality management*. Sage.
- Woods, R. H. (2006). *Managing hospitality human resources*. American Hotel & Lodging.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



## SECOND SEMESTER COURSES

| Code No. | Title of Course                                     | Credit Hours |
|----------|---|--------------|
|          | <b>SECOND SEMESTER</b>                              |              |
| THS 551  | Travel and Tourism Operation                        | 3            |
| THS 552  | Tourism Geography                                   | 3            |
| THS 553  | Tourism Behaviour and Psychology                    | 3            |
| THS 554  | Accommodation Management in Tourism and Hospitality | 3            |
| THS 555  | Tourism and Hospitality Law of Nepal                | 3            |
|          | <b>Total</b>  | <b>15</b>    |



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# Travel and Tourism Operation

Semester: 2<sup>nd</sup>

Course Code: THS 551

Credit hours: 3

Lecture hours: 48

Internal assessment:40%

End semester exam: 60%

## Course Objectives

This course aims to provide students with a comprehensive understanding of the management and operation of travel agencies and tour operators. It will highlight recent trends in the industry, including technology integration, sustainable practices, and evolving consumer preferences.

## Course Contents

## Lecture hours

### Unit I: Introduction to Travel Agency and Tour Operator

10

- 1.1 Overview of the tourism and travel industry
- 1.2 Definition and classification of travel agencies
- 1.3 Historical growth and status of travel agencies
- 1.4 Impact of digital platforms on travel products and market segmentation
- 1.5 Travel formalities: Passport, Visa, health requirements, taxes, customs, currency, travel insurance, baggage handling, and airport protocols

### Unit II: Organization and Operation of Travel Businesses

8

- 2.1 Forms of travel organizations: Proprietorship, partnership, corporate structures
- 2.2 Organizational structure of travel agencies
- 2.3 Sources of income for travel businesses
- 2.4 Focus on regulations of IATA rules for agency approval and compliance
- 2.5 Fiscal and non-fiscal incentives available to travel agencies in Nepal

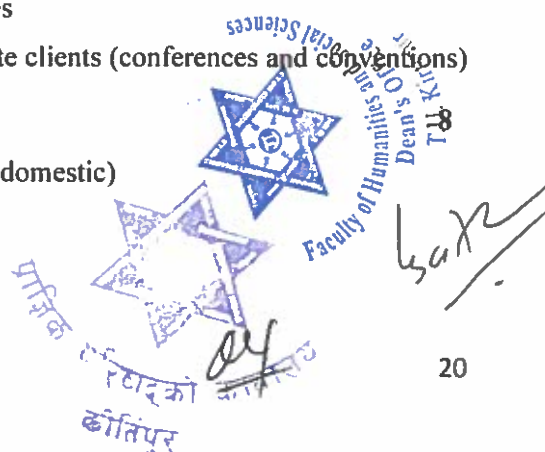
### Unit III: Travel Agency Business

8

- 3.1 Roles and services offered by travel agencies
- 3.2 Characteristics that define successful travel agencies
- 3.3 Emerging Services such as personalization in travel information and counseling
- 3.4 Itinerary preparation, reservation systems, ticketing processes
- 3.5 Marketing strategies for tour packages and handling corporate clients (conferences and conventions)

### Unit IV: Tour Operator Business

- 4.1 Introduction to different types of tours (inbound, outbound, domestic)
- 4.2 Roles of various types of tour operators
- 4.3 Market research techniques for tour package formulation



20

4.4 Trends in operations - use of technology in assembling information on destinations and liaising with partners

4.5 Preparation of itineraries and post-tour management strategies

**Unit V: Tour Operators and Tour Operations** **8**

5.1 Concepts of tour design and types of tours

5.2 Methods for costing tours and booking services (transportation, accommodation)

5.3 Focus on technology such as manual vs. computerized reservation systems

5.4 Tour planning techniques and pre-tour preparation strategies

**Unit VI: Travel and Tour Operators in Nepal: Organizations, Trends, and Challenges** **6**

6.1 Overview of key organizations

6.2 Impact/reshape of COVID-19 on travel patterns, safety protocols, and recovery strategies for tour operators in Nepal

6.3 Organizations adapting to focus on sustainability: including eco-friendly tours and community-based tourism initiatives

6.4 Digital transformation in operations (online booking systems, and digital marketing strategies)

6.5 Relevant policies affecting travel operations in Nepal (licensing requirements, safety standards, and environmental regulations).

6.6 Case studies of successful tour operators or organizations that have implemented innovative practices or faced significant challenges

6.7 Emerging markets and trends (wellness tourism, adventure tourism, and cultural heritage tourism)

**Prescribed Books and Additional References**

Bennett, J. A., & Strydom, J. W. (Eds.). (2001). *Introduction to travel and tourism marketing*. Juta and Company Ltd.

Bhatia, A. K. (2012). *The bussiness of travel agency and tour operations management*. Sterling Publishers Pvt. Ltd.

Camilleri, M. A., & Camilleri, M. A. (2018). *The tourism industry: An overview*. Springer International Publishing.

Chand, M. (2015). *Travel agency management: An introductory text*. Anmol Publications PVT. LTD.

Dileep, M. R. (2019). *Tourism, transport and travel management*. Routledge.

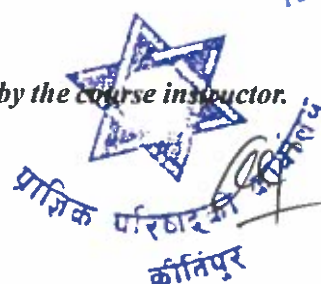
Evans, N., Stonehouse, G., & Campbell, D. (2012). *Strategic management for travel and tourism*. Taylor & Francis.

Fesenmaier, D. R., Gretzel, U., Hwang, Y. H., & Wang, Y. (2004). *Travel and tourism, The internet encyclopedia, 2, 459*.

Negi, J.M., (2008), *Travel agency and tour operation, concept and principles*, New Delhi: Kanishka Publishers.

Seth, P. N., Seth, P. N., & Bhat, S. S. (2003). *An introduction to travel and tourism*. Sterling Publishers Pvt. Ltd.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



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# Tourism Geography

Semester: 2<sup>nd</sup>

Course Code: THS 552

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course is designed to familiarize students with the basic concept of geography and its importance in tourism development. The course highlighted the concept of geography and tourism geography, approaches to analyses geography of tourism, physical features of Nepal and South Asia, major attractions and destinations of South Asia, and various geographical aspects related to tourism. The course also offers basic knowledge to the students about GIS and remote sensing and its application in tourism planning.

## Course Content

## Lecture Hours

### Unit I: Tourism Geography and Geographies of Tourism

6

- 1.1 Basic concepts of Geography: Definitions and scope
- 1.2 Relationship between Geography and tourism
- 1.3 Issues and approaches in the contemporary geography of tourism
- 1.4 Climatic regions and variations longitude, latitude, international date line, time variations, and their impact on tourism

### Unit II: Introduction to Tourism Geography

6

- 2.1 Meaning, nature, and scope of tourism
- 2.2 The role of Geography in tourism: Place, Space, and the Tourist Gaze
- 2.3 Understanding the spaces of tourism
- 2.4 Geographical Components of Tourism
- 2.5 Geographical resources for tourism (Physical and Human resources): Climatic, Coastal, Landscape, Historical and man-made
- 2.6 Sustainable tourism development and resource management

### Unit III: Tourism Impacts

4

- 3.1 Environmental, Socio-cultural and Economic impacts of tourism
- 3.2 The impacts of recreation and tourism: Urban recreation and tourism, Rural recreation and tourism



**Unit IV: Tourism Geography of Nepal** 8

- 4.1 Overview of Physical and Human Geography of Nepal
- 4.2 Mapping Tourism Resources of Nepal: Natural, Cultural, and Adventure
- 4.3 Tourism Infrastructure and Accessibility
- 4.4 Major Tourism Activities and Regional Attractions

**Unit V: Tourism Geography of South Asia** 5

- 5.1 Political and Physical Features of South Asia
- 5.2 Major Tourism Destinations of South Asian Countries
- 5.3 Tourism Trends, Challenges, and Opportunities in South Asia
- 5.4 Cross-border Tourism and Regional Cooperation

**Unit VI: Tourism Issues** 6

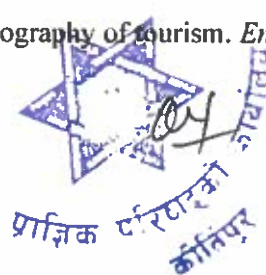
- 6.1 Global development
- 6.2 Climate change
- 6.3 Crisis and disaster
- 6.4 Protected areas

**Unit VII: Use of GIS and Remote Sensing in Tourism Planning** 13

- 7.1 Overview of GIS and Remote Sensing: Concepts and Applications
- 7.2 Map Reading and Interpretation
- 7.3 Site Selection for Tourism Development
- 7.4 Practical: GIS-based Mapping of Tourist Sites in Nepal
- 7.5 Analyzing Accessibility
- 7.6 Identifying Potential Tourism Areas
- 7.7 Remote Sensing for Monitoring Environmental Impact
- 7.8 Remote Sensing for Tourism Growth
- 7.9 Project Work (based on GIS/RS) Submission

**Prescribed Books and Additional References**

- Bhatia, A.K., (1995), *Tourism development principles and practice*: Sterling publishers, Pvt.Ltd. L10, Green Park extension, New Delhi.
- Boniface B. & Cooper C., (1987) *The geography of travel and tourism* London: Heinemann Professional Publishing.
- Britton, S. (1991). Tourism, capital, and place: Towards a critical geography of tourism. *Environment and planning D: society and space*, 9(4), 451-478.



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- Hall, C. M. (2013). Framing tourism geography: Notes from the underground. *Annals of Tourism Research*, 43, 601-623.
- Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space*. Routledge.
- Hall, C.M. & Page, S. J. (1999). *The geography of tourism and recreation*, London: Rutledge.
- Hudman, L.E. & Richard, H. J. (2003) *Geography of travel and tourism*: New York: Delmar Learning.
- Kaul R. N., *Dynamics of tourism*: Sterling Publisher Ltd.
- Lew, A. A., Hall, C. M., & Williams, A. M. (Eds.). (2008). *A companion to tourism*. John Wiley & Sons.
- McKercher, B. (2021). The impact of distance on tourism: a tourism geography law. In *Tourism Spaces* (pp. 137-141). Routledge.
- Mitchell, L. S., & Murphy, P. E. (1991). Geography and tourism. *Annals of tourism research*, 18(1), 57-70.
- Nepal, S. K. (2009). Tourism geographies: A review of trends, challenges and opportunities. *The SAGE Handbook of Tourism Studies*, London: Sage, 130-145.
- Pathak, R. (2012). *Tourism geography*, Kathmandu: Uma Pathak.
- Pearce, D. G. (1979). Towards the geography of tourism. *Annals of Tourism Research*, 6(3), 245-272.
- Sinha, P. C. (2003), *Tourism geography*, Anmol Publication
- Williams, S. (2014). *Tourism geography: Critical understandings of place, space and experience*. Routledge.
- Williams, S. W. (2002). *Tourism geography*. Routledge.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Tourism Behavior and Psychology

Semester: 2<sup>nd</sup>

Course Code: THS 553

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course aims to provide students with an understanding of the psychological principles related to tourism behavior. It will explore how psychological factors influence tourist decision-making, experiences, and interactions within the tourism industry. The course will also emphasize recent trends affecting tourism behavior.

## Course Contents

## Lecture hours

### Unit I: Introduction to Psychology and Tourism

6

1.1 Overview of psychology's role in understanding tourism behavior

1.2 The scope and goals of psychology in tourism contexts

1.3 Current Trends: The influence of social media on travel decisions and perceptions

### Unit II: Perception, Social Cognition, and Mindfulness

8

2.1 Information processing: Concepts, processes, and determinants of perception

2.2 Social cognition: Understanding self-perception and perceptions of others in tourism

2.3 Focus on Mindfulness: Its importance in enhancing tourist experiences and well-being

2.4 Tourist experiences: Expectations, perceptions, and memory formation

### Unit III: Motivation, Tourism, and Behavior

8

3.1 Biological and environmental determinants of tourist behavior

3.2 Types of motivation influencing travel choices

3.3 Emerging Theories: The role of intrinsic vs. extrinsic motivation in travel decisions

3.4 Psychological perspectives on tourist behavior dynamics

### Unit IV: Emotion and Behavior in Tourism

10

4.1 Nature, types, and theories of emotion related to travel experiences

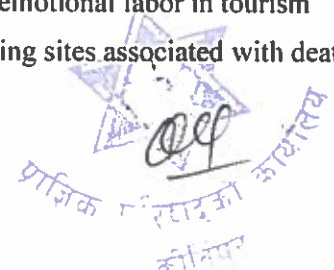
4.2 Measuring emotional responses and their impact on service delivery

4.3 Trends: Emotional intelligence in hospitality settings; managing emotional labor in tourism

4.4 Dark tourism: Understanding emotional motivations behind visiting sites associated with death



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## Unit V: Personality Theories and Tourism

8

5.1 Concepts of personality relevant to travel behavior

5.2 Personality determinants influencing travel preferences (e.g., travel personality types)

5.3 Focus on Brand Personality: How destination branding affects tourist choices

## Unit VI: Consumer Behavior in Tourism

8

6.1 Introduction to consumer behavior theories relevant to tourism

6.2 Social psychology's impact on consumer decision-making processes

6.3 Current Issues: The dark side of consumer behavior over-tourism, ethical consumption

6.4 Emotional influences on consumer decisions in the context of tourism

### Project Work

Students will conduct a project paper based on primary or secondary data related to tourism behavior. This paper should be 20–30 pages following APA format. The project aims to develop critical thinking or problem-solving skills applied to issues in tourism psychology.

### Prescribed Books and Additional References

Anderson, B., Provis, C., & Chappel, S. (2002). *The recognition and management of emotional labor in tourism industry. A research report*. CRC, Sustainable Tourism.

Baumeister, R. F. & Bushman, B.J. (2011). *Social psychology and human nature* (2<sup>nd</sup> ed.). Wadsworth, United States.

Colman, A. (2016). *What is psychology?* Routledge.

Fridgen, J. D. (1984). Environmental psychology and tourism. *Annals of tourism research*, 11(1), 19-39.

Hewstone, M., Fincham, F. D., & Foster, J. (2005). *Psychology*. Malden. Blackwell Publishing Ltd.

Kozak, M. & Decrop, A. (2009). *Handbook of tourist behavior*. Routledge, New York.

Maslow, A.H. (1943). A theory of human motivation. *Psychological Review*, 50, 370-396.

Miner, J. B. (2005). *Organizational behavior: Essential theories of motivation and behavior*. M.E. Sharpe, New York

Myers, D. (2017). *Social Psychology* (6<sup>th</sup> ed). New York, NY: McGraw-Hill.

Pearce, P. L. (2009). The relationship between positive psychology and tourist behavior studies. *Tourism Analysis*, 14(1), 37-48.

Pearce, P. L., & Stringer, P. F. (1991). Psychology and tourism. *Annals of tourism Research*, 18(1), 136-154.

Pyane, R.L. & Cooper, C.L. (2001). *Emotions at work*. John, Wiley & Sons. England.

Reeve, J. M. (2009). *Understanding emotion and motivation* (5<sup>th</sup> Ed.). Wiley, John Wiley & Sons, USA

Reisinger, Y. (2009). *International tourism: Cultures and behavior*. Butterworth-Heinemann.

Sharpley, R. & Stone, P. R. (Eds) (2009). *The darker side of tourism: Theory and practice of dark tourism*. Channel View Publication, Bristol.



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- Solomon, Michael R. (2004). *Consumer behavior: Buying, having, and being* (6<sup>th</sup> edition). Pearson Prentice Hall. Delhi, India
- Stone, P.S. (2010). *Death, dying and dark tourism in contemporary society*. Unpublished PhD Thesis submitted at University of Central Lancashire. (Available on the Internet).
- Tang, Y., Qiuying, Z., Qi, Q., & Xiucheng, F. A. N. (2014). An empirical study on the psychology and behaviors of online tourism consumer participation. *Tourism Tribune/Lvyou Xuekan*, 29(2).
- Wittig, A. F., & Belkin, G. S. (1990). *Introduction to psychology*. McGraw-Hill
- Xiangping Li (2009). *An examination of effects of self-concept, destination personality, and SC-DP congruence on tourist behavior*. Unpublished PhD Thesis submitted at Virginia Polytechnic Institute and State University, Blacksburg, Virginia.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



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# Accommodation Management in Tourism and Hospitality

Semester: 2<sup>nd</sup>

Course Code: THS 554

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course aims to provide students with a comprehensive understanding of accommodation management principles and practices in the tourism and hospitality industry, while exploring the role of accommodation in enhancing the guest experience and contributing to the overall tourism ecosystem. It focuses on analyzing the challenges and opportunities in accommodation management, particularly within Nepal's tourism industry, and aims to develop strategic and operational skills for managing diverse accommodation types, including hotels, resorts, homestays, and eco-lodges. Additionally, the course encourages critical thinking and problem-solving through case studies, research, and practical applications, while emphasizing sustainable practices, technology integration, and customer-centric approaches in accommodation management.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Accommodation Management

6

- 1.1 Definition, scope, and importance of accommodation management in tourism and hospitality
- 1.2 Types of accommodation: Hotels, resorts, lodges, homestays, eco-lodges, and alternative accommodations
- 1.3 Global trends in accommodation management and their relevance to Nepal
- 1.4 Overview of accommodation sector in Nepal: Challenges and opportunities
- 1.5 Evolution of hospitality industry and its impact on accommodation in Nepal

### Unit II: Strategic Planning and Operations in Accommodation Management

- 2.1 Strategic planning for accommodation businesses: Market analysis, SWOT analysis, and competitive positioning
- 2.2 Operational management: Front office, housekeeping, food and beverage, and maintenance
- 2.3 Revenue management and pricing strategies
- 2.4 Revenue management practices in Nepalese hotels and resorts



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**Unit III: Front Office Operations and Customer Engagement** 6

- 3.1 Role of the front office in enhancing customer experience
- 3.2 Reservation systems: Traditional and online booking platforms
- 3.3 Data analytics and personalization in guest services
- 3.4 Front office innovations in Nepalese hotels

**Unit IV: Technology and Innovation in Accommodation Management** 6

- 4.1 Role of technology in modern accommodation management: Property Management Systems (PMS), online booking platforms, and Information Technology
- 4.2 Digital marketing and social media strategies for accommodation businesses
- 4.3 Virtual tours, smart room technologies, and cybersecurity in guest data management
- 4.4 Use of technology in hotels and lodges in Nepal

**Unit V: Sustainable Accommodation Practices** 6

- 5.1 Sustainable tourism and its impact on accommodation management
- 5.2 Eco-friendly practices: Energy efficiency, waste management, and water conservation
- 5.3 Community-based tourism and homestays in Nepal
- 5.4 Certifications in green hospitality (e.g., LEED, ISO 14001)
- 5.5 Successful eco-lodges and homestays in Nepal (e.g., Ghale Gaun, Sirubari)

**Unit VI: Housekeeping Innovations and Practices** 6

- 6.1 Smart cleaning tools and techniques
- 6.2 Sustainability in linen and laundry management
- 6.3 Biodegradable and eco-friendly cleaning products
- 6.4 Efficient housekeeping operations in the hotels in Nepal

**Unit VII: Legal, Ethical, and Cultural Considerations** 6

- 7.1 Legal frameworks for accommodation businesses in Nepal
- 7.2 Ethical considerations: Fair labor practices, cultural respect, and environmental responsibility
- 7.3 Guest safety and emergency protocols
- 7.4 Legal challenges faced by accommodation providers in Nepal

**Unit VIII: Nepal-Specific Case Studies and Fieldwork**

- 8.1 Analysis of Nepal's accommodation sector: Strengths, weaknesses, opportunities, and threats (SWOT)
- 8.2 Field visits to local hotels, resorts, and homestays
- 8.3 Group work/presentations on innovative accommodation models in Nepal

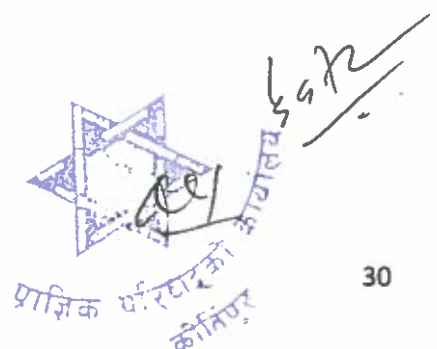


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### Prescribed Books and Additional References

- Andrews, S. (2011), *Hotel housekeeping management and operations*, New Delhi: Tata McGraw Hill.
- Brotherton, B. (2003). *The international hospitality industry: Structure, characteristics, and issues*. Butterworth-Heinemann.
- Chan, J. K. L., & Quah, W. B. (2008). Key issues on managing small and medium-sized accommodation businesses: An exploratory study. *TEAM Journal of Hospitality and Tourism*, 5(1), 13-26.
- Hayes, D. K., & Ninemeier, J. D. (2007). *Hotel operations management*. Pearson Education.
- Jiang, N., Law, R., & Li, L. (2020). Impacts of peer-to-peer accommodation on the hotel industry: Hoteliers' perspectives. *International Journal of Hospitality Management*, 88, 102516.
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*.
- Pavia, N., & Floričić, T. (2017). Innovative accommodation facilities in tourism and hospitality industry—integrated hotels. *TOSSe-Tourism in Southern and Eastern Europe*, 4, 437-450.
- Raghubalan, G. & Raghubalan, S. (2012), *Hotel housekeeping operations and management*, New Delhi: Oxford University Press.
- Tewari, J. R. (2012), *Front Office Operations and Management*, New Delhi: Oxford University Press.
- UNWTO (2017). *Sustainable tourism for development Guidebook*.
- Wessels, W., du Plessis, E., & Slabbert, E. (2017). Key competencies and characteristics of accommodation managers. *SA Journal of Human Resource Management*, 15, 11.
- Wood, R. C. (2017). Introduction: Managing hotel accommodation: an overview. *Hotel Accommodation Management*, 1-14.
- Wood, R. C., & Brotherton, B. (Eds.). (2008). *The sage handbook of hospitality management*. SAGE.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Tourism and Hospitality Law of Nepal

Semester: 2<sup>nd</sup>

Course Code: THS 555

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course objectives

The course is designed to provide students with a foundational understanding of tourism and hospitality laws and their applications. Upon completion of the course, students will grasp the basic concepts and philosophies underlying tourism and hospitality laws, as well as various legal aspects related to industry. This includes the industry's relationships with employees, legal issues concerning employment, operational procedures, and the legal provisions outlined in Nepal's tourism laws regarding the tourism and hospitality sector. This revision enhances clarity and flow while maintaining the original meaning.

## Course Contents

## Lecture Hours

### Unit I: Introduction to the Legal System

8

- 1.1 Meaning, Definition and Sources of Law
- 1.2 Principles governing tourism and hospitality industry
- 1.3 Overview of the Nepalese Legal System
- 1.4 Sources and the concept of tourism and hospitality law, its importance and application
- 1.5 Law and ethics
- 1.6 Concept of Rights and Liabilities
- 1.7 Alternative Dispute Resolution

### Unit II: National and International Tourism Law

8

- 2.1 Concepts of national and international law
- 2.2 Overview of international treaties and agreements impacting tourism
- 2.3 Understanding cross-border legal issues in travel operations
- 2.4 Emerging trends - the impact of global crises on international travel regulations
- 2.5 Legal provisions relating to eco-tourism or environmental conservation in Nepal

### Unit III: Legal Environment of Tourism and Hospitality

- 3.1 Meaning and importance of legal environment
- 3.2 Tourism & hospitality law and legal environment
- 3.3 Contract Law in Hospitality, Travel and Tourism,
- 3.4 Duties and obligations of tourism and hospitality operator
- 3.5 Innkeeper-guest relationship, obligation to protect



#### Unit IV: Legal Provisions of Employment in Tourism and Hospitality Industry

8

4.1 Employment hiring Practices

4.2 Employee Selection; Employee evaluation, discipline, & termination

4.3 Employment relationship

4.4 Labour Union and trade union rights

4.5 Dispute settlement, misconduct and punishment., Workplace discrimination  
Sexual Harassment; Compensation.

#### Unit V: Laws relating to Tourism and hospitality industry operation

8

5.1 Consumer Protection Law and Tourism & hospitality

5.2 Law of Tort (Law of Negligence) and its impact on Travel, Tourism and Hospitality

5.3 Legal Responsibilities of Travel and Hospitality Operator to Guests

5.4 Guests' Property rights and rights of privacy

5.5 Health and safety in work place food and beverages safety issues

5.6 Travel agency Laws

5.7 Immigration Reform and Control Act

5.8 Disabilities Act

5.9 Insurance and Indemnification

5.10 Air Passenger Travel Law

#### Unit- VI: Major Characteristics of Tourism & hospitality Laws in Nepal

8

6.1 Provisions Relating to Travel and Trekking Agency

6.2 Provision relating to tourist standard Hotel, Lodge, Restaurant or Resort and Bar

6.3 Restriction on hotel, lodge, restaurant or resort and bar

6.4 Provision relating to Mountaineering/ Expedition Team - Insurance of tourist and porters

6.5 Environmental responsibilities of tourists and agency

6.6 Liability and Responsibility of the Leader of the Mountaineering Expedition Team

6.7 Provision Relating to Tour Guide

6.8 Provisions Relating to other Tourism Enterprise Penalties and Fine

6.9 Legal provisions relating to eco-tourism or environment conservation.



#### Prescribed Books and Additional References

Barth, S., & Hayes, D.K. (2009), *Hospitality law: Managing legal issues in the hospitality industry*, New Jersey: John Wiley & Sons, Inc.

Beatty, J. F., & Samuelson, S. S., (2010) *Introduction to Business Law*, Mason (OH): South-Western Cengage Learning.



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- Guo, X., Ling, L., Dong, Y., & Liang, L. (2013). Cooperation contract in tourism supply chains: The optimal pricing strategy of hotels for cooperative third-party strategic websites. *Annals of Tourism Research*, 41, 20-41.
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- Pannett, A. & Cassell, M. B., (1999). *Principles of hospitality law*. London: Thomson.
- Simons, M. S. (1987). An overview of international trends in hospitality and tourism law. *International Journal of Hospitality Management*, 6(1), 3-10.
- Wilson, R. H. (2001). Agency law, fiduciary duties, and hotel management contracts. *Journal of Hospitality & Tourism Research*, 25(2), 147-158.

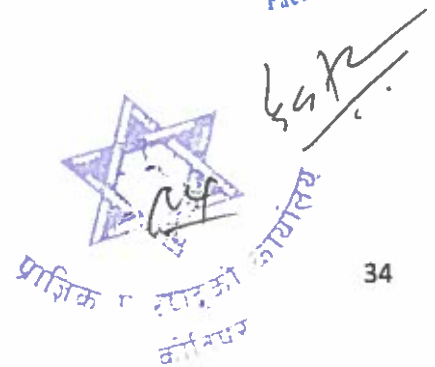
**Note: Relevant articles and book chapters will be recommended by the course instructor.**

**Acts and Rules:**

1. Asian Monument Protection Act, 1956;
2. Asian Monument Protection Rules, 1990;
3. Child Labour (Prohibition and Regulation) Act, 2056 (Related provisions)
4. Companies Act, 2063 (Related provisions)
5. Constitution of Nepal (Related provisions)
6. Consumer Protection Act, 2054 (Related provisions)
7. Contract Act, 2056 (Related provisions)
8. Environmental Protection Act, 1997
9. Environmental Protection Rules, 1997
10. Foreign Exchange (Regulation) Act, 2019 (Related provisions)
11. Foreign Investment and Technology Transfer Act, 2049 (Related provisions)
12. Hotel Management and Alcohol Sale Distribution (Control) Act, 2023
13. Industrial Enterprises Act, 2049 (Related provisions)
14. Labour Act, 2048 and rules made under this act (Related provisions)



15. National Park and Wildlife Protection Act, 2021
16. National Park and Wildlife Protection Rule, 2030
17. Partnership Act, 2020 (Related provisions)
18. Patent, Design and Trade mark Act, 2022 (Related provisions)
19. Private Form Registration Act, 2014 (Related provisions)
20. Tourism Act, 2035 and rules made under this act (Related rule and related provisions)
21. Wildlife Reservation Rules, 2034.



## THIRD SEMESTER COURSES

| Code No.   | Title of Course   | Credit Hours |
|--|---|--------------|
| <b>THIRD SEMESTER</b>  |   |              |
| THS 601  | Information Technology in Tourism and Hospitality Studies | 3            |
| THS 602  | Food and Beverage Management                              | 3            |
| THS 603  | Entrepreneurship Development in Tourism and Hospitality   | 3            |
| THS 604  | Research Methodology                                      | 3            |
| <b>Specialization Group (Anyone from THS 605-1 to 605-4)</b> |   |              |
| THS 605-1  | Rural Tourism and Homestay Management                     | 3            |
| THS 605-2  | Mountain Tourism  |              |
| THS 605-3  | Heritage Tourism  |              |
| THS 605-4  | Crisis Management in Tourism                              |              |
| THS 605-5  | Geo-marketing in Tourism and Hospitality                  |              |
| <b>Total</b>   |   | <b>15</b>    |



  
 प्राज्ञिक परिवार का कार्यालय  
 कोटिपुर

# Information Technology in Tourism and Hospitality Studies

Semester: 3<sup>rd</sup>

Course Code: THS 601

Credit hours: 3

Lecture hours: 48

Internal assessment:40%

End semester exam: 60%

## Course Description

This course examines the transformative impact of information technology (IT) on the tourism and hospitality sectors, focusing on operational efficiency, customer satisfaction, and innovation. Students will engage with IT tools such as reservation systems and CRM software, alongside emerging technologies like AI and blockchain, to enhance personalized services and secure transactions. The curriculum also addresses IT-related challenges, including cybersecurity and ethical considerations, equipping students with the skills to develop strategic solutions for industry challenges.

## Course Contents

## Lecture Hours

### Unit I: Introduction to IT in Tourism and Hospitality

8

- 1.1 Overview of IT in tourism and hospitality: Importance, evolution, and applications
- 1.2 Introduction to IT, IT infrastructure and its role in tourism and hospitality sectors
- 1.3 Digital transformation in tourism and hospitality

### Unit II: IT Tools and Applications in Tourism and Hospitality

8

- 2.1 Reservation systems: Global Distribution Systems (GDS) and Central Reservation Systems (CRS)
- 2.2 Airline information Systems
- 2.3 Online Travel Agencies (OTAs) and digital platforms
- 2.4 Customer Relationship Management (CRM) and Revenue Management Tools (RMTs)
- 2.5 Customer data management and digital marketing strategies

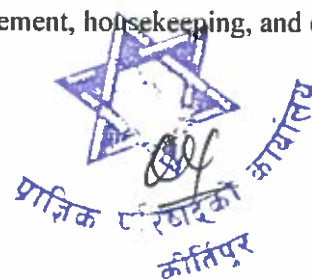
### Unit III: Data Management and Digital Marketing

- 3.1 Introduction to data analytics
- 3.2 Customer data management and digital marketing strategies
- 3.3 Marketing tools: social media, email marketing, and SEO

### Unit IV: IT Applications in Hotel Operations and Cybersecurity

6

- 4.1 Application of IT in hotel operations: front office management, housekeeping, and cybersecurity in tourism and hospitality.
- 4.2 Cybersecurity and data privacy



**Unit V: Emerging Technologies AI, Virtual Tourism, and Smart Tourism** **10**

5.1 Concepts of smart tourism destinations

5.2 Artificial Intelligence (AI): Chatbots, Virtual assistants, and personalization

5.3 Internet of things (IoT): smart rooms and smart tourism destinations

**Unit VI: IT application in Sustainable Tourism and Hospitality** **10**

6.1 Use Artificial Intelligence (AI) in tourism and hospitality

6.2 Virtual Reality (VR) and Augmented Reality (AR): Immersive tourism experiences

6.3 IT for resource efficiency: energy management and waste reduction

6.4 Challenges of IT adoption in sustainability

**Prescribed Books and Additional References**

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet - The state of eTourism research. *Tourism Management*, 29(4), 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>

Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. *Electronic Markets*, 25(3), 179–188. <https://doi.org/10.1007/s12525-015-0196-8>

Koo, C., Yoo, C., Lee, J. N., & Zanker, M. (2016). Special issue on information and communication technologies (ICT) and tourism. *Information Systems Frontiers*, 18(4), 543–545. <https://doi.org/10.1007/s10796-016-9650-0>

Leung, D., Law, R., Hoof, H. V., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1-2), 3–22. <https://doi.org/10.1080/10548408.2013.750919>

Xiang, Z., & Fesenmaier, D. R. (2017). Big data analytics, tourism design, and smart tourism. *Journal of Travel Research*, 56(3), 287–298. <https://doi.org/10.1177/0047287516629912>

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Food and Beverage Management

Semester: 3<sup>rd</sup>

Course Code: THS 602

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Description

This course offers a comprehensive understanding of food and beverage management in the hospitality sector, covering functions of food and beverage divisions, culinary knowledge, cooking methods, service management, menu planning, promotional strategies, and HACCP principles. Emphasizing sustainability and technology integration, the curriculum prepares students for industry changes. Upon completion, students will be equipped to describe food and beverage structures, explain culinary applications, discuss management tools, apply menu planning and promotional strategies, implement HACCP principles, and analyze current industry trends.

## Course Contents

## Lecture hours

### Unit I: Food and Beverage Division

6

- 1.1 Kitchen organization: Structure and staffing
- 1.2 Functions of food service outlets
- 1.3 Flow of responsibilities within food and beverage operations
- 1.4 Cross-training staff for flexibility and co-ordination with internal departments
- 1.5 Different types of system handling (IT) in food and beverage division

### Unit II: Food and Beverage Knowledge

10

- 2.1 Overview of food commodities: Types, sources, and culinary uses
- 2.2 Beverage categories/classification: Types, brands, and pairing principles
- 2.3 Local sourcing and plant-based alternatives

### Unit III: Methods of Cooking and Kitchen Management

7

- 3.1 Historical perspectives on cooking methods
- 3.2 Objectives of cooking: Nutrition, flavor enhancement, presentation
- 3.3 Cooking techniques: Heat applications and example dishes
- 3.4 Global flavors and fusion cuisine
- 3.5 Supervisory functions in kitchen operations: Planning, organizing, coordinating
- 3.6 Event planning considerations for catering services
- 3.7 Kitchen management software for efficiency

### Unit IV: Food and Beverage Management

6

- 4.1 Budgeting processes: food and beverage costing
- 4.2 Purchasing practices: Sustainable sourcing methods



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| 4.3 Inventory control techniques: Tracking waste reduction  |          |
| 4.4 Transparency in supply chains   |          |
| <b>Unit V: Menu Planning and Engineering</b>  | <b>5</b> |
| 5.1 Introduction to menu types: Static vs. dynamic menus  |          |
| 5.2 Menu planning considerations: Nutritional balance, pricing strategies   |          |
| 5.3 Use of modern technologies for food and beverage industry   |          |
| <b>Unit VI: Food and Beverage Services</b>  | <b>4</b> |
| 6.1 Overview of different types of food service models (e.g., table d'hôte, à la carte)   |          |
| 6.2 Banquet service - Banquet seating plan, Banquet space calculation (size, table no., sprigs, staff),<br>Banquet function prospectus (format), Banquet workflow, Buffet and types, Types of Buffet Menu,<br>Buffet and Banquet equipments |          |
| <b>Unit VII: Food and Beverage Promotion</b>  | <b>3</b> |
| 7.1 Marketing environment analysis for food services  |          |
| 7.2 Developing effective marketing strategies for promotions  |          |
| 7.3 Food chains and frenchies   |          |
| 7.4 Promoting eco-friendly practices in marketing efforts   |          |
| <b>Unit VIII: Event Management</b>  | <b>5</b> |
| 8.1 Introduction of event management  |          |
| 8.2 Categories of events  |          |
| 8.3 Pre-event, during event and post event management   |          |
| 8.4 Event planning (five steps for successful event)  |          |
| 8.5 Role and responsibilities of event team members (information, security, event manager &<br>coordinator and marketing)   |          |
| 8.6 Technology and event management   |          |
| <b>Unit IX: Hazard Analysis Critical Control Point (HACCP)</b>  | <b>2</b> |
| 9.1 Introduction to HACCP principles for food safety management   |          |
| 9.2 Implementation strategies for maintaining compliance in operations  |          |

### Prescribed Books and Additional References

- Andrews, S. (2006), *Food and beverage management*, New Delhi: Tata McGraw-Hill
- Bali, P.V. (2012), *Food production operations*, New Delhi: Oxford Press Publication.
- Barrows, C. W. (2008). *Food and beverage management. The Sage handbook of hospitality management*, 421-442.
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R. *Food and Beverage Service*, New Delhi: Oxford Press Publication
- Coltman, M. M. (1989), *Cost control for the hospitality industry*, New York: Van Nostrand Reinhold.

- Davis, B., Lockwood, A., Pantelidis, I. S., & Alcott, P. (2018). *Food and beverage management*. Routledge.
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- Singaravelavan, R. (2012), *Food and beverage service*, New Delhi: Oxford University Press.
- Wood, R. (2018). *Strategic questions in food and beverage management*. Routledge.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Entrepreneurship Development in Tourism and Hospitality

Semester: 3<sup>rd</sup>

Course Code: THS 603

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course aims to equip students with the essential knowledge and skills needed for entrepreneurship in the tourism and hospitality sectors. It fosters a comprehensive understanding of entrepreneurial concepts, enabling students to enhance their entrepreneurial abilities and develop innovative approaches to business. Additionally, the course provides valuable insights into starting, managing, and sustaining tourism ventures effectively in competitive markets. By bridging theoretical foundations with practical applications, it prepares students to become successful entrepreneurs in the dynamic tourism and hospitality industries.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Entrepreneurship

6

- 1.1 Definition, characteristics, and types of entrepreneurships
- 1.2 Identifying entrepreneurial opportunities in tourism and hospitality
- 1.3 Factors affecting entrepreneurship
- 1.4 Phsases of entrepreneuership development program
- 1.5 Impact on economic development and entrepreneurial development programs in Nepal

### Unit II: Foundations of Entrepreneurship

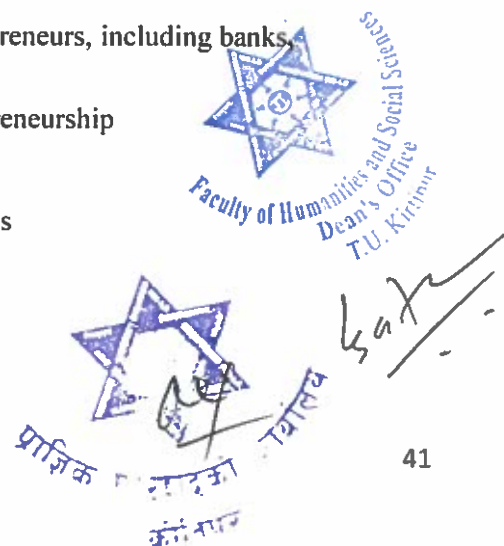
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- 2.1 Techniques for identifying and formulating viable projects and their classification
- 2.2 Methods for conducting feasibility studies and project appraisal
- 2.3 Application of information technology in business processes

### Unit III: Financial Planning and Forecasting

8

- 3.1 Overview of institutional finance options available to entrepreneurs, including banks, cooperatives and development institutions
- 3.2 Understanding microeconomic principles relevant to entrepreneurship
- 3.3 Economic behaviours of individuals and aggregates
- 3.4 Techniques for predicting economic trends affecting business



|   |          |
|---|----------|
| <b>Unit IV: Entrepreneurial Behaviour</b>   | <b>8</b> |
| 4.1 Theories on fostering creativity and innovation within entrepreneurial ventures   |          |
| 4.2 Exploring personality traits that contribute to successful entrepreneurship   |          |
| <b>Unit V: Institutions and Development of Entrepreneurs</b>  | <b>8</b> |
| 5.1 Examination of government initiatives supporting entrepreneurship, including incentives and subsidies                   |          |
| 5.2 Entrepreneurial motivation and its prospects  |          |
| 5.3 Identifying problems faced by entrepreneurs, particularly women and rural entrepreneurs                                 |          |
| <b>Unit VI: Entrepreneurship Development in Tourism</b>   | <b>6</b> |
| 6.1 Understanding rural tourism, agro-tourism, and small-scale investments in tourism                                       |          |
| 6.2 Exploring the relationship between knowledge management and entrepreneurship in tourism                                 |          |
| <b>Unit VII: Best Practices in Entrepreneurship in Tourism and Hospitality Sectors in Nepal</b>                             | <b>6</b> |
| 7.1 Analysis of successful entrepreneurial ventures within the tourism and hospitality industry, focusing on best practices |          |

#### Prescribed Books and Additional References

- Adhikari, P., Mitra, J., Adhikari, S. D., & Shrestha, R. K. (2024). Entrepreneurship and development in Nepal: an overview. *Entrepreneurship and Development in Nepal: Post-COVID Implications*, 1-13.
- Ahmad, S. Z. (2015). Entrepreneurship education in tourism and hospitality programs. *Journal of Hospitality & Tourism Education*, 27(1), 20-29.
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- Devkota, N., Paudel, U. R., & Bhandari, U. (2020). Tourism entrepreneurs' expectation from the provincial government in touristic city–Pokhara, Nepal. *Journal of Hospitality and Tourism Insights*, 3(3), 329-351.
- Fu, H., Okumus, F., Wu, K., & Köseoglu, M. A. (2019). The entrepreneurship research in hospitality and tourism. *International Journal of Hospitality Management*, 78, 1-12.
- Gupta, C. B., & Srinivasan, N. P. (1992). *Entrepreneurial Development: Text and Cases*. Sultan Chand & Sons.
- Iuliana, C., Carmen Maria, I., & Alexandrina, S. (2016). Entrepreneurship in the tourism and hospitality industry. *Management Strategies Journal*, 31(1), 264-275.
- Khanka, S. S. (2006). *Entrepreneurial development*. S. Chand Publishing.



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- Kharel, S., KC, A., Devkota, N., & Paudel, U. R. (2022). Entrepreneurs' level of awareness on knowledge management for promoting tourism in Nepal. *Journal of Information & Knowledge Management*, 21(02), 2250023.
- Mulgund, L. C. (2021). *Entrepreneurship and financial institutions for small scale industries*. Lulu Publication.
- Peters, M., Kallmuenzer, A., & Buhalis, D. (2019). Hospitality entrepreneurs managing quality of life and business growth. *Current Issues in Tourism*, 22(16), 2014-2033.
- Porter, M. E., & Strategy, C. (1980). Techniques for analyzing industries and competitors. *Competitive Strategy*. New York: Free, 1.
- Rimmington, M., Williams, C., & Morrison, A. (2009). *Entrepreneurship in the hospitality, tourism and leisure industries*. Routledge.
- Rimmington, M., Williams, C., & Morrison, A. (2009). *Entrepreneurship in the hospitality, tourism and leisure industries*. Routledge.
- Sapkota, R., Bhattarai, C., Bhandari, M. P., & Bhattarai, B. R. (2024). Tourism Entrepreneurship in Nepal: Opportunities and Challenges. *Entrepreneurship and Development in Nepal: Post-COVID Implications*, 15-35.
- Thirumalesh Madanaguli, A., Kaur, P., Bresciani, S., & Dhir, A. (2021). Entrepreneurship in rural hospitality and tourism. A systematic literature review of past achievements and future promises. *International Journal of Contemporary Hospitality Management*, 33(8), 2521-2558.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Research Methodology

Semester: 3<sup>rd</sup>

Credit hours: 3

Internal assessment: 40%

Course Code: THS 604

Lecture hours: 48

End semester exam: 60%

## Course Objectives

This course is designed to provide students with a deep understanding of research's significance in tourism and hospitality. It focuses on fundamental research methodologies in social sciences, emphasizing their application in these sectors. Students will gain practical experience with statistical tools, enabling them to prepare research reports and make informed decisions. Upon completion, they will identify various research types, evaluate methodologies, design research proposals, and conduct statistical analyses using specialized software for both quantitative and qualitative research.

## Course Contents

## Lecture hours

### Unit I: Introduction to Research

5

- 1.1 Meaning, nature, and purpose of research
- 1.2 Classification of research: Basic vs. applied, exploratory vs. explanatory
- 1.3 Scientific research process: Steps involved in conducting research
- 1.4 Research paradigms: Positivism, constructivism, transformative, pragmatism,
- 1.5 Ethics in research: Ethical considerations in tourism studies
- 1.6 Role of research in the tourism and hospitality industry

### Unit II: The Research Proposal

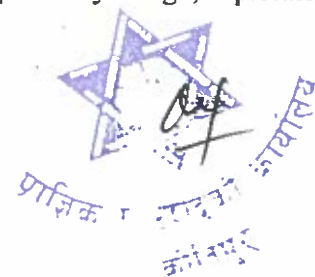
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- 2.1 Importance of a well-structured research proposal
- 2.2 Topic selection and problem identification
- 2.3 Formulating research questions and hypotheses
- 2.4 Conducting literature reviews: Theoretical vs. conceptual frameworks
- 2.5 Preparation and submission of a comprehensive research proposal

### Unit III: Research Design

- 3.1 Concept of research design: Importance in shaping study outcomes
- 3.2 Types of research design:
  - *Qualitative research design*: Case studies, ethnography, grounded theory, phenomenological approaches
  - *Quantitative research design*: Cross-sectional studies, experimental designs, longitudinal studies (trend analysis)
  - *Mixed methods of research design*: Triangulation design, explanatory design, exploratory design
  - Elements of effective research design

7



44

## Unit IV: Sampling

8

- 4.1 Significance of sampling in research
- 4.2 Definitions of population and sampling
- 4.3 Types of sampling methods:
  - *Probability sampling*: Simple random sampling (SRS), stratified sampling, cluster sampling
  - *Non-probability sampling*: Judgmental sampling, quota sampling, convenience sampling
- 4.4 Determining sample size for estimating population parameters
- 4.5 Sampling errors vs. non-sampling errors

## Unit V: Methods of Data Collection

7

- 5.1 Importance of data in tourism research
- 5.2 Sources of data: Primary vs. secondary data
- 5.3 *Quantitative data collection methods*:
  - *Questionnaire construction techniques*
  - *Face-to-face interviews*
- 5.4 *Qualitative data collection methods*:
  - *Observation techniques*
  - *Focus group discussions*
  - *Diaries/field notes and narrative descriptions*
- 5.5 Tools for data collection: Surveys, interviews, observational checklists

## Unit VI: Data Management and Analysis

11

- 6.1 Data management processes: Editing, coding, entry, and cleaning
- 6.2 *Quantitative Data Analysis*:
  - *Using SPSS for descriptive statistics (mean, median, mode)*
  - *Inferential statistics (hypothesis testing, correlation analysis)*
  - *Non-parametric tests (Chi-square tests)*
- 6.3 *Qualitative Data Analysis*:
  - *Using software like Nvivo, MAXQDA for thematic analysis*
  - *Content analysis techniques*
  - *Narrative analysis approaches*
- 6.4 Integrating qualitative and quantitative findings in mixed methods

## Unit VII: Writing the Research Report

- 7.1 Purpose and importance of writing a report
- 7.2 Structure and content of a well-organized report
- 7.3 Types of reports: Descriptive vs. analytical reports
- 7.4 Presentation of data using tables and figures



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## 7.5 Citation styles (APA 7th edition) and bibliography formatting

## 7.6 Appendices and supplementary materials

### Prescribed Books and Additional References

- Babbie, E. (2017). *The basics of social research*, (7th ed.) Wadsworth: Thomson.
- Brunt, P., Semley, N., & Horner, S. (2017). *Research methods in tourism, hospitality and events management*. SAGE.
- Cohen, L., Manion, L., and Morrison, K. (2007). *Research methods in education*. London and New York: Routledge.
- Creswell, J. W., & Clark, V. L. P. (2017). *Designing and conducting mixed methods research*. Sage publications.
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE.
- Dowling, R. K. (2013). *Handbook of research methods in tourism: Quantitative and qualitative approaches*. Taylor & Francis.
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- Finn, M., Illiott-White, M. and Walton, M. (2000): *Tourism and leisure research methods*, Pearson, Prentice Hall, New Jersey.
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- Krishnaswami, O.R. and Ranganatham, M, (2008). *Methodology of research in social sciences*, Mumbai: Himalaya Publishing House.
- Kumar, R. (2006): *Research methodology*, New Delhi: Pearson Education.
- Lawrence, N. W. (2008): *Social research methods: Qualitative and quantitative approach*, New Delhi: Dorling Kinsley (India) Pvt.Ltd.
- Leavy, P. (2022). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*. Guilford Publications.
- Levin, R. I. (2008). *Statistics for management*. Pearson Education India.
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- Michalkó, G. (2012). Research methods for leisure, recreation, and tourism. *Annals Of Tourism Research*, 39(2), 1278-1279.
- Nunkoo, R. (Ed.). (2018). *Handbook of research methods for tourism and hospitality management*. Edward Elgar Publishing.
- Pant P. R. (2010) *Social science research and thesis writing*. Kathmandu: Buddha Academic Enterprises Pvt.Ltd.
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- Rakić, T., & Chambers, D. (Eds.). (2012). *An introduction to visual research methods in tourism*. London: Routledge.



Ritchie, B.W., Burns, P., & Palmer, C. eds. (2004). *Tourism research methods: Integrating Theory with Practice*. Wallingford: CABI.

Schleicher, A. & Saito, M., (2005). Quantitative research methods in educational planning: Data preparation and management, K. N. Ross (ed.). Paris: International Institute for Educational Planning/UNESCO.

Sirakaya-Turk, E., Uysal, M., Hammitt, W. E., & Vaske, J. J. (Eds.). (2017). *Research methods for leisure, recreation and tourism*. CABI.

Smith, S. L. (2016). *Practical tourism research*. CABI.

Suwal, B. (2013). A Note on Sample Design. *The Economic Journal of Nepal*, Vol. 36, No 1 & 2 (141), 2013

Veal, A. J. (2017). *Research methods for leisure and tourism*. Pearson UK.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Rural Tourism and Homestay Management

Semester: 3<sup>rd</sup>

Course Code: THS 605-1

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course provides an in-depth understanding of rural and community-based tourism, highlighting its role in rural economic development in Nepal. With its rich natural and cultural diversity, Nepal offers unique tourism opportunities, particularly through homestay programs. The curriculum covers tourism planning, management, and sustainable practices, focusing on community engagement and the socio-economic and environmental impacts of various rural tourism forms. Upon completion, students will be equipped to develop strategic plans for sustainable tourism and effectively manage homestay initiatives.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Rural Tourism Development

8

- 1.1 Defining rural and rural landscapes: Characteristics and potential as a tourism product
- 1.2 Concepts of rural tourism: Definitions, forms, and types (e.g., agrotourism, eco-tourism, ethnic tourism)
- 1.3 Community and village tourism: Rural tourism and community power
- 1.4 Attractions of rural tourism: Natural, cultural, and experiential elements

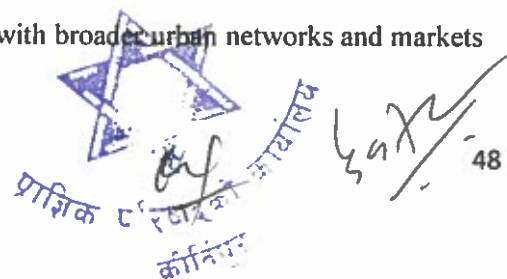
### Unit II: Issues and Impacts of Rural Tourism

10

- 2.1 Socio-cultural impacts: Tourism as a force of gentrification, cultural revitalization, and conflict
- 2.2 Economic impacts: Economic revitalization, community identity promotion, and leakages
- 2.3 Environmental impacts: Ecological challenges of rural tourism and sustainable resource management
- 2.4 Critical concepts: Staged authenticity, commodification of culture, and acculturation/loss of diversity

### Unit III: Rural Tourism Planning and Management

- 3.1 Planning process: Steps in rural/community tourism planning and development
- 3.2 Business and infrastructure: Business plans, feasibility studies, marketing strategies, and financial assistance
- 3.3 Community benefits and engagement: Strategies for equitable community participation and benefit-sharing
- 3.4 Rural-urban linkages: Integration of rural tourism with broader urban networks and markets



#### Unit IV: Rural Tourism in Nepal

10

- 4.1 Historical overview: Evolution and importance of rural tourism in Nepal
- 4.2 Current scenario: Post-2015 earthquake and Post COVID-19 recovery and challenges
- 4.3 Homestay tourism: Models, operational aspects, and notable case studies (e.g., Sirubari, Ghalegaun, Kirtipur, Pipalchour (Kavre) etc.
- 4.4 Village tourism development: Strategies for village tourism management
- 4.5 Emerging trends in agro-tourism, ethnic tourism, and adventure tourism in rural areas
- 4.6 Policies and planning: National policies and frameworks supporting rural tourism development

#### Unit V: Sustainable Rural/Community Tourism

10

- 5.1 Principles of sustainability: Concepts of sustainable development and tourism
- 5.2 Cultural capital sustainability: Maintaining and leveraging local cultural assets
- 5.3 Community capacity building: Enhancing local involvement and skill development
- 5.4 Global guidelines: UNWTO/UNEP global goals for sustainable tourism development
- 5.5 Best practices: Case studies from Nepal and other countries (e.g., Bhutan, Japan.....)

#### Prescribed Books and Additional References

- Bramwell, B. (1994). Rural tourism and sustainable rural tourism. *Journal of Sustainable tourism*, 2(1-2), 1-6.
- Gartner, W. C., & Lime, D. W. (Eds.). (2000). *Trends in outdoor recreation, leisure, and tourism*. Cabi.
- George, E.W., Mair, H. & Reid, D. G. (2009). *Rural tourism development localism and cultural Change*. Toronto: Channel View Publication.
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- Pradhanang, S. B. (2009). *Village the new tourist destination of Nepal*. Kathmandu: Adroid Publisher.
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- Upadhyay, R. P. (2008). *Readings in rural tourism*. Kathmandu: Sunlight Publication.
- Wilson, S., Fesenmaier, D. R., Fesenmaier, J., & Van Es, J. C. (2001). Factors for success in rural tourism development. *Journal of Travel research*, 40(2), 132-138.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Mountain Tourism

Semester: 3<sup>rd</sup>  
Credit hours: 3  
Internal assessment: 40%

Course Code: THS 605-2  
Lecture hours: 48  
End semester exam: 60%

## Course Objectives

This course introduces students to the multidimensional aspects of mountain tourism, emphasizing Nepal's geo-ecological processes, cultural diversity, and tourism impacts. It explores challenges like climate change and hazards while addressing the political economy of mountain regions. Students will analyze mountain geography, socio-cultural dynamics, and adventure tourism management. They will also assess Nepal's historical and contemporary mountain tourism trends, gaining skills to propose sustainable tourism strategies.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Mountains and Mountain Tourism

10

- 1.1 Definition and significance of mountains
- 1.2 Physical geography: Geographical divisions, climatic variations, natural resources, biodiversity
- 1.3 Human geography: Cultural and ethnic diversities in mountain communities
- 1.4 Global significance of mountains and their role in tourism
- 1.5 The industrialization of mountain tourism: Development models and frameworks
- 1.5 Technology integration in mountain tourism – discuss how technology is influencing mountain tourism, such as the use of mobile apps for navigation, safety, and enhancing tourists' experiences

### Unit II: Tourism and Recreation in Mountains

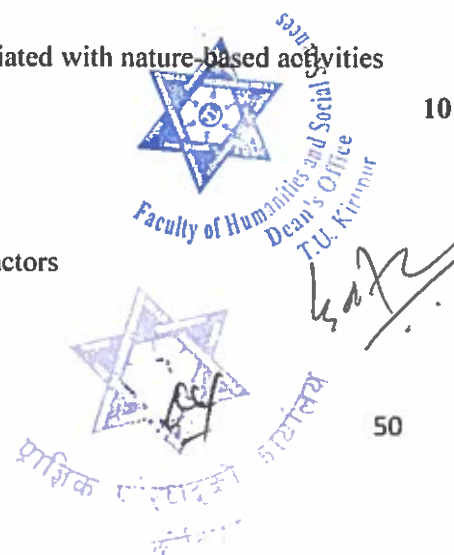
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- 2.1 Definition and characteristics of adventure tourism
- 2.2 Forms of adventure tourism: Hard vs. soft adventure; destination-driven vs. activity-driven
- 2.3 Major adventure activities: Mountain-based, river-based, wildlife/nature-based, snow-based
- 2.4 Ecological, socio-cultural, and economic impacts of adventure tourism
- 2.5 Management strategies for sustainable adventure tourism
- 2.6 Sustainable adventure tourism practices – including eco-certifications and community involvement in adventure tourism management
- 2.7 Wellness tourism in the mountain areas – health benefits associated with nature-based activities

### Unit III: Mountaineering Tourism

10

- 3.1 Relationship between mountaineering and tourism
- 3.2 Conservation issues related to mountaineering activities
- 3.3 Motivations for participation in mountaineering; satisfaction factors
- 3.4 Health and safety considerations in mountaineering tourism



- 3.5 Management perspectives on mountaineering tourism
- 3.6 Risk management in adventure tourism (safety protocol and emergency response strategies)
- 3.7 Community engagement in adventure tourism and their involvement in conservation efforts

#### Unit IV: Mountain Tourism in Nepal

10

- 4.1 Overview of mountains and their significance in tourism in Nepal
- 4.2 Historical development of mountain tourism in Nepal
- 4.3 Key activities: Mountaineering, trekking, rock climbing, mountain biking
- 4.4 Case study on Mount Everest: Economic impact, ecology, ethics, commodification issues
- 4.5 Government policies on tourism growth and development in mountain regions
- 4.6 Case studies – include case studies on local communities that have successfully integrated sustainable practices into their tourism offerings
- 4.7 Government policies – recent government initiatives aimed at promoting sustainable mountain tourism and protecting natural resources

#### Unit V: Sustainable Tourism Development in Mountains

8

- 5.1 Principles of sustainable tourism development specific to mountain areas
- 5.2 Types of sustainable tourism: Rural, agro-tourism, ecotourism, community-based tourism
- 5.3 Challenges to sustainable development in mountain tourism
- 5.4 Strategies for promoting sustainable practices in mountain environments
- 5.5 Expand on regenerative tourism concepts, which focus on enhancing local ecosystems and communities rather than just minimizing negative impacts
- 5.6 Importance of participatory approaches that empower local communities to take an active role in tourism planning and development

#### Prescribed Books and Additional References

- Apollo, M., Wengel, Y., & Pogge, T. (Eds.). (2024). *Pro-Poor Mountain Tourism*. Taylor & Francis.
- Banskota, K. & Sharma, B. (1998). Understanding sustainability in mountain tourism, in Patricia East, Kurl Luger and Karin Inmann (etd.) *Sustainability in mountain Tourism*, Studien, Verlag, Australia.
- Banskota, K. & Upadhyay, M. (1991). Impact of rural tourism on the environment, income, and employment in the Makalu-Barun area. *Report 17, The Makalu-Barun Conservation project*. Department of National Park and Wildlife Conservation, HMG and Woodlands Mountain Institute.
- Beard, C., Swarbrooke, J., Leckie, S., & Pomfret, G. (2012). *Adventure tourism*. Routledge.
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- Bonadonna, A., Giachino, C., & Truant, E. (2017). Sustainability and mountain tourism: The millennial's perspective. *Sustainability*, 9(7), 1219.
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- Chepesiuk, R. (2003). Mountain tourism: News from Nepal. *Environmental Health Perspectives*, 111(10), A516-A516.



- Debarbieux, B., Oiry Varacca, M., Rudaz, G., Maselli, D., Kohler, T., & Jurek, M. (2014). *Tourism in mountain regions: Hopes, fears and realities*. Department of Geography and Environment, University of Geneva; Centre for Development and Environment, University of Bern.
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- Musa, G., Higham, J., & Thompson-Carr, A. (Eds.). (2015). *Mountaineering tourism*. London, UK: Routledge.
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- Regmi, D., Bhatta, K., & Dahal, S. (2023). Mountain tourism and hazards: A proposal for a new direction of mountain tourism in Nepal. *Glob. Environ. Res*, 27, 133-138.
- Río-Rama, M., Maldonado-Erazo, C., Durán-Sánchez, A., & Álvarez-García, J. (2019). Mountain tourism research. A review. *European Journal of Tourism Research*, 22(2019), 130-150.
- Romeo, R., Russo, L., Parisi, F., Notarianni, M., Manuelli, S., & Carvao, S. (2021). Mountain tourism—Towards a more sustainable path.
- Sacareau, I. (2009). Changes in environmental policy and mountain tourism in Nepal. *Journal of Alpine Research | Revue de géographie alpine*, (97-3).
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- Upadhyay, P. (2019). Tourism policy of Nepal and sustainable mountain tourism development in retrospect. *The Gaze: Journal of Tourism and Hospitality*, 10(1), 37-50.
- World Tourism Organisation (2018). *Sustainable mountain tourism: Opportunities for local communities*, Madrid, WTO.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Heritage Tourism

Semester: 3<sup>rd</sup>

Course Code: THS 605-3

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course on heritage tourism is designed to provide an in-depth understanding of the significance of heritage in the context of tourism, particularly in Nepal, which is rich in cultural and historical properties. It emphasizes the necessity of maintaining and preserving these heritage sites to enhance tourism and protect national identity. Students will explore the nature of heritage properties, their relationship with tourism and the environment, and the existing laws and policies governing their conservation. Upon completion, students will develop a critical understanding of heritage concepts, the role of legislation and public policy in cultural heritage management, and the impact of international charters on conservation practices. They will also learn about the collaborative roles of public and private sectors in developing effective conservation policies. This knowledge is crucial for fostering sustainable tourism that respects and preserves Nepal's unique heritage.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Heritage and Tourism

10

- 1.1 Meaning, concept and types of heritage
- 1.2 Definition of cultural and natural heritage by World Heritage Convention
- 1.3 Definition of heritage tourism
- 1.4 Criteria for selection such as heritage sites, monuments and zones by UNESCO (WHC)
- 1.5 Typology of heritage tourism, relation between heritage and cultural tourism
- 1.6 Significance of heritage tourism
- 1.7 Impacts of heritage tourism

### Unit II: Globalisation of Heritage Tourism

- 2.1 Defining World Heritage
- 2.2 Organisational framework for World Heritage Sites
- 2.3 World heritage sites designation
- 2.4 Management of World Heritage site
- 2.5 South Asian heritage tourism



### Unit III: Heritages of Nepal

12

**3.1 Cultural heritages:** - Tangible and intangible cultural heritages: - cultural or manmade heritages: historical sites; pilgrimage sites: Art and paintings

*Architectural heritage-* Religious, Sacred and Palace heritage architecture in Malla, Shah, Rana period; Hindu, Buddhist and other heritage architectures; Fortification or defense architecture Heritage

*Museums and Archives of Nepal* -Museum as tourist attractions, Museum of Nepal, Archives of Nepal. Role of museums and archives in preserving cultural heritages and tourism development

**3.2 Natural Heritages-** Introduction of natural heritages, Biodiversity and ecosystem, National Parks, Conservation areas and wildlife reserves and their chief features, Introduction of wetland sites listed as Ramsar areas and their chief features

### Unit IV: Management of Heritages

10

- 4.1 Heritage Management: Objectives and strategies for effective management of heritage sites.
- 4.2 Protection, Conservation, and Preservation: Approaches to safeguard heritage properties.
- 4.3 Destination Development: Integrating heritage into tourism development plans.
- 4.4 UNESCO Charters and Standards: Guidelines for heritage preservation.
- 4.5 World Heritage Conventions: Framework for protecting cultural and natural heritage.
- 4.6 Convention concerning the Protection of the World Cultural and Natural Heritage (1972): Key international treaty for heritage conservation.
- 4.7 Convention on Wetlands of International Importance (Ramsar) (1971): Focus on wetland conservation.
- 4.8 Heritage Preservation Act of Nepal: National legislation for protecting cultural heritage.
- 4.9 National Archive Act: Regulations governing the management of national archives.
- 4.10 ICCROM: International Centre for the Study of the Preservation and Restoration of Cultural Property.
- 4.11 ICOMOS: International Council on Monuments and Sites focused on cultural heritage conservation.
- 4.12 IUCN: International Union for Conservation of Nature dedicated to nature conservation.

### Unit V: Heritage Capital and Impact of Natural and Manmade Disaster

10

**5.1 Hazard and Vulnerability in Urban Heritage Architecture-** Earthquake Impact, Water logging and sinking problem, Fire hazard, Preventive and mitigation measure to solve the above-mentioned problem.

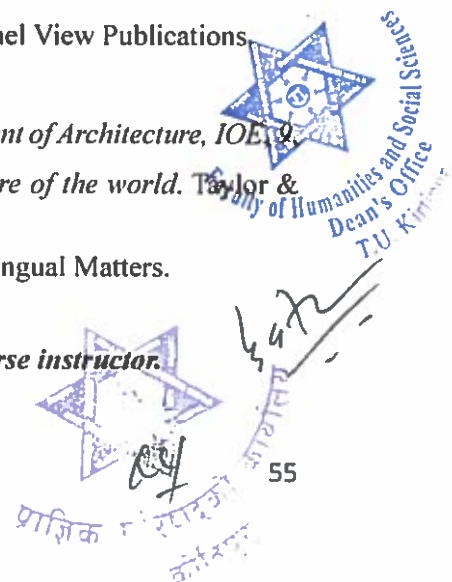
**5.2 Hazard and Vulnerability in rural heritage Architecture-** Earthquake hazard, Flood and Fire, Landslides and avalanches, other hazards. Preventive and mitigation measures.



## Prescribed Books and Additional References

- Ashworth, G. J. (2000). Heritage, tourism and places: A review. *Tourism recreation research*, 25(1), 19-29.
- Ashworth, G. J., & Tunbridge, J. E. (2000). *The tourist-historic city*. Routledge.
- Benson, A. M., & Arnold, D. (2014). *Contemporary issues in cultural heritage tourism*. Routledge: New York, NY, USA.
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- Satyal, Y.R., (2000), *Tourism monograph of Nepal*, New Delhi: Pinnacal Technology.
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- Satyal, Y.R., (2004). *Nepal: An exotic tourist destination*, Pinnacle Technology.
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- Timothy, D. J. (2011). *Cultural heritage and tourism: an introduction*. Channel View Publications
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage tourism*. Pearson Education.
- Tiwari, P. S. (1998). Traditional architecture of Kathmandu Valley. *Department of Architecture, IOE*.
- Vellinga, M., Oliver, P., & Bridge, A. (2024). *Atlas of vernacular architecture of the world*. Taylor & Francis.
- Waterton, E., & Watson, S. (2014). *The semiotics of heritage tourism*. Multilingual Matters.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Crisis Management in Tourism

Semester: 3<sup>rd</sup>

Course Code: THS 605-4

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course aims to provide students with a comprehensive understanding of crisis management principles and their application in the tourism and hospitality industry, while exploring the various types of crises that can impact tourism, such as natural disasters, pandemics, political instability, and economic downturns. It seeks to develop students' skills in risk assessment, crisis planning, and effective communication during emergencies, as well as to analyze the roles of key stakeholders, including governments, tourism boards, and private sector players, in managing tourism crises. Additionally, the course examines case studies of past crises in the tourism industry, focusing on lessons learned and best practices, and emphasizes the importance of resilience, sustainability, and recovery strategies in post-crisis tourism management.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Crisis Management in Tourism

6

- 1.1 Definition and scope of crisis management in tourism
- 1.2 Types of crises: Natural disasters, pandemics, political instability, terrorism, and economic crises
- 1.3 The impact of crises on tourism destinations, businesses, and stakeholders
- 1.4 Overview of major tourism crises globally and in Nepal (e.g., 2015 earthquake, COVID-19 pandemic)

### Unit II: Risk Assessment and Crisis Planning

6

- 2.1 Principles of risk assessment in tourism
- 2.2 Developing crisis management plans: Preparedness, response, and recovery
- 2.3 Role of technology in risk assessment and early warning systems
- 2.4 Risk assessment and crisis planning in tourism sectors in Nepal

### Unit III: Communication Strategies During Crises

- 3.1 Importance of effective communication in crisis management
- 3.2 Crisis communication strategies for tourism businesses and destinations
- 3.3 Role of social media and digital platforms in disseminating information during crisis
- 3.4 Communication strategies used during the COVID-19 pandemic in tourism industry in Nepal



|   |          |
|---|----------|
| <b>Unit IV: Stakeholder Roles and Collaboration in Crisis Management</b>  | <b>6</b> |
| 4.1 Roles of governments, tourism boards, private sector, and local communities in crisis management            |          |
| 4.2 Public-private partnerships in tourism crisis management  |          |
| 4.3 Collaboration between Nepal Tourism Board (NTB) and private sector during the 2015 earthquake               |          |
| <b>Unit V: Resilience and Recovery Strategies</b>   | <b>6</b> |
| 5.1 Building resilience in tourism destinations and businesses  |          |
| 5.2 Strategies for recovery of post-crisis: Marketing, financial support, and infrastructure rebuilding         |          |
| 5.3 Sustainable tourism practices as a tool for long-term recovery  |          |
| 5.4 Post-earthquake recovery and resilience-building in tourism sector in Nepal                                 |          |
| <b>Unit VI: Crisis Management in Specific Tourism Sectors</b>   | <b>6</b> |
| 6.1 Crisis management in hotels, resorts, and accommodation providers   |          |
| 6.2 Crisis management in transportation and travel agencies   |          |
| 6.3 Crisis management in cultural and heritage tourism  |          |
| 6.4 Crisis management in trekking and mountaineering sector in Nepal  |          |
| <b>Unit VII: Legal and Ethical Considerations in Crisis Management</b>  | <b>6</b> |
| 7.1 Legal frameworks for crisis management in tourism   |          |
| 7.2 Ethical considerations: Fair treatment of employees, guests, and local communities during crises            |          |
| 7.3 Insurance and liability issues in tourism crisis management   |          |
| 7.4 Legal challenges faced by tourism businesses during the COVID-19 pandemic                                   |          |
| <b>Unit VIII: Nepal-Specific Case Studies and Fieldwork</b>   | <b>6</b> |
| 8.1 Analysis of crisis management strategies in Nepal: Strengths, weaknesses, opportunities, and threats (SWOT) |          |
| 8.2 Field visits to tourism businesses and organizations involved in crisis management                          |          |
| 8.3 Group work/presentations on innovative crisis management models in Nepal                                    |          |

**Prescribed Books and Additional References**

Coombs, W. T. (2015). *Ongoing Crisis Communication: Planning, Managing, and Responding*. Sage Publications.

Faulkner, B. (2001). *Towards a Framework for Tourism Disaster Management*. *Tourism Management*, 22(2), 135-147.



- Glaesser, D. (2004). *Crisis management in the tourism industry*. Routledge.
- Henderson, J. C. (2007). *Tourism crises: causes, consequences and management*. Routledge.
- Hosie, P., & Pforr, C. (2016). *Crisis management in the tourism industry: Beating the odds?* Routledge.
- Laws, E., & Prideaux, B. (2005). *Tourism crises: Management responses and theoretical insight*. Psychology Press.
- Laws, E., Prideaux, B., & Chon, K. S. (Eds.). (2007). *Crisis management in tourism*. Cabi.
- Page, S. J. (2014). *Tourism management*. Routledge.
- PATA (Pacific Asia Travel Association) (2006). *Guidelines for Crisis Management in Tourism. An Authoritative Guide to Managing Crises in Tourism*
- Ritchie, B. W. (2009). *Crisis and Disaster Management for Tourism*. Channel View Publications.
- Santana, G. (2004). Crisis management and tourism: Beyond the rhetoric. *Journal of Travel & Tourism Marketing*, 15(4), 299-321.
- UNWTO (2011). *Tourism Risk Management: A Guide for Destination Managers*. World Tourism Organization.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



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# Geo-marketing in Tourism and Hospitality

Semester: 3<sup>rd</sup>

Course Code: THS 605-5

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

The course aims to achieve the following objectives: First, it introduces students to the concept of geo-marketing and its significance in the tourism and hospitality industry, emphasizing how geographic factors influence marketing strategies. Second, it explores key theories and tools for spatial analysis and market segmentation, enabling students to understand and apply these concepts in tourism contexts. Third, the course analyzes case studies of geo-marketing applications in Nepal, South Asia, and globally, providing students with practical insights into successful strategies and challenges. Finally, it equips students with the skills to design and implement effective geo-marketing strategies for tourism destinations and hospitality businesses, fostering their ability to address real-world industry needs.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Geo-marketing in Tourism and Hospitality

10

- 1.1 **Definition and scope of geo-marketing:** Definition of geo-marketing; differences between traditional marketing and geo-marketing; Role of geography in tourism and hospitality marketing.
- 1.2 **Key concepts in geo-marketing**
  - Spatial analysis* - Understanding spatial patterns of tourist flows.
  - Market segmentation*: - Geographic, demographic, and psychographic segmentation.
  - Location-based marketing*: - Targeting tourists based on their geographic location.
- 1.3 **Importance of geo-marketing in tourism and hospitality:** How location influences tourist behavior and decision-making; Role of geo-marketing in destination branding and competitiveness.

### Unit II: Theoretical Foundations of Geo-marketing


10

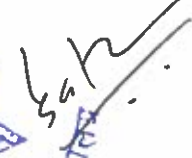

#### 2.1 Spatial behavior and tourism demand

- Theories of spatial interaction (e.g., gravity model, distance decay); Factors influencing tourist movements (e.g., accessibility, attractions).

#### 2.2 Theories of location and destination attractiveness

- Central place theory and its application in tourism; Destination lifecycle model (Butler's model); Competitive advantage of destinations (Porter's diamond model).

  
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### 2.3 Market segmentation and targeting

- Geographic segmentation: Regional, national, and international markets; Behavioral segmentation: Tourist preferences based on location.

### Unit III: Tools and Techniques for Geo-marketing

10

**3.1 Geographic Information Systems (GIS) in tourism marketing:** - Basics of GIS and its applications in tourism; mapping tourist hotspots, routes, and infrastructure.

**3.2 Big data and Location-Based Services (LBS):** - Role of big data in understanding tourist behavior; Use of LBS for personalized marketing (e.g., GPS-based recommendations).

**3.3 Social media and Geo-tagging:** - How social media platforms use geo-tagging for tourism promotion; Case studies of successful geo-tagging campaigns (e.g., Instagram tourism).

### Unit IV: Geo-marketing Applications in Tourism and Hospitality

9

**4.1 Destination branding and positioning:** - Role of geo-marketing in creating a unique destination identity and geo-marketing strategies; Analysis of geo-marketing in tourism campaigns in Nepal; Challenges and opportunities in promoting Nepal as a geo-tourism destination.

### 4.2 Case Studies from South Asia and Globally

- South Asian and global context of geo-marketing applications in tourism and hospitality sectors (i.e. Sri Lanka Tourism's use of geo-marketing to promote cultural and natural heritage; Iceland's geo-tourism campaigns leveraging its unique geography).

### Unit V: Challenges and Future Trends in Geo-marketing

9

### 5.1 Ethical Considerations in Geo-marketing

- Privacy concerns location-based data collection.
- Ethical use of tourist data for marketing purposes.

### 5.2 Impact of Climate Change and Sustainability

- How climate change affects tourism destinations and their marketing.
- Role of geo-marketing in promoting sustainable tourism practices.

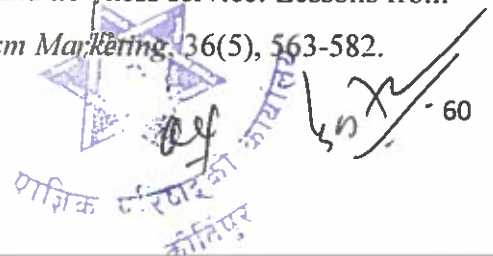
### 5.3 Emerging Trends

- Virtual reality (VR) and augmented reality (AR) in destination marketing.
- Artificial intelligence (AI) and machine learning in predicting tourist behavior.

### Prescribed Books and Additional References

Bahaire, T., & Elliott-White, M. (1999). The application of geographical information systems (GIS) in sustainable tourism planning: A review. *Journal of Sustainable Tourism*, 7(2), 159-174.

Buhalis, D., & Sinarta, Y. (2019). Real-time co-creation and onwness service: Lessons from tourism and hospitality. *Journal of Travel & Tourism Marketing*, 36(5), 563-582.



- Gössling, S., & Hall, C. M. (2019). *Tourism and global environmental change: Ecological, social, economic, and political interrelationships*. Routledge.
- Hall, C. M., & Page, S. J. (2020). *The geography of tourism and recreation: Environment, place, and space* (5th ed.). Routledge.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for hospitality and tourism* (7th ed.). Pearson. (Chapter on Destination Marketing)
- Lew, A. A., & McKercher, B. (2006). Modeling tourist movements: A local destination analysis. *Annals of Tourism Research*, 33(2), 403-423.
- Pike, S. (2016). *Destination marketing: Essentials* (2nd ed.). Routledge.
- Smith, S. L. J. (1995). *Tourism analysis: A Handbook* (2nd ed.). Longman.
- UNWTO (2020). *Global report on marketing and branding*. World Tourism Organization.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



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## FOURTH SEMESTER COURSES

| Code No.   | Title of Course                                | Credit Hours |
|--|--|--------------|
| <b>FOURTH SEMESTER</b>                                       |  |              |
| THS 651  | Tourism and Hospitality Marketing              | 3            |
| THS 652  | Tourism Policy and Planning                    | 3            |
| THS 653  | Field Work and Report Writing                  | 3            |
| <b>Specialization Group (Anyone from THS 654-1 to 654-5)</b> |  |              |
| THS 654-1  | Tourism Destination Management                 | 3            |
| THS 654-2  | Sustainable Tourism                            |              |
| THS 654-3  | Event Management and MICE Tourism              |              |
| THS 654-4  | Eco Tourism                                    |              |
| THS 654-5  | Contemporary Issues in Tourism and Hospitality |              |
| THS 655  | Thesis Writing                                 | 6            |
| <b>Total</b>   |  | <b>18</b>    |

  
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# Tourism and Hospitality Marketing

Semester: 4<sup>th</sup>

Course Code: THS 651

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course provides students with a comprehensive understanding of service marketing and strategies tailored to the tourism and hospitality sectors, with a focus on mountain tourism. It explores marketing systems, the marketing mix (7Ps), communication strategies, destination marketing, and emerging trends. Students will learn to define marketing, understand service marketing principles, classify market segments, apply promotional tools, leverage modern technology, and utilize advertising and public relations to effectively market tourism and hospitality products in competitive environments.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Service Marketing

10

- 1.1 Definition of services and markets; significance of service marketing in tourism
- 1.2 Characteristics of services in hospitality; value creation, customer satisfaction, and service quality
- 1.3 Service Quality Gaps Model; Competitive Advantage through Service Marketing
- 1.4 Emphasis on sustainable practices in service delivery

### Unit II: Developing Marketing Opportunities and Strategies

6

- 2.1 Marketing Information Systems; importance of market research
- 2.2 Consumer behavior analysis: Understanding consumer preferences in mountain tourism
- 2.3 Market segmentation, targeting, and positioning for competitive advantage
- 2.4 Community-based tourism strategies for market engagement

### Unit III: Tourism and Hospitality Marketing Mix

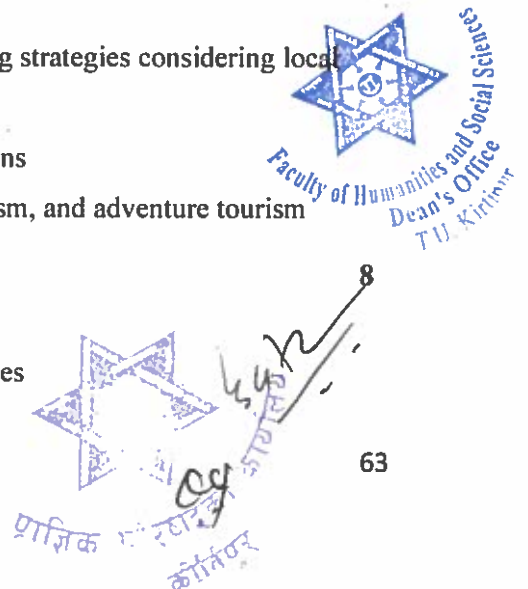
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- 3.1 Overview of the tourism and hospitality marketing mix (7Ps)
- 3.2 Designing service quality for mountain tourism products; pricing strategies considering local economies
- 3.3 Product life cycle management; branding and packaging decisions
- 3.4 Development of niche products like eco-tourism, wellness tourism, and adventure tourism

### Unit IV: Marketing Communication in Tourism and Hospitality

- 4.1 Integrated communication strategies for tourism marketing
- 4.2 Role of advertising agencies; effective sales promotion techniques

63



4.3 Public relations as a promotional tool; personal selling strategies

4.4 Digital marketing - utilizing social media platforms for outreach

**Unit V: Destination Marketing Mix**

8

5.1 Classification of destinations; objectives and benefits of destination marketing

5.2 Destination branding; promotional strategies targeting specific markets

5.3 Managing existing tourism products; new product development in regional tourism

5.4 Addressing overtourism through sustainable destination management practices

**Unit VI: Recent Trends in Tourism and Hospitality Marketing**

6

6.1 Introduction to e-marketing; benefits and market trends in digital platforms

6.2 Relationship marketing; importance of mobile marketing in mountain regions

6.3 Email marketing, web advertising, and security/privacy issues related to e-marketing

6.4 Role of digital nomadism in mountain tourism marketing

**Prescribed Books and Additional References**

Bowie, D., & Buttle, F. (2004). *Hospitality marketing: An introduction*. Routledge.

Bowie, D., & Buttle, F. (2013). *Hospitality marketing*. Routledge.

Gursoy, D. (2018). Future of hospitality marketing and management research. *Tourism Management Perspectives*, 25, 185-188.

Heath, E. (1992). *Marketing Tourism Destinations: A Strategic Planning Approach*. John Wiley & Sons, Inc.

Hudson, S. (2009). *Tourism and hospitality marketing: A global perspective*. Sage.

Hudson, S. (2017). *Marketing for tourism, hospitality & events: a global & digital approach*.

Kim, H. H., & Law, R. (2015). Smartphones in tourism and hospitality marketing: A literature review. *Journal of Travel & Tourism Marketing*, 32(6), 692-711.

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for hospitality and tourism*. Pearson.

Lashley, C. (2009). Marketing hospitality and tourism experiences. In *Handbook of hospitality marketing management* (pp. 3-31). Routledge.

McCabe, S. (2010). *Marketing communications in tourism and hospitality*. Routledge.

Morrison, A. M. (2022). *Hospitality and travel marketing*. Routledge.

Oh, H. (Ed.). (2009). *Handbook of hospitality marketing management*. Routledge.

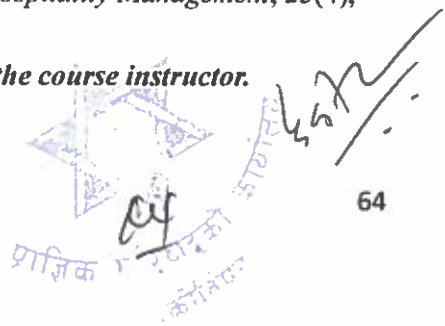
Reid, R. D., & Bojanic, D. C. (2009). *Hospitality marketing management*. John Wiley and Sons.

Wearne, N., & Morrison, A. (2013). *Hospitality marketing*. Routledge.

Williams, A. (2006). Tourism and hospitality marketing: fantasy, feeling and fun. *International Journal of Contemporary Hospitality Management*, 18(6), 482-495.

Yoo, M., Lee, S., & Bai, B. (2011). Hospitality marketing research from 2000 to 2009: topics, methods, and trends. *International Journal of Contemporary Hospitality Management*, 23(4), 517-532.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Tourism Policy and Planning

Semester: 4<sup>th</sup>

Course Code: THS 652

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course provides students with a comprehensive understanding of tourism policy and planning, focusing on policy formulation, planning processes, market analysis, and socio-economic and environmental considerations. It emphasizes recent trends such as sustainable tourism development, digital transformation, and stakeholder engagement. Upon completion, students will be able to define tourism policy, understand planning principles, analyze market dynamics, evaluate planning strategies, discuss Nepal's tourism policy challenges, and propose sustainable practices for effective tourism policy and planning.

## Course Contents

## Lecture Hours

### Unit I: Concept of Tourism Policy

10

- 1.1 Definition of tourism policy; importance in industry
- 1.2 Phases of tourism policy evaluation: formative, development, summative
- 1.3 Factors influencing tourism policy formulation
- 1.4 Integration of community-based approaches in policy making

### Unit II: Concepts of Tourism Planning

10

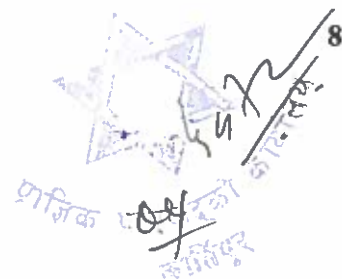
- 2.1 Overview of tourism planning; purpose and importance
- 2.2 Nature of planning: interactive vs. conventional approaches
- 2.3 Key players in tourism planning; levels of planning
- 2.4 Environmental and socio-cultural considerations in planning
- 2.5 Emphasis on adaptive planning to respond to changing market conditions

### Unit III: Tourism Planning and Analysis

- 3.1 The tourism planning process; approaches to effective planning
- 3.2 Market analysis techniques: assessing tourist facility needs
- 3.3 Integrated analysis of physical, social, and economic factors
- 3.4 Techniques for planning formulation; principles of effective tourism planning
- 3.5 Utilizing technology for data collection and analysis

### Unit IV: Tourism Plan Implementation and Monitoring

- 4.1 Roles of public and private sectors in implementation



- 4.2 Strategies for effective monitoring and evaluation of plans
- 4.3 Challenges faced during implementation, case studies from Nepal

#### Unit V: Tourism Policy and Planning in Nepal

10

- 5.1 Overview of Nepal's tourism policies since 1995; major strategies under periodic plans
- 5.2 Mechanisms for implementing policies; review of significant initiatives (e.g., Visit Nepal Year)
- 5.3 Challenges in tourism planning and implementation in Nepal
- 5.4 Sustainable development goals (SDGs) as a framework for policy alignment

#### Prescribed Books and Additional References

- Agarwal, M.K. & Upadhyay, R. P. (2006) *Tourism and economic development in Nepal*, Delhi: Northern Book Centre.
- Clare, A. Gunn, (2002) *Tourism planning: Basics, concepts, cases*. London: Routledge.
- Dredge, D., & Jenkins, J. (2016). New spaces of tourism planning and policy. In *Stories of practice: Tourism policy and planning* (pp. 1-12). Routledge.
- Dredge, D., & Jenkins, J. (Eds.). (2011). *Stories of practice: Tourism policy and planning*. Ashgate Publishing, Ltd.
- Dredge, D., Jenkins, J., & Whitford, M. (2016). Tourism planning and policy: Historical development and contemporary challenges. In *Stories of practice: tourism policy and planning* (pp. 13-35). Routledge.
- Edgell, D. L., Swanson, J., Allen, M. D., & Smith, G. (2008). *Tourism policy and planning: Yesterday, today, and tomorrow*. Routledge.
- Guo, Y., Jiang, J., & Li, S. (2019). A sustainable tourism policy research review. *Sustainability*, 11(11), 3187.
- Hall, C. M. (2008). *Tourism planning: Policies, processes and relationships*. Pearson education.
- Jenkins, C. L. (2015). Tourism policy and planning for developing countries: some critical issues. *Tourism Recreation Research*, 40(2), 144-156.
- Mason, P. (2003). *Tourism impacts, planning and management*, Oxford: Butterworth-Heinemann.
- OECD (2024). *OECD Tourism Trends and Policies*. Organisation for Economic Co-operation and Development
- Tourism Policy of Nepal-1995*, Ministry of Culture, Tourism and Civil Aviation, Nepal.
- Veal, A. J. (2002). *Leisure and tourism policy and planning*. Second Edition. Cambridge. CABI Publishing.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**

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## Field Work and Report Writing

Semester: 4<sup>th</sup>

Course Code: THS 653

Credit hours: 3

Lecture hours: 48

Examination system: Field work and report writing (100%)

### Course Objectives

Fieldwork and report writing are essential components of the MTHS program, designed to provide students with practical exposure to tourism and hospitality environments. Scheduled for the fourth semester, this fieldwork activity will take place at various tourist attractions, allowing students to engage directly in real-world situations. Each student is required to participate in this one-week fieldwork and submit a comprehensive report for evaluation. The objectives of this activity include:

- ✦ Familiarizing students with the diverse range of tourism activities and destinations
- ✦ Exposing students to the realities of tourism and hospitality operations, enhancing their understanding of their significance to local and national economies.
- ✦ Providing practical knowledge about the tourist resources in the visited area, analyzing existing infrastructure and amenities for tourism development, and evaluating prospects for tourism promotion.
- ✦ Developing skills in observation, data collection, interpretation, and analysis.

### Procedures:

- ✦ Each student must participate in approximately one week of fieldwork, organized by the Department.
- ✦ All expenses incurred during the fieldwork will be the responsibility of the students.
- ✦ Following the fieldwork, each student must submit a report for evaluation, which should be a minimum of 40 pages in length.
- ✦ The reports will be assessed by a three-member committee appointed by the Department.
- ✦ The report must include the following elements:
  - Introduction
  - Description of Activities
  - Interpretation and Analysis
  - Conclusion and Recommendations
  - Appendix
  - References (APA 7<sup>th</sup> edition)

**Note: Relevant articles and book chapters will be recommended by the course instructor.**

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# Tourism Destination Management

Semester: 4<sup>th</sup>

Course Code: THS 654-1

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

Upon completing this course, students will gain a comprehensive understanding of tourism destination management, including key concepts, theories, and stakeholder dynamics. They will evaluate destination competitiveness, apply strategic planning, and develop sustainable tourism strategies suited to Nepal's socio-cultural and environmental contexts. Additionally, students will assess the impact of global trends like digital transformation and crisis management, equipping them to address contemporary challenges in destination development and management effectively.

## Course Contents

## Lecture Hours

### Unit I: Introduction to Tourism Destination Management

12

- 1.1 Definitions and key concepts: visitor economy, place shaping, place making, place marketing, destination marketing, sustainable tourism, destination management
- 1.2 The tourist destination management system
- 1.3 Destination management functions
- 1.4 Destination and Destination Management Plan (DMP)
- 1.5 Elements of destination mix and destination resources and attractions
- 1.6 Stages of DMP development: getting started, gathering evidence, establishing strategy/direction, developing an action plan, monitoring, and reporting
- 1.7 Destination life cycle models

### Unit II: Stakeholders in Destination Management

- 2.1 Roles of Destination Management Organizations (DMOs)
- 2.2 Public-private partnerships
- 2.3 Initiating the destination management process
- 2.4 Community involvement and local governance
- 2.5 Key requirements for destination success in tourism
- 2.6 Coordination among stakeholders for effective management

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| <b>Unit III: Destination Competitiveness/Comparability and Strategic Planning</b> | <b>8</b> |
| 3.1 Assessing destination competitiveness and comparability                       |          |
| 3.2 Destination management functions  |          |
| 3.3 Strategic planning frameworks   |          |
| 3.4 Product development and diversification                                       |          |
| 3.5 Destination benchmarking and competitive advantage                            |          |
| <b>Unit IV: Sustainable Development of Destinations</b>                           | <b>7</b> |
| 4.1 Principles of sustainable tourism   |          |
| 4.2 Environmental, socio-cultural, and economic sustainability                    |          |
| 4.3 Community involvement for sustainability                                      |          |
| 4.4 Role of infrastructure, accessibility, technology, and interpretation         |          |
| <b>Unit V: Marketing and Branding of Destinations</b>                             | <b>8</b> |
| 5.1 Destination marketing strategies  |          |
| 5.2 Destination image and branding strategies                                     |          |
| 5.3 Role of storytelling in destination branding                                  |          |
| 5.4 Digital marketing, social media, and e-tourism                                |          |
| 5.5 Crisis management and resilience building                                     |          |
| 5.6 Measuring and improving destination competitiveness through marketing         |          |
| <b>Unit VI: Emerging Trends and Challenges in Destination Management</b>          | <b>4</b> |
| 6.1 Impact of technology and innovation in tourism                                |          |
| 6.2 Managing overtourism and seasonality  |          |
| 6.3 Climate change adaptation and mitigation strategies                           |          |
| 6.4 Policy implications for destination management                                |          |
| 6.5 Future directions in tourism destination management                           |          |

**Prescribed Books and Additional References**

Ammirato, S., Felicetti, A. M., & Della Gala, M. (2014). Tourism destination management: A collaborative approach. In *Collaborative Systems for Smart Networked Environments: 15th IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2014, Amsterdam, The Netherlands, October 6-8, 2014. Proceedings 15* (pp. 217-226). Springer Berlin Heidelberg.

Buhalis, D. (2000). Marketing is the competitive destination of the future. *Tourism Management*, 21(1), 97–116.

Fyall, A., & Garrod, B. (2020). Destination management: a perspective article. *Tourism review*, 75(1), 165-169.

Hudson, S. (2022). *International case studies on tourism destination management and COVID-19: impacts and responses*. Routledge.



- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Kozak, M., & Baloglu, S. (2010). *Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge*. Routledge.
- Kozak, N., & Kozak, M. (eds.). (2019). *Tourism destination management: Instruments, products, and case studies*. Springer.
- Laws, E. (1995). *Tourist destination management: issues, analysis and policies* (pp. 224-pp).
- Morrison, A. M. (2013). *Marketing and Managing Tourism Destinations*. Routledge.
- OECD. (2019). *Managing Tourism Development for Sustainable and Inclusive Growth*. OECD Tourism Papers.
- Ritchie, J. R. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. CABI.
- The World Bank (2022). *Destination management handbook: A Guide to the planning and implementation of destination management*. The World Bank, USA.
- UNWTO. (2007). *A Practical Guide to Tourism Destination Management*. Madrid: World Tourism Organization.
- Wang, Y., & Pizam, A. (2011). *Destination Marketing and Management: Theories and Applications*. CABI.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Sustainable Tourism

Semester: 4<sup>th</sup>

Course Code: THS 654-2

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course aims to deepen students' understanding of sustainable development and sustainable tourism. It addresses the challenges associated with tourism's impact on society, the economy, and the environment, while exploring mitigation strategies. Students will learn about the principles of sustainable development, key indicators for managing tourism sustainably, and the significance of alternative tourism forms. By the end of the course, participants will be equipped to critically assess tourism's impacts, recognize emerging trends, and apply their knowledge to promote sustainable tourism practices, particularly in the context of Nepal.

## Course Details

## Lecture Hours

### Unit I: Introduction to Sustainable Development

6

- 1.1 Concept and principles of sustainable development
- 1.2 History of sustainable development, importance of sustainable development
- 1.3 Universal features of sustainable development
- 1.4 Sustainable Development Goals of UN

### Unit II: Introduction to Sustainable Tourism Development

12

- 2.1 Meaning and concept of sustainable tourism
- 2.2 Emergence of sustainable tourism
- 2.3 Nature and scope of sustainable tourism
- 2.4 Principles of sustainable tourism
- 2.5 Indicators of sustainable development of tourism
- 2.6 Three dimensions of sustainable tourism- Environmental, Economic, and Socio-cultural Dimension
- 2.7 Impacts of tourism development
- 2.8 Factors that determine the nature and extent of tourism-related impacts
- 2.9 Sustainable tourism development planning

### Unit III: Mass and Alternative Forms of Tourism

- 3.1 Introduction and structure of the formal tourism industry
- 3.2 Meaning and concept of mass tourism and its benefits and cost
- 3.3 Emergence of the 'green consumer'

  
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- 3.4 Introduction of alternative tourism
- 3.5 Importance of alternative tourism
- 3.6 Types of alternative tourism- Nature based tourism, Ecotourism; Rural and agro-tourism; Culture and heritage-based tourism, Farm-based tourism, Volunteer tourism, Urban alternative tourism, Education tourism, Community-based tourism, Home-stay tourism.

**Unit IV: Issues in Sustainable Tourism** 8

- 4.1 Introduction of Sustainable Tourism
- 4.2 Flexibility, Status quo or enhancement
- 4.3 Complexity of tourism systems
- 4.4 Minimalist and comprehensive composite models
- 4.5 Sustainable tourism indicators
- 4.6 Bellagio Principles, Pursuing sustainable tourism; Quality control- Quality control spectrum
- 4.7 Codes of conduct, Ecolabels, Awards

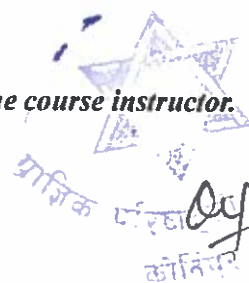
**Unit-V Sustainable Tourism Development Practices in Nepal** 10

- 5.1 Tourism policy and priorities, planning for sustainable tourism development
- 5.2 Overview of SDGs and its strategies and Nepal government's effort of implementation
- 5.3 Challenges and issues of SDG into actions in the local and national context of Nepal
- 5.4 Eco-tourism and Homestay for Sustainable Community Development
- 5.5 Sustainable Mountain tourism development in Nepal
- 5.6 Adventure Travel and Sustainable Tourism
- 5.7 Conservation of mountain environment

**Prescribed Books and Additional References**

- Allcock, A. (2003). *Sustainable tourism development in Nepal, Vietnam and Lao PDR: experiences of SNV and Partner Organizations*. SNV.
- Chan, R and Bhatta, A. (2013). *Ecotourism Planning and Sustainable Community Development: Theoretical Perspectives for Nepal*, South Asian Journal of Tourism and Heritage, Vol 6, No.1
- Dangi, T.B. and Jamal, T. (2016). An Integrated Approach to “Sustainable Community-Based Tourism”, *Sustainability* 2016, 8, 475; doi:10.3390/su8050475.
- Hill, J. and Gale, T. (2009) *Ecotourism and Environmental Sustainability Principles and Practice*, Surrey (UK): Ashgate Publishing Limited.
- Nepal, S.K., (2002). *Tourism as a key to sustainable mountain development: the Nepalese Himalayas in retrospect*, Unasylva 208, Vol. 53.
- The World Tourism Organization (2004). *Indicators of Sustainable Development for Tourism Destinations A Guidebook*, UNWTO, Madrid.
- Weaver, D. (2006). *Sustainable Tourism: Theory and Practice*. Oxford: Elsevier Butterworth-Heinemann.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



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# Event Management and MICE Tourism

Semester: 4<sup>th</sup>

Course Code: THS 654-3

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course objectives

This course introduces students to the concepts, principles, and processes of event management and MICE (Meetings, Incentives, Conventions, and Exhibitions) tourism. It provides in-depth knowledge of trade fairs, business conferences, and incentive tours while equipping students with strategies for planning, promotion, implementation, and evaluation of events. The curriculum emphasizes sustainability and technology integration. Upon completion, students will understand event management concepts, MICE tourism's significance, marketing strategies, risk assessment techniques, and current trends shaping the event and MICE tourism industry.

## Course Contents

## Lecture Hours

### Unit I: Introduction to MICE

8

- 1.1 Concept, definition, and types of events
- 1.2 Characteristics of events; emergence of the event industry
- 1.3 The Five C's of event management: conceptualization, costing, canvassing, customization, carrying out
- 1.4 Advantages of events for organizers, planners, participants, economy, and society
- 1.5 Overview of MICE: Components and growth of the MICE industry
- 1.6 The impact of virtual events and hybrid models on MICE tourism

### Unit II: Event Management Principles

8

- 2.1 Event planning processes: From conception to execution
- 2.2 Budgeting and financial management for events
- 2.3 Types of event venues: Characteristics and requirements for conference venues
- 2.4 Conference room layouts and check-in/check-out procedures
- 2.5 Role of convention managers; inter-related venues; project planning
- 2.6 Application of the Service-Dominant Logic in event management

  
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| <b>Unit III: Trade Shows and Expositions</b>   | <b>8</b> |
| 3.1 Definition and significance of trade shows; types of shows                                     |          |
| 3.2 Benefits of expositions for businesses and participants  |          |
| 3.3 Participant decision-making processes in attending trade shows                                 |          |
| 3.4 Contract negotiations: Principles for negotiating with hotels, airlines, and ground handlers   |          |
| 3.5 Use of technology in enhancing participant engagement at trade shows                           |          |
| <b>Unit IV: Incentive Tours</b>  | <b>8</b> |
| 4.1 Definition and characteristics of incentive tours  |          |
| 4.2 Organizing incentive tours: Special requirements and considerations                            |          |
| 4.3 Latest meeting technologies: Video conferencing and Information Communication Technology (ICT) |          |
| 4.4 Factors affecting the future of the events business through ICT                                |          |
| 4.5 Human resource requirements for managing incentive tours                                       |          |
| 4.6 Introduction to festivals and destination management   |          |
| <b>Unit V: Event Marketing</b>   | <b>8</b> |
| 5.1 Overview of the size and scope of the event market   |          |
| 5.2 Marketing strategies specific to events: Event packaging, branding                             |          |
| 5.3 Strategic marketing processes for successful events  |          |
| 5.4 Services marketing mix tailored for events   |          |
| 5.5 The role of social media in promoting events   |          |
| <b>Unit VI: Emergency and Risk Management</b>  | <b>8</b> |
| 6.1 General preparation for emergencies in event settings  |          |
| 6.2 Fire safety protocols in venues; medical emergencies procedures                                |          |
| 6.3 Facilities procedures for handling bomb threats or other contingencies                         |          |
| 6.4 Risk assessment techniques specific to event management  |          |
| 6.5 Incorporating sustainable practices into risk management                                       |          |

### Prescribed Books and Additional References

- Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Festival & Special Event Management*.
- Bowdin, G.A.J. (2006). *Events management*, London: Elsevier Ltd.
- Coleman, Lee & Frankle (1991), *Power house conferences*. Educational Institute of AH & MA.
- Getz, D. (2012). *Event Studies: Theory, Research & Policy for Planned Events*.
- Goldblatt, J. (2011). *Special Events: Creating and Sustaining a New World for Celebration*.
- Hoyle, Dorf & Jones (1995), *Meeting, conventions & group business*. Educational institute of AH & MA.
- Montgomery, R.J. 1994, "Meeting, conventions and expositions. New York: Wiley



Page, S. & Connell, J. (eds.). (2012). *The Routledge handbook of events*, London: Routledge.  
Rogers, T. (2008). *Conferences and conventions: A global industry*. London: Elsevier Ltd.  
Shawn, A. & Perry, B. (2004)., *Successful Event Management: A practical handbook*, London Thomson.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Eco-tourism

Semester: 4<sup>th</sup>

Course Code: THS 654-4

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course examines the relationship between tourism and the environment, emphasizing eco-tourism as a response to ecological challenges. It covers ecological principles, human behavior in eco-tourism, and sustainable management of natural and cultural resources. Recent trends, such as regenerative tourism and technological integration, are also explored. By course completion, students will appreciate environmentally responsible travel, understand visitor impacts, identify eco-tourism practices globally, and integrate eco-tourism principles across various tourism sectors.

## Course Contents

## Lecture Hours

### Unit I: Concept and Principles of Eco-tourism

12

- 1.1 Definition and significance of eco-tourism; characteristics compared to mass tourism
- 1.2 Types of eco-tourists and ethical codes; impacts of tourism on ecosystems
- 1.3 Emerging ideas on regenerative tourism practices and their role in sustainability
- 1.4 Ecotourism criteria; sustainable development principles in tourism

### Unit II: Components of Eco-tourism

10

- 2.1 Relationship between eco-tourism and conservation efforts; benefits for local communities
- 2.2 Economic advantages of eco-tourism; educational aspects and awareness-building
- 2.3 Community-based eco-tourism initiatives that empower local populations

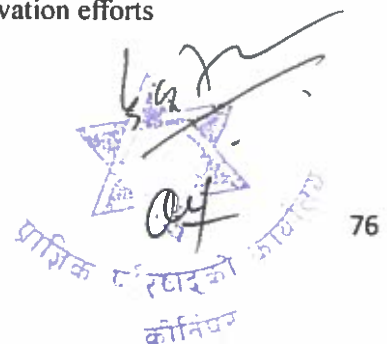
### Unit III: Eco-tourism Resources and Products

10

- 3.1 Identifying categories of ecotourism resources: natural, built, and events
- 3.2 Overview of protected areas in Nepal: definitions, categories, roles in conservation
- 3.3 Use of digital tools for resource management and visitor engagement

### Unit IV: Eco-tourism Practices

- 4.1 Sustainable transportation options: facilities management (reduce, reuse, recycle)
- 4.2 Eco-labeling practices; understanding green washing vs. genuine sustainability
- 4.3 Best practice guidance for certification; IUCN's role in conservation efforts



- 5.1 International frameworks: Convention on Biological Diversity, Quebec Declaration on Ecotourism
- 5.2 Laws and regulations governing eco-tourism in Nepal; challenges faced in the 21st century
- 5.3 The importance of aligning with Sustainable Development Goals (SDGs)

### Prescribed Books and Additional References

- Ballantyne, R., & Packer, J. (2013). *International handbook on ecotourism*.
- Buckley, R. (2004). *Environmental impacts of ecotourism*. Oxfordshire: CABI.
- Carr, A. M., & Higham, J. E. (2001). *Ecotourism: a research bibliography*. Department of Tourism, School of Business, University of Otago.
- Current articles on regenerative tourism practices and community-based initiatives.
- Fennell, D. A. (2020). *Ecotourism*. Routledge.
- Fennell, D. A., & Dowling, R. K. (Eds.). (2003). *Ecotourism policy and planning*. CABI.
- Fennell, D.A. (1999). *Ecotourism: An Introduction*. London: Routledge.
- Hill, J. L., & Gale, T. (Eds.). (2009). *Ecotourism and environmental sustainability: Principles and practice*. Ashgate Publishing, Ltd.
- Munt, I. (1994). Eco-tourism or ego-tourism? *Race & Class*, 36(1), 49-60.
- Paul, I., & Roy, G. (2023). Tourist's engagement in eco-tourism: A review and research agenda. *Journal of Hospitality and Tourism Management*, 54, 316-328.
- Rajović, G., & Bulatović, J. (2015). Eco Tourism with Special Review on Eco-Village Štavna. *Scientific Electronic Archives*, 8(1), 56-65.
- Rezaeinejad, I., & Khaniwadekar, A. (2021). The role of Eco-tourism in sustainable development: case study eco-tourism challenges in Iran. In *E3S Web of Conferences* (Vol. 311, p. 02004). EDP Sciences.
- Singh, R. K. (Ed.). (2003). *Eco-tourism and sustainable development*. Abhijeet.
- Weaver, D. (2001). *Ecotourism*. Milton: John Wiley & Sons.
- Weaver, D. B. (Ed.). (2001). *The encyclopedia of ecotourism*. Cabi Publishing.
- Zainol, N. R., & Rahman, M. K. (2023). *Social entrepreneurship and social innovation in eco-tourism*. Springer.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Contemporary Issues in Tourism and Hospitality

Semester: 4<sup>th</sup>

Course Code: THS 654-5

Credit hours: 3

Lecture hours: 48

Internal assessment: 40%

End semester exam: 60%

## Course Objectives

This course examines contemporary issues impacting the tourism and hospitality industry in a globalized world, with a special focus on Nepal. It explores the effects of globalization, technological advancements, climate change, social media, sustainability, political instability, the gig economy, and global lockdowns. Students will critically assess these challenges in Nepal's context and develop strategies to address them. By the end of the course, students will be equipped to promote sustainable growth and resilience in Nepal's tourism and hospitality sector.

## Course Contents

## Lecture Hours

- Unit I: Globalization and Technological Advances in Tourism and Hospitality** 9
- 1.1 The role of globalization in shaping tourism and hospitality in the world
  - 1.2 Technological innovations: AI, big data, virtual reality, and their impact on customer experience (Global and Nepal)
  - 1.3 Digital transformation in hospitality sector and global tourism trends affecting Nepal
- Unit II: Climate Change and Sustainability in Tourism and Hospitality** 9
- 2.1 The impact of climate change on Nepal's tourist destinations (e.g., melting glaciers, trekking routes)
  - 2.2 Sustainable tourism practices: Ecotourism, community-based tourism, and green hotels (Global and Nepal)
  - 2.3 Successful sustainability initiatives in Nepal (e.g., Everest Base Camp; Annapurna Conservation Area Project, etc.)
- Unit III: Social media and Political Turmoil in Tourism and Hospitality**
- 3.1 The role of social media in promoting tourism destinations and engaging tourists
  - 3.2 The impact of political instability and policy changes on Nepal's tourism industry
  - 3.3 Social media campaigns promoting tourism and recovery during political crises



#### **Unit IV: The Gig Economy and Global Lockdowns in Tourism and Hospitality**

- 4.1 The rise of the gig economy and its implications for hospitality workforce
- 4.2 The impact of global lockdowns (e.g., COVID-19) on Nepal's tourism and hospitality sector
- 4.3 Case studies: Adapting to workforce changes and pandemic-related challenges in Nepal

#### **Unit V: Strategies to Address Contemporary Issues in Tourism and Hospitality**

8

- 5.1 Crisis management and resilience-building in Nepal's tourism and hospitality sector
- 5.2 Innovative business models and policy interventions for sustainable growth in Nepal
- 5.3 Collaborative approaches: Public-private partnerships and community engagement in Nepal

#### **Unit VI: Integrated Case Studies and Group Projects**

6

- 6.1 Group works on contemporary issues in Nepal's tourism and hospitality sector
- 6.2 Critical analysis of real-world case studies in Nepal (e.g., post-earthquake tourism recovery)
- 6.3 Developing a strategic plan to address a contemporary issue in Nepal's tourism industry

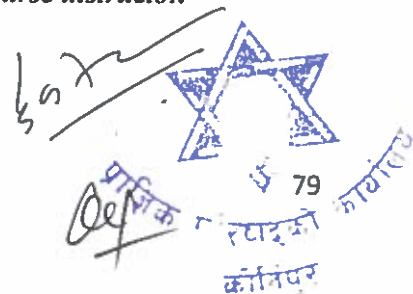
#### **Assessment Methods**

1. **Class participation and attendance:** 10%
2. **Case study analysis:** 10%
3. **Group project and presentation:** 20%
4. **Final exam:** 60%

#### **Prescribed Books and Additional References**

- Bhattarai, K., Conway, D., & Shrestha, N. (2005). Tourism, terrorism, and turmoil in Nepal. *Annals of Tourism Research*, 32(3), 669-688. <https://doi.org/10.1016/j.annals.2004.10.005>
- Gurung, D. B., & Scholz, R. W. (2008). Community-based tourism in Nepal: The case of the Ghalegaun Homestay Project. *Mountain Research and Development*, 28(2), 124-128. <https://doi.org/10.1659/mrd.0910>
- KC, A., & Dhungana, A. (2020). Impact of COVID-19 on Nepal's tourism industry: A review. *Journal of Tourism and Hospitality Education*, 10, 1-14. <https://doi.org/10.3126/jthe.v10i1.33850>
- Sharma, P., & Upadhyaya, S. (2019). Climate change and its impact on tourism in Nepal. *Journal of Tourism and Hospitality Education*, 9, 1-15. <https://doi.org/10.3126/jthe.v9i1.26678>
- UNWTO. (2020). *International tourism and COVID-19*. United Nations World Tourism Organization. <https://www.unwto.org/international-tourism-and-covid-19>
- Weaver, D. B., & Lawton, L. J. (2014). *Tourism management* (5th ed.). Wiley.

**Note: Relevant articles and book chapters will be recommended by the course instructor.**



# Thesis Writing

Semester: 4<sup>th</sup>

Course Code: THS 655

Credit hours: 6

Lecture hours: 48

## Course Descriptions

The thesis writing component of the MTHS program is a mandatory requirement that enables students to engage in rigorous research on pertinent issues within the fields of tourism and hospitality. This course is designed to provide students with practical experience in conducting research, developing critical analytical skills, and producing a comprehensive thesis that contributes to the existing body of knowledge in discipline.

## Course Contents

Each student is required to prepare a thesis based on an approved research topic relevant to tourism and hospitality. The thesis must demonstrate scholarly rigor and will be submitted to the department for final evaluation. Thesis students are required to adhere strictly to the rules and regulations established by the Faculty of Humanities and Social Sciences (FoHSS) concerning thesis writing, presentation, and final documentation. These guidelines ensure academic rigor, consistency, and compliance with institutional standards throughout the research and submission process.

## Course Objectives

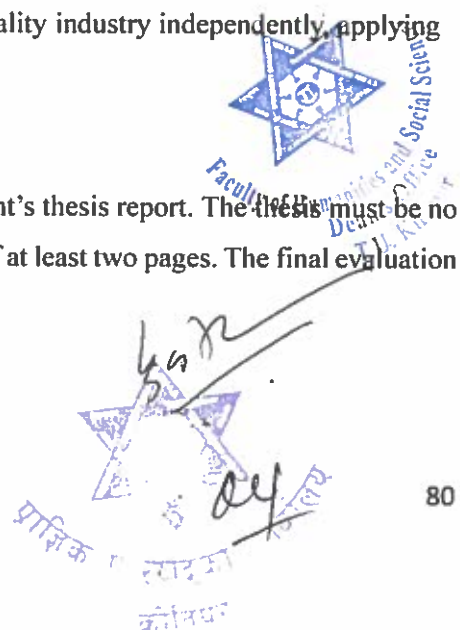
Upon completion of this course, students will be able to:

- Acquire a thorough understanding of the research process and methodologies.
- Comprehend the theoretical frameworks and methodological approaches pertinent to scientific research.
- Recognize research ethics and appreciate the implications of ethical considerations in research work.
- Analyze contemporary issues in the tourism and hospitality industry independently, applying critical thinking skills.

## Viva Voce

A Viva Voce examination will be conducted based on the student's thesis report. The thesis must be no shorter than 80 pages, accompanied by an executive summary of at least two pages. The final evaluation of the thesis report will consider the following criteria:

- Relevance of the thesis title



- Clarity and fulfillment of objectives
- Methodological soundness
- Quality of writing
- Adherence to formatting guidelines
- Presentation and analytical depth
- Contribution to the field of knowledge

**Note: Relevant articles and book chapters will be recommended by the course instructor.**

