

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail and pedagogy of
BTTM (Bachelor of Travel and Tourism Management) 2nd Semester

4-Year Syllabus

ENG 203: Business Communication

Credits: 3

Lecture Hours: 48

Course Objectives:

The objectives of the course are to enable students to: increase confidence and fluency in speaking, improve accuracy to enable clear communication of ideas, develop understanding of grammar, interact in a multi-cultural environment, work on writing, reading and listening skills, focus on student's personal needs and objectives and develop specific skills in communicative English

Course Description:

This is a course in English for the workplace. It is for mature learners who need to improve their communication skills in English. It takes a fresh and constructive approach to the way students use language, and deals in depth with skills taught only at higher levels. The Business Communication course contains two components: I. Communication, and II. Business Composition. The weight age for each component is 50%.

I. Communication (50%)

Course Details

Unit I: The course is organized around nine broad communicative themes:

LH24

- Requests
- Opening and closing
- Non-verbal communication
- Exchanging information
- Social interaction
- Conversation strategies
- Presentation
- Expressing feelings
- Case study
- Interaction
- Active Grammar
- Listening

Students should be encouraged to try out a broad range of hands-on communication activities. Some of the Major features of the course include:

- Language focus, dealing with a major area of grammar
- A section on various areas of grammar and exercises to practice them
- Interaction with pair work and information gap activities
- Listening comprehension tasks

Prescribed Book

Viney, Peter, and Karen Viney, *Handshake: A course in communication Student's Book*. Oxford: OUP, 1996.

Reference Books

Oxford Advanced Learner's Dictionary of Current English. Eighth Edition. Oxford: OUP, 2010.

Viney, Peter, and Karen Viney. *Handshake: A course in communication. Work book*. Oxford: OUP, 1996.

Viney, Peter, and Karen Viney. *Handshake: A course in communication. Teacher's Book*. Oxford: OUP, 1996.

II. Business Composition (50%)

The Course

The course concentrates on presenting the skills students need when they write in English in business situations. To listen, speak, read, or write, knowledge of English vocabulary and grammar is needed; but these aspects of language are not specific to business communication.

Objectives

The main objectives of the course are to enable students to

- put ideas in order
- group ideas into paragraphs
- write apt introduction and conclusion
- show relationship between ideas
- present attitude clearly
- edit out irrelevant materials
- punctuate correctly

Course Contents

Unit I: With an eye to the kinds of writing students in business are mostly in need of doing, the contents of the course are listed below **LH24**

- Informal letters
- Formal letters
- Reports
- Brochures and guides
- Articles
- Instructions
- Writing a story
- Business letters and memos

Prescribed Book

Coe, Norman, Robin Rycroft, and Pauline Ernest. *Writing Skills: A Problem-Solving Approach*. Cambridge: CUP, 1983.

Suggested Teaching Method

Students learn a lot by working together in groups to solve a problem or make a decision. Learners should share their knowledge, compare their opinions, and discuss their ideas in small groups. The instructions for each exercise in both the textbooks include suggestions about ways of working with the material, and the teachers can adopt or adapt those suggestions according to their own ideas and circumstances. A number of ideas for teaching are also given in the teacher's manual. Students will be evaluated in terms of the skills presented in the books.

Reference Books

Oxford Advanced Learner's Dictionary of Current English. Eighth Edition. Oxford: OUP, 2010.

Coe, Norman, and Robin Rycroft. *Writing Skills: A Problem-Solving Approach. Teacher's Book*. Cambridge: CUP, 1983.

Leech, G.N., and Jan Svartvik. *A Communicative Grammar of English*. Third Edition. London: Longman, 2002.

TTM 332: Tourism in Nepal

Credits: 3

Lecture Hours: 48

The objective of this course is to provide the students with an overview of tourism in Nepal and its perspectives that include tourism trends and operations, and institutional arrangements for developing of tourism that contribute national economic development of Nepal.

Course Description:

This course provides a broad overview of geography, history, culture, religion, anthropology and language of Nepal, tourism operations, its development, visited and potential sites, its contribution in National economy, component needs for tourism development, tourism authorities and institutions in Nepal as well as development strategies.

Unit 1: Introduction to Tourism in Nepal

LH 4

Development of tourism in Nepal (Tourism in Ancient, Medieval and Modern Nepal); Historical development of tourism in Nepal (before 1950, 1950-90, 1990-2011, post 2011, important events/milestones in Tourism development of Nepal; Development of Tourism Activities: mountain tourism, cultural tourism, village tourism, wildlife tourism, eco-tourism, adventure tourism.

Unit 2: Tourism Development in Nepal

LH 5

Tourism trends in Nepal, Classifications of tourists, Purpose of visits and trends, Travel and services renders. Environment for tourism development in Nepal: Economic, Social, Ecological, and Political.

Unit 3: Contribution of Tourism in National Economy

LH 5

Contribution to GDP, Tourism earnings and expenditure, Foreign exchange earnings from tourism, Multiplier effects of tourism, Importance of tourism in human and quality of life development, Impact of tourism in Nepal.

Unit 4: Geographical Dispersion of Tourism in Nepal

LH 6

Geographical understanding of Nepal from tourism perspective; 4 WHS of UNESCO, as per NTB, 18 Tourism zones of Nepal: Mechi Hill Tourism Area, Birat Tourism Area, Arun Tourism, Salahas Tourism Sector, Sagarmatha Tourism Sector, Bideha-Mithila Tourism Sector, Langtang-Gaurishankar Tourism Sector, Kathmandu Tourism Area, Simraun Tourism Area, Annapurna-Manaslu Tourism Sector, Pokhara Tourism Sector, Lumbini Tourism Area, Ruru-Resunga Tourism Sector, Sisne-Jaljala-Dhorpatan Tourism Area, Bheri-Kakrebhihar Tourism Area, Rara-Karnali Tourism Sector, Chisapani-Thakurdwara Tourism Area, and Khaptad-Ramaroshan Tourism Area.

Unit 5: Tourism Products and Services of Nepal

LH 10

Natural Heritage of Nepal (Mountains, Protected Areas of Nepal, and Special landscapes: Upper Mustang; Upper Manang, Tsum Valley);
Cultural Heritage of Nepal(General overview on –People, Fairs and Festivals, Monuments and Buildings, Cuisine, Folklore)

Tourism Activities (Adventure - Trekking, Mountaineering, Rock Climbing, Rafting, Ultra-light Aircraft; Village Tours – Ghalegaun, Sirubari; City Tours- World Heritage Sites of Kathmandu Valley; Agro-tourism – Wild Bee honey hunting, Bee farming);
Emerging Tourism Products (Great Himalayan Heritage Trails (GHT), Canyoning, Everest Marathon, Everest Sky Diving, Para hawking, zip-line).

Unit 6: Components of Tourism Development

LH 5

General: Infrastructure (road, electricity, housing, health, education etc.), tourism supra-structure (hotel, restaurants, trails, rental house, service agencies etc.), technology, and human resources for tourism development.

Unit 7: Institutional Arrangements for Tourism Development in Nepal

LH 8

Governmental and/or Public Organization/Set up: Tourism Council, MoCTCA, CAAN, Tourism Industry Division, Tourism Area Development Committee (Khaptad, Karnali and Lumbini, Lake Conservation and Development) - NTB.

Industry Association/Organizations: NMA, NATTA, HAN, TURGAN, NARA,

Non-Governmental Organizations/set up: ICIMOD, WWF, SNV, TRPAD, UNDP's Quality Tourism Project, NTNC (ACAP, KCAP, Gaurishankar Conservation Area Project, Manaslu Conservation Area Project)

Tourism Education and Hospitality Training: NATHM (Formal HMTTC), NCTTM, CTEVT, PYC and other private institutions.

Unit 8: National Tourism Development Policies and Strategies

LH 5

National Vision, (Tourism Vision 2020)Current National Tourism Policy, Overview of Tourism Act, Rules and Regulations, Current National Tourism development and marketing plans and Strategies.

Teaching learning tools will include lectures, case analysis, discussions, demonstrations and forums.

Basic Reading Books/Materials:

1. Satyal, R. Y.(1999).*Tourism Monograph*, New Delhi: Adroit Publisher
2. Diwakar Chand (2000). *Nepal's Tourism: Uncensored Facts*. Varanasi: Pilgrims Book House.
3. Bista, D. B. (1996). *People of Nepal*. Kathmandu: Ratna Pustak Bhandar.
4. Shrestha, S. H. (2004). *Economic Geography of Nepal*. Kathmandu: Educational Publishing House.
5. Majpuria, T. C. and Majpuria, R. K. (2004). *Religions in Nepal*. Gwalior: M. Devi.
6. MoCTCA. *Vision 2020*. Kathmandu: MOCTCA.
7. Resources from Department of National Park and Wildlife Conservation,

References:

1. Anderson, M. M. (2005). *The Festivals of Nepal*. New Delhi: Rupa & Co.
2. Kunwar R. R. (2010). *Tourist and Tourism: Science and Industry Interface*. Kunwar: Kathmandu.
3. Agrawal, R. P. and Upadhyaya R.P. (2006).*Tourism and Economic Development of Nepal*. New Delhi: Northern Books Center
4. Government of Nepal (2014). *Tourism Statistics of Nepal*. Kathmandu: Ministry of Culture Tourism and Civil Aviation.
5. SNV (2011). *The Great Himalayan Trail: Marketing Strategy 2011-2016*. Kathmandu: SNV.
6. Pradhan, K.M. (2008).*Macro and Micro Prospective of Tourism in Nepal*. Kathmandu: Benchmark Education Support Pvt. Ltd
7. Materials published by MoCTCA, NTB, NTNC, and other travel trade organizations.

TTM 334: Tourism and Hospitality Accounting

Credits: 3

Lecture hours: 48

Course Objectives:

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

Course Description

This course contains introduction, understanding financial statements, analysis and interpretation, hotel accounting ,airline accounting, travel and tour accounting, budgeting, investment analysis, decision regarding alternative choices, event and function management accounting techniques.

Course Details

Unit 1: Introduction

LH 3

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

Unit 2: Understanding Financials

LH 8

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

Unit 3: Analysis and Interpretation of Financial Statement

LH 8

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

Unit4: Budgeting

LH7

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

Unit 5: Briefing in Hotel Accounting, Airline Accounting and Travel and Trekking Accounting LH 6
Room Accommodation accounting, food and beverage accounting, night auditing, airline operation accounting (revenue, expenses, Travel and trekking accounting)

Unit6: Investment Analysis LH 6
Concept, Steps of capital budgeting. Evaluation methods: payback period, discounted payback period, accounting rate of return, net present Value, internal rate of return, profitability index.

Unit 7: Decision Regarding Alternative Choices LH 6
Concept, classification of cost: relevant cost, irrelevant cost, sunk cost, opportunity cost. Types of decision: make or buy, seasonal operation, drop or continue, accept or reject special order.

Unit 8: Event and Function Management Accounting Techniques LH 4
Event planning phase management accounting tools: Feasibility Study, evaluate potential revenue and cost, cost center, event budget and forecast, Run, cancel or withdraw from the event.

Books

Colt man, Michael M., (1998) *Hospitality Management Accounting*. John Wiley& Sons.
J. Harris and Peter A. Hazard, *Managerial accounting the hospitality Industry*.
Dangol, R.M. Dangol; *Cost and Management Accounting*.
Managerial Accounting: *Creating value in dynamic business environment*.

TTM 335: Hospitality Operations & Management

Credits: 3

Lecture Hours: 48

Course Objectives:

This course aims to make students understand the theoretical knowledge of hospitality industry and its services, hospitality establishments and operations. This course also imparts the knowledge of basic management of hospitality operations.

Course Description:

This course presents a thorough and systematic coverage of theoretical knowledge of hospitality and its nature of services, historical background of hotel and hospitality industry, different sectors of hospitality industry, introduction of hotel and similar establishments, food and beverage establishments, secondary catering establishments, organizational structure of various categories of hotels, departmentalization of hotels, their operational functions and management, and relation between hotel and travel industry.

Course Details

Unit 1: Introduction to Hospitality Industry **LH 6**

Introduction of hospitality industry, Characteristics of hospitality services, Growth of hospitality and hotel industry, Scopes of hospitality industry, Present trends in hospitality industry.

Unit 2: Introduction to Hotel and Catering Industry **LH 6**

Meaning and definition of hotels, Types of hotels on the basis of location, clientele, Chain hotels, Organizational chart of various category of hotels, Star rating system of Nepalese hotels. Meaning and definition of catering, introduction of commercial, industrial, institutional and transport caterings.

Unit 3: Hotel Organization **LH 6**

Hotel organization charts (small, medium and large), operational and functional departments and their functions, job responsibilities of section heads/managers, relationship between various departments, relationship between hotels, travel agencies and tourism industry.

Unit 4: Introduction to Front Office Department **LH 10**

Introduction of front office department and its sections, role and functions of front office in a hotel, quality attributes of front office staffs, front office terminologies, hotel reservation process, check-in and check-out process, handling of arrival and departure guests, forms and formats used in front office, types of plan, and types of rooms. Billing system, modes of payment, group business, telephone handling techniques.

Unit 5: Introduction to Housekeeping Department **LH 4**

Introduction of housekeeping department, roles and functions its sections, types of guest rooms contents and supplies, types of keys, lost and found, dealing of unusual movements.

Unit 6: Introduction to Food and Beverage Service Department **LH 6**

Introduction of food and beverage service department, roles and functions and its sections, types of menu, types of food and beverage services, dining etiquettes, KOT/BOT and billing system, salesmanship.

Unit 7: Introduction to Food Production Department**LH 2**

Introduction of food production department, role and functions of its sections, types of kitchen.

Unit 8: Guest Relations**LH 3****Unit 9: Hotel Visit****LH 5**

During the course students are encouraged to visit any five star hotels in KTM, PKR, CHW or resort to see the basic operational departments and their functioning in order to know about the hotel operations and management, preparation of report and presentation.

References

Walker, John. *Introduction to Hospitality Management*, New Delhi: Pearson Education

Negi, J. *Professional Hotel Management, New Delhi*: S. Chand & Company LTD.

Andrews, S. *Front Office Operations and Management*, New Delhi: Tata McGraw Hill.

Andrews, S. *House Keeping Operations and Management*: New Delhi: Tata McGraw Hill.

Andrews, S. *Food & Beverage Management*. New Delhi: Tata McGraw Hill

Brotherton, B. and Wood R.C. (2008), *The Sage Handbook of Hospitality Management*, London: Sage Publication Ltd.

TTM 336: Travel Service Operation Management - I

Credits: 3

Lecture Hours: 48

Course Objectives:

This course is intended to introduce tour and travel agency procedures with the proper maintenance and etiquette. The course will address professional dress code, personal hygiene, travel communication, demeanor, working environment, product knowledge, handling client complain, office machines, all levels of communication, and accountability.

Course Description

This course contains Travel Agency Operation and Management, Land Based Tourism, Water Based Tourism, Mountaineering, Tourist Transport, Documentation in Tourism, Frontier Formalities, Transfer Procedures, Different Types of Tourist attractions in Nepal and Operational Guidelines.

Unit 1: Travel Agency Operation and Management

LH 8

Meaning role and function of travel agency, Growth & present position, historical perspective & changing environment of travel agency, Retail and wholesale travel agency, Registration of travel agency in Nepal.

Unit 2: Land Based Tourism

LH 6

Meaning of trekking, importance, grades, season, equipments, routes and maps, altitude sickness and safety measure, type, permit, registration process and government regulation.

Unit 3: Water Based Tourism

LH 6

Meaning of white water rafting, river system in Nepal, river grades, equipment use, safety measures, rafting season, map of rivers, registration process and government regulation.

Unit 4: Mountaineering

LH 7

Evolution, importance, equipments, routes, different peaks and heights, liaison officer and roles, registration and government regulations.

Unit 5: Tourist Transport

LH 4

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

Unit 6: Documentation in Tourism

LH 5

Types and importance, service voucher and its usages (with practical demonstration).

Unit 7: Frontier Formalities

LH 4

Custom regulation, passport and its types, visa and its types, visa fee.

Unit 8: Transfer Procedures**LH 4**

Meaning and procedure of arrival transfer, meaning and procedure of departure transfer, check-list for arrival and departure transfer.

Unit 9: Different Types of Tourist attractions in Nepal and Operational Guidelines**LH 4**

Tourist attractions in Nepal and operational guidelines, Importance and types of accommodation and operational guidelines.

Note: Students should do field visit of heritage sites inside Kathmandu valley with tourist guide and students should submit field visit report.

Basic Books:

1. A.M Bagulia: *Encyclopaedia of Travel Agency Management* - 3 Vols., 2007
2. Chuck Y. Gee, *Professional Travel Agency Management*, Prentice Hall, 1997
3. Mohinder Chand, *Travel Agency Management: An Introductory Text*, Anmol Publication Pvt. Ltd, 2008.
4. Training Text Entry Level, *Tour and Travel Operations*, South Asia Tourism Secretariat, 2000.