

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BTTM (Bachelor of Travel and Tourism Management) 8th Semester

Semester outline

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| TTM 339 Strategic Management for Travel and Tourism | 3 Cr. hrs |
| TTM 354 Tourism Legislation | 3 Cr. hrs |
| TTM 355 Culture Heritage and Religion | 3 Cr. hrs |
| Elective Course (Any TWO) | 6 Cr. hrs |
| TTM 445 Tourism and Aviation | |
| TTM 446 Tourism for Peace and Progress | |
| TTM 447 Pilgrimage and Religious Tourism | |
| TTM 448 Airline Operations and Management | |
| TTM 450 Food and Beverage Services | |

4-Year Syllabus
(Effective from the admission batch of 2014 AD onwards)

TTM 339: Strategic Management for Travel and Tourism

Credits: 3
Lecture Hours: 48

Course Objectives:

The objective of this course is to impart analytical tools and approaches for strategy formulation in order to enable students to understand analyze and formulate corporate strategies and policies in tourism and hospitality.

Course Description:

This course focuses on the strategy formulation and implementation which includes introduction of strategy and strategic management, strategic analysis, strategic formulation for tourism, strategic alternatives for tourism and hospitality industries in global world, strategy implementation, and strategic control.

Course Details

Unit 1: Introduction to Strategy and Strategic Management LH10

Meaning of strategy, process of strategy, importance of strategy, elements of strategy, levels of strategy, mission, vision and mission statement, contexts and uses of strategy in tourism, competing approaches to strategy, Definition of strategic management, growing relevance of Strategic Management in Tourism.

Unit 2: Strategic Analysis LH8

Meaning of internal and external environment, External environmental analysis: political, economic, socio-cultural, technological, porter's five forces analysis, destination competitiveness, determination of opportunities and threats through environment analysis, ethical issues.

Unit 3: Strategy Formulation for Tourism LH8

Mission, Objectives, characteristics and formulation of strategy, environmental appraisal: concept and components, methods and techniques used for organizational appraisal, developing responsive operational strategies in a changing global political economy, Strategic business trends and issues in hospitality and tourism management, Role of chief executive Officer in strategy formulation and implementation.

Unit 4: Strategic alternatives for Tourism and Hospitality Industries in a Globalized World LH 8

Internationalization and globalization, globalization of markets and industries, globalization drivers, Strategic direction and strategic methods, modernization, diversification, integration, merger and acquisition, Joint venture, Strategic alliance in travel agency and airline industry, Management contact, etc. Competitive strategy, porter's generic strategy, competence based competitive advantages, strategic decision and choice.

Unit 5: Strategy Implementation

LH8

Organizing and resourcing: introduction, resource planning, designing of organizational structure, Managing and Monitoring: introduction, management of change, control mechanisms, effective implementations, Strategy in Action: preparation of strategy, strategy review, turnaround strategies, crisis management strategies.

Unit 6: Strategic Control

LH6

Organizational configuration, identifying strategic options, management system and control, process and criteria for control, Evaluation techniques for strategic control, role of organizational systems in evaluation, tools for evaluation.

References:

- Evans, N. et. al. (2003). *Strategic Management for Travel and Tourism*. UK: Butterworth-Heinemann
- Fevzi, O. Levent, A. Prakash, C. (2010). *Strategic Management for Hospitality and Tourism*. (first ed.) Elsevier: UK
- Olsen M. D., Tse, West J J. (1998). *Strategic Management in the Hospitality Industry*, New York: Wiley
- Porter, Michael, *Competitive Strategy: Techniques for Analyzing Industries and competitors*, Free Press
- Tribe T. (1996). *Corporate Strategy for Tourism, London*: Thompson Business
- Tribe, J. (2010). *Strategy for Tourism*. UK: Goodfello Publishers Limited

TTM 354: Tourism Legislation

Credits: 3
Lecturer hours: 48

Course Objective:

The objective of this course is to provide basic knowledge to the students regarding legal provision of tourism and hospitality industry.

Course Description:

This course emphasizes on the tourism law which describes introduction, legal environment tourism business, law of contract, registration of tourism business in Nepal, employment relations, and regulatory provisions of tourism legislations.

Course Details

Unit 1: Introduction of law

LH 6

Meaning and definition of law, nature of law, sources of law, kinds of law, court system

Unit 2: Legal Environment of Tourism Business

LH 10

Meaning and definition of legal environment, Meaning, definition and nature of tourism law, business law, legal environment of tourism business in Nepal, latest tourism policy (Tourism Policy 2065)

Unit 3: Law of Contract

LH 8

Meaning and definition, essential elements of valid contract, kinds of contract, performance and termination of contract, breach of contract and remedy

Unit 4: Registration of tourism business in Nepal

LH 8

Proprietorship firm registration, Partnership firm registration, Company registration and conduct of business under company provision

Unit 5: Employment relation

LH 6

Introduction, intake in job, recruitment and selection procedures, role of trade union, working condition and compensations, misconduct and punishment, dispute settlement mechanism in labor sector, incentives and benefits, labor law

Unit 6: Regulatory provisions of tourism legislations

LH 10

Legal procedures about to conduct rafting, travel and trekking and mountaineering expedition in Nepal, right duty and functions of team leader, liaison officer, Sardar, mountaineering guide, trekking guide and workers, Immigration Law.

Reference Books

Anolik Alexander (2010), *Travel and Tourism Law*, San Francisco, National publisher of book Hilinc.

Atherton, Trevor, Athurtontrudic, (2010), *Tourism Travel and Hospitality Law*, Melbourne, Australia, law book com.

Barth, S. J.D S. Hayes, D. K (2006). *Hospitality law: managing legal issues in the hospitality industry*, USA: John Wiley & sons

Company Act 2063 (provision related to tourism and hospitality)

Homestay Regulation

Mall, S. P. & others (ed.). (2003), *A booklet on Laws related to Hotel, Hotel Association of Nepal*

Mountaineering Regulation

Nepal Tourism Board Act 2053

Shukla M, C. (1999), *Mercantile Law*, New Delhi, S. Chanda and com.

Tourism Act 2035 and rule and regulation made under this act

TTM 355: Culture Heritage and Religion

Credits: 3
Lecture Hours: 48

Course Objective:

The main objectives of this paper are to provide outline of basic concept, characteristics, and elements of Culture. The course also aims to impart knowledge on cultural heritage, cultural landscape, and commodification of tangible and intangible culture and heritage as the tourism products for promotion of cultural and Heritage Tourism.

Course Description:

By the end of this course the students will be knowledgeable in different aspects of culture and heritage tourism including as cultural landscape, importance of festival tourism and its religious significances, importance of museum as tourism produce, and heritage management with special reference to Nepal.

Course Details

Unit 1: The Concept of Culture **LH 6**

Defining and describing culture, Characteristics of culture, Elements of culture, Cultural institutions, Cultural taboos, Culture shock, Introduction to cultural tourism.

Unit 2: Cultural Heritage Tourism **LH 10**

Meaning of heritage and its importance and classification, Cultural landscape; Heritage trails, Place, Space, Tangible and Intangible Heritage as tourism product and its commodification, Interpretation of heritage tourism, Heritage tourism and authenticity, Sustainable heritage tourism development.

Unit 3: Festival Tourism and Religion **LH 8**

Definition and basic components of religion, An introduction to festival and significance of festival tourism. A brief introduction to major festivals of Nepal, Manirimdu (Himalayan Buddhist festivals) Dashain, Tihar and Indrajatra (Hilly region) and Maghi and Chhath (Terai region).Promotion of festival tourism and festival management, Ritual and culturaldance, music, song and ceremonies.

Unit 4: Tourism and Museum **LH 6**

Key concepts in museum, Heritage and museum, Tourism and museum, Museum and authenticity, prominent museums in Nepal.

Field Visit: Museum

Unit 5: Tourism and Souvenir Arts and Crafts **LH 5**

Introduction to souvenir art, Tourist shopping art and craft, Art and authenticity, Introduction to Nepalese handicrafts in the field of tourism industry.

Unit 6: Heritage Sites of Nepal **LH 7**

A brief history, culture and religions of Nepal, The world heritage sites of Nepal, Importance of religion in art and architecture of Nepal, Himalayan Buddhist monasteries.

Field Visit: All heritage sites of Kathmandu Valley.

Himalayan society and culture, Hill society and culture, Terai society and culture (Ecology, Economy, Settlement pattern, Village organization, Family, Marriage, Kinship and religion).

References:

- Anderson, M. M. (2005). *The Festivals of Nepal*. New Delhi: Rupa & Co.
- Bangdel, L. S. (1989). The Sculpture Art of Nepal. In Malla, K. P. (ed.) *Nepal Perspectives on Continuity and Change* (pp. 404-422), Kathmandu: Centre for Nepal and Asian Studies (CNAS), T. U.
- Bernier, R. M. (1978). *The Temples of Nepal: an introductory survey*. New Delhi: S. Chand.
- Bista, D. B. (1972). *People of Nepal*, Kathmandu: Ratna Pustak Bhandar.
- Chhabra, D. (2008). *Sustainable Marketing of Cultural and Heritage Tourism*, Oxon:Routledge.
- Derrett, R. (2003). Making Sense of Festival Demonstrate: A Community's Sense of Place. *Event Management*, 8:49-58
- Descallies, A. & Mairesse, F. (eds.) (2010). *Key Concepts of Museology*, ARMAND COLIN & ICOM.
- Harrison, J. (1997). Museums and Touristic Expectations. *Annals of Tourism Research*, 24(1):23-40.
- Kunwar, R. R. (1998). The Tharus and Their Seven Day Holiday, *Voice of History*, XIII, pp. 43-56.
- Kunwar, R. R. (1999). *Himalayan Heritage*, Kathmandu: Laxhmi Kunwar.
- Kunwar, R. R. (2012). *Tourists and Tourism: Science and Industry Interface*. Kunwar: Kathmandu.
- Kunwar, R. R. (2015). Cultural Tourism. *Journal of Tourism and Hospitality Education*, 5: 1-57
- Kunwar, R. R. & Chand, U. (2016). Natural Disaster and Heritage Tourism: A Study on the Impacts of the Earthquake of April 25, 2015 in Bhaktapur. *Journal of Tourism and Hospitality Education*, 6:1-39.
- MacLeod, N. (2013). Cultural Routes, Trails and the Experience of Place. In Smith, M. & Richards, G. (eds.) *The Routledge Handbook of Tourism* (pp. 369-374), London: Routledge.
- Park, H. Y. (2014). *Heritage Tourism*, London: Routledge.
- Smith, M. K. (2003). *Issues in Cultural Tourism*, London: Routledge.
- Tufts, S. & Milne, S. (1999). Museums: A Supply-Side Perspective. *Annals of Tourism Research*, 20(3): 613-631.
- Waltl, C. (2006). Museum for Visitors: Audience Development- A Crucial Role for Successful Museum Management Strategies. INTERCOM 2006 Conference Paper.

TTM 445: Tourism and Aviation

Credits: 3
Lecture Hours: 48

Course Objectives

To familiarize students with basics of Aviation industry and the concept of Interrelationship between Tourism and Aviation.

Course Description

This course focuses on aviation and tourism which includes Introduction, Global policy issues in Aviation, Aviation Regulation in Nepal, Air connectivity and Tourism, Aviation Activities in Nepal, Aviation Activities in Nepal, and Contemporary situation and New Trends.

Course Details

Unit 1: Introduction

LH 8

Tourism in Nepal: Advent, development, Impacts on Nepalese economy, present trends, Tourism policy of Nepal, Interrelation of Aviation and Tourism.

Aviation in Nepal: History and Development in Nepal (pre and post liberalization). Impacts on Nepalese economy, Aviation as vehicle of development of rural Nepal, Contemporary Situation.

Unit 2: Global policy issues in Aviation

LH 10

Global policy issues: ICAO, IATA, Chicago convention, Freedoms of air, Traffic rights, air service agreements.

Introduction to conventions in Aviation: Warsaw convention 1929, Tokyo Convention 1969, Montreal Convention 1999, Cape Town Convention 2006;

Deregulation, liberalization, privatization, globalization and its impacts on Aviation.

Unit 3: Aviation Regulation in Nepal

LH 8

Civil Aviation Policy of Nepal, Legal/procedural requirements for airline establishment-Domestic and International, Relationship of Ministry of Culture, Tourism and Civil Aviation with Civil Aviation Authority of Nepal, Nepal Airlines Corporation and Aviation Industry.

Unit 4: Air connectivity and Tourism

LH 8

Air connectivity, its importance in aviation and linkage with Economic Growth; Driving forces of air connectivity: Geography, Airport infrastructure, Airline business models, Regulatory and economic framework;

Nepal Airlines Corporation: its role on development of tourism in Nepal, past legacy and present opportunities;

Unit 5: Aviation Activities in Nepal

LH 6

Types of Operation: Fixed wing operations, Helicopter operations, Ultra-light aircraft operations, Paragliding, Hot Air Ballooning, Skydiving, Drone (Unmanned Aerial Vehicle) operations.

Introduction to Airports and Airlines: General information, Operational Principles, Business Principles. Low cost carriers and commercial airliners, Ground handling agents, Investment in Aviation.

Unit 6: Contemporary situation and New Trends

LH 8

New trends in Tourism, New Trends in Aviation, Changing behavior of consumers and change management, Issues of sustainability in Tourism and Aviation-Demand and Supply, Issues of carbon emission related with aviation and Environmental conservation, Contemporary situation of Nepalese Aviation Industry, opportunities and challenges, Analyzing the Future of Aviation and Tourism in Nepal.

Reference Books:

Graham, A. Papatheodorou, A. & Forsyth, P (eds.). (2008). *Aviation and Tourism: Implications for Leisure Travel*. England: Ashgate Publishing Limited.

Morphet, H. & Bottini, C. (2017) *Air Connectivity: Why it matters and how to support growth*. Publication of MoCTCA, CAAN, NAC.

Shaw, S. (2007). *Airline Marketing and Management*. England: Ashgate Publishing Limited.

Shrestha, M. B. (2000). *Nepalese Aviation and Tourism*. Kathmandu: Pramila R. Shrestha.

TTM 446: Tourism for Peace and Progress

*Credits: 3
Lecture Hours: 48*

Course Objective

This paper aims at providing extensive knowledge about human's movement, interaction, intercultural communication, understanding, goodwill and peace between the people of different countries on one side and tourism as developmental tool during the peace time on the other.

Course Description

This course aims to impart the knowledge to the students. It includes Introduction to Peace, Peace Tourism, Peace Tourism and Sustainable Development Religious Tourism, Tourism Crises and Disaster Management, A Brief Introduction to Tourism Crises, Natural Disaster, Safety, Security, Surety and Risk, Cross-Cultural Tourism Behavior.

Course Details

Unit 1: Introduction to Peace

LH 9

Concept of peace, Positive peace, Negative peace, Peace and violence, Development of knowledge on peace and conflict, Education for peace.

Unit 2: Peace Tourism

LH 6

Introduction to peace tourism, Citizen Diplomacy, A healing mission, Path of Abraham, Philanthropic tourism, Lumbini circuit.

Unit 3: Peace Tourism and Sustainable Development Religious Tourism

LH 8

Business for peace tourism as a force for political stability, Peace as a destination: Peace tourism around the world, Domestic tourism and peace.

Unit 4: Tourism Crises and Disaster Management

LH 7

Meaning of crisis and disaster, Risk, Safety, Security and surety, Disaster management; Rescue, Relief, Rehabilitation, Reconstruction Restoration Marketing in tourism.

Unit 5: A Brief Introduction to Tourism Crises, Natural Disaster, Safety, Security, Surety and Risk

LH 8

Political violence-USA; Natural disaster Nepal-2015; Epidemic-Britain; Crime-South Africa; War-Croatia; Refugee problems in the world.

Unit 6: Cross-Cultural Tourism Behavior

LH10

The concept of communication and understanding for peace, Intercultural communication, The concept of cultural diversity, Multiculturalism and Interculturalism, Difficulties in intercultural communication, Types of intercultural interaction, Model of cross-cultural social interaction.

References:

- Barash, D. P. & Webel, C. P. (2002). *Peace and Conflict Studies*, London: Sage Publications.
- Beirman, D. (2003). *Restoring Tourism Destination Crises*. CABI Publishing.
- Blanchard, L. & H'iggins-Desbiolles, F. (eds.). (2013). *Peace Through Tourism: Promoting Human Security Through International Citizenship*, London: Routledge.
- D'Amore, L. (2007). Tourism: The Global Peace Industry. *World & I: Innovative Approaches to Peace*, 64-73.
- D'Amore, L. (n.d.). Peace Through Tourism: An Historical and Future Perspective. In Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, Wallingford: CABI.
- Galtung, J., & Jacobsen, C. G. & Brand-Jacobsen, K. F. (2000). *Searching for Peace: The Road to TRANSCEND (Preface XVIII)*. London: Pluto Press.
- Gatlung, J. (2003). *Peace by Peaceful Means*. London: Sage Publications.
- Haessly, J. (2010). Tourism and Culture of Peace. In Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, (pp.1-16), Wallingford: CABI.
- Hall, C. M., Timothy, D. J. & Duval, D. T. (eds.). (2009). *Safety and Security in Tourism*, Delhi: First Jaica Publishing House.
- Kunwar, R. R. (2016). Tourism Crises and Disaster Management. *Gaze Journal of Tourism and Hospitality Education*, Vol. 7. No.1. pp. 1-42.
- Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, Wallingford: CABI.
- Tomljenovic, R. (2010). Tourism and International Understanding or Contact Hypothesis Revisited. In Moufakkir, O. and Kelly, I. (eds.). (2010). *Tourism, Progress and Peace*, (pp. 17-34), Wallingford: CABI.
- Van Den Dugan (n.d.). Peace Tourism. In Wohlmuther, C and Wintersteiner, W. (eds.). (n.d.). *International Handbook on Tourism and Peace*, DRAVA: Centre for Peace Research and Peace Education of the Klagenfurt University/Austria in Cooperation with the World Tourism Organization (UNWTO).
- Visser, G. & Ferreira, S. (eds.). (2013). *Tourism and Crises*, London: Routledge.
- Wohlmuther, C and Wintersteiner, W. (eds.). (n.d.). *International Handbook on Tourism and Peace*, DRAVA: Centre for Peace Research and Peace Education of the Klagenfurt University/Austria in Cooperation with the World Tourism Organization (UNWTO).

TTM 447: Pilgrimage and Religious Tourism

Credit s: 3
Lecture Hours: 48

Course Objective

This main objective of this course is to develop the students with the thought patterns of practical wisdom for management from the world religious traditions in general and Hindu-Buddhist traditions in particular along with religious perspectives and their pragmatic linkage in managing tourism business today.

Course Description

Upon the completion of this course, the students will be able to understand the value of pilgrimages insights in empowering the service industry with ethical practices, uncover the realms of learning of management of tourism and hospitality services grounded on religious philosophy and its universal relevance, promote a shared meaning of happiness and eternality in connection with the tourism and hospitality services, and understand about various pilgrimage sites of Nepal and world.

Course Details

Unit 1: World Religions and Tourism **LH 10**

A brief introduction to world religions (Judaism, Christianity, Islam, Hinduism, Buddhism, and Confucianism).

Unit 2: Pilgrimage Tourism **LH 10**

Defining and describing pilgrimage and pilgrimage tourism, Theoretical debates on religious travel and new age tourism, A brief introduction to international pilgrimage tourist destinations (Lourdes in France, Fatima in Portugal, Jerusalem in Israel, Santiago de Compostela in Spain, Mecca in Saudi Arabia, Varanasi in India and Mount Kailash in Tibet).

Unit 3: Hindu Pilgrimage Tourist Destinations in Nepal **LH 8**

Religious significance of Hindu pilgrimages tour, Four major Hindu pilgrimages destinations in Nepal (Pashupatinath, Muktinath, Ruru Kshetra, Janakpur Kshetra parikrama, and Baraha Kshetra), Hindu fasting tour from Sankhu-religious heritage trail.

Unit 4: Buddhist Pilgrimage Destinations **LH 8**

International Buddhist circuits, Pilgrimage tour to Lumbini and its surrounding areas, other Buddhist pilgrimages in Nepal; Namobuddha, Bouddhanath, Himalayan Buddhist pilgrimages (Beyul and Khembalung), Dipankha Yatra in Kathmandu valley.

Unit 5: Pilgrimage Tourism and Economy **LH 5**

Pilgrimage tourism and economy, Pilgrimage tourism management, Promotion and development of pilgrimage tourism, Pilgrimage tourism marketing.

Unit 6: Individual Pilgrimage Centers of Nepal

LH 7

Study of pilgrimage tourism in Manakamana, Halesi/Martika, Pathibhara, Swargadwari, Devghat and Panchakoshi pilgrimage of Dullu and Dailakh.

References:

- A Lion Handbook: The World's Religions* (1992). Oxford: Lion Publishing PLC.
- Bhattarai, G. (2067 B.S). *Nepalka Dharmik Sthalharu (Religious Sites of Nepal)*, Kathmandu: Vidhyarthi Pustak Bhandar.
- Bleie, T. (2003). Pilgrim Tourism in the Central Himalayas. *Mountain Research and Development*, 23(2):177-184.
- Eade, J. (1992). Pilgrimage and Tourism at Lourdes, France. *Annals of Tourism Research*, 19: 18-32.
- Gautam, S., (2061). *Tirtha Paryatan (Pilgrimage Tourism)*. Kathmandu: Acme Global Publication Pvt. Ltd.
- Ghimire, H. L. (2015). Buddhist Circuits in Asia: Lumbini as a Newar Center. *Journal of Tourism and Hospitality Education*, 5: 90-114.
- Gupta, V. (1999). Sustainable Tourism: Learning from Indian Religious Traditions. *International Journal of Contemporary Hospitality Management*, 11(2-3): 91-95.
- Jha, M. (1978). *Aspects of Great Traditional City in Nepal*, Varanasi; Kishor Vidyaniketan.
- Jha, M. (1995). *The Sacred Complex of Kathmandu, Nepal: Religion of the Himalayan Kingdom*, New Delhi: Gyan Publishing House.
- Kunwar, R. R. & Ghimire, H. L. (2012). Lumbini as International Pilgrimage Destination: Authenticity and Significance. *The Gaze Journal of Tourism and Hospitality*, 4(1): 1-33.
- Kunwar, R. R. (1999). *Himalayan Heritage*, Kathmandu: Laxhmi Kunwar.
- Kunwar, R. R. (2012). *Tourists and Tourism: Science and Industry Interface*. (pp. 240-250). Kathmandu: Ganga Sen Kunwar.
- Messerschmidt, D. & Sharma, J. (1982). Social Process on the Hindu Pilgrimage to Muktinath. *Kailash*, IX (2 & 3): 139-158.
- Messerschmidt, D. A. (1989). The Hindu Pilgrimage to Muktinath Nepal Part I. National and Supra-National Attributes to the Sacred Field. *Mountain Research and Development*, 9(2): 89-104.
- Morinis, E. A. (1984). *Pilgrimage in the Hindu Tradition: A Case Study of West Bengal*, Delhi: Oxford University Press.
- Nolan, M. L. & Nolan, S. (1992). Religious Sites as Tourism Attractions in Europe. *Annals of Tourism Research*, 19:68-78.
- Pandey, R. N. (2000). *Sacred Complex of Ru Ru Kshetra*, Delhi: Adroit Publishers.
- Raj, R. & Griffin, K. (eds.). (2015). *Religious Tourism and Pilgrimage Management*. Wallingford: CABI.
- Santos, X. M. (2002). Pilgrimage and Tourism at Santiago de Compostela. *Tourism Recreation Research*, 27 (2): 41-50.
- Shinde, K. A. (2007). Visiting sacred sites in India. Religious Tourism or Pilgrimage? In Raj, R & Morpeth, N. D. (eds.) *Religious Tourism and Pilgrimage Management* (pp. 184-197), Wallingford: CAB International.

TTM 448: Airline Operations and Management

Credits: 3
Lecture Hours: 48

Course Objectives

To familiarize students with basics of Aviation industry and the concept of Airlines Operation and Ground Handling

Course Description

This course focuses on the airline operations and management which includes Introduction and Background, Organizational Structure and Basics of Operations, Managing Airport Operation and Ground Handling, Managing Reservation Sales and Marketing, and Contemporary Situation and New Trends.

Unit 1: Introduction and Background LH 8

- History of commercial Aviation and evolution of airline companies, History and Development in Nepal (pre and post liberalization).
- Organizations: IATA, ICAO, MoCTCA, CAAN, NAC.
- Provision of Airline establishment, licensing and certification in Nepal

Unit 2: Organizational Structure and Basics of Operations LH 4

- Major departments and their functions.
- Managing Aircraft movement and operations, types of flights.

Unit 3: Managing Airport Operation and Ground Handling (Part I) LH 8

- Introduction to cash value documents, basics of a ticket, GDS, DCS and interrelation.
- Check-in counters (Passenger Check-in): Information; procedures; Guidelines, do's and don'ts; Through Check-in /Destination or Point Check-in.
- Travel Documents and Flight Documents, Travellers Information Manual.
- Passenger Seating.
- Baggage- Checking in Passengers with various baggage options; with Bags; Without Bags; Adding Bags; Deleting Bags; Pool-De-pool; Offloading Bag or Removing Tag.
- Offloading Procedure; Mandatory Baggage Retrieval procedure and Reconciliation of Checked Baggage.

Unit 4: Managing Airport Operation and Ground Handling (Part II) LH 8

- Immigration, Customs, Security and Boarding control.
- Load control: Theory of flight; weight and balance.
- Ramp and Field handling, introduction to Safety and Security and importance in ramp handling; Pre arrival Formalities and Arrival flight handling; turnaround and Layover Departure Procedures.
- Aircraft Loading: An Overview of how things are performed

Unit 5: Managing Airport Operation and Ground Handling (Part III) LH 8

- Arrival Baggage handling; Managing Baggage Cases: Missing/over-carried/Under-carried and Damage cases; Compensation and Introduction to World Tracer;
- Rush Tags; Importance of Effective Baggage Handling and its relationship with customer service.
- Inflight regulations, services and problem solving.
- Special Handlings: Handling passengers with special requirements/ differently able passengers.

Unit 6: Managing Reservation Sales and Marketing LH 6

- Managing reservation sales and marketing units.
- Managing overbooking, full flights, denied boarding and offloads.
- Customer service and hospitality.
- Managing human resources in airlines.

Unit 7: Contemporary Situation and New Trends LH 6

- New trends in Aviation and coping with the change.
- Contemporary situation of Nepalese Aviation Industry, opportunities and challenges.
- Analyzing the Future of Airline operations and management.

*Note: Field visit related to curriculum.

References:

IATA, 2017, Airport Handling Manual.

IATA, 2017, Ground Operation Manual.

IATA, 2017, Travel Information Manual (TIM), Netherlands.

Shrestha, M. B. (2000). *Nepalese Aviation & Tourism*. Kathmandu: Pramila R Shrestha

Note: *Extracts from manuals of different airlines, and documents to be provided to students as notes.*

TTM 450: Food and Beverage Services

Credits: 3
Lecture Hours: 48

Course Objectives

This course aims to make students understand both the basic theoretical knowledge and practical skills of food and beverage service operations. This course also imparts the knowledge, skills and attitude required for food and beverage service staffs.

Course Description

This course includes the knowledge of food and beverage department and its outlets, job responsibilities of F& B staffs, F&B equipment knowledge, menu knowledge, styles of services, beverages & tobacco and hospitality knowledge, skills and attitude of F & B Staff.

Course Details

Unit 1: Introduction to Food and Beverage Service (F&B) LH 6

Sectors of food and beverage service industry, types of restaurant, organization structure of the food and beverage service departments of hotels, job responsibilities of F & B service staffs, F & B outlets and their functions, ancillary sections such as pantry, still room, silver room, wash up area, hot plate, and their functions.

Unit 2: Introduction of food and beverage service equipment LH 8

Furniture: tables and their shapes & sizes, chairs and their shapes, sideboard and its layout & function, trolleys etc.

Linens: moultan, table cloth, slip cloth, waiter cloth, napkin, buffet cloth, tray cloth, satin cloth (frill), tea cloth and their uses.

Crockery: types, selections, identification and uses.

Glassware: classification, types and uses.

Tableware: flatware, cutlery, identification and uses.

Hollowware: identification & uses, miscellaneous equipment and their uses.

Unit 3: Menu Planning LH 6

Origin of menu, functions of menu, types of menu, French classical menu, menu planning considerations, compiling of a la carte menu, compiling of continental and oriental table d'hote menu, pricing of menu items.

Unit 4: Style of Food and Beverage Service LH 3

English service, French service, American service, gueridon service, buffet service, counter service, room service.

Unit 5: Preparing the restaurant before and after the service LH 3

Mise en scene, mise en place, table lay out for a la carte and table d'hote, briefing, order taking procedures, food and beverage service procedures, billing procedures, debriefing.

Unit 6: Meals LH 2

Breakfast and its types, brunch, lunch, hi-tea, dinner, supper

Unit 7: Non alcoholic beverage **LH 3**

Tea, tea production process, service, Coffee, coffee production process, service.

Unit 8: Classification of Beverage **LH 10**

Introduction and types of juices, nectar, cider, wine, beer, brandy, whisky, gin, vodka, rum, tequila, liqueurs, alcoholic strength, mixed drinks and types.

Unit 9: Tobacco **LH 3**

Types of tobacco, cigarette & types, international cigarette brands, cigar & types, international cigar brands and their service.

Unit 10: Hospitality Knowledge, Skills and Attitude of F&B Staffs **LH 4**

Personal hygiene and grooming, work related attributes such as good conduct, salesmanship, good memory, honesty, observation, ability to assume responsibility, extra knowledge, coordination, technical knowledge and social skills.

Reference Books

Andrews, S. *Food & Beverage Management*. New Delhi: Tata McGraw Hill.

Distributers.

Ghimire, A. & Shrestha, S. K. *An Introduction to Hotel Management*. Kathmandu: Ekta Book

Lillicrap, D. & Cousins, J. *Food & Beverage Service*. London: ELBS Publishers.

Publication.

Singaravelavan, R. *Food and Beverage Service*. New Delhi: Oxford University Press