

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BTTM (Bachelor of Travel and Tourism Management) 5th Semester

December 2025

TTM 301: Air Cargo Management

BTTM 5th Semester

Credits: 3

Lecture Hours: 48

Course Objectives:

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

Course Description:

The course is an introduction to modern aspects 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 governs different activities of Air Cargo operation & Management.

Course Details

Unit 1: What is Cargo?

1 LHs

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

Unit 2: Introduction to Logistics and Supply Chain Management

1 LHs

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

Unit 3: Evolving Role of Freight Forwarder

2 LHs

Introduction, the Evolution of Freight Forwarders, Functions of Freight Forwarders, Freight Forwarder: As an Agent, Freight Forwarder as a Principal, Introduction to Consolidator and Break Bulk Agent.

Unit 4: Air Cargo Rates and Documentations

3 LHs

Publication of Air Cargo Tariffs, Different Types of Air freight rates (TACT as well as Airlines exclusive rates), Airway Bill Definition, Functions of Airway Bill, Components and Completion of Airway Bill, Types of Other Charges (Due Carriers /Due Agent).

Documentation for Nepal:

- a. Export Documents
- b. Accompany Documents
- c. Import Documents
- d. Shipper's Letter of Instruction (SLI)
- e. Bill of Lading (Introduction, Functions of B/L, Contents of a B/L)

Unit 5: Cargo and Packaging	2 LHs
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 6: Cargo Handling and Acceptance	5 LHs
, Live Human Organ, Dangerous Goods.	
Unit 7: Air Cargo Warehouse and Build Up	4 LHs
Introduction, Warehouse Operating Process, Unit Load Devices (ULD), Use of ULDs and Its Advantage, Certified and Non-certified ULDs, Road Feeder Services(RFS) & Interline Consignments, What is TRM?, Cargo Irregularity Report, , Found Cargo, Missing Cargo, Condition of Missing cargo(Short Shipped and Over carried), Tracing of Air Cargo.	
Unit 8: Dangerous Goods	2 LHs
Introduction, Classification and Identification, Packing Marking, Handling Labels, Documentation, Unitization, Handling, Acceptance and the Carriage of Dangerous Goods. Hidden Dangerous Goods	
Unit 9: Introduction to Documentary Credit	2 LHs
Introduction, Advantages of Documentary Credit, Issuance of Documentary Credit, Role of Freight Forwarder, Different Types of Documentary Credits, Forms of Payment in International trade.	
Unit 10: Transfer of Risk and INCOTERM 2010	2 LHs
Introduction, Objectives, Development of INCOTERMs, Different terminology Cost, Risk, Delivery Point, Terminal, Port, INCOTERM series of 2020.	
Practical	24 LHs
<ul style="list-style-type: none"> • Completing Airway Bill accurately, according to IATA resolution • Following the SLI for Airway Bill • TACT rate extraction form TACT book of rates World Wide as well as North America for Applicable rate • Dimension Measurement of Air standard Cardboard box – • Volume weight, Gross Weight, Chargeable weight and weight charge 	
Evaluation Criteria for Practical:	
1. Practical file maintenance	(25 marks)
2. Practical examination	(25 marks)
Suggested Readings	
International Air Transport Association. (n.d.). <i>TACT: Rules Book (Latest edition)</i> . Location: IATA Publication.	

International Air Transport Association. (n.d.). *TACT: Rates Worldwide (Latest edition)*. Location: IATA Publication.

International Air Transport Association. (n.d.). *TACT: Rates, North America (Latest edition)*. Location: IATA Publication.

Budhathoki, A., & Kafle, B. (2011). *An Introduction to Cargo Management (1st ed.)*. Kamalpokhari, Kathmandu: Super Printing Press.

TTM 302: Tourism Economics

BTTM 5th Semester

Credits: 3

Lecture Hours: 48

Course Objective

The course aims to provide students with cognitive knowledge of basic economic principles and practical skills and capabilities to understand what constitutes a good economic way of thinking in general, and the travel and tourism industry.

Course Description

This course will enable the students to understand the fundamentals of tourism economics, economics of tourism demand, supply, and market equilibrium, production, cost, and pricing for travel and tourism, macroeconomic issues and travel and tourism, and quantitative methods of tourism economics.

Course Learning Outcomes

Upon completion of this course, students will be able to:

- Discuss the fundamentals of economic principles and their application in the tourism business.
- Analyze the composition of the tourism industry and its products.
- Explain the concepts and determinants of leisure and tourism.
- Describe the concepts, drivers, types, and impact of rural tourism, and also explain the factors influencing rural tourism motivation.
- Analyze the demand and supply functions for tourism products, and also explain the concepts and measurement of demand and supply elasticities.
- Discuss market equilibrium with government intervention.
- Describe the concepts of production function and cost, and also differentiate between business profit and economic profit.
- Explain the determinants of market structures, the profit maximization model, and pricing practices in travel and tourism.
- explain the macroeconomic issues and effects of tourism on macroeconomic variables.
- Examine the relationship between the macroeconomic environment and the travel and tourism business.
- Estimate and forecast tourism demand,
- Analyze the factors affecting travel and tourism's yield and future.

Course Details

Unit 1: Fundamentals of Tourism Economics

10 LH s

Fundamentals of economic principles and their application in tourism business: how people make decisions, and how people interact; Tourism economics: nature and scope; Interrelationship between tourism and other sectors of the economy; Leisure and tourism: concepts and determinants; Growth of leisure and tourism in global perspective; Rural tourism: concepts, drivers, and types; Factors influencing rural tourism motivation; ICT and rural tourism; and Impact of rural tourism.

Unit 2: Economics of Tourism Demand, Supply and Market Equilibrium

16 LHs

Demand function; Variables influencing tourism demand; Levels of choices affecting tourism demand; Factors constraining tourism demands; Movement along a demand curve

and shifts in the tourism demand curve; Concept and measurement of price, income, and cross-price elasticity of demand for tourism products; Relationship between price elasticity of demand and revenue; Supply of tourism products: concepts and determinants; Supply function; Movement along a supply curve and shift in the supply curve; Price elasticity of supply: concepts and measurement. Market equilibrium; Changes in tourism demand and supply and their effects on market equilibrium; Effects of tax, subsidy, and price control measures on market equilibrium.

Unit 4: Production, Cost, and Pricing for Travel and Tourism

8 LHs

Production function of tourism products: concepts and types; Concepts of cost: opportunity cost, accounting cost, economic cost, fixed cost, and variable cost in tourism industry; Economic profit and business profit; Market structure: concepts and characteristics, Firm's equilibrium and profit maximization model; Pricing practices: dynamic pricing, premium pricing, cost-plus pricing, incremental cost pricing, bundling, tying, value-based pricing; Other pricing practices in travel and tour business.

Unit 5: Macroeconomic Issues and Travel and Tourism

8 LHs

Concepts of macroeconomic issues: GDP, GNP, economic growth, inflation, business cycle, balance of payments, foreign exchange rate, unemployment; Effects of tourism on GDP, employment, economic growth, balance of payments (BOP), and foreign exchange rate; Monetary policy: concepts and instruments; Fiscal policy: concepts and instruments; Relationship between macroeconomic environment and travel and tourism business.

Unit 6: Analysis of Markets for Travel and Tourism

6 LHs

Estimation of tourism demand: regression analysis; Forecasting tourism demand: concepts, steps, and significance; methods of forecasting: survey method and trend projection method; and Factors affecting travel and tourism yields and the future.

Suggested Reading

Bull, A. The Economics of Travel and Tourism. Pearson Longman, Recent Edition.

Tribe, T. The Economics of Recreation, Leisure and Tourism. Taylor & Francis, Recent Edition.

Mankiw, J. N. Principles of Microeconomics. Thomson, South Western, Recent Edition.

Stabler, M. A. M. & Sinclair, T. The Economics of Tourism. Thomson, Routledge, Recent Edition.

Adhikari, G. M. and Chhetri, S. Economics of Tourism. Kathmandu, Recent Edition

TTM 303: Tourism Geography

BTTM 5th Semester

Credits: 3

Lecture Hours: 48

Course Objectives:

Tourism geography is the study of the phenomena of tourism across the global space, with a focus on the place, place of destination, and routes through which travel and tourism occur. It teaches students about the characteristics of tourist markets, the attractions of destinations, and the accessibility of the world, with a focus on a few selected countries. This course has been simplified with few case studies and broad information about the continents so that BTTM students can learn more about specific countries and destinations.

- Provide a basic understanding of geography.
- Assess and examine the need for travel.
- Gain knowledge of the geographical aspects of tourism and the flows of visitors.
- Educate about the significance of the season and climate for the growth of Nepal's tourism industry.
- Provide in-depth information on the country's regional geography.

Course Description

The main focus of the course is to give meaning and the importance of Geography in relation to the tourism aspects. After completion of this course, the students will learn various subjects like demand resources, transport as well as the regional aspect of tourism geography at global scale. The case study will be entertained in Nepalese context.

Course Details

Unit 1: Fundamentals of Geography

3 LHs

Meaning, features, branches and relationship with tourism. Climatic regions of the world, latitude & longitude lines, time zones, international date lines. Geography in Tourism: Definition, concept, scope and importance of Geography in Tourism, impacts of Climate and Weather on tourist destination. Brief Introduction of important oceans, seas, mountain ranges, lakes and deserts of the world.

Unit 2: Geography of Tourism Demand

3 LHs

Leisure and Recreation in Tourism Geography; Tourism Demand - Concepts and Perspectives; Effective Management of Tourism Demand

Unit 3: World Geography of Tourism

5 LHs

Africa: Political, physical and climatic features; Asia: General geographical features; physiography, climate, main countries, capitals & their tourist attractions; Australia: Political, physical, climatic features; Europe: General geographical features; physiography, climate, main countries, capitals & their tourist attractions; North America: Political, physical and climatic features; South America: Political, physical and climatic features.

Unit 4: Tourism Transport Systems in the World**5 LHs**

Air Transport; IATA Areas & Sub Areas, Global Indicators, Major Airports and Routes; Major Railway Systems and Networks; Water Transport: International Inland and Ocean Transport Networks; Road Transportation: Major Transcontinental, International and National Highways; Transport Systems in Nepal.

Unit 5: Cartography**3 LHs**

Map Reading: Latitude, Longitude, International Date Line, Altitude, Direction, Scale Representation, GIS & Remote Sensing, Cartography, Map projections, Understanding and reading maps. Drawing maps and marking important places.

Unit 6: Geography of Tourism in Nepal**5 LHs**

Physical setting, weather conditions, flora and fauna, forestry, Cause of deforestation and its impacts, Conservation areas (including national parks); Conservation and preservation of cultural heritage; Regional setting of tourism in Nepal; Major touristic areas in geographical perspectives

Practical Works**24 LHs**

- Lab workshop assignments, discussions, practical exercises, student presentations/assignments
- Field trips to various tourist destinations in Nepal and report submission.

Evaluation Criteria for Practical:

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

Suggested Readings

Boniface, P., & Cooper, C. (2001). *Worldwide Destinations: The Geography of Tourism*.

Kenward, A., et al. (1999). *Global Tourism Development*.

Williams, S., & Lew, A. (2016). *Tourism Geography: Critical Understandings of Place, Space and Experience*. Routledge. ISBN 9780415854443

Hall, M. (1999). *Geography of Travel and Tourism*. Routledge.

Hall, C. M., & Page, S. J. (2006). *The Geography of Tourism and Recreation: Environment, Place, and Space (3rd ed.)*. Routledge.

Robinson, H. A. (1976). *Geography of Tourism*. Mac Donald & Evans Ltd. (India), Lonely Planet Publications.

MGT 301: Entrepreneurship

Credits: 3

Lecture Hours: 48

Course Description

This course deals with introduction, opportunity assessment, idea generation, new venture creation and operation, legal processes for start-up and operation, acquaint to business models and resources available in Nepal for entrepreneurship, marketing and sales in entrepreneurial business, operation of entrepreneurship and entrepreneurial development programs.

Course Objectives

The objective of this course is to prepare students to develop them as entrepreneurs. It provides exposure to the students on the process for developing entrepreneurial business and legal framework as well so that they can start-up and manage their own entrepreneurial venture. The course is also intending to acquaint the students with the demographic and geographic resources available in the country.

Learning Outcomes

After completion of this course, students will be able to know the concept of entrepreneurship, various dimensions of entrepreneurship and the opportunities available on the basis of demography and geography. Similarly, they will be able to prepare business plan for small businesses, know legal procedures for establishing ventures and the institutions from where they can take help for establishing ventures.

Learning Strategies

The convenor of the course should follow the lecture method, project work development, adopt idea pitching workshops and simulation for establishing entrepreneurial business and visit the different field to know the opportunities available in the different places of the country. Review of periodicals, business journals and magazines and previous empirical articles and presentation are the regular phenomena of the class room activities. Review of related law and their presentation is considered as an important pedagogy for leveraging the knowledge of the students.

Course Details

Unit 1: Introduction to Entrepreneurship and Business Idea

6 LHs

Concept, Types of entrepreneurship, Goal and its importance in entrepreneurship, entrepreneurship mindset, changing demography of entrepreneurship, business opportunities and ideas, techniques for generating ideas, feasibility testing of generated ideas in hospitality sector, translating ideas into action considering legal issues

Unit 2: Business demography and Business models

8 LHs

Concept and definition of business demography, decision making science, spheres of business demography (consumer research, product development, product marketing, site selection), sources of data and business decision making, introduction to business models, categories of different business model adopted in hospitality sector, Development of typology of business model for hospitality sector.

Unit 3: Development of a Business Plan for hotel startups**7 LHs**

Meaning of business plan, reasons for writing business plan, outline of business plan and development of business plan template, use of lean canvas model in the development of business plan, Nepalese legal provisions related to implementation of business plan.

Unit 4: Outcome: Development of complete business plan**Intellectual Property****5 LHs**

Concept, importance, types of intellectual property: patent and its types, trademarks and its types, copy right and trade secrets and its protection methods, process of getting different types of intellectual property in Nepal, intellectual property audit and its process.

Outcome: Complete report development for obtaining intellectual property in hotel industry

Unit 5: Growth in Entrepreneurship Business**6 LHs**

Selecting market and establishing a position, preparing for growth, reasons for growth, challenges of growth, internal and external growth expansion, franchising for growth, establishing a franchising system in hotel industry, ethical issues in chain hotel business, steps in purchasing a franchise, legal aspects of the franchise relationship

Unit 6: Future steps in developing entrepreneurship in Nepal**6 LHs**

Entrepreneurial education, access to finance and ways to access, infrastructure and digital connectivity, regulatory environment, supportive ecosystem, sector specific entrepreneurship, empowering entrepreneurship through entrepreneurship, diaspora involvement, and government support for entrepreneurial business development.

Outcome: Prepare report on the facilities provided by the government for new venture in hospitality sector

Unit 7: Understanding on Geographic concepts for hospitality**8 LHs**

Geographic concepts and units, and use of geographic concept for hotel industry, geo-ecological units of Nepal, and its impact on hotel industry, census tracts, and assessment of opportunity for hospitality business, demo-geo information system, Assessment of feasibility of hospitality business under different geography.

Outcome: Visit of different geography and development of typology for creating hospitality business

Reading materials

- Barringer, Bruce R. and Ireland, R. Duane (2020). *Entrepreneurship: Successfully launching new venture* (6th ed.). Noida, India: Pearson Education Service Pvt. Ltd.
- Lavery, Michael, and Little, Chris (2020). *Entrepreneurship*. Houston, Texas, USA: OpenStax, Rice University (Downloadable).
- Swanson, D.A. & Morrison, P.A. (2010). Teaching business demography using case studies. *Population Research and Policy Review*, 29(1), pp. 1-15 (for case in demography)
- Thomas, R.K. (2018). *Concepts, methods and practical applications in applied demography: An introductory textbook*. Springer, pp.1-15.
- David, Dorrel, Henderson, Joseph, Lindley, Todd and Connor, Georgeta (2019). *Introduction to Human Geography*. University System Of Georgia.
- MA, Jeremy Patrich (2020). *Physical Geography*. Zero Text Book Cost.

STT 301: Statistics

Credits: 3
Lecture Hours: 48

Course Objectives

The basic objective of this course is to provide students to develop competency and ability to use statistical techniques and tools in hospitality and tourism data management and various research projects.

Course description

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

Course Details

Unit 1: Introduction to Statistics and the Role in Tourism

5 LHs

Basic concepts of statistics and their essential role in tourism planning and hotel management, Terminologies associated with statistics such as populations and samples, Variables (qualitative/quantitative), and data types (primary/secondary) within tourism and hotel management context, Descriptive and inferential statistics, Data processing (editing and coding), Applications of statistics in hotel management and tourism management.

Unit 2: Data Collection and Organization

5LHs

Methods for gathering data from diverse sources (surveys, booking records, social media, government data base) and organizing data using diagram (simple bar diagram, sub-divided bar diagram, multiple bar diagram and pie diagram), Cumulative frequency distribution, Ogive, Histograms, Frequency curve, Scatter plots, Cross tabulation, Stem and leaf display.

Project Work: Diagrammatic and graphical representation tourism and hospitality data by using of computer software.

Unit 3: Descriptive Statistics: Numerical Measures

15 LHs

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

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

Shape of the Distribution: Skewness (Karl Pearson's coefficient of skewness, skewness based on quartiles), Percentile coefficient of kurtosis, Five number summary, Box and whisker plot.

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

Unit 4: Introduction to Probability**3 LHs**

Basics Concept of Probability: Experiment, Event, Types of events, Concept of probability
Probability Laws: Additive and multiplicative law of probability.

Unit 5: Sampling Technique**5 LHs**

Population, Types of population, Census and sampling, Objectives of sampling, Types of sampling: Probability and Non Probability Sampling, determination of sample size, Sampling and non- sampling error.

Unit 6: Tourism Statistics**10 LHs**

Definition of international and domestic tourist movement. Collection of data on tourist arrival, Departure and tourist expenditure, Economic data (job creation, revenue generation, GDP contribution and foreign exchange earnings), Socio-cultural data (impact on local communities, cultural exchange, preservation of heritage and quality of life), Environmental data (impact on the local ecosystem, air quality, water quality and biodiversity), Presentation and tabulation of travel statistics. Tourism indicators measurement of Nepal.

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

Project Work: Time Series Analysis of impacts of tourism on economic, socio-cultural and environmental data by using computer software.

Unit 7: Simple Correlation and Regression Analysis**5 LHs**

Meaning of correlation and regression, Scatter diagram, Karl Pearson correlation coefficient, Simple regression analysis, Properties of regression coefficient.

Project Work: Correlation and Regression Analysis of tourism and hospitality data by using computer software.

Suggested Reading

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

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

Levin, R. Dubin, D, Stison J. *Statistics for Management*, Mc Graw Hill Inc.

Tourism Statistics of Nepal (latest publication), Ministry of Culture, Tourism & Civil Aviation Planning & Evaluation Division Statistical Section.