

# **TTM 331: Human Resource Management for Tourism**

*Credits: 3  
Lecturer hours 48*

## **Course Objective**

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

## **Course Descriptions**

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

## **Course Details**

### **Unit 1: Introduction to Human Resource Management**

**LH 6**

Concept, scope and importance of Human resource Management, organizational structure role and responsibility of Human Resource Management Department in tourism and hospitality industry, contemporary issues of human resource; workforce diversity, social inclusion, tele working.

### **Unit 2: Human Resource Planning in Tourism and Hospitality Industry**

**LH 9**

Concept, characteristics and importance of Human Resource Planning, Strategic HR planning: concept, relation between strategic planning and HR planning, analyzing the internal and external labor market, Human resource Planning Process, Human resource Planning in tourism and hospitality industry, job analysis, Job description and specification, job redesigning and reengineering

### **Unit 3: Recruitment, Selection and Benefits in Tourism and Hospitality Industry**

**LH 9**

Meaning of recruitment, Recruitment options, sources of information about job candidates, testing and reference checking, meaning of selection different between recruitment and selection, Elements of wage and salary program, establishing pay rates, merits increases, compensation, administration, union influences on pay decisions, benefits design and administration, benefits required by law, employer-offered benefits, and employee services

### **Unit 4: Motivation in Tourism and Hospitality Industry**

**LH 5**

Theory of Motivation, creating a positive motivational environment, designing work for employee involvement, rewards to motivate employees, motivation through effective leadership, communication as motivator.

### **Unit 5: Training and Career Development in Tourism and Hospitality**

**LH 7**

Orientation: concept, Orientation as continuous process, orienting different levels of employees, elements of typical orientation program, follow –up and evaluation, introduction to training and development, developing and designing a training program, creating training sessions, selecting trainers, evaluating training program.

**Unit 6: Performance Appraisal and Performance Management in Tourism and Hospitality** **LH 6**

Reasons for appraising employees performance, establishing goals, objectives and standards, roles of the managers in performance appraisal, roles and responsibilities of employees, performance appraisal methods, performance appraisal errors and problems, providing feedback.

**Unit 7: Safety and Healthy in Tourism and Hospitality Industry** **LH 6**

The occupational safety and health, workers compensations, creating a safe working environment, creating a healthy work environment, stress management.

**Suggested Books**

Boella, M. J. & Turner, S. G., *Human Resource Management in the Hospitality Industry: A Guide to Best Practice*, New York: Rutledge

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

Riley, M., *Human Resource Management in the Hospitality & Tourism Industry*, Oxford: Elsevier Ltd.

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

# TTM 341: Tourism Marketing

Credits 3  
Lecturer Hours 48

## Course Objective

The aim of this course is to familiarize the student with basic concept of tourism marketing and equip them with tools and techniques for applications of these concepts in travel and tourism in national and global context

## Course Description

This course provides a broad overview of tourism marketing which contains introduction, tourism marketing mix, market segmentation, promotion and marketing tourism products.

## Course Details

### Unit 1: Introduction

LH 10

Meaning and Definition of marketing, goods and services, Types of services, special characteristics in marketing of services and leisure activities, Modern Marketing concept: marketing approaches, difference between sales and marketing, Tourism Marketing; special features and definitions, process of tourism marketing.

### Unit 2: Tourism Marketing Mix

LH 10

Tradition 4 P's and extended Ps of services, tourism product, pricing and strategies, tourism promotion and distribution strategies, role of people, process, physical evidence, marketing mix analysis and developing marketing mix in tourism.

### Unit 3: Marketing Segmentations

LH 10

Meaning, Types of tourist markets segmentation, Marketing Survey and Research, Tourist demand and forecasting, tourism promotion and marketing abroad;, role of public and private sector, incentive and subsidies, behavioral segmentation, profile of tourists: Americans, Japanese, British, Indian, Chinese, French, domestic.

### Unit 4: Publicity and Promotion in Tourism

LH 8

Meaning of publicity, Meaning, objectives of promotion, promotion mix, factors affecting promotion mix, components of promotion mix, press and media public relations and communications, developing promotion plan, important promotional tools.

### Unit 5: Marketing Tourism Products

LH 10

Guide to marketing leisure activities, marketing of fairs and festivals, marketing congress; conventions, incentive travel, workshop, seminars, marketing techniques of a travel agency, consumers mix, marketing of airlines; travel agencies, tour operations.

## Suggested Books

Chaudhary, M. *Tourism Marketing*, Delhi: Oxford University Press.

Singh Ratandeep, *Tourism Marketing*, New Delhi: Deep and Deep Publishing Company.

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

Morrison, A. M., *Hospitality and Travel Marketing*, New Delhi: Cengage Learning Private Limited.

# TTM 342: Chinese Language

*Credit Hours 3*

*Lecturer Hours 48*

## Course Objectives

Upon successful completion of this course, the student will: Develop basic listening, speaking, reading and writing skills in Chinese; Understand Chinese pronunciation and intonation system; formation and meaning of Chinese characters; and Recognize and write basic Chinese Characters.

## Course Description

This course is elementary course in which students will learn the basics of Chinese, from greetings and basic conversational skills. This is an intensive basic course designed for students who are eager to begin the Chinese language by learning both the pinyin and characters. Once students have finished this course, they will have the basic survival skills in Chinese for communicating in daily life. This course will lay a solid foundation for further Chinese studies and helps in preparing for the Chinese Proficiency Test (HSK).

Course Contents				
1	Class 1	1.Vocabulary 2.Hanzi	Oral Practice	2 Hours
2	Class 2	1. Conversations (general information about school) 2. Hanzi	Oral Practice	2 Hours
3	Class 3	1. Presentation 2. Grammar—Special questions	Oral Practice	
4	Class 4	1. Vocabulary 2. Hanzi	Oral Practice	2 Hours
5	Class 5	1. Conversations about family 2. Hanzi	Oral Practice Role-play Interaction	2 Hours
6	Class 6	1. Grammar—you 2. Hanzi	Oral Practice	2 Hours
7	Class 7	1. Conversations about job 2. Grammar—Asking about professions	Oral Practice	2 Hours
8	Class 8	1.Conversations about Age 2. Hanzi	Oral Practice	2 Hours

9	Class 9	1. Conversations about Age 2. Grammar---Asking about ages	Oral Practice Role-play Interaction	2 Hours
10	Class 10	Review on family member, professions, ages	Oral Practice Role-play Interaction	2 Hours
11	Class 11	Chinese Cultural Experiences		2 Hours
12	Class 12	1. Vocabulary 2. Conversations about telling the time  What time is it now?	Oral Practice	2 Hours
13	Class 13	1. Vocabulary 2. Conversations about year, month, week and day	Oral Practice Role-play Interaction	2 Hours
14	Class 14	1. Vocabulary about in the front of, behind, between, left, right, up, down, inside, outside 2. Describe the position	Oral Practice Role-play Interaction	2 Hours
15	Class 15	1. Vocabulary about North, South, East, West, opposite 2. Describe something's Locality	Oral Practice Role-play Interaction	2 Hours
16	Class 16	1. Sentences indicating Existence 2. Hanzi	Exercises	2 Hours
17	Class 17	1. Vocabulary about color, vegetables 2. Conversation about buying things	Oral Practice Role-play	2 Hours
18	Class 18	1. Grammar ----“的” construction 2. Grammar—Alternative questions 3. Hanzi	Exercises	2 Hours

19	Class 19	Grammar “了”	Exercises	2 Hours
20	Class 20	1.Vocabulary about Clothes , shoes 2. Conversation about bargaining	Oral Practice Role-play	2 Hours
21	Class 21	1.Grammar---reduplication of verbs 2. Grammar---一点儿, 一点儿 3. Modal verbs 想, 要	Exercises	2 Hours
22	Class 22	1.Vocabulary about Chinese dishes 2. Conversation about ordering, evaluating about food and taste	Oral Practice Role-play	2 Hours
23	Class 23	Video about China		2 Hours
24	Class 24	Reflection of the Course	Discussion Self-study	2 Hours

Suggested Books:

Course Materials

Textbooks, Articles, and Internet resources

Important Textbooks and References

Short-term Spoken Chinese Threshold Vol.1

# TTM 342: French Language

Credits: 3

Lecturer Hours: 48

## Course Objectives

Upon successful completion of this course, the student will : develop basic listening, speaking, reading and writing skills in French: Understand French pronunciation and intonation system, formation and meaning of French Characters and Recognize and write basic French Characters.

## Course Description

This course is elementary course in which students will learn the basics of French from greetings and basic conversational skills. This is an intensive basic course designed for students who are eager to begin the French language.

## Course Details

• Numbers up to 1000000	LH 2
• Ordinary numbers	LH 2
• Few se pronominal verbs	LH 2
• Past tense	LH 3
• Imperfect tense	LH 3
• Immediate future and simple future	LH 6
• Construction of noun from a verb	LH 2
• Expressions with avoir verb ex :- avoir faim, avoir soif, avoir mal etc	LH 2
•Adverbes of place: y/ en	LH 3
• Demonstrative adjectives (ce, cet, cette, ces)	LH 2
• Negation in detail	LH 2
• Seasons and weather and related clothes	LH 4
• Interrogation in detail	LH 1
• Imperative tense	LH 2
• Conditional tense of the verb << conseiller and devoir>>	LH 1
• Characterization of a hotel (situation, comfort, number of rooms, facilities)	LH 2
• Announce an itinerary to tourists	LH 2
• Description of an itinerary (in simple way)	LH 2
• Listening comprehension/ reading comprehension	LH 5

## Required Text Books For Reference Purpose Only

" LES METIERS DU TOURISME" Published by Hachette F.L.E

" LE FRANÇAIS DU TOURISME " Published by CLE international

CONNEXIONS –1

# **TTM 343: Culture and Social Psychology for Tourism**

*Credits 3*

*Lecture Hours: 48*

## **Course Objective**

The main objective of this course is to acquaint the students about the importance of tourism and tourist's behavior, the factors influencing behavior; cross cultural behavior, knowledge and involvement, attention and comprehension, attitudes and intentions; decision-making behavior; classical and operant learning; cultural influences of market origin; reference groups which are closely related to travel and tourism.

## **Course Description**

This course contains introduction of different culture, social-psychology, tourist behaviors and motivators, determinants and models of the purchase decision making, tourists' behavior, segments of tourism and linkage of culture and social psychology.

## **Course Details**

### **Unit 1: Introduction to the module Culture, Social Psychology and Tourism LH 5**

- a. Historical perspective of Culture, Social Psychology and Tourism

### **Unit 2: Social Psychology and its application in tourism practice LH 5**

- b. Social Physiological level studies (Theory of Social Psychology)
  - i. Satisfaction of the physiological and safety needs (Levels 1 and 2 of the Maslow's pyramid)
  - ii. Satisfaction of social needs (Level 3 of the Maslow's pyramid)
  - iii. Satisfaction of self-appreciation needs and self-realization (Level 4 and 5 of Maslow's pyramid)
- c. Studies in cognition, Individual difference and The Environment

### **Unit 3: Concepts of tourist behaviors & motivators in the Cross Cultural Perspectives LH 5**

- d. National Culture Dimensions (Greet Hofstede): Dimensions of national culture, Importance of cultural-differences awareness, practical applications of Hofstede's theory, limitations.
- e. Intra-personal phenomena in tourist behaviors
  - i. Attitudes, Persuasion, Social cognition and Self-concept
- f. Inter-personal phenomena in tourist behaviors
  - i. Social influence, Group dynamics and Interpersonal attraction

### **Unit 4: Determinants and models of the purchase decision-making process LH 4**

- g. Buyer decision process
  - i. Problem/need-recognition, Information search, Evaluation of alternatives, Purchase decision and Post-purchase behavior



- h. Models of buyer decision-making
- i. Cognitive and personal biases in decision-making

**Unit 5: Typologies of tourist behavior and different segmentations** **LH 4**

- j. Plog's Psychocentric Models of Tourist Behaviors and Destination Life Cycle
- k. Cohen's Tourist Typology and Lazer's Product Life Cycle
- l. Roger's Product Adoption Curve
- m. Global Travel Survey and Pearce's Travel Category
- n. Psychographics Tourist behavior

**Unit 6: The nature of demand in different segments of tourism** **LH 5**

- o. Commonsense segmentation
- p. Data-driven segmentation
- q. Other approaches to creating market segments

**Unit 7: Tourist behavior in the different sectors of tourism** **LH 5**

- r. Hoteliers (supplier) and tour operators (customer)
- s. Airlines (customer) and travel agents (intermediary)
- t. Destination Zone (Accommodation sectors, Attractions sectors, Support services, Tour operators, Ground handlers, Destination marketing agencies, Transition zone and Generation zone)
- u. Factors when making a purchase decision (Price, Location, Previous experiences, and Safety)
- v. Seasonality
- w. Methods of booking or reserving

**Unit 8: Research in tourist behavior** **LH 5**

- x. Methods
- y. Ethics
- z. Replication crisis
- aa. Famous experiments
- bb. Academic journals

**Unit 9: Theories of tourist behavior in Tourism Sector** **LH 5**

- cc. Concepts and Theories Relevant to Tourism
- dd. Tourist Attractions and Activities
- ee. Concepts and Theories Relevant to Cultural Tourism
- ff. Concepts and Theories Relevant to Tourist Market and Behavior
- gg. The emergence of new markets and changes in tourist demand
- hh. Quality and tourist satisfaction

- ii. Minds on the move - Motivation and Destination Choice
  - i. Why people travel
  - ii. Destination choices
- jj. Attitudes and Satisfaction
  - i. New directions in attitude research
  - ii. New dimensions in satisfaction research
- kk. Memory
- ll. Personal Growth
- mm. Cautious Borrowing
- nn. Anticipating the Future
  - i. Perspective, Focus, Domain of inquiry, Timeframe, Cultural context and Tourism setting

**Text Books**

Swarbrooke, J. and Horner, S. (2006). *Consumer Behavior in Tourism*. Oxford: Butterworth Heinemann.

**Reference Books**

Pizam, A and Mansfeld, Y. (2000). *Consumer Behavior in Travel and Tourism*. Oxford: The Howarth Hospitality Press.

Crouch, G., Perdue, R., Timmermans, H. and Uysal, M. (2004). *Consumer Psychology of Tourism, Hospitality and Leisure*. Wallingford: CABI Publishing.

Halloway, J. (2004). *Marketing for Tourism* (4th Ed.). Essex: Prentice Hall.

Horner, S. and Swarbrooke, J. (2004). *International Cases in Tourism Management*. Oxford: Butterworth Heinemann.

Peter, J. and Olson, J. (2002). *Consumer behavior and Marketing Strategy*. (6th ed.). London: McGraw-Hill.

Reisinger, Y. and Turner, L. (2003). *Cross-Cultural Behaviour in Tourism*. Oxford: Butterworth-Butterworth Heinemann.

Mooij, M. (2004). *Consumer Behaviour and Culture*. USA: Sage Publications.

Uzzell, D. (1984). *An alternative structuralist approach to the psychology of tourism marketing*. Department of Psychology, University of Surrey, UK

Perussia, F. (1989). *An introduction to the social psychology of tourism*. Final Report of the study for the European Economic Community, Milano: Fast-Tci, 1989, 175-218.

Seoho, U. (1990) *Attitude determinants in tourism destination choice*. Kyonggi University, Korea  
John L. Crompton Texas A&M University, USA

Moore, K. Cushman, G. Simmons, D. (1995) *Behavioral conceptualization of tourism and leisure*, Lincoln University, New Zealand

Oana, S. and Mihai, T. (2006) *Consumer behavior in the different sectors of tourism*. Lucian Blaga University of Sibiu, Romania

Hottola, P. (2004) *Culture Confusion: Intercultural Adaptation in Tourism*. Finnish University Network for Tourism Studies, Finland.

Petermann, T. Revermann, C and Scherz, C. (2005) *Future Trends in Tourism*. Office of technology assessment at the German Bundestag.

Moscardo, G. (1996) *Mindful Visitors: Heritage and Tourism*. James Cook University, Australia

Lohmann,M. (2006) New Demand Factors in Tourism. Institut für Tourismus - und Bäderforschung in Nordeuropa GmbH

Simkova,E. (2014) Psychology and its application in tourism. University of Hradec Králové, Rokitanského 62, Hradec Králové 500 03, Czech Republic

Philip L. Pearce and Peter F.Stringer (1991) Psychology and Tourism. James Cook University of North Queensland, Australia and Queen's University of Belfast. UK

Pearce, P.L. and Packer, J. (2013). Minds on the move: New links from psychology to tourism. *Annals of Tourism Research*, 40, 386-411.

Macbeth,J. (1996) Tourism Community Relationship. Murdoch University, Australia

Gnoth,J. (1997) Tourism motivation and expectation formation. University of Otago, New Zealand.

Dolnicar,S. and B.Demp (2009) Tourism Segmentation by Consumer-based variables. University of Wollongong

Richard C. Stedman (2002) Environment and Behavior: Toward a social Psychology of Place: Predicting Behavior from Place-Based Cognitions, Attitude, and Identity. Environmental Design Research Association.

# TTM 344: Destination Development Management

*Credits: 3*

*Lecturer Hours: 48*

## **Course Objectives**

The objective of this course is to provide the students with an overview of tourism destination management and its perspectives that include destination planning, destination image building and product development for developing tourism destination

## **Course Description**

This course provides a broad overview of tourism destination, destination management, destination planning and development development, destination products development, destination image, institutional mechanism and support.

## **Course Details**

### **Unit 1: Introduction to Destination Management**

**LH 8**

Meaning of tourism destination, elements of tourism destination, concept of tourism destination Management, Types of destinations, Characteristics of destinations, Destinations and products, Destination Management Systems, Destination Selection Process, Destination Development.

### **Unit 2: Destination Planning and Development**

**LH 9**

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development, Assessment of tourism potential, Planning for Sustainable Tourism Development, Contingency Planning, Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

### **Unit 3: Developing Destination Products**

**LH 9**

Product strategies: introduction, implication for product strategies, product related goals of Destination Management Organization, Managing Destination Product Life Cycle: Introduction, destination product life cycle and extension, Product Portfolios and New Product Development: process for developing product portfolio and new product development.

### **Unit 4: Destination Image Development**

**LH 8**

Attributes of Destinations: Individual's determined image, Destination determined image, measurement of destination image, Destination branding perspectives and challenges, Creating the Unique Destination Proposition, Destination image formation process; unstructured image, Product development and packaging, destination sustainability: sustainable tourism destination development framework, keys to destination sustainability.

### **Unit 5: Destination Promotion and Publicity**

**LH 7**

The dynamic wheel of tourism stakeholders, Destination Marketing Mix - Destination Competitiveness, Distribution Channels, Marketing Communication and Strategies.

### **Unit 6: Institutional Mechanism and Support**

**LH 7**

Destination Management Organization: concept, functions, advantages and roles of DMOs, National, Regional and Local DMOS, Public Private Partnership (PPP).

**Suggested Books**

Gunn, C. A., *Tourism Planning: Basic Concepts Cases* New York: Routledge

Harrill, R. *Fundamentals of Destination Management and Marketing*, Washington: American Hotel and Lodging Educational Institute

Sharma J. K., *Tourism Planning and Development A New Prospective*, New Delhi: Kankska Publishers, Distributors.

WTO (2007) *A Practical Guide to Tourism Destination Management*, Madrid

Nigel, M., Annette P. & Roger P. *Destination Branding: Creating the Unique Proposition*, Burlington: Butterworth and Heinemann.

# TTM 345: E-tourism

*Credits: 3*  
*Lecturer Hours: 48*

## **Course Objectives**

The objective of this course is to impart working knowledge on the application of e-business in tourism sector with understanding of contemporary issues of the use of electronic technology in the tourism business.

## **Course Descriptions**

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

## **Course Details**

### **Unit 1: Introduction**

**LH 6**

ICT's (Internet and communication Technology) in tourism, Meaning, scope & importance of e-business, difference between e-business and e-commerce, Hardware/software requirement for implementation of e-business, Concept of e-tourism, History of ICT's in tourism, Benefits of ICT's in Tourism, Issues/ Challenges/Limitations

### **Unit 2: Typologies in E-tourism**

**LH 5**

Typologies of e-tourism: Business models (Business to Business (B2B) - Business to Consumer (B2C) - Consumer to consumer (C2C) – New trends (B2C2B), IT infrastructure required for e-Business models implementation

### **Unit 3: Ecommerce in tourism**

**LH 9**

Definition, Difference between e-business and e-commerce, M-Commerce, Objective, Advantages, Ecommerce in B2B, B2C, Ecommerce gateway, Planning and implementation ecommerce in your e-business, Security issues, Pre-Requisites for Successful E-commerce Growth, Limitations

### **Unit 4: E- Business Strategies**

**LH 10**

Concept of e-business strategies, Framework of e-business strategy, Steps for implementing e-business strategy, concept of value creation, Value chain in e-business, e-business advertising/promotion strategy, Concept of CRM (Customer Relationship Marketing) & ERP (Enterprise Resource Planning), Competitive environment and strategies, critical success factors, Risk factors

### **Unit 5: Promotion of E-business**

**LH 7**

Introduction, Social media promotion, Importance/Advantage, Google ads, Search Engine Optimization (SEO): Google analytics, Google ad words, Content Marketing, Friendly travel website, Implementation, competition.

### **Unit 6: E-business for tourism Industry Strategies**

**LH 8**

Trends, pre requisites, advantages & disadvantages, Value chain of DMO's & DMC's (Travel agency & Tour operators), hotel, airlines.

### **Unit 7: E-business trend in Nepal**

**LH 3**

Challenges and opportunities, social, economic and legal issues, current developments

### **Reference Books**

Lucas Jr., H. C. (2005) *Information Technology For Management*, McGraw Hill.

Reynolds, Jonathan. (2012). *E-Business: A management Perspective*. Oxford University Press.

Kulkarni, P, Jahirabadkar, S &Chande, P. (2012). *E-Business*. Oxford University Press.

Stiakakis, E. &Georgiadis C. K. (2009). *Drivers of a tourism e-business strategy: the impact of information and communication technologies*. Oper Res Int J. DOI 10.1007/s12351-009-0046-6

World Tourism Organization. (2001). *E-business for tourism: Practical guidelines for tourism, Destinations and businesses*. World Tourism Organization.