

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BTTM (Bachelor of Travel and Tourism Management) 3rd Semester

October 2024

TTM 201: Adventure Tourism

BTTM 3rd Semester

Credits: 3

Lecture Hours: 48

Course Objectives:

Students at the end of this course should be able to: understand the essence of adventure tourism, explore historical themes and emerging trends of adventure tourism, familiarize with adventure tourism products/packages, evaluate adventure tourism in Nepal and ensure safety and responsible conduct of adventure tour packages

Course Description:

Adventure Tourism explores the dynamic intersection of travel, thrill-seeking, and exploration. This course delves into the multifaceted world of adventure tourism, offering students a comprehensive understanding of its concepts, historical roots, contemporary trends, and management strategies. Through a blend of theoretical insights and practical applications, students will gain a deep appreciation for the unique challenges and opportunities presented by adventure tourism, with a particular focus on Nepal's rich landscape.

Course Details

Unit 1: Overview of Adventure Tourism

8 LHs

Concept, Nature, Scope, Opportunities & challenges in adventure tourism; Core characteristic of adventure tourism; Typology of adventure tourism (hard and soft); The impact of adventure tourism - Economic, Social, and Environmental.

Unit 2: Historical Themes in Adventure Tourism

7 LHs

Historical theme in adventure tourism; History of Climbing in Nepal; Evolution of Adventure Tourism Activities in Nepal- Expedition, Trekking, White water rafting; Emerging trends in adventure tourism.

Unit 3: Classification of Adventure Tourism Product

9 LHs

Terrestrial Adventure Tourism: Meaning, scope and advantages; Popular Terrestrial Activities: Mountaineering/Expedition, Trekking, Hiking, Camping, Rock climbing, Ice climbing, Peak/Mountain Climbing, Bouldering, Artificial wall climbing, Mountain biking, Motor biking, Dirt biking, Cycling, Everest marathon, Ultra-marathon, High altitude athletes, Trail running, Great Himalayan Trail, Trail running, Ski, Jungle Safari, Horse riding, Bird watching, Wildlife photography, Himalaya bee honey hunting, Caving, Wellness adventure travel.

Aquatics Adventure Tourism: Meaning, scope and advantages; Popular Aquatic activities in Nepal: Rafting, Kayaking, Canyoning, Canoeing, Snorkeling, Scuba diving, Water balloon, Boating, Fishing (Angling), Wave running, Motorboat.

Aerial Adventure Tourism: Meaning, scope and advantages; Popular Aerial Activities: Bungee jumping, Sky diving, Hot air balloon, Paragliding, Zip line, Para hawking, Mountain flight, Helicopter tour, Cable car, Heli ski, Parachuting, Base Jumping, Slack line.

Climate Change and its impacts on adventure tourism; Future Climate Change and Mountaineering Adventure Tourism

Unit 4: Adventure Tourism in Nepal – Present Status and Prospects

11 LHs

Mountaineering and Expedition: Introduction of Himalaya, features; Interrelationship between Himalaya and adventure Tourism; Peaks Higher than 8000 meters and popular peaks of Nepal for expedition; Mountaineering procedure and process in Nepal; Mountaineering equipment and gears

Trekking and Hiking: Introduction, importance, popular trekking routes (Annapurna, Khumbu, Langtang, Manaslu, Dolpa, Mustang, Api Saipal, Makalu, Kanchanjanga etc.); emerging trekking routes, permits & formalities; Restricted trekking areas of Nepal - importance, routes, permits & formalities

Rafting: Introduction, major rivers basins, popular routes and rivers, permits, equipment used in rafting

Wildlife: Introduction, Wildlife Conservation and Management, Values of wildlife protected areas: -National Parks, Wildlife sanctuaries & biosphere reserves (meaning & characteristics) Adventure sports: The frontier activities in Nepal's Himalayas, Hills and Terai Region

Unit 5: Adventure Tourism Code of Conduct, Safety, Security

6 LHs

Health hazards in the field of mountaineering and trekking: – Altitude Sickness, Illness in mountain, Symptoms, Treatment, Prevention and Cure; Codes of Conduct, Ethical Codes and Minimum-Impact Codes for Tourists and Expeditions; Mountaineering rules and its Amendments (updated) – Insurance, functions and duties of - liaison officer, mountain guide, leader, headman; Major risks and accidents in adventure activities: - rock fall, snowfall, rain, river crossings, lightning, avalanche, altitude, sun and radiation, landslides, wildlife attract etc.

Unit 6: The Management of Adventure Tourism

7 LHs

Risk Management - commercial, legal, medical, physical, social; Operational Management – staff, camping, teahouse/lodge, visitors, waste management, communication, technological changes, etc.; Marketing and promotional strategies; Institutional support to adventure tourism in Nepal: The governmental agencies and private agencies; Adventure tourism the future: the new frontier

Suggested Readings

ATTA (2022). *Adventure Tourism Development Index*. Adventure Travel Trade Association.

Barton, B. (2006). *Safety, risk and adventure in outdoor activities*. Safety, Risk and Adventure in Outdoor Activities, 1-200. ISBN: 9781848604957 - Permalink: <http://digital.casalini.it/9781848604957>

Beard, C., Swarbrooke, J., Leckie, S., & Pomfret, G. (2003). *Adventure Tourism (1st ed.)*. Routledge. <https://doi.org/10.4324/9780080469812>

Beniston, M. (2003) *Climatic Change in Mountain Regions: A Review of Possible Impacts*. Climatic Change 59, 5–31. <https://doi.org/10.1023/A:1024458411589>

Bezruchka, S., & Lyons, A. (2011). *Trekking Nepal: A Traveler's Guide*. The Mountaineers Books.

Bott, E. (2009). *Big mountain, big name: globalised relations of risk in Himalayan mountaineering*. *Journal of Tourism and Cultural Change*, 7(4), 287–301. <https://doi.org/10.1080/14766820903521785>

Buckley, R. (2006). *Adventure tourism* (528pp). Wallingford/Oxfordshire/Cambridge, MA: CABI Publishing.

Buckley, R. (2010). *Adventure tourism management* (268pp). Abingdon: Routledge/Taylor and Francis Group. ISBN: 978-1-85617-834-1

Food and Agriculture Organization of the United Nations (FAO) and World Tourism Organization (UNWTO) (2023), *Understanding and Quantifying Mountain Tourism*. ISBN FAO: 978-92-5-137788-8, UNWTO, electronic version: 978-92-844-2402-3 , DOI: 10.18111/9789284424023

Huddart, D., & Stott, T. (2020). *Adventure tourism: Environmental impacts and management*. Springer Nature, DOI <https://doi.org/10.1007/978-3-030-18623-4>

Huddart, D., Stott, T., Huddart, D., & Stott, T. (2020). *Climate change and adventure tourism*. *Adventure Tourism: Environmental Impacts and Management*, 437-469

Kunwar, R. R. (1999). *Fire of Himal: An anthropological study of the Sherpas of Nepal Himalayan region*. Nirala Publications.

Leung, Y. F., Spenceley, A., Hvenegaard, G., Buckley, R., & Groves, C. (2018). *Tourism and visitor management in protected areas: Guidelines for sustainability* (Vol. 27). Gland, Switzerland: IuCN. *Mountaineering In Nepal Facts & Figures* (2023) Published by: Ministry of Culture, Tourism & Civil Aviation

Mu, Y., & Nepal, S. (2016). *High Mountain Adventure Tourism: Trekkers' Perceptions of Risk and Death in Mt. Everest Region, Nepal*. *Asia Pacific Journal of Tourism Research*, 21(5), 500–511. <https://doi.org/10.1080/10941665.2015.1062787>

Musa, G., & Thirumoorthi, T. (2015). *Health and safety issues in mountaineering tourism*. In *Mountaineering tourism* (pp. 320-338). Routledge.

Musa, G., Hall, C. M., & Higham, J. E. (2004). *Tourism sustainability and health impacts in high altitude adventure, cultural and ecotourism destinations: A case study of Nepal's Sagarmatha National Park*. *Journal of Sustainable Tourism*, 12(4), 306-331.

Mutana, S., & Mukwada, G. (2018). *Mountain-route tourism and sustainability*. A discourse analysis of literature and possible future research. *Journal of outdoor recreation and tourism*, 24, 59-65.

Wengel, Y. (2021). *The micro-trends of emerging adventure tourism activities in Nepal*. *Journal of Tourism Futures*, 7(2), 209-215.

Mountaineering rules 2059 B.S.

Tourism Policy 2065 B.S.

Websites:

[UNWTO Elibrary \(e-unwto.org\)](https://www.unwto.org/)

<https://www.adventuretravel.biz/>

<https://ntb.gov.np/>

<https://nepalmountaineering.org/>

<https://www.tourism.gov.np/>

TTM 202: Tourism Marketing

BTTM 3rd Semester

Credits: 3
Lecture Hours: 48

Course Objectives:

This course aims 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 contexts.

Course Description:

This course introduces students to the fundamental concepts, strategies, and techniques of marketing as applied to the tourism and hospitality industry. It equips them with tools and techniques for applying these concepts in both national and global travel and tourism contexts

Course Details

Unit 1: Introduction to Tourism Marketing

12 LHs

Understanding the Marketplace and Consumer Needs [Needs, Wants and Demands; Marketing Offers (Products/Services/Experiences); Value and Satisfaction; Exchange, Transactions and Relationships; Markets]; Designing a Customer Driven Marketing Strategy [Selecting Customers to Serve; Deciding on a Value Proposition]; Definition and scope of tourism marketing, Special Features and Its Implications; Importance of tourism marketing for destinations and businesses; Evolution of tourism marketing trends; Marketing Management Orientations / Marketing Philosophies / Marketing Concepts [Production, Product, Selling, Marketing, Societal Marketing Concepts]; Holistic Marketing Concept: Meaning, Components and Importance; Sales Vs Marketing; The Marketing Process.

Unit 2: Understanding Tourism Consumer Behavior

5 LHs

Consumer Behavior- Meaning, Model, Factors (Cultural, social, Personal and psychological) and Decision-Making Process; The tourist as a consumer: motivations and factors influencing tourist behavior.

Unit 3: Designing Customer- Driven Marketing Strategy and Marketing Mix

15 LHs

Segmentation, Targeting and Positioning: Building the Right Relationships with the Right Customers; Marketing Mix – Tradition 4 P's and extended Ps of Service Industry (Tourism and Hospitality); Product, Services and Branding Strategies; New Product Development and Product Life-Cycle Strategies; Pricing Considerations and Strategies; Marketing Channels / Distribution channels in the tourism industry; Promotion Mix/ Integrated Marketing Communication in tourism (Advertising, Sales Promotion, Public Relations, Personal Selling and Direct Marketing) Profiling of Tourists.

Unit 4: New Dimensions of Marketing

8 LHs

Marketing in the Digital Age (E-business, E-commerce and E-marketing; Benefits and Buyers and Sellers); E-marketing Domains; Impact of technology and artificial intelligence on tourism marketing; Emerging trends in tourism marketing; Search engine optimization (SEO) for tourism websites/ businesses; Social media strategies, influencer marketing, and online reviews; Marketing and Society: Social Responsibility and Marketing.

Unit 5: Destination Marketing & Marketing of Tourism Products/ Services

5 LHs

Destination Marketing- Meaning & Role of Public and Private Sector; Destination branding and positioning; Marketing strategies for different types of destinations (urban, rural, cultural, etc.) and Products (Hotels, Travel Agency, Airlines, etc.); Marketing of fairs and festivals / MICE/ Events; Sustainable and responsible tourism marketing practices

Unit 5: Case Studies and Practical Applications

3 LHs

Analyzing successful tourism marketing campaign(s); Group projects: Designing a tourism marketing mix plan for a specific destination, product or business

Suggested Readings

Gary Armstrong, Philip Kotler and Geoffrey da Silva, Marketing: *An Introduction (An Asian Perspective)*: Pearson Education

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

TTM 203: Language I Chinese

BTTM 3rd Semester

Credits: 3
Lecture Hours: 48

Course Objectives:

This course aims at students to acquire the accurate pronunciation of Chinese Initials (Consonants) and Finals(Vowels) at the same time gain competence in basic communication skills like describing, introducing, showing direction, telling time etc.

Course Description:

This is elementary course for the students learning Chinese Language. The course comprises the basic properties of Chinese Language and designed to acquire basic communication skill in Chinese along with the knowledge of Chinese Characters and pinyin. After the course the students will be able to pass HSK1.

顺序 S.No.	教学内容 Contents	教学目标 Teaching Objectives	生词 New words	语法点 Grammar	重点 Important Points	布置作业 Homework	课时 Class hour	
							Lesson 60%	Practice 40%
1	Introduction to Chinese Language 介绍中文	Overview of Chinese Language and its Properties	PinYin(Initials and Finals) Tone(4 tones) Chinese Character[Shape 形, Sound 音 and Meaning 义] Grammar (SVO)	Properties of Chinese Initials /Finals Tones Chinese Characters Grammar structure	Enable students to understand the basic properties of Chinese Language	review the properties and Pronunciation(Initials and Finals)	3	
2	Hello 你好	打招呼 Greeting	你好, 谢谢, 不客气 对不 起、没 系、再见	Basic Communication Skill	Enhance the interest in Chinese Language	Practice Pronunciation	1	0.5
			早上、上午、中午、下午、 上、安	Time+ 好	Comparative study of Initials and Finals with Nepali	Write Chinese characters	1	0.5

		Meal according to time 不同时间吃的饭 练习写数字	Meal : 早饭、午饭、晚饭	Breakfast /Lunch/dinner,“好吃”	Practice Initials and Finals as well as tones and write Chinese Characters	Rewrite the Pinyin and Chinese Characters	1	
3	Who are you? 你是谁?	人称代词 Pronoun	你、我、他、她、它 Use of “们” Use of “的” Use of “是”	Use of Pronoun To answer the question “Who are you?” OR “ Who is he/she?”[你是谁?] Use of “是”[Subect + 是 + Object]	Remind the characters 上中下 早 午 晚 好	Rewrite the Pinyin and Chinese Characters	1	0.5
		家人称呼名称 Family Identity Introduction	Kinship: 爷爷、奶奶、姥爷、姥姥、爸爸、妈妈、哥哥、姐姐、弟弟、妹妹、儿子、女儿 男生、女生	use of 是 and 的 他是我的哥哥	Know about the kinship	Rewrite the Pinyin and Chinese Characters	1	1
		职业 Occupation	老师、学生、同学、朋友、同事 医生、经理、司机、老板、	S+V+O 我爸爸是老师	能说出来家人的工作	Write 10 sentences	1	0.5
4	What is your name? 你叫什么名字?	你叫什么名字? What is your Name?	叫、名字 认识、很、高、矮、也	Tell someone's Name Use of “也”	Ask Question	Rewrite sentences	1	0.5
		您贵姓? Asking name in Polite way	请问、您 贵姓	Ask Respectfully	与尼语语法对比	写家人的名字	1	0.5
5	My daughter is 10 years old 我女儿今年十岁	几岁、多大 Age	一 二 三 四 五 六 七 八 九 十 十一 十二 十三 十四 十五十九 二十.....二十九 三十.....三十九 四十.....四十九 五十	Count Number from 1-50	Read and write the numbers	Write Family members' age	1	0.5

			岁 今年 (this Year)					
6	Which Country are you from? 你是哪国人?	国家和国籍 Nation and Nationality	Name of Country 尼泊尔、中国、美国、英国、印度 德国、韩国、日本人、外国人	Country+人	Name of the Country and Nationality	Write Country's Name and nationality	1	0.5
		否定性句子 Negative sentence Question Pattern	Negation of the sentences Different ways of questioning 不、没、V+不/没+V	Use of “是”and“不是” Use of “吗”、“是不是”and Wh-questions[“什”、“谁”、“哪儿”]	Practice Affirmative negative questions and sentences	Make sentences	1	0.5
7	I can speak Nepali, English and Chinese 我会说尼泊尔语、英语和汉语	语言 Language	语言: 汉语、英语、尼泊尔语、说、会	Country+语	Tell about your language skill	Rewrite and practice	1	0.5
		学习与·的词汇 Vocabulary related Study	学习 学校: 小学、中学、大学、学院	Subject + (不) 会 +说+ [Language]			1	0.5
8	How many members are there in your family? 你家有几口人?	量词 Measure word	家、有、口、个	Introduction of family	Introduce Family member	Rewrite about the family member	1	0.5
		否定性句子 Negative sentences	difference between “不” and “没” difference between“二”和“两”	Use of “没” Use of “有没有”			1	0.5
9	Where are you? 你在哪儿?	地名 Name of places	Use of “在” 地方: 图书馆、办公室、餐厅、教室 医院、银行、公司、车站、机场 超市、商店、面包店、酒店	Subject + 在 + [place] Subject + 在 + [place] + V + O	Point out direction / location	Read and write the new words	1.5	0.5

			家、洗手间、房间 Direction 东、西、南、北 上、下、前、后 + 面 左、右、里、外 + 边 中 + 间 旁边、附近	A + 在 + B 的 + Direction A + 在 + B 和 C 的 + Direction				0.5
10	What is the date today? 今天是几月几号?	日期:年月日/号 Date : YYYY-MM-DD	年: 去年、今年、明年 月: 一月、二月.....十二月 星期: 星期日、星期一、星期二.....星期六 日/天: 前天、昨天、今天、明天、后天、明天 生日	今天是2020年1月1日 明天是我的生日	Tell date	Write when is your and your family member's birthday	1	0.5
11	What time it is? 现在几点了?	时间 Time	现在、点、小时、分钟、一刻、差、半	现在是上午九点半	Tell Time	Write time in Chinese	1	0.5
12	My daily routine 我的一天	日常活动 Routine	daily activities:起床、吃早饭、上课、吃午饭、下课、回家、出去玩儿、做作业、吃晚饭、看电视(书)、玩手机、睡觉	use of 先.....然后..... use of 常常.....有时候.....	Write daily activities	Write what you did today	1	0.5
13	Do you prefer tea or coffee? 你喜欢茶还是咖啡?	学习选择 for offering choice	喜欢 要 想	Use of 喜欢、要、想 difference between “还是” and “或者	Ask what do you prefer(choice)	Practice and Rewrite	1	0.5
14	Shopping 购物	学习购买水果、服装 For shopping fruits and cloths 讨价还价	水果: 苹果、橘子、香蕉、西瓜、葡萄、草莓 颜色: 白色、红色、黄色、	Use of 但是 衣服很好看, 但是, 价格很贵。 Use of “能” 你能不能便宜?	Help to do Shopping	Practice Chinese character	1.5	0.5

		Bargaining	蓝色、绿色、黑色 衣服：裤子、毛衣 贵 便宜 但是						
15	I have many hobby 我有很多爱好	爱好 Hobby	运动： 足球、篮球、排球、羽毛球、 乒乓球 跑、跳舞、唱歌、听音乐、 看电影	我的爱好是.....	Tell your hobby	Write your family member's Hobby	1.5	0.5	
16	Foreign Exchange 外汇/汇兑	外币和换钱 Foreign Currency and Exchange	Denomination 元(块)、毛、分 Foreign currency： 美金(元)、欧元、人民币、港币 钱 百、千、万、十万、一亿	一块五 还钱	Understand foreign currency and exchange	Rewrite the new words	1	0.5	
17	How is the weather today? 今天天气怎么样？	中国的天气 Weather of China	冷、热、下雨 春天、冬天、秋天、夏天	use of “很”、“太”、“最”	Learn about the Seasons and the Weather	Write how is the weather today?	1	0.5	
18	Cultural activities 文化活动	了解中国文化 Understand Chinese Culture	Chinese Festival Chinese Songs					1	
	Revision Write self-Introduction in Chinese Introduce Family/Friends/Teachers..... Write daily routine (Time Schedule and Activities) Read Information in Business Card /Passport								7
	Total Class hours							28	20

Practical

- Conversation

- Writing workshop
- Role play
- Cultural Event participation and presentation

Evaluation

- Assessment
- Pencil-paper Test (In-semester and End-semester)
- Viva
- Presentation
- Group work

Suggested Readings

姜丽萍(2013) HSK 一级标准教程(Standard Course HSK 1). 北京语言大学出版社 Beijing Language and Culture Press

荣继华 (2011)发展汉语初级综合 I (Developing Chinese -Comprehensive 1). 北京语言大学出版社 Beijing Language and Culture Press (2016 Revised Edition)

TTM 203: Language I French

BTTM 3rd Semester

Credits: 3
Lecture Hours: 48

Course Objectives:

This course aims at students to pronounce and read correctly French languages, develop simple writing skills and ultimately, be prepared to communicate in French in tourism using very simple phrases.

Course Description:

This course is an 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

- Importance of knowing French 1 LH
- Guide to pronunciation: French alphabets, Vowel sounds Consonant sounds, Nasal sounds 2 LHs
- Familiarization with French accents 1 LH
- Numbers up to 100 1 LH
- Time (24 hours) 1 LH
- Days/ months/ date 1 LH
- Basic greetings and etiquettes 1 LH
- Basic conversations 2 LHs
- Verbs – Être / Avoir and other basic verbs from all the groups including few irregular verbs 2 LHs
- Few countries and nationalities 2 LHs
- Professions 1 LH
- Definite and indefinite articles 2 LHs
- Partitive articles 1 LH
- Family members 1 LH
- Possessive adjectives (mon, ma, mes etc.) 1 LH
- Interrogation using " est- ce que" 1 LH
- Simple negation 1 LH
- Prepositions of place 1 LH
- Simple adjectives to describe something 1 LH

Practical part**24 LHs**

Role play, presentation, conversations, listening, reading comprehension, journal /notes.

Suggested Readings

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

"LE FRANÇAIS DU TOURISME" Published by CLE international CONNEXIONS –1

TTM 204: Global Distribution System and E-ticketing

BTTM 3rd Semester

Credits: 3

Lecture Hours: 48

Course Objective:

The course on Global Distribution System and E-ticketing is designed to equip students with comprehensive knowledge and practical skills necessary to excel in the travel and tourism industry, focusing on the operational, technological, and commercial aspects of airline reservations, distribution, and retailing systems. Below are the objectives of this course: Understand the Evolution and Impact of Travel Technology, Master GDS Functionalities, Grasp Airline Distribution and Retailing with NDC, Comprehend the Billing and Settlement Plan (BSP), Navigate Online Booking Systems, Practical Application and Problem-Solving, Career Readiness

Course Description:

This comprehensive course on Global Distribution System and E-ticketing is tailored for individuals aiming to excel in the travel and tourism industry, focusing on the operational, technological, and commercial aspects of airline bookings and distributions. Throughout the course, students will gain an in-depth understanding of travel technology, including the evolution of GDS, CRS, and DCS systems, alongside hands-on training in major GDS platforms such as Sabre, Galileo, and Amadeus. The curriculum covers the New Distribution Capability (NDC), airline distribution models, the Billing and Settlement Plan (BSP), and online booking procedures for both domestic and budget airlines, the course blends theoretical knowledge with practical application through lectures, GDS simulations, case studies, and insights from industry professionals.

Course Details

Unit 1: Introduction of Travel technology, Global Distribution System (GDS) 4 LHs

General technology systems (Telephony, the Internet, and Software), Travel-specific technology systems (CRS, GDS, and DCS systems), Evolution of GDS, Different GDS of the world, Benefits of GDS, GDS business model, GDS data Suppliers,

Unit 2: Basic Functional Part of Sabre, Galileo and Amadeus 9 LHs

Introduction and procedure, Travel trade abbreviation, Sign in/Out, Encode/Decode, miscellaneous Information, Schedule, availability, PNR – Creation moving, optional field, PNR modification, PNR, management, PNR Correspondence through Email, printing, Itinerary receipts selling, multiple names, different ways of seat selling, group booking, queues, flight service information, flight manifest, Fare display, fare rules, Itinerary Pricing, Fare Shopping

Practical Application: Booking Dummy Tickets and Ticket Modifications in Sabre/Amadeus/Galileo (Using any one GDS) In this practical scenario, students will demonstrate how to make dummy ticket bookings, modify ticket elements, display fares, and check fare rules using any one GDS platform.

Unit 3: Distribution and Airlines retailing with New Distribution Capability (NDC) 5 LHs
Airlines Distribution Models, Airlines Distribution Life Cycle, Introduction to new distribution capability, Impact on the Industry, Benefits to airlines, intermediaries and Travelers, Future of airlines retailing and Distribution.

Unit 4: Billing and Settlement Plan (BSP) 3 LHs
Introduction of BSP, BSP — agent/airline relations, participants and service suppliers in a BSP, BSP link, features of BSP link, benefits of BSP, standard traffic documents (STD), and ADM/ACM-reasons for issuance.

Unit 5: Online Booking System 3 LHs
Part 1: Domestic Airlines online booking procedure Availability check, fare check, discount system, booking, reschedule, split and types of domestic airlines.
Part 2: Budget airlines booking procedure Availability check, fare check, discount system, booking, reschedule, split and types of budget airlines.

Practical Works 24 LHs
Dummy Booking, Fare Checks, and Booking Interpretation for Domestic and International Flights, using any booking portal (Sabre, Amadeus, Galileo etc.). (For domestic airlines: Buddha Airlines, Yeti Airlines. For Budget Airlines: Air Arabia, Fly Dubai, flight booking portal.)

In this practical session, participants will engage in simulated scenarios/live system to perform dummy bookings, conduct fare checks, and interpret domestic and international flight bookings. They will utilize various functionalities of the booking portals to gain practical experience and enhance their understanding of the booking process.

Industry Visit: One-day industry visit to observe the Ticketing and Reservation department of a travel agency or airline. Understand the use of booking systems in a real working environment, and how travel agencies handle domestic and international airline ticketing. Learn about the systems used for ticketing and gain an overall understanding of air ticketing processes. Prepare an industry visit report including what you learned on that day.

Evaluation Criteria for Practical:

1. Field Visit (10 marks)
2. Report Writing on the Field Visit (10 marks)
3. Demonstration (10 marks)
4. Practical examination (20 marks)

Suggested Readings

Basic functional Manual and advanced fare manual provided by Galileo, Sabre and Amadeus,
IATA Foundation in Travel and Tourism books
IATA BSP Manual for Agents

TTM 205: Travel Service Operations and Management II

BTTM 3rd Semester

Credits: 3

Lecture Hours: 48

Course Objectives:

This course aims to make package tours, itineraries, costs, and tour files more familiar and understandable to students. The course prepares students to create diverse tour packages and aims to help them build a strong foundation in operating and managing tour files.

Course Description:

This course includes various aspects of package tours, tour itineraries, tour costs and pricing, and tour files.

Course Details

Unit 1: Package Tour

4 LHs

Concept of package tour, Historical background of package tours, Importance of package tours, Components of package tours, Package tour development process.

Unit 2: Tour Itinerary

8 LHs

Meaning of tour itinerary, Importance of tour itinerary, Factors affecting tour itinerary design, Difference between ready-made and customized itineraries; Handling procedures of outbound tours; Itinerary design for: Domestic and inbound tours, Single and multiple destination tours, FIT & GIT tours, Incentive tours, Adventure tours, Special interest tours.

Unit 3: Tour Cost and Price

8 LHs

Meaning of tour cost, Factors affecting tour costs, Tour pricing strategies, Calculation of tour costs and prices: Manual calculations and Excel sheet calculations.

Unit 4: Tour File

4 LHs

Concept of a tour file, Importance of tour files, Creating and handling tour files.

Practical Works

24 LHs

- Field visit
- Itinerary designing
- Tour costing and pricing
- Maintaining tour file

Note: Students are expected to join at least 03 nights and 04 days package tour outside the Kathmandu Valley and afterwards, submit a report about the field visit.

Evaluation Criteria for Practical:

1. 1. Field Visit (10 marks)
2. 2. Report Writing on the Field Visit (10 marks)
3. Presentation (10 marks)
4. Practical examination (20 marks)

Suggested Readings

Chand, M. (2002). *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.

Negi, J. (2005). *Travel Agency Operations: Concepts and Principles*. Kanishka, New Delhi.

Gee, C. Y. (1997). *Professional Travel Agency Management*. Prentice Hall, New Delhi.

South Asia Integrated Tourism Human Resource Development Programme (1997), *Trainee Text Entry Level: Tour Operations*. South Asia Tourism Secretariat, Colombo.