

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



Course detail and pedagogy of  
**BTTM (Bachelor of Travel and Tourism Management) 6<sup>th</sup> Semester**

SOC 312: Nepalese Society and Politics	3 Cr. hrs
TTM 350: Adventure Tourism	3 Cr. hrs
TTM 351: Tourism Planning and Policies	3 Cr. hrs
TTM 352: Air Cargo Management	3 Cr. hrs
TTM 353: Event Management (Office Tourism)	3 Cr. hrs

**4-Year Syllabus**

# SOC 312: Nepalese Society and Politics

*Credits:3*  
*Lecture hours: 48*

## **Course Objectives**

The main purpose of the course is to do an overview of the major perspectives and arguments comprising the political sociology against tourism field, including classical and contemporary readings. The issues studied in this field include the nature of power and the state, relations between state and society, social movements, political organization and civic participation, political culture, voting behavior, and citizenship that related to tourism.

## **Course Description**

The subject includes: Introduction, society, political society, political community, political culture & ideology. In the socio policy perspectives, it includes behavior approach and political socialization. Emphasis is given to the social and political approaches in Nepalese Tourism.

## **Course Details**

### **Unit 1: Introduction: What is Society and What is Political Sociology?**

**LH6**

Definitions & Scope of Analysis: Society, Politics and Sociology; A Historical Overview of the main Theoretical Approaches to Society and Political Sociology.

### **Unit 2: Power, State and Political Systems**

**LH6**

The Concepts of Power, State and Society; Theories of State Formation; Power and the Classics of Political Sociology; Approaches to Political Sociology in Nepal.

### **Unit 3: The Political Community: I. Behaviorist Approaches and Political Socialization**

**LH8**

Power and the Classics of Political Sociology. Elitism and Pluralism; Cultural Politics Approaches; Main Approaches to the Study of Political Behavior: The Behaviorist Approach; The Golden Age of Behaviorism; Post-behaviorism and Easton: A Systemic Approach; Socialization in Nepal.

### **Unit 4: The Political Community II: Political Culture, Ideology and Social Capital**

**LH4**

Political Culture and Ideology; Social Capital and Political Trust; Post-materialism.

### **Unit 5: The Political Community III: Political Participation (part 1)**

**LH6**

Political Participation: Forms and Extent of Current Engagement in Politics; Political Participation: Conventional Political Participation; A Recent Decline in Conventional Political Participation? The Case of Declining Party Membership and in Nepal.

### **Unit 6: The Political Community IV: Political Participation (part 2)**

**LH4**

A Decline in Conventional Political Participation? The Case of Declining Electoral Turnout; Explaining Political Participation and in Nepal.

**Unit 7: The Political Community V: Social Movements**

**LH6**

Unconventional Political Participation: Social Movements and Contentious Politics; Explaining Unconventional Political Participation and Social Movements and in Nepal.

**Unit 8: The Political Community VI: Electoral Behavior and Party Politics**

**LH8**

Methodological Approaches to the Study of Electoral Behavior; Theoretical Approaches to the Study of Electoral Behavior; Columbia, Michigan and Nepalese Models; Parties and Party Systems: an Overview in Nepal.

**Reference Books**

- Baer, Douglas (2002). **'Political Sociology'**, Oxford University Press.
- Brincker, Benedikte (2013). **'Introduction to Political Sociology'**, Hans Reitzel.
- Dobratz, Betty, Lisa Waldner and Timothy Buzzell (2011), **'Power, Politics, and Society: An Introduction to Political Sociology'**, Pearson Education.
- Faulks, Keith (1999). **'Political Sociology: A Critical Introduction'**, Edinburgh University Press.
- Gamson, W.A. 1968. **'Power and Discontent'**. Homewood: The Dorsey Press, chapters 1 & 2.
- Janoski, Thomas, Robert R. Alford, Alexander M. Hicks, Mildred A. Schwartz (2005). **'The Handbook of Political Sociology: States, Civil Societies, and Globalization'**, Cambridge University Press.
- Nash, Kate (2010). **'Contemporary Political Sociology'**, Wiley-Blackwell.
- Orum, Anthony and Dale, John (2008). **'Political Sociology: Power and Participation in the Modern World'**, Oxford University Press.
- Hamilton, Rancis B. 1971. *An Account of the Kingdom of nepal*. New Delhi: Manjushri Publishing House.
- Hassold Davies, 1943. *Nepal Land of Mystery*. Longong: Scarcrow Publications.
- Joshi, Bhuvan Lal and Leo E Rose. 1966. *Democratic Innovation in Nepal*. Berkeley: University of California Press.
- Regmi, D.R. 1975. *Modern Nepal Vol., I*, Calcutta: K.L. Mukhopadhyay.
- Regmi, Dilli Raman. 1975. *Medieval Nepal Part II*. Calcutta: K.L. Mukhopadhyay.
- Shah, Rishikesh. 1990. *Modern Nepal: A Political History 1769-1955. Vol I 1769-1885*. New Delhi: Manohar Publications.
- Sharan, P. *Government and Politics of Nepal*, New Delhi: Metropolitan Publications, 1983.
- Sharma, Bal Chandra. 2022BS. *Nepal ko Aitihasi Ruprekha*. Varanasi: Krishna Kumari Devi.
- Sharma, Devi Prasad. 2047BS. *Adhunik Nepalko Itihas*. Kathmandu, Ratna Pustak.

# **TTM350: Adventure Tourism**

*Credit:3*  
*Lecture hours:48*

## **Course Objectives**

The purpose of the course is to educate, familiarize and understand the different facets and recent developments of Adventure Tourism. The course emphasizes on improving the knowledge and skills of the students to operate Adventure Tourism venture in an effective and safe manner.

## **Course Description**

The course is an introduction to modern aspect and approaches of Adventure Tourism. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of adventurous tourism.

## **Course Details**

### **Unit 1: Overview of Adventure Tourism**

**LH 12**

- 1.1.1. Concept, History, Development of Adventure Tourism.
- 1.1.2. International and Domestic Perspectives on Adventure Tourism
- 1.1.3. Role of Adventure Tourism in Economic Development, Problem and Prospects, Opportunities and Challenges, Pre-requisites Available Infrastructure to Develop and Promotion of this Segment of Tourism
- 1.1.4. Emerging Trends in Adventure Tourism
- 1.1.5. Factors Affecting and Influencing Adventure Tourism

### **Unit 2: Classification of Adventure Tourism**

**LH 8**

- 2.1.1. Terrestrial Tourism: Meaning, Importance, Scope and Advantages: Types: Trekking, Climbing, Desert Safari, Jungle Safari (Jeep Safari) etc.
- 2.1.2. Aquatics Tourism: Meaning, Importance, Scope and Advantages: Types: Rafting, Yachting, Water Surfing, Canoeing, Scuba Diving, Hydrobob, Hydrospeed etc.
- 2.1.3. Aerial Tourism: Meaning, Importance, Scope and Advantages: Types: Paraglyding, Ultralight, Hot air ballooning, Mountain flight, etc..

### **Unit 3: Adventure Tourism in Nepal – Present Status and Prospects, Challenge and Opportunity, Infrastructure, Government Policy and Support**

**LH 12**

- 3.1. Land:
  - 3.1.1. Trekking: Introduction, Scope, Importance, General and Restricted, Existing and New Routes, Popular Routes ABC, EBC, Langtang, Manaslu, Makalu etc. Permits, Cost, Duration, Available Infrastructures etc.
  - 3.1.2. Wildlife: Introduction, Wildlife Conservation and Management, Values of Wildlife Protected areas & Protected Area Network in Nepal: National Parks, Wildlife sanctuaries & biosphere reserves (meaning & characteristics) Special Conservation Programmes
    - National Parks – Chitwan, Bardiya, Sagarmatha, Langtang, etc. and Hunting Reserves – Dhorpatan, Koshi Tappu, Permits, Cost, Duration, Available Infrastructures etc.

- 3.1.3. Expedition / Mountaineering :Introduction, Scope, Importance  
Peaks Higher than 8000 m, Permitted Peaks, Restricted Peaks, Permits, Cost, Duration,  
Available Infrastructures etc.
- 3.2. Water: Introduction, Scope, Importance, River Basins, Famous Routes, Permits, Cost,  
Duration, Available Infrastructures etc.
- 3.3. Air: Introduction, Scope, Importance, Different Activities and Places, Permits, Cost,  
Available Infrastructures, etc.

**Unit 4: Adventure Sports – a New Avenue**

**LH 4**

- 4.1.1. Concept, Development, Risk Management, Communication Management, Technological  
Changes, Fashion Changes, Marketing Changes, etc.
- 4.1.2. Competitions
  - 4.1.2.1. Trekking Competition
  - 4.1.2.2. Rafting Competition
  - 4.1.2.3. Climbing
  - 4.1.2.4. Himalayan Marathon, Cycling, Zip flyer, Ski etc.

**Unit 5: Health and Safety; Insurance in Adventure Tourism**

**LH 6**

- 5.1.1. Healthy Hazards in Adventure Tourism and Safety Measures
- 5.1.2. Health Safety – First Aid, Diarrhoea, Altitude Sickness, Illness, Prevention and Cure
- 5.1.3. Accidents
- 5.1.4. Insurance - Life, Health, and Equipments
- 5.1.5. Insurance of Support People

**Unit 6: Institutional Support to Adventure Tourism**

**LH 6**

- 6.1.1. Need for Institutional Support for Adventure Tourism.
- 6.1.2. Institutional Support to Adventure Tourism in Nepal: The Government Agencies.
- 6.1.3. Specialized Tourism Concerned Agencies.
- 6.1.4. Consultancy Services, Promotion of Adventure Tourism.

**Reference Books**

*"Adventure Tourism"* by R Buckley, Ian Godwin (Contribution by), Carl Cater (Contribution by) ISBN: 9781845931230.

*"Adventure Tourism"* by Colin Beard (Author), John Swarbrooke (Author), Suzanne Leckie (Author), Gill Pomfret (Author) ISBN-13: 978-0750651868.

*"Adventure Tourism"*, Dr. Sheeba Hamid, Dr. Saadia Lodi.

*"A Hand Book of Adventure Tourism,"* RM Ahuja, Vedams Books.

*"Nepal Tourism Board publications"*.

# TTM 351: Tourism Planning and Policies

*Credits: 3*  
*Lecture hours: 48*

## **Course Objectives**

The objective of this course is to acquaint the students about the basic concept of tourism planning, principles and techniques of national and regional tourism planning; explain the relationship between tourism objects/products, socio-economic and environmental consideration and tourism planning with a view to sustainable tourism development; appreciate and understand the tourism planning framework of Nepal and familiarize themselves with the functioning of various organs of the Government of Nepal, involved in tourism development.

## **Course Description**

The subject includes: Introduction, planning process and strategic tourism planning. In the policy perspectives, it includes model of tourism planning and policy formulation and planning for sustainable development. Emphasis is given to the tourism planning framework in Nepal.

## **Course Details**

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

**LH 6**

Concept of Tourism Planning; Planning in Tourism Sector; Consequences of Unplanned Tourism Development; Reasons for Tourism Planning in Destination Areas.

### **Unit 2: Tourism planning process**

**LH 8**

Principles and Techniques of Tourism Planning: (National and Regional Tourism Planning); Co-ordinated Tourism Planning (Assessment of Tourism Demand & Supply, Determination of Tourism Objectives, Territorial Planning, Basic Infrastructure, Financial Planning, HR Planning, Administrative Planning, Marketing Planning, Monitoring Progress, Time Factor) Environmental Planning in Tourism.

### **Unit 3: Factors Influencing Tourism Planning**

**LH 6**

Internal Analysis and External Environmental Scanning, Environmental Carrying Capacity, Types of Carrying Capacity, Factors Affecting Carrying Capacity, Sustainable Tourism's Effect on Planning, Implementation and Monitoring.

### **Unit 4: Model of Tourism Planning and Policy Formulation**

**LH 8**

Establishing a Tourism Policy; Various Models for Tourism Policy, Policy and Plan Formulation, New Challenges in Tourism Policy, Future World Tourism Policy Issues.

## Unit 5: Tourism Planning Framework in Nepal

LH 20

Policy Regarding Tourism under Different Plans; Familiarize Various Organs of Government of Nepal Involved in Tourism Planning; Tourism Planning: MOTCA, NTB and NPC; Nepal Tourism Master Plan 1972 and 2008 (Draft); Nepal Tourism Act of 1978 (2035 BS); Revised 1985, 1997; Tourism Policy 1995 (2057) and 2008 (2065); Prospect for Improvement of Tourism Policy; Tourism Development and Management Selected Case Studies: Tibet, Bhutan, Goa and Maldives.

### Book Recommended

Mill, Robert Christle & Morrison, Alastair M.: *'The Tourism System – an Introductory Text:*

Clare A. Gunn: Second Edition, **'Tourism Planning'**

Clare A. Gunn: Third Edition, **'Tourism Planning, Basic Concepts Cases'**

Edward Inskeep: **'Comprehensive National & Regional Tourism Planning Course'**,

Methodologies and case study, *WTO publication.*

Rob Davidson and Robert Maltland, **'Tourism Destination'**.

JK Sharma, **'Tourism Planning and Development'** – *A New Perspective*, edition 2004

Baud-Bovy & Fred Lawson: 'Tourism and Recreation'. "*Handbook of Planning and design*".

Prabhat Chaudhary, **'Tourism Policy and Planning'**, 2009.

Ninth and Tenth Five and Eleven Three Year Plans of Nepal. "*National Planning Commission.*

*Nepal Tourism Master Plan 1972.*

*Nepal Tourism Policy, 1995 and 2008.*

*Nepal Tourism Act and Regulations.*

*Relevant Web sites of MoTCA, NTB, 4th – 13<sup>th</sup>.*

*Periodical Plans by National Planning Commission.*

# TTM 352: Air Cargo Management

*Credits: 3*  
*Lecture hours: 48*

## **Course Objectives**

The purpose of the course is to educate, familiarize and understand the different facets and recent developments of Air Cargo operation and manage in efficient way. The course emphasizes on improving the knowledge and skills of the students to operate domestic and international Air Cargo Management in an effective and safe manner.

## **Course Description**

The course is an introduction to modern aspect and approaches of Air Cargo Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Air Cargo operation & Management.

## **Course Details**

### **Unit 1: What is Cargo? LH 2**

Introduction, Different Mode of Transports, Means of Transports, Air Cargo Operation in Nepal (Online & Offline Services).

### **Unit 2: Introduction to Logistics and Supply Chain Management. LH 2**

Introduction (Supply Chain, Logistics), Definitions and Activities.

### **Unit 3: Evolving Role of Freight Forwarder LH 3**

Introduction, the Evolution of Freight Forwarders, Functions of Freight Forwarders, Freight Forwarder: As an Agent, Freight Forwarder as a Principal.

### **Unit 4: Introduction to Documentary Credit LH 4**

Introduction, International Sales Contract, Advantages of Documentary Credit Role of Freight Forwarder, Requirements of the Buyer and Seller, Different Types of Documentary Credits.

### **Unit 5: Transfer of Risk and INCOTERM 2010 LH 4**

Introduction, Objectives, Development of INCOTERMs, The Eleven INCOTERM.

### **Unit 6: Air Cargo Rates and Documentations LH 8**

Publication of Air Cargo Tariffs, Different Types of Airfreight rates, Types of Other Charges (Due Carriers).

#### ***Documentation:***

- a. Custom Clearing Documents
- b. Accompany Documents
- c. Shipper's Letter of Instruction



- d. Delivery Order
- e. Transport Documents:
  - i. The Airway Bill,  
Definitions, Functions of Airway Bill, Contents to Complete the Airway Bill.
  - ii. Bill of Lading,  
Introduction, Functions of B/L, Contents of a B/L

**Unit 7: Cargo and Packaging** **LH 4**

Introduction, Methods of Cargo Carriages, Cargo in Different Forms (i.e., General Cargo, Containerized Cargo, Before Packing Container Packing & Securing, Types of Packaging for Break Bulk Cargo, Special Cargo Packaging etc).

**Unit 8: Cargo Handling and Acceptance** **LH 8**

Storing System, Weight & Dimension, Packing, Marking, Labeling, Handling Label, Coding and Decoding, Shipper's Declaration for Dangerous Goods, Shippers Declaration for Live Animals.

What is Special Cargo? Different Kinds of Special Cargos and Handling Procedures: Live Animals, Perishable Cargo Wet Cargo, Human Remains Valuable Cargo, Vulnerable Cargo, Obnoxious Cargo, Heavy Cargo, Aircraft on Ground, Unaccompanied Baggage, Diplomatic Mail as Cargo, Live Human Organ, Dangerous Goods, Other Cargo Needing Special Handling.

**Unit 9: Dangerous Goods** **LH 5**

Introduction, Classification, Limitation, Identification, Packing, Marking & Labeling Documentation, Unitization, Handling, Acceptance and the Carriage of Dangerous Goods.

**Unit 10: Cargo warehouse and build up** **LH 4**

Introduction, Unitization of Cargo Polarization, Containerization, Container Types, Unit Load Devices (ULD), Certified and Non-certified ULDS, Trucking & Interline Consignments, What is TRM?, Cargo Damage Report, Charge Correction Advice.

**Unit 11: Insurance claim and scope of liability** **LH 4**

Introduction, What is Insurance? What can be Insured?  
Principles and Rules Governing Liability, The liability of Freight Forwarder, Carriage of Goods by Sea, The Hague Rules, The Hague-Visby Rules and The Hamburg Rules, Carriage of Goods by Road, Carriage of Goods by Rail, Carriage of Goods by Air, Warsaw Convention, Montreal Convention.

**Reference Books**

1. *"TACT"* – Rules Book, Latest edition: IATA Publication.
2. *"TACT"* – Rates Worldwide, Latest edition: IATA Publication.
3. *"TACT"* – Rates, North America< Latest edition: IATA Publication.
4. *"An Introduction to Cargo Management"* – Budhathoki & Kafle; 1<sup>st</sup> Edition, 2011; printed at super printing press, kamalpokhari, Kathmandu.

# **TTM 353: Event Management (Office Tourism)**

*Credits: 3*  
*Lecture hours: 48*

## **Course Objectives**

The purpose of the course is to educate, familiarize and understand the different facets and recent developments of Event Management. The course emphasizes on improving the knowledge and skills of the students to operate Event Management venture in an effective and safe manner.

## **Course Description**

The course is an introduction to modern aspect and approaches of Event Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Event Management.

## **Course Details**

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

**LH 10**

Event – Nature, Definition and Scope; C's of Events; Advantage & Disadvantage of Events; Categories and Typologies; Principle, Importance and Technology of Event Management; Economic and Social Impacts of Events. Skills Required being a Good Event Planner.

### **Unit 2: Event Planning Process**

**LH 10**

The Event Management Plan; Steps of Event Planning; The Contingency Planning; Event Budget Plan; Design and Decoration Planning, Co-ordination and Evaluation Stage of Events; Health, Safety and Environmental Issues; Legal, Ethical and Risk Management.

### **Unit 3: MICE Tourism**

**LH 8**

MICE – Meaning, Concept and Characteristics of MICE; Understanding Planning and Organizing Conference, Exhibitions & Trade Fares; Facilities Available in Nepal for MICE; Convention Management – Role of the Meeting Manager, Types, Skills Requires and Responsibilities.

### **Unit 4: Venue and Logistic Management**

**LH 6**

Impact of Venue; Venue Selection Process; Staging; Audio-Visual Lighting; Food & Beverage Management; Entertainment; Photography.

### **Unit 5: Event Marketing**

**LH 8**

Marketing Principles (9 P's) and Marketing Instruments for Event Management; Advertising, Public Relation, Media Planning and Promotion to Visitors and Exhibitors; New Technologies Used in Event Marketing.

## Unit 6: Event Management in Nepal

LH 6

Development of Event Management in Nepal; Tourism Events and Regional Development in Nepal; Developing a Strategic Plan in Nepal.

### References Books

Ramsborg, G.C.; B Miller, D Breiter, BJ Reed & A Rushing (eds), '**Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events**', 2008, 5th ed, Kendall/Hunt Publishing, Dubuque, Iowa. ISBN 0-7575-5212-9

["ISO 20121 - Sustainable Events"](http://www.iso.org), ISO (www.iso.org), retrieved 2014-30-05

Bowdin, Glenn; Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell. *Events Management (Events Management S.)* ISBN 0-7506-6533-5

Goldblatt, Joe. Twenty-*"First Century Global Event Management"* (The Wiley Event Management Series) ISBN 0-471-39687-7

Walter, T., '**Event Management**', Code: TSM 314, University of the Sunshine coast, Queensland, Australia, 2016.

**'Event Management in Hospitality and Tourism'**, OHSC Oxford Home Study College, 2016. Clarendon Business Centers, Sandford Gate, East Point Business Park, Oxford OX4 6LB, United Kingdom; Web: [www.oxfordhomestudy.com](http://www.oxfordhomestudy.com)