

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



Course detail of  
BTTM (Bachelor of Travel and Tourism Management) 4<sup>th</sup> Semester

June 2025

# TTM 251: Language II French

## BTTM 4<sup>th</sup> Semester

*Credits: 3*  
*Lecture 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 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

|                                                                                 |       |
|---------------------------------------------------------------------------------|-------|
| • Numbers up to million                                                         | 1 LH  |
| • Ordinary numbers                                                              | 1 LH  |
| • Few reflexive verbs                                                           | 1 LH  |
| • Past tense                                                                    | 2 LHs |
| • Imperfect tense                                                               | 2 LHs |
| • Immediate/near future and simple future tense                                 | 2 LHs |
| • Imperative tense                                                              | 1 LH  |
| • Conditional tense of the verb << Conseiller and Devoir>>                      | 1 LH  |
| • Construction of noun from a verb                                              | 1 LH  |
| • Expressions with avoir verb ex:- avoir faim, avoir soif, avoir mal etc        | 1 LH  |
| • Two common French pronouns: y and en                                          | 1 LH  |
| • Demonstrative adjectives (ce, cet, cette, ces)                                | 1 LH  |
| • Negation in detail                                                            | 1 LH  |
| • Seasons, weather and related clothes                                          | 1 LH  |
| • Colours                                                                       | 1 LH  |
| • Interrogation in detail                                                       | 1 LH  |
| • Characterization of a hotel (situation, comfort, number of rooms, facilities) | 1 LH  |
| • Announcement of an itinerary to tourists                                      | 2 LHs |
| • Description of an itinerary (in simple way)                                   | 2 LHs |

### Practical part 24 LHs

Roleplay, 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 251: Language II Chinese

BTTM 4<sup>th</sup> Semester

Credits: 3

Lecture hours: 48

## Course Objective:

Upon the successful completion of this course, students will be able to understand the specific terms of Travel and Tourism in Chinese and also be able to communicate with Chinese tourists about the destination of Nepal. The students will also be able to tell about their plans, feelings, health, and mode of transportation as well as read and understand the basic Travel Itinerary in Chinese.

## Course Description:

The Course comprises the vocabulary of HSK 2 level and above to upgrade their communication skill in Chinese. The Course basically designed to increase the knowledge on the Nepal Travel and Tourism in Chinese and understand the Chinese vocabulary related to travel and tour. Students will be able to pass the HSK 2 examination after completion of the course.

| 顺序<br>S.No. | 教学内容<br>Contents                         | 教学目标<br>Teaching<br>Objectives                                                | 生词<br>New words                                    | 语法点<br>Grammar                                  | 重点<br>Important Points                       | 布置作业<br>Homework            | 课时<br>Class hour |                 |
|-------------|------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------|-------------------------------------------------|----------------------------------------------|-----------------------------|------------------|-----------------|
|             |                                          |                                                                               |                                                    |                                                 |                                              |                             | Lesson<br>60%    | Practice<br>40% |
| 1           | Revision Class                           | 复习上学期的内容<br>Revise all the Vocabulary and grammar                             |                                                    | Write Chinese Characters                        |                                              |                             | 4                |                 |
| 2           | What's your plan for Today?<br>你今天有什么安排? | 复习日常使用词汇<br>Revision Daily Routine<br>练习说出来今天的活动安排<br>Today's activities/plan | 时间<br>有事、安排<br>趟<br>有名<br>碰见<br>一定、<br>为了<br>环保、味道 | Travel to popular place.<br>Use of 一.....就..... | Able to tell about the Arrangements and plan | Write about tomorrow's Plan | 1                | 1               |

|   |                                                                 |                                                                |                                                                                  |                                                            |                                                  |                                       |   |   |
|---|-----------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------------|--------------------------------------------------|---------------------------------------|---|---|
|   |                                                                 |                                                                | 极、特色<br>素材、肉                                                                     |                                                            |                                                  |                                       |   |   |
| 3 | <b>Are you busy this sunday?</b><br>这星期天你忙不忙？                   | 描述附近的景点<br>Describe the Place nearby<br>Talk about the journey | 东、西、南、北<br>东北、西北、东南、西南<br>山、水、树、树林、森林、湖、河<br>花、鸟<br>爬山、徒步<br>累、忙、休息<br>周末、周围、星期天 | Describe the place, location                               | To ask whether someone wants to join the program | 读课文，录课文发给老师<br>课堂上讲家附近的环境             | 2 | 1 |
| 4 | <b>September is the Best time to visit Beijing</b><br>九月去北京旅游最好 | 说出个人观点，解释为什么有这种观点<br>Tell you opinion on something             | 觉得旅游<br>春天、秋天、夏天、冬天<br>最                                                         | use of “最”、“非常”、真                                          | Tell About your opinion                          | What is the best time to visit Nepal? | 1 | 1 |
| 5 | <b>I get up at six every day</b><br>我每天六点起床                     | 说出身体情况<br>tell about your health                               | 生病、吃药、身体<br>住院、出院                                                                | 住院<br>出院<br>身体健康<br>疼（头、身体）、发烧                             | Ask About the health                             | Practice conversation                 | 1 | 1 |
| 6 | <b>The red one on the left is mine</b><br>左边那个红色的是我的            | 学习如何说具体一点<br>learn to speak specifically                       | 手表、杯子、报纸、颜色<br>给、送<br>丈夫、妻子<br>旁边<br>真                                           | use of “.....是.....的”<br>use of V+一下<br>use of “一点儿”，“有点儿” | Transform subject and Object of the sentences    | Make sentences and translation        | 1 | 1 |
| 7 | <b>He recommended me for this job</b><br>这个工作是他帮我介绍的            | 强调动作的发出者<br>Emphasize the agent of the action                  | 打电话、接电话<br>非常、已经<br>开始、帮、介绍<br>长                                                 | Use of “.....的时候”                                          | Introduce a job                                  | Translation                           | 1 | 1 |
| 8 | <b>Do you live far from the company</b><br>你家离公司远吗              | 表示处所、时间、目的地的距离<br>express the duration time or                 | 路<br>离、过、走、从、到<br>远、近、慢、快                                                        | use of “离”<br>use of “从.....到.....”                        | Tell how far is the place                        | Practice and translation              | 1 | 1 |

|    |                                                    |                                                                                                 |                                                                                                                                                                                         |                                                                                                                      |                                                                |                                                          |   |   |
|----|----------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------|---|---|
|    |                                                    | the distance between place                                                                      |                                                                                                                                                                                         |                                                                                                                      |                                                                |                                                          |   |   |
| 9  | <b>Great Wall is above 8850 KM</b><br>长城有八千八百五十多公里 | 交通工具<br>Means of Transportation<br>票 Ticket<br>世界遗产地<br>world heritage site                     | 坐、往左右、大概火车、公交车<br>、旅游车名胜古迹、世界文化遗产地<br>博克拉 (Pokhara)、奇特旺 (Chitwan)                                                                                                                       | number+多<br>number+mw+多<br>use of “往”                                                                                | Describe the travel spot and the transportation to reach there | Transportation and its duration to reach the destination | 1 | 1 |
| 10 | <b>Wrong Number?</b><br>你打错了?                      | 问电话号码表示道歉<br>Number (telephone, room, passport)<br>Excuse for the Wrong number (made a mistake) | 一 (yi and yao)<br>电话、<br>手机、护照、房间号码、打错了<br>错、对<br>喂、关机、开机                                                                                                                               | Ask and Tell Telephone<br>No 电话号码, Passport No. 护照号码 and Room No 房间号<br>short conversation                           | Know how to Excuse and ask for the number                      | Practice Conversation                                    | 1 | 1 |
| 11 | <b>He is three years older than me</b><br>他比我大三岁   | 学习对比<br>Learn the comparison                                                                    | 比<br>说话<br>可能<br>听说                                                                                                                                                                     | Use of “比”<br>A 比 B+Adj.<br>A 比 B+Adj.+num+mw<br>A 比 B+V+得+Adj<br>A 让 B +V+O                                         | Learn Comparison                                               | Conversation practice                                    | 1 | 1 |
| 12 | <b>Have you seen that movie</b><br>你看过那个电影吗        | 表示过去有过的经历, 这些动作行为没有持续到现在<br>indicate past experience action, which hasn't lasted to the present | 有意思<br>但是<br>虽然<br>次<br>因为 所以                                                                                                                                                           | Use of “V+着”<br>Use of “V+完”<br>Use of “V+过”<br>Use of “但是”<br>Use of “虽然....., 但是.....”<br>Use of “因为....., 所以....” | Understand the different state of action                       | Practice sentences                                       | 1 | 1 |
| 13 | <b>Describe about Nepal</b><br>介绍尼泊尔               | geographical location                                                                           | 地理位置、位于<br>高原地区 (雪山、山峰)、山区<br>、平原地区、海拔<br>人口、民族、文化                                                                                                                                      | Describe about Nepal                                                                                                 | Know About the Touristic spot of Nepal                         | Re write the places and describe the place in Chinese    | 2 | 1 |
|    |                                                    | World Heritage site of Nepal                                                                    | <ul style="list-style-type: none"> <li>● 加德满都 (Kathmandu)</li> <li>● 帕坦 (Patan)</li> <li>● 巴德岗 (Bhaktapur)</li> <li>● 猴庙 (Swyambhu Temple)</li> <li>● 蓝毗尼花园 (Lumbini Garden)</li> </ul> | Name World heritage site of Nepal and describe it                                                                    |                                                                |                                                          | 2 | 1 |

|                   |                                                                                                 |                                      |                                                                                                                                                                                                  |                                |                          |                   |    |    |
|-------------------|-------------------------------------------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--------------------------|-------------------|----|----|
|                   |                                                                                                 |                                      | <ul style="list-style-type: none"><li>● 帕苏帕提（烧尸庙）（Pashupati Temple)</li><li>● 昌古纳拉雅那庙（Changu Narayan Temple)</li><li>● 奇特旺森林国家公园（Chitwan)</li><li>● 珠峰森林国家公园(Sagarmatha National Park)</li></ul> |                                |                          |                   |    |    |
| 14                | Itinerary for travel<br>旅游行程                                                                    | 准备行程<br>Prepare Itinerary            | 住宿、用餐、安排<br>接、送<br>报价<br>活动项目                                                                                                                                                                    | Preparation of Itinerary       | Prepare Travel Itinerary | Read and practice | 2  | 1  |
|                   |                                                                                                 | 描述行程<br>Describe Itinerary           |                                                                                                                                                                                                  | Tell guest about the itinerary |                          |                   |    | 1  |
| 15                | Cultural Activities<br>文化活动                                                                     | 了解中国文化<br>Understand Chinese Culture | Chinese Festivals<br>Chinese Craft<br>Chinese Song<br>Chinese Poem                                                                                                                               |                                |                          |                   | 1  | 2  |
|                   | Revision<br>Heritage sites of Nepal and China<br>Travel Itinerary<br>Practice HSK 2 Examination |                                      |                                                                                                                                                                                                  |                                |                          |                   | 5  | 3  |
| Total Class hours |                                                                                                 |                                      |                                                                                                                                                                                                  |                                |                          |                   | 28 | 20 |

### Practical Work

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

### Evaluation Criteria for Practical:

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

### **Suggested Readings**

姜丽萍(2013) .HSK 二级标准教程(Standard Course HSK 2). 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)

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

Liu Xinyuan & Dr. Li Wanxian (2010) Nepal Tour Guide Chinese (尼泊尔导游汉语) Confucius Institute at Kathmandu University.

# **TTM 252: Tour Guiding and Interpretation**

## **BTTM 4<sup>th</sup> Semester**

*Credits: 3*

*Lecture hours: 48*

### **Course Objectives:**

The objective of this course is to equip participants with the essential knowledge, skills, and competencies required to excel as professional tour guides and escorts. It aims to develop a deep understanding of the tour guiding profession, including its history, roles, and ethical considerations. The course will prepare students to effectively manage tours, handle emergencies, and ensure the safety and satisfaction of tourists through practical experience and theoretical knowledge.

### **Course Description:**

This course offers an in-depth exploration of the tour guiding and escorting profession. It begins with an introduction to the field, covering the evolution, types, and functions of tour guides and escorts. Students will learn about the personal and professional attributes necessary for success in the industry, as well as the importance of cultural sensitivity and communication skills. The curriculum delves into the psychology and sociology of tourist behavior, ethics and etiquette in tour guiding, and the coordination and management of tours. Practical skills in handling emergencies and ensuring tourist safety are emphasized, along with conflict management strategies. A significant component of the course involves hands-on learning through field visits and excursions, guided by experienced professionals. Students will engage in observation, interaction, and reflection on tour guiding practices, culminating in a video submission that showcases their ability to conduct a tour with proficiency and flair.

### **Course Details**

#### **Unit 1: Introduction to Tour Guiding and Escorting**

**3 LHs**

The definition, meaning and concept of tour guiding and escorting, the history and evolution of tour guiding and escorting, The types and categories of tour guides and escorts, The roles and functions of tour guides and escorts, The relationship between tour guides and escorts and other stakeholders, such as tourists, tour operators, travel agents, and governmental & destination authorities.

#### **Unit 2: Qualities and Competencies of Tour Guides and Escorts**

**3 LHs**

Explore the qualities and competencies that tour guides and escorts need to possess and develop to perform their duties effectively and professionally; Personal, interpersonal, and professional attributes of tour guides and escorts, such as personality, appearance, attitude, communication, knowledge, skills, and ethics; Importance of cultural awareness and sensitivity, Differences and similarities between Western and Eastern manners and etiquette.

### **Unit 3: Skills and Techniques of Communication and Presentation**

**4 LHs**

Focus on the skills and techniques that tour guides and escorts use to communicate and present information and stories to their tourists and groups; Verbal and non-verbal communication skills, such as voice, body language, listening, feedback, and use of media and technology; Soft skills for tour guiding and escorting, such as communication, teamwork, leadership, problem-solving, creativity; Presentation & Commentary skills, such as storytelling, humour, interpretation, and explanation; Communication and presentation styles, such as formal, informal, interactive, and adaptive.

### **Unit 4: Psychology and Sociology of Tourist Behavior and Expectations**

**3 LHs**

Examine the psychology and sociology of tourist behavior and expectations, and how they affect the tour guiding and escorting process; The factors and influences that shape tourist behavior and expectations, such as motivation, perception, attitude, learning, personality, culture, and social groups; The strategies and methods that tour guides and escorts can use to understand, meet, and exceed tourist behavior and expectations, such as empathy, rapport, involvement, satisfaction, and loyalty.

### **Unit 5: Ethics and Etiquette of Tour Guiding and Escorting**

**3 LHs**

Address the ethics and etiquette of tour guiding and escorting; The standards and codes of conduct that tour guides and escorts need to follow and uphold in their profession; The ethical and legal issues and dilemmas that tour guides and escorts encounter in their work, such as confidentiality, privacy, safety, security, liability, and responsibility; The etiquette and protocol that tour guides and escorts need to observe and practice in their work, such as greeting and introduction, dress and grooming, courtesy and respect, and dos and don'ts.

### **Unit 6: Coordination and Management of Tours and Groups**

**4 LHs**

Deal with the coordination and management of tours and groups; The challenges and opportunities that tour guides and escorts face in their work; The stages and steps of tour planning, preparation, and execution, such as itinerary design, financing, booking, briefing, leading, and debriefing; The techniques and tools of tour coordination and management, such as checklists, schedules, maps, and emergency plans; The types and styles of tours and groups, such as cultural, historical, natural, adventure, educational, and special interest tours, and individual, mass, family, corporate, and incentive groups.

### **Unit 7: Handling Emergencies and Ensuring Safety of Tourists**

**4 LHs**

Cover the skills and knowledge that tour guides and escorts need to handle emergencies and ensure the safety of tourists and groups; The types and causes of emergencies that may occur during tours, such as accidents, injuries, illnesses,

crimes, natural disasters, and political unrest; The procedures and protocols that tour guides and escorts need to follow in case of emergencies, such as reporting, contacting, assisting, evacuating, and documenting; The preventive and precautionary measures to avoid or minimize the risks and impacts of emergencies, such as risk assessment, contingency planning, safety briefing, and insurance; Conflict Management

### **Practical (Exposure to Tour Destinations)**

**24 LHs**

- Tours, Field visits and Excursions to various tour destinations, such as historical, cultural, religious, natural, urban, rural, adventurous etc. places, monuments, or sites with a professional Tour Guide at least for 1 day
- Observation and analysis of tour guiding and escorting practices
- Interaction and engagement with tourists, hosts, and stakeholders
- Reflection and evaluation of tour destination features and attractions
- Presentation and discussion of tour destination insights and recommendations.

### **Evaluation Criteria for Practical:**

- |                                      |            |
|--------------------------------------|------------|
| 1. Field Visit                       | (10 marks) |
| 2. Report Writing on the Field Visit | (10 marks) |
| 3. Tour commentary                   | (15 marks) |
| 4. Video Submission                  | (15 marks) |

**Video Submission Requirement:** Students are mandated to submit a 5-minute video that captures their proficiency in conducting a tour of a touristic destination. This video must exhibit the student's ability to provide engaging commentary, deliver factual information, and incorporate elements of entertainment, emulating the multifaceted role of a professional tour guide. The submission should reflect the guide's comprehensive attributes, skills, qualities, competencies, ethics, etiquettes, and the ability to coordinate effectively while ensuring safety and handling emergencies with professionalism.

### **Suggested Readings**

Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. New York: Van Nostrand Reinhold.

Mancini, M. (1996). *Conducting Tours*. New York: Delmar.

Chunk, J. D., & Boberg, K. (1996). *Professional Travel Agency Management*. New York: Prentice Hall.

Neig, J. (2008). *Travel Agency Operations*. New York: Cengage Learning.

# **TTM 253: Tourism Destination Development and Management**

**BTTM 4<sup>th</sup> Semester**

*Credits: 3*

*Lecture 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 introduces students to the principles and practices of destination development management in the context of the travel and tourism industry. It covers various aspects such as destination planning, marketing, sustainability, and stakeholder engagement.

## **Course Details**

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

**8 LHs**

Meaning of tourism destination, Elements of tourism destination, Types of destinations, Characteristics of destinations, Destinations and products, Key Concepts in Destination Management, Trends and Challenges in Destination Development, Destination Management Systems.

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

**8 LHs**

Destination Planning Process and Analysis, Assessment of tourism potential, Stakeholder Identification, Formulating Destination Goals and Objectives, Strategic Planning for Sustainable Tourism, Multi Sectoral Investment Plan (MSIP) in Tourism Planning, Trekking Trail Designing and Planning.

### **Unit 3: Marketing and Promotion of Destinations**

**7 LHs**

Destination Branding and Positioning, Marketing Mix for Destinations, Digital Marketing Strategies for Destinations, Destination Image and Perception Management, Case Studies in Successful Destination Marketing.

### **Unit 4: Sustainable Destination Management**

**7 LHs**

Principles of Sustainable Tourism, Ecotourism and Cultural Tourism, Community Involvement and Empowerment, Managing Overtourism, Certification and Standards for Sustainable Destinations.

### **Unit 5: Destination Infrastructure and Services**

**7 LHs**

Basic infrastructures and tourism infrastructures, Transportation Systems in Destinations, Accommodation and Hospitality Management, Entertainment and Recreation Facilities, Destination Infrastructure Planning, Quality Assurance in Destination Services

**Unit 6: Institutional Mechanism and Support****4 LHs**

Destination Management Organization, National, Regional and Local DMOS, Public Private Partnership (PPP)

**Unit 7: Crisis Management and Risk Mitigation****7 LHs**

Understanding Crisis in Tourism, Risk Assessment for Destinations, Crisis Communication and Management, Tourism Resilience and Recovery, Case Studies in Crisis Management

**Suggested Readings**

Gunn, C. A. (n.d.). *Tourism Planning: Basic Concepts Cases*. New York: Routledge.

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

Sharma, J. K. (n.d.). *Tourism Planning and Development: A New Perspective*. New Delhi: Kankska Publishers, Distributors.

World Tourism Organization (WTO). (2007). *A Practical Guide to Tourism Destination Management*. Madrid.

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

Swarbrooke, J. (1999). *Sustainable Tourism Management*. CABI Publisher.

Kotler, P., Bowen, J. T., et al. (2020). *Marketing for Hospitality and Tourism (8th ed.)*.

# **TTM 254: Electronic Tourism**

## **BTTM 4<sup>th</sup> Semester**

*Credits: 3*

*Lecture hours: 48*

### **Course Objectives:**

To gain knowledge on the concept and the role of information communication technology in tourism industry: to learn the emerging ICT tools and its impact in the tourism industry, to understand the local network of tourism industry in the era of Internet and to understand entrepreneurial and managerial aspects of electronic business in tourism

### **Course Descriptions:**

This course provides students with the knowledge and skills 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: ICT & Tourism - Introduction**

**5 LHs**

Definition, Nature, Scope, impact, and challenges of ICT on tourism, history & development, Objective of E-business, Advantage of E-tourism, The Internet and tourism – a powerful combination, Application of intranet and extranet in tourism, e Tourism Issues, challenges, and limitations, e Tourism trends: Augmented Reality, Virtual Reality, implications, networking and partnership.

#### **Unit 2: E-Tourism Typologies**

**2 LHs**

Introduction, Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C), ICT infrastructure required for implementation of e Tourism model

#### **Unit 3: E-Tourism Strategies**

**5 LHs**

Introduction, E Tourism strategy on strategic, operational, and tactical level, Competitive environment and strategies, critical success factors, Risk factors, and e-business. Effects of e-business technologies on marketing strategy: Enterprise Resource Planning (ERP), customer relationship management (CRM), e-CRM, Value chain of online travel agents (tour, airlines, hotels, and rentals)

#### **Unit 4: E-Marketing and Promotion of Tourism Products**

**5 LHs**

Introduction, Social media promotion (Facebook, Instagram, YouTube, WhatsApp) - Travel Blogs, Importance/Advantage, Google ads (PPC), Search Engine Optimization (SEO): Google analytics, Google ad words, Content Marketing, Friendly travel website, Implementation, competition

**Unit 5: E-commerce in tourism****5 LHs**

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

**Unit 6: E-business trend in Nepal****2 LHs**

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

**Practical (Project Work)****24 LHs**

- Identify innovative electronic alternatives to the traditional paper form for tourism business.
- Writing a strategic, tactical and operational strategy for e Tourism for a tourist facility.
- Select any e Tourism component and design a promotional mix for your e Tourism business.
- Design a portal to tourist to avail of multiple tourism services from Nepal.

**Evaluation Criteria for Practical:**

1. Project work report (25 marks)
2. Presentation (25 marks)

**Suggested Readings**

Buhalis, D. (2003). *eTourism – Information technology for strategic tourism management*. Harlow, UK: Prentice Hall.

Stiakakis, E., & Georgiadis, C. K. (2009). *Drivers of a tourism e-business strategy: The impact of information and communication technologies*. Operations Research International Journal, DOI: 10.1007/s12351-009-0046-6.

Benckendorff, P. J., Sheldon, P. J., & Fesenmaier, D. R. (2014). *Tourism Information Technology (2nd ed.)*. UK: CABI.

Gretzel, U., Gretzel, U., & Law, R. (Eds.). (2010). *Information and Communication Technologies in Tourism 2010: Proceedings of the International Conference in Lugano, Switzerland*, February 10-12, 2010. ISBN-10: 3211994068. ISBN-13: 978-3211994061.