

Tribhuvan University  
**Faculty of Management**  
**Office of the Dean**



Course detail and pedagogy of  
**BHM (Bachelor of Hotel Management) 5<sup>th</sup> Semester**

**4-Year Syllabus**

# **BHM 327: Facility Planning and Management**

*Credits: 3*

*Lecture Hours: 48*

## **Career Objectives**

This course aims to provide students both the theoretical and practical knowledge regarding planning of facility management in aspects of engineering terminology in hospitality industry. The course emphasis in manage the facility of hospitality industry.

## **Course Description**

This course contains physical plant and building, design and planning, management method system, Hospitality Engineering, Food service refrigeration, Conservation.

## **Course Details**

### **Unit 1: Physical plant and building**

LH 4

Types of structure

- Low rise building
- High rise building

Classification of hotels

- Star hotel
- Resort
- Home stay

### **Unit 2: Design & Planning LH 4**

- Landscaping and ground
- Parking
- Flooring and furnishing
- Guestroom design & planning
- Lobby design & planning
- Kitchen and restaurant design & planning
- Exterior design & planning
- Interior design & planning

### **Unit 3: Hotel Building Economic LH 3**

- Capital project costs (building cost)
- Building structure costs
- Finishing costs
- Land development costs

## **Unit 4: Hospitality Engineering LH 4**

### **Engineering department**

- Organization chart of engineering department
- Responsibilities of engineering department
- Duties and responsibilities of chief engineer
- Relationship with other department
- Facility providing departments of hotel: Kitchen, Restaurant, Housekeeping Front Office and Engineering department.

### **Maintenance LH 2**

- Importance of maintenance
- Types of maintenance
- Maintenance management system

### **Electricity LH 8**

- Importance of electricity
- AC & DC, Ampere, Volt, Watt, Resistance, Power, Calculation of unit, Live (phase) & Neutral, Three phase, Earthing, Fuse, Circuit breaker, Distribution, Transformer
- Safety precaution
- Symbols of electrical engineering
- Basic electronics and communication system

### **Fuel LH 2**

- Types of fuel
- Importance of fuel
- Sources of fuel
- Primary and Secondary fuel
- Calorific value

### **Heat & Light LH 2**

- Importance of heat
- Transfer of heat
- Unit of heat
- Natural and artificial light
- Sources of light

### **Water and waste water system LH 8**

- Water and waste water management
- Sources of water
- rainwater harvesting
- Types of water
- Water demand
- Air, water and land
- Water analysis
- Impurities in water

- Pollution and waste water management
- Treatment plant; water and sewage
- Plumbing fitting
- Drainage system/sewage
- Recreation water

#### **Heating, ventilation and Air conditioning LH 4**

- Heating process: water and oil
- Principle of air conditioning
- Types of Air conditioning
- Importance of ventilation

#### **Safety & Securities LH 2**

- Safety measures
- Security systems
- Monitoring
- Classes of fire
- Fire extinguishers and its types
- Fire protecting devices
- Fire drill
- Fire escape and evacuation plan

#### **Vertical transportation LH 1**

- Lift
- Escalator
- Dumbwaiter

#### **Unit 5 : Food Service Refrigeration LH 2**

- Refrigeration cycle and its major components
- COP
- Electrical components of refrigerators

#### **Unit 6: Conservation**

- Importance of conservation LH 1
- Energy conservation
- Water conservation

#### **Demonstrative Practical/Observation (4 hours )**

- Electrical supply system
- Water pump
- Water treatment
- Refrigeration system

### **Reference Books**

Bansal, T, *Hotel Facility Planning*, New Delhi: Oxford University Press.

Rai, T. J. *Hotel Engineering*, Kathmandu: Biwa Publishing House

Ghosal, S. *Hotel Engineering*, Oxford University Press

Redlin, M. H.& Stipanuk, D. M. *Hospitality management library engineering system*, New York: American Hotel and Lodge Association (AHLA)

Goyal N. C. and Arora, K.C. *Text Book of Hotel Maintenance*, New Delhi: Jain Book

# **BHM 330: Hospitality Marketing and Sales**

*Credits: 3  
Lecture hours: 48*

## **Course Objectives**

This course aims at imparting knowledge to students on the key concepts and strategies of hospitality and sales marketing with a view to enable students to learn and develop problem solving abilities and skills in areas of hospitality marketing and sales programme.

## **Course Description**

Hospitality Marketing and Sales is a dynamic and an exciting field, a key tool in understanding and tackling the challenges hospitality organisation/industry faces globally, and in Nepal. This course presents in-depth understanding of the modern day hospitality marketing concepts, with theoretical as well as practical insights on this evolving discipline.

## **Course Details**

### **Unit 1: Introduction to Hospitality Services Marketing**

**LH 4**

Introduction to Services Marketing, Service Quality, Customer Satisfaction, Service Trends and Issues Affecting the Hospitality Industry, Nature of Hospitality Product and Services

### **Unit 2: Understanding the Behavior of Hospitality Consumers**

**LH 5**

Introduction to Hospitality Consumers' Behavior, Factors That Influence Consumer Behavior, Consumer Decision-Making Model, Consumer Problem-Solving Processes, Consumer Problem-Solving Techniques, Organizational Buyer Behavior

### **Unit 3: Hospitality Marketing Environment**

**LH 4**

Environment influence on Hospitality Organization, The Macro Environment (Political, Legal, Economic, Socio-Cultural, Technological, Environmental), The Micro Environment- Customer, Employees, Suppliers, Intermediaries, Competitors, Public Media.

### **Unit 4: Market Segmentation, Targeting, and Positioning**

**LH 7**

Markets, Market Segmentation, Market Segmentation, Market Targeting, Selecting a Market Segments, Choosing a Market-Coverage Strategy, Market Positioning, Positioning Strategies, Choosing and Implementing a Positioning Strategy, Positioning Measurement – perceptual mapping, Product Differentiation, Selecting the Right Competitive Advantages, Communicating and Delivering the Chosen Position

### **Unit 5: Marketing Information and Research**

**LH 6**

Marketing Intelligence- Internal Company Sources, Competitor Information, Marketing Information Systems, Marketing Research- Secondary Research, Syndicated Studies, Primary Research, Importance of Marketing Research, Common Concerns in Hospitality Marketing Research- Who Are Our Customers, Product Research: What Do Our Customers Want, Copy Testing, Tracking Studies, The Research Process- Problem Definition, Research Design and Implementation, Data Analysis and Interpretation,

Preparation of the Research Report, Consumer Information: Mining the Guest Database-Tracking Guest Transactions, Frequency Marketing, Using the DBM Program

**Unit 6: Marketing Plan and the 8 Ps**

**LH 5**

Defining Marketing Plan, Differences between Tactical and Strategic Planning, Requirements for an Effective marketing Plan, Benefits of Having a Marketing Plan, Steps involved in Preparing a Marketing Plan, The 8 Ps of Hospitality and Travel Marketing

**Unit 7: Hospitality Sales Distribution System**

**LH 6**

The Concept of Distribution, Channels of Distribution, Lodging Distribution Systems (The Need for Distribution in Lodging, Reservation Systems in Lodging, The Future of Reservations, Lodging Channels of Distribution), Distribution in Foodservice (Franchising in Foodservice, Intensive Distribution: Intercept Marketing, Intermediaries)

**Unit 8: Introduction to Hospitality Marketing and Sales**

**LH 3**

Introduction to Hospitality Marketing and Sales, Management's Role in Marketing and Sales, The Importance of Marketing and Sales, Trends shaping the future of Hospitality Marketing and Sales

**Unit 9: Hospitality Marketing and Sales Techniques**

**LH 8**

Personal Sales in Hospitality (Prospecting, Preparation for the Presentation Sales Call, The Presentation Sales Call, Improving Sales Productivity), Telephone Sales in Hospitality (Basics of Telephone Communication, Outgoing Calls, Incoming Calls, Telephone Sales Operations), Internal Marketing and Sales in Hospitality (Introduction to Internal Marketing in Hospitality, Establishing an Internal Marketing Plan, Empowering Employees to Deliver Quality Service), Internal Merchandising (Guest-Contact Areas, Back-of-the-house Areas), Special Services and In-House Promotions

**Reference Books**

Morrison, A. M. *Hospitality and Travel Marketing*, New York: Thomas Learning Inc.

Kotler, P., Bowen, J. T.& Makens, J.C., *Marketing for Hospitality and Tourism*, New Delhi: Pearson Education Publication

Hsu, Cathy H. C. and Powers, T., *Marketing Hospitality*, New York: John Wiley and Sons.

Woodruff, H. *Service Marketing*. New Delhi: MacMillan India Ltd.

Abbey, J. R. *Hospitality Sales and Marketing*, New York: Michigan: American Hotel and Lodge Association (AHLA)

# **BHM 331: Fundamentals of Tourism**

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives**

The objective of this course is to provide the students with basic concepts of tourism as an industry, business, social field, academic discipline and intercultural exchange of the global people. At the end of the semester, the students will be able to understand comprehensively the different facets of tourism and its impacts on different sectors in the 21<sup>st</sup> century world.

## **Course Description**

This course consists of introduction to tourism, tourism-growth and development, tourism resources and products, tourism in theoretical perspectives, alternative approach of tourism and tourism in Nepal.

## **Course Details**

### **Unit 1: Introduction to Tourism**

**LH 12**

Introduction, Tourism Concept, Nature and Characteristics, Types of Tourism and Tourist, Benefits and Costs of Tourism, Basic components of tourism, Motivation and Decision-making behavior of tourists, cross country features of tourists.

### **Unit 2: Tourism- Growth and Development**

**LH 8**

Travel in early and Medieval Times, Modern Tourism- growth and development, Recent Trends of Tourism.

### **Unit 3: Tourism Resources and Products**

**LH6**

Concept of tourism resources and products, Characteristics of tourism products, Types of tourism products, Distribution of tourism products.

### **Unit 4: Tourism in Theoretical Perspectives**

**LH 8**

Introduction, Butler's 'Tourism Area Life Cycle Theory', Plog's 'Destination Rise and Fall in Popular Theory', Doxy's 'Irridex index', Leiper's 'Tourism System Theory'.

### **Unit 5: Alternative Approach of Tourism**

**LH6**

Introduction, Sustainable Tourism and Ecotourism, The Concept of Mass Tourism (old) and Meta tourism (New), Urban/Rural/Village and Community Tourism,

### **Unit 6: Tourism in Nepal**

**LH6**

Development of Tourism in Nepal, Attractions and Activities of Tourism, Natural and cultural attractions, tour, trekking, mountaineering and rafting, rural tourism and home stay.

## **Project Work**

Students are required to prepare and present report on any of the following area as assigned by subject teacher topics –Any One

- Tourism and Hospitality Industry- Trends and Future prospects
- Cultural Heritage Tourism of Nepal
- Attractions of Tourism of Nepal
- Tourism Activities of Nepal



## Reference Books

- Bhatia, A.K, *The Business of Tourism, Concepts and Strategy*, New Delhi: Sterling Publications,.
- Goeldner, C.R., Ritchie, J.R.B. & McIntosh, R.W. *Tourism Principles Practices, Philosophy* New York: John Wiley & Sons.
- Goeldner, C. R, *Tourism: Principles, Practices, Philosophies*, Delhi: John Wiley & Sons.
- Kunwar, R.R., *Anthropology of Tourism: A Case Study of Chitwan Sauraha*, Delhi: Adroit Publishers.
- Kunwar, R.R, *Tourists and Tourism, Science and Industry Interface*, Kathmandu: Ganga Sen (Kunwar ). Modern Printing Press
- Satyal, Y.R, *Tourism in Nepal, A Profile*, New Delhi: Adroit Publishers.
- Satyal, Y.R. *Tourism Monograph of Nepal*, New Delhi: Adriot Publisher.
- Sharpley, R. & Telfer, D.J, *Tourism and Development* New Delhi: Viva Books

# ECO 311: Economics

*Credits: 3*  
*Lecture Hours: 48*

## **Course objective**

The course will provide students an understanding as to what constitutes a good economic way of thinking in general and tourism and hospitality industry in particular. This course envisages the thought process grounded in the understanding of the use of several economic concepts, models and theories. Drawing on issues in both microeconomics and macroeconomics, fundamental principles and applications are shown to transcend particular examples and allow the field to be seen as a coherent, unified whole.

## **Course description**

The course will provide thorough and systematic understanding economic concepts, models, theories and their applications particularly useful to tourism and hospitality industry students. Starting with the basic information of what economics studies about, the course will broaden its horizon to incorporate resources in tourism, tourism demand and supply functions and their influencing variables, forecasting tourism demand, leisure and tourism and their markets, economic impacts of leisure and tourism on national economy and investment in leisure and tourism market.

## **Course Details**

### **Unit 1: Introduction**

**LH 8**

Concept of economy and economics, scope of the study of economics, The concept of opportunity cost, concept and scope of tourism economics, An overview of Nepalese Economy, Importance of tourism for Nepalese economy, Challenge for the development of tourism in Nepal, Needs and types for economic analysis in the tourism industry

### **Unit 2: Resources in Tourism**

**LH 3**

Composition of the tourism industry and its product: suppliers' and tourists' views, Concept of free and scarce resources in tourism, Controlling and rewarding resource use, Interrelationship between tourism and other sectors of the economy

### **Unit 3: Economics of Tourism Demand**

**LH 8**

Concept of demand for the tourism product, tourism demand function, Demand Curve and Law of Demand, Types of variables influencing tourism demand, Levels of choices affecting tourism demand, Factors constraining tourism demands, Concept of shift in the demand curve, Concept of elasticity of elasticity of demand for tourism products, Measurement of Price, Income and Cross Price Elasticity of Demand, Lancasterian demand analysis, movement along the demand curve.

### **Unit 4: Forecasting Tourism Demand**

**LH 4**

Meaning of tourism demand forecasting, Purpose/ Importance of tourism demand forecasting, Concept of Quantitative and Qualitative techniques of forecasting tourism demand, Concept of Time Series Model, Concept and importance of Survey Method for tourism demand forecasting

### **Unit 5: Supplying Tourism Products**

**LH 5**

Meaning of supply of tourism products, supply function, supply curve and Law of Supply, Costs in tourism: relationship among costs, total revenue and profit in the tourism industry, Concept of shift in supply curve and the factors shifting supply curve of the tourism products, Concept of elasticity of supply for tourism products, Challenges for the supply of tourism products, movement along the supply curve.

### **Unit 6: Leisure and Tourism**

**LH 2**

Meaning and determinants of leisure and tourism activities, Leisure and tourism growth in the world market

**Unit 7: Market Structure for Leisure and Tourism Products****LH 7**

Characteristics of the market with perfect competition, Price determination in the market with perfect competition, Concept of shortage and surplus in the market with perfect competition, Derivation of individual firm's demand curve from the market demand curve in perfectly competitive market, Price determination by a monopoly in leisure and tourism market, Price discrimination in leisure and tourism market, Price determination by a price discriminating monopolist in third degree price discrimination.

**Unit 8: Impact of Leisure and Tourism on National Economy****LH 8**

Concept of impact of leisure and tourism on national economy, Multiplier effects in tourism - income and employment multipliers, Impact of tourism on GDP, Impact of tourism on employment, Inflation and its causes, Impact of tourism on inflation, Impact of tourism on economic growth, Impact of tourism on Balance of Payment (BOP), Impact of tourism on foreign exchange rate

**Unit 9: Investment in Leisure and Tourism****LH 3**

Concept of investment and its principles, Investment appraisals by private sector in tourism, Investment appraisals by public sector in tourism, Factors affecting travel and tourism's yields and future

**Reference Books**

Bull, A. *The Economics of Travel and Tourism*, New Delhi: Pearson Longman

Adhikari, G. M. *Introductory Microeconomics*, Kathmandu: Asmita Publishers

Adhikari, G. M. *Macroeconomics*, Kathmandu: Asmita Publishers

Tribe, T. *The Economics of Recreation, Leisure and Tourism*, United Kingdom: Taylor & Francis

Mankiw, J. N. *Principles of Economics*, London: Thomson, South Western

Stabler, M, A. M. & Sinclair, T. *The Economics of Tourism*, London: Thomson, Routledge

# MIS 311: Management Information Systems

Credits: 3

Lecture Hours: 48

## Course Objectives

The course will introduce students to get a comprehensive knowledge and understanding on why information systems are so important today for business and management, evaluate the role of the major types of information systems in a business environment and their relationship to each other, assess the impact of the Internet and Internet technology on business electronic commerce and electronic business.

## Course Description

This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems, the role of information systems in enhancing business processes and management decision making across the enterprise, and the process of building and managing systems in organizations. The course will focus on topics such as Internet and Internet technology, the Electronic Business and Electronic Commerce, the Information Technology (IT) Infrastructure, the Enterprise Applications. The course will provide students with information systems knowledge that is essential for creating successful and competitive firms.

## Course Details

### Unit 1: Working with basic MS-OFFICE package

LH 18

#### *Word processing: MS word*

(Basic page formatting, Setting Page Layout, Previewing and Printing Documents, AutoCorrect, Spelling and Grammar Checking, and Thesaurus, Insert word art, graphics, symbol, equation, document security, working with tables and use of Table of content)

#### *Spreadsheet package: MS-Excel*

(Understanding Workbooks and Worksheets, Working with Rows and Columns, Understanding Formula Basics, Using Cell References in Formulas, Using relative, absolute, and mixed references, Use of chart sheets)

#### *Presentation package: MS power point*

( Create blank presentation , Selecting slide layout, Designing and formatting presentation, Transition of presentation , Add transition between slides , Turn slide timings on or off , Animation and custom animation , Working with tables, graphics and animation , Working with movie and sound)

#### *Electronic mails, instant messaging and Weblogs*

### Unit 2: Foundation for Information system for Business

LH 3

System, Information System and Information Technology, Types of Information System (TPS, MIS, DSS), Components of Information System and its resources, Contemporary approaches to information system (Technical approach and behavioral approach)

**Unit 3: Competing with Information Technology**

**LH 6**

Computer Software, Software and its types, Computer Hardware, Processing hardware (microprocessor, RAM, ROM), Input devices (Pointing devices, Pen based computing, Optical scanning), Output devices (Video output and Printed outputs, Storage devices (Direct and sequential access, RAID storage, Radio Frequency Identification)

**Unit 4: Managing data resources**

**LH 8**

Fundamental of Data concepts, Database management, Types of databases (Centralized and distributed), Using Ms-Access (Table, Queries, forms report)

**Unit 5: Organization and Information system**

**LH 4**

Organization and its features, Business process and Information system (IS), The impact of IT on Management Decision making, How it affects management decision making, The role of Managers in organization, Information system and Business strategy, Business level strategy: The value chain model, Firm level strategy and information technology

**Unit 6: e-business systems**

**LH 3**

Introduction, e-businesses, e-commerce, Internet technology and digital firm, Direct sales over web, Intranet support system for e-business, Customer self service, Interactive marketing and personalization

**Unit 7: Decision support in business**

**LH 3**

Introduction to Decision support system (DSS), DSS components, Using Decision support systems, What if analysis, Goal seeking, Sensitivity analysis, Management challenges

**Unit 8: Security, and Societal challenges of IT**

**LH 3**

Computer Crime (Hacking and cracking, Software piracy, Theft of Intellectual property, Privacy on the internet), Security Management of IT, Encryption, Firewalls, Disaster Recovery, Denial of service attacks and Backup Files

**Reference Books**

James, A. O' Brien, *Management Information System, "Managing Information Technology in the business Enterprise*, New Delhi: TATA McGraw-Hill Edition

Kenneth C. L. & Jane P. L, "*Management Information System*, Managing the digital Firm", New Delhi: Pearson Education Publication

# STT 311: Statistics

Credits: 3

Lecture Hours: 48

## Course Objectives

The aim of the course is to develop competency and ability to use statistical techniques and tools in hospitality and tourism data management and various research projects.

## Course description

This course provides students with basic statistical concepts and techniques that are used in hotel management. It focuses on the application of statistics in hospitality and tourism data analysis and interpretation using different software. The course highlights: Basic Concept of statistics, Classification and presentation, Descriptive statistics, measure of dispersion, basics of probability and sampling techniques, tourism statistics and time series analysis of tourism statistics.

## Course Details

### Unit 1: Introduction

LH 5

Basic concepts of statistics, Terminologies associated with statistics such as populations and samples, Variables (Categorical and Quantitative Variable), Types and sources of data, Descriptive and inferential statistics, Data processing (Editing and Coding), Applications of statistics in hotel management.

### Unit 2: Data Classification and Presentation

LH 8

Summarizing the categorical and quantitative data, Frequency distribution, Relative and percentage frequency distribution, Cumulative frequency distribution, Diagrammatic and graphic presentation: Bar charts, Pie charts, Histograms, Scatter plots, Ogive, Cross tabulation, Stem and leaf display.

**Project Work:** Diagrammatic and graphical representation tourism data by means of computer software.

### Unit 3: Descriptive Statistics: Numerical Measures

LH 12

**Measure of Location:** Mean, Median, Mode, Partition values: Quartiles, Deciles, Percentiles  
Selection of measure of location.

**Measure of Dispersion:** Range, Inter quartile Range, Quartile Deviation, Standard deviation, Variance, Coefficient of variation,

**Shape of the Distribution:** Shape of the distribution by using Mean and Median, Five number summary, Box and whisker plot.

**Project Work:** Descriptive statistics and numerical measures of tourism and hospitality data by using computer software

### Unit 4: Introduction to Probability

LH 3

**Basics of Probability:** Experiment, Event, Types of events

**Probability Laws:** Simple Additive and multiplicative law

### Unit 5: Sampling Technique

LH 5

Census and sampling, Types of sampling: Probability and Non Probability Sampling, determination of sample size, Acceptance sampling; Meaning, importance and types of quality management.

**Unit 6: Tourism Statistics****LH 10**

Definition of international and domestic tourist movement. Collection of data on tourist arrival, Departure and tourist expenditure, Presentation and tabulation of travel statistics. Tourism indicators measurement of Nepal.

**Time Series Analysis of Tourism Statistics:** Introduction, Components of times series, Measurement of trend: Graphical curve fitting method, Method of moving average and method of least square. Seasonal variation: method of simple average.

**Unit 7: Simple Correlation and Regression****LH 5**

Scatter diagram, Karl Pearson correlation coefficient, Simple regression analysis.

**Reference Books**

Dennis J. S, Thomas A.W & Anderson, D. R. *Fundamentals of Business Statistics*, New Delhi: Cengage Learning

Gupta, S. C, *Fundamentals of Statistics*: Mimbai: Himalayan Publishing House.

*Tourism Statistics of Nepal 2013 and latest publication*, Ministry of Culture, Tourism & Civil Aviation Planning & Evaluation Division Statistical Section

Joshi, P. R, Thagurathi, R. & Uprety, P. *Business Statistics: Kathmandu*: Buddha Academic Enterprises Pvt, Ltd, Nepal