

# TOURISM MANAGEMENT

Course No. : MGT 401  
Nature of the Course : Elective (Sectoral)  
(Theory 75 + Field work 25)

Full Marks: 100  
Pass Mark: 35

## Course Objectives

The objectives of this course are: • To provide the students with the basic concepts and functional knowledge on various aspects of tourism management in Nepal, • To impart practical knowledge on operational aspects of tourism management in Nepal, • To prepare the students to pursue further studies in tourism management.

## Contents

### Introduction LH 9

Meaning of domestic and international tourism, Types of tourism, pleasure, recreational, cultural, sporting, conference, business and technical tourism, Values of tourism, friendship and understanding, interacting and exchange of culture, instruments of human education, instrument of peace

### The Development Process of Modern Tourism in Global Context LH 9

Evolution of tourism of Nepal, Tourism and its impact on economic development, Theoretical aspects, Current trends in tourism development

### Historical Perspective of Tourism Management in Nepal LH 6

Ministry of Tourism: role and functions, Department of Tourism: role and functions

### Inception of International Tourism Organization LH 9

International Union of Official tourism Publicity Organization (IUOTPO): Organization, role and functions, World Tourism Organization (WTO): organization, role and functions, Pacific Asia Travel Association (PATA): concept, organization, role and functions

### Marketing Concept in Tourism LH 6

Publicity and promotion: Important components for tourism marketing, Different organization involved in the promotion of tourism marketing

### Management of Travel and Tours LH 23

Concept of travel agency, Activities of travel agencies, Tour management, Arrangement of accommodation, Guiding tourist traffic towards tourist areas, Arrangement of tickets, Legal provision for operating travel agency business, Growth and importance of travel agency in Nepal, Nepal Association of Travel agency (NATA): Organization, role and functions, Problems and issues in the management of travel agency, Concept and purpose of advance ticketing, Procedures of advance ticketing, Importance of advance ticketing, Ticket processing, Need a trained manpower in handling ticketing

### Management of Trekking Tourism LH 12

Concept and role of trekking tourism, Camping as part of trekking tourism, Prospects and importance of trekking, Relation of trekking with other agencies,

Legal provision for trekking agencies in Nepal, Problems of trekking management, Trekking Agencies Association of Nepal (TASN): Organization, role and functions

### Management of Mountaineering Expedition LH 15

Importance of mountaineering tourism, Emerging trends in mountaineering tourism, Legal procedures for mountaineering in Nepal, Arrangements of equipment's for mountaineering, Supervision and monitoring of activities of the groups, Collection and dissemination of information, Coordination in mountaineering, Existing management problems in mountaineering expedition

### Management of Water Tourism LH 13

Concept and importance, Selection of rafting sites: consideration to select rafting site, Fulfilment of legal procedures, Future prospect of rafting, Procedures of rafting, Safety and precautionary measures, Problems of rafting, Agencies involved in rafting

### Manpower Planning LH 9

Importance of manpower planning, Types of manpower required in tourism management, Present system of training of manpower, Problems of manpower

### Present Policies on Tourism LH 10

Tourism under the current plan, Appraisal of tourism policies and objectives under current plan, Prospects for improvement in tourism policy, Tourism acts in Nepal

## Basic Books

1. Satyal, Y.R., *Tourism in Nepal: A Profile*, North Publishing House, Varanasi
2. Singh, B.R., *Glimpses of Tourism, Airlines and Management in Nepal*, Nirala Publications, New Delhi.

## References

1. Joshi, N.R. and Joshi, B.R., *Nepal Paryatan Bikash EK Charcha*, Lalitpur.
2. Wachals, S., *Tourism Management*, Tourism International Press, London.
3. Department of Tourism, *Nepal Tourism Master Plan*, HMG/N, Kathmandu
4. HMG/N, National Planning Commission, *Tenth Plan (1990-1995)*, Kathmandu
5. Himalayan Studies Centre, *A Study on the Promotion of River Rafting in Nepal (A Report)*, Kathmandu
6. HMG/N, Ministry of Tourism, *Tourism Bulletin*, Kathmandu
7. HMG/N, Ministry of Finance, *Economic Survey*, Kathmandu

**1. INTRODUCTION****SHORT ANSWER QUESTIONS****1. 2069 Q.No. 1**

Tourism is often considered as an instrument of friendship and exchange of culture. Do you agree? Give reasons to support your answer. [10]

**2. 2068 Q.No. 1**

Tourism is often considered as an instrument of human education and peace. Do you agree? Give reasons to support your answer. [10]

**3. 2067 Q.No. 1**

Point out the different types of tourism and explain the importance of any three of them. [2+8]

**4. 2066 Q.No. 1**

What is domestic tourism? Distinguish domestic tourism with international tourism. 3+7

**5. 2065 Q. No. 1**

What is domestic tourism? Describe the value of tourism. 4+6

**6. 2064 Q.No. 1**

Give the meaning of domestic and international tourism and explain any three types of tourism. 5+5

**7. 2063 Q. No. 1**

State the different types of tourism and explain the importance of any three of them. 3+7

**8. 2062 Q. No. 1**

How does domestic tourism differ with internal tourism? Explain the evolution of tourism in Nepal. 5+5

**2. THE DEVELOPMENT PROCESS OF MODERN TOURISM IN GLOBAL CONTEXT****SHORT ANSWER QUESTIONS****1. 2069 Q.No. 2**

Give your assessment on the evolution of tourism in Nepal. [10]

**2. 2068 Q.No. 2**

Give your assessment on the impact of tourism in the economic development of Nepal. 10

**3. 2066 Q.No. 2**

Highlight on the current trends in the development of tourism in Nepal. 10

**4. 2064 Q.No. 2**

Explain the current trends in tourism development. 10

**5. 2063 Q. No. 2**

What is modern tourism? Explain its impact on economic development. 3+7

**COMPREHENSIVE ANSWER QUESTIONS****6. 2065 Q. No. 8**

Explain the evolution of tourism in Nepal highlighting the current trends and the impact of tourism on the economic development of Nepal. 7.5+7.5

**3. HISTORICAL PERSPECTIVE OF TOURISM MANAGEMENT IN NEPAL****SHORT ANSWER QUESTIONS****1. 2069 Q.No. 3**

Describe the role and functions of Ministry of Tourism in the context of tourism management in Nepal. [5+5]

**2. 2067 Q.No. 2**

Write briefly the historical perspective of tourism management in Nepal. [10]

**3. 2065 Q. No. 2**

Describe the role and functions of the Department of Tourism in Nepal. 5+5

**4. 2062 Q. No. 2**

Explain the functions of Ministry of Tourism in the perspective of tourism management in Nepal. 10

**5. 2062 Q. No. 8**

State and explain the role of department of tourism in the context of tourism management in Nepal. 10

#### 4. INCEPTION OF INTERNATIONAL TOURISM ORGANIZATION

##### SHORT ANSWER QUESTIONS

1. 2069 Q.No. 4  
What is publicity in tourism? Explain the different organizations involved in the promotion of tourism marketing. [2+8]
2. 2068 Q.No. 3  
Introduce the concept of Pacific Area Travel Association (PATA) and explain the functions of PATA. [2+8]
3. 2067 Q.No. 3  
Highlight on the organization and functions of World Tourism Organization (WTO). [10]
4. 2067 Q.No. 4  
Give the concept of tourism marketing and explain the different organizations involved in the promotion of tourism marketing in Nepal. [2+8]
5. 2066 Q.No. 3  
Point out any two international tourism organizations and explain the role and functions of any one of them. 2+8
6. 2065 Q. No. 3  
What is the concept of Pacific Asia Travel Association (PATA)? Highlight the role and functions of PATA. 4+6
7. 2064 Q.No. 3  
Highlight on the organization and functions of World Tourism Organization (WTO). 5+5
8. 2063 Q. No. 3  
Highlight on the role and functions of International Union of Official Tourism Publicity Organization (IUOTPO). 5+5
9. 2062 Q. No. 3  
Introduce Pacific Asia Travel Association (PATA) and explain the role played by it in the promotion of international tourism. 3+7

#### 5. MARKETING CONCEPT IN TOURISM

##### SHORT ANSWER QUESTIONS

1. 2068 Q.No. 4  
What is tourism marketing? What role does publicity and promotion play in tourism marketing? [2+8]
2. 2066 Q.No. 4  
Explain the important components of tourism marketing. 10
3. 2065 Q. No. 4  
How publicity and promotion plays cardinal factor in the development of tourism marketing? 10
4. 2064 Q.No. 4  
What are the important components of tourism marketing? What organizations are involved in the promotion of tourism marketing? 5+5
5. 2063 Q. No. 4  
What is tourism marketing? Explain the important components of tourism marketing. 3+7

#### 6. MANAGEMENT OF TRAVEL AND TOURS

##### SHORT ANSWER QUESTIONS

1. 2065 Q. No. 5  
What is implied by ticket processing? Explain the need of trained manpower in handling ticketing. 4+6
2. 2064 Q.No. 5  
Describe the problems and issues in the management of travel agency. 10

##### COMPREHENSIVE ANSWER QUESTIONS

3. 2069 Q.No. 9  
What are travel agencies? Discuss the activities of travel agencies. [5+10]
4. 2068 Q.No. 10  
Nepal Association of Travel Agency (NATA) is an apex and representative body of travel agencies in Nepal. The effectiveness of NATA definitely helps the successful operation of its

member travel agencies. In the context of this, discuss critically the role and functions of NATA. [15]

5. 2067 Q.No. 9

What is advance ticketing? Discuss the purpose and procedures of advance ticketing. [5+10]

6. 2066 Q.No. 9

Travel agencies and their effective operation always exert positive impact over the tourism management of any country. In the light of this statement discuss the problems and issues in the management of travel agency in Nepal. 15

7. 2064 Q.No. 10

Management of travel agencies is one of the core factors of the tourism development. In the light of the above statement, explain the growth and importance of travel agency in Nepal. 15

8. 2063 Q. No. 9

Successful management of travel and tours largely depends upon the pace of development of travel agencies and the important roles they play in the country. In the light of the given statement, discuss the growth and importance of travel agency in Nepal. 7.5+7.5

9. 2062 Q. No. 9

"Nepal Association of Travel Agency (NATA) as a representative organization of travel agencies in Nepal has to play a lead role for the growth of travel agency and eventually the development of tourism in the country." In the light of the given statement, discuss the role and functions of Nepal association of Travel Agency (NATA). 7.5+7.5

## 7. MANAGEMENT OF TREKKING TOURISM

### SHORT ANSWER QUESTIONS

1. 2069 Q.No. 5

What is trekking tourism? Explain camping as part of trekking tourism. [2+8]

2. 2068 Q.No. 5

Describe the role and functions of Trekking Agencies Association of Nepal (TAAN). [10]

3. 2067 Q.No. 5

Why is trekking tourism important for Nepal? Also explain the problems of trekking management. [5+5]

4. 2066 Q.No. 5

Provide the concept of trekking tourism and explain the prospects of trekking tourism in the context of Nepal. 3+7

5. 2065 Q. No. 6

What is trekking tourism? Describe camping as a part of trekking tourism. 4+6

6. 2064 Q.No. 6

What are the functions of Trekking Agencies Association of Nepal (TASN)? 10

7. 2063 Q. No. 5

Provide your assessment on the prospects and problems of trekking management in Nepal. 5+5

8. 2062 Q. No. 4

Give the concept of trekking tourism and explain its importance. 3+7

## 8. MANAGEMENT OF MOUNTAINEERING EXPEDITION

### SHORT ANSWER QUESTIONS

1. 2068 Q.No. 6

Highlight on the importance of coordination in maintaining expedition. [10]

2. 2067 Q.No. 6

Provide the concept of mountaineering tourism and explain the management problems of mountaineering expedition. [2+8]

3. 2066 Q.No. 6

What is mountaineering tourism? Explain the emerging trends in it. 2+8

4. 2064 Q.No. 7

What is mountaineering tourism? Why is it important? 3+7

**COMPREHENSIVE ANSWER QUESTIONS****5. 2069 Q.No. 10**

Examine the importance of mountaineering tourism and discuss the emerging trends in mountaineering tourism. [7.5+7.5]

**6. 2065 Q. No. 10**

Mountaineering tourism is as important as other components of tourism in Nepal. In view of the above statement explain the importance of mountaineering tourism, its various factors and the management problems in mountaineering expedition. 5+3+7

**7. 2063 Q. No. 10**

In spite of upcoming new trends and challenges mountaineering has been regarded as an important component of tourism in Nepal. In view of the above statement, discuss the emerging trends in mountaineering tourism and management problems in mountaineering expedition. 7.5+7.5

**8. 2062 Q. No. 10**

"Mountaineering as component of tourism is an important sector with immense potentialities in Nepal." In the context of the given statement, discuss the importance of mountaineering tourism and the problems associated to its management. 7.5+7.5

**9. MANAGEMENT OF WATER TOURISM****SHORT ANSWER QUESTIONS****1. 2069 Q.No. 6**

Point out the agencies involved in rafting and explain the problems of rafting. [2+8]

**2. 2065 Q. No. 7**

Describe the procedures of rafting also highlighting the problems of rafting. 5+5

**3. 2063 Q. No. 6**

Give the concept of water tourism and explain the procedures of rafting. 3+7

**4. 2062 Q. No. 5**

What is water tourism? What factors would you take into account while selecting rafting sites? 3+7

**COMPREHENSIVE ANSWER QUESTIONS****5. 2068 Q.No. 9**

What is water tourism? Discuss the procedures of rafting and also explain the agencies involved in rafting. [3+6+6]

**6. 2067 Q.No. 10**

Management of water tourism is emerging as a lucrative and exciting field of tourism industry in Nepal. In view of this, discuss the importance of rafting and considerations while selecting rafting site. [15]

**7. 2066 Q.No. 10**

What is water tourism? Discuss the problems and purpose of rafting in Nepal. 7.5+7.5

**10. MANPOWER PLANNING****SHORT ANSWER QUESTIONS****1. 2069 Q.No. 7**

What is manpower planning? Why is manpower planning important in tourism management? [3+7]

**2. 2068 Q.No. 7**

Examine the problems of manpower faced by tourism industry and also explain the system of training of manpower to overcome such problems. [5+5]

**3. 2067 Q.No. 7**

What is manpower planning? Explain the types of manpower required by tourism industry in Nepal. [2+8]

**4. 2066 Q.No. 7**

Give the concept of manpower planning and explain its importance in tourism management. 2+8

**5. 2064 Q.No. 8**

What is manpower planning? Explain the types of manpower required in tourism management? 4+6

**6. 2063 Q. No. 7**

What types of manpower are required in tourism management? Explain the problems of manpower faced by tourism industry in Nepal. 4+6

7. 2062 Q. No. 6

Give your assessment on the nature and problems of manpower in tourism.

3+7

**11. PRESENT POLICIES ON TOURISM****SHORT ANSWER QUESTIONS**

1. 2069 Q.No. 8

Make an appraisal of tourism policies of Nepal.

[10]

2. 2068 Q.No. 8

Specify and explain the major provisions of tourism legislation contributing for the development of tourism sector in Nepal.

[10]

3. 2067 Q.No. 8

How do you assess the tourism policy? What prospects do you see for its improvement? Explain.

[5+5]

4. 2066 Q.No. 8

Forward your assessment about the present policies on tourism under the current plan.

2+8

5. 2065 Q. No. 8

Explain the provisions of tourism in the current plan of Nepal.

10

6. 2063 Q. No. 8

Give your assessment on tourism policies under current plan.

10

7. 2062 Q. No. 7

Highlight on the tourism policies and objectives.

5+5

**COMPREHENSIVE ANSWER QUESTIONS**

8. 2064 Q.No. 9

Tourism is the backbone of economic development in Nepal. Tourism policy is therefore a guiding force in the development of tourism in Nepal. In the light of this view, how would you make the appraisal of tourism policies? Discuss.

15

Bank Nepal