

BHM 5th Semester Syllabus

SOC 101 Fundamentals of Sociology

BHM, Third Year, Fifth Semester

Course Objectives

The course aims to provide students with basic sociological concepts that will help students Understand various ideas on society, culture, group, organizations, etc. By knowing all these concepts, students' knowledge on organization, business and management will be enhanced and such that they will be able to apply their enriched knowledge in their future career and endeavor.

Course Description

This course presents basic ideas and foundations of sociology through an argument of various sociological variables, terms, terminology and subject matter. The course includes, besides an introduction to sociology, basic sociological ideas like society, culture, norms, values group. It comprises of social institution like religion, family, and others, which help students understand more about existing social structure. More importantly, course has tried to explain the basic sociological theories, social change and some emerging social perception, understanding on sexuality, crime and deviance. Moreover, Max Weber's theory of bureaucracy, group and group behavior, sociology theories of organization are not less important to include in the course, since they will entail a nexus between sociology and management and basic sociological tenet.

Course Outcomes

By the completion of this course, the students should be able to:

- know the basic ideas on the emergence of sociology, methods of study, subject matter and nature of sociology;
- exhibit the understanding on the relationship of sociology with other social sciences and business-management;
- express the knowledge on foundations of sociology like society, culture, group, norms, values, etc., along with ideas on sexuality, crime, etc;
- analyze various social institutions like family, economic institutions, religion;
- understand and evaluate basic sociological theories and its connotation to management;
- can discuss social stratification to view how societies are divided into different groups on the basis of power, prestige and property and create inequality; and
- evaluate the ideas of social change and socialization.

Course Contents

Unit I: Introduction to Sociology

6 hours

Meaning of sociology; Nature of sociology; Subject matter of sociology; Emergence of sociology and methods of sociology along with brief description on the contribution of founders of sociology; Relationship of sociology with economics, Psychology, Political science and business-management.

Unit II: Theoretical Perspective in Sociology

8 hours

What is perspective?

Functionalism: Meaning, context, basic tenets or key assumptions: Functionalism of Emile Durkheim and Talcott Parsons (Basic ideas with criticism).

Interactionism: Meaning, context, basic tenets or key assumptions: Interactionism of George Herbert Mead and Herbert Blumer (Basic ideas and criticism).

Conflict theory: Meaning, context, basic tenets or key assumptions: Conflict theory of Karl Marx and Max Weber (basic ideas and criticism).

Post modernism: meaning, context, basic tenets or key assumptions: Post Modernism of Fredric Jameson and Jean Baudrillard (basic ideas and criticism).

Unit III: The foundations of society

14 hours

Society: Meaning, Definition, Nature and types (Industrial and pre-industrial).

Culture: Meaning, Definition, Features and functions; Types (material and non-material); Sub- culture (youth, ethnic and age sub culture vis-a-vis society and organization, e.g. Consumer behavior, organizational culture)

Norms, values, status and role: Meaning, Definition and types; Linkage to business and management

Socialization: Meaning, definition and function of socialization; Agents of socialization; Types of socialization (primary and secondary socialization); Theories of primary socialization; personality and socialization

Group and organization: Group- meaning, Definition and features; Types (various types with focusing on primary and secondary groups). Organization- meaning, Definition (view from founding fathers of sociology); Formal and informal organization; Max Weber's Bureaucracy; sociology of organization; Work and leisure; Group dynamics; Dynamics of social capital

Sexuality: understanding sexuality; Sexual issues (pornography, teen pregnancy, prostitution and sexual violence, sexual abuse)

Crime and deviance: Meaning, Definition and difference between them

Conformity and sanction: Meaning and definition

Unit IV: Social Stratification

7 hours

Meaning, definition and features; Functional and conflict approach to social stratification; Stratification and inequality; Class, Caste, Ethnicity and gender as various aspects of social stratification- Meaning, Definition, Features and Nepalese context.

Unit V: Social Institution

7 hours

Meaning, Definition ,Features, Function and types (as required by subject matter): Family, Marriage, Polity, Economic Institution, Religion (along with dysfunction), Educational institution;

Conflict and functional approach to religion and education; Nepalese context.

Unit VI: Social Change

6 hours

Meaning, definition and features; Factors of social change; Conflict approach to social change; Application and experiences in Nepalese society.

Basic Texts

Horton, P. B., & Haunt, C. L. *Sociology*. New Delhi: Tata McGraw Hill.

References

1. Abraham, M. F. *Contemporary Sociology: an introduction to concepts and theories*. New Delhi: Oxford University Press.
2. Abraham, M. F. *Modern Sociological Theory: An Introduction*. New Delhi: Oxford University Press.
3. Bhandari, U. et al. *Sociology for Management*. Kathmandu: Buddha Academic Enterprises.
4. Etzioni, A. *Modern Organization*. New Delhi: Prentice Hall of India. Pvt. Ltd.
5. Haralombos, M., & Heald, R. M. *Society: Themes and Perspective*. New Delhi: Oxford University Press.
6. Inkeles, A. *What is Sociology? An Introduction to Discipline and Profession*. New Delhi: Prentice Hall of India Pvt. Ltd.
7. Macionis, J. J. *Sociology*. New Delhi: Dorling Kindersley (India) Pvt. Ltd.
8. Ritzer, G. *Modern Sociological Theory*. USA: McGraw-Hill Companies, Inc.
9. Solomon, M. R. *Consumer Behaviour: Buying, Having and Being*. New Delhi: PHI Learning Pvt. Ltd.
10. Turner, J. H. *The Structure of Sociological Theory*. Jaipur: Rawat publication.

PSY 101 General Psychology
BHM, Third Year, Fifth Semester

Course Objectives

The objective of this course is to familiarize students with the basic psychological concepts and processes to understand human mind and behavior in relation to self and others. Specifically, it provides a basic understanding of psychological science of human nature. It familiarizes students on how biology, cognition and action influence the human behavior and personality of the individual. It helps to acquire the knowledge of different psychological processes and their effect on human cognition and behavior. Finally, it develops an understanding of how human behavior can be understood, shape, and applied in individual and group/social level.

Course Description

This course surveys the major concept, theories, and processes of basic psychology. It addresses the core psychological process as well as their importance on individual and social setting.

Course Outcomes

By the end of this course, students should be able to:

- know basic concepts of human psychology and the core processes related to psychology;
- have an idea of the major theories that explain human behavior and cognitive processes;
- use psychological knowledge to describe and explain human behavior in personal and social settings; and
- apply human psychology in understanding and explaining individual and social level of behavior.

Course Contents

Unit I: Introduction to Psychology as a Science of Mind and Behavior **5 hours**

Nature, modern history, of Psychology, common sense and psychology, similarities and differences with other social sciences; Perspectives of psychology (Biological perspective, cognitive perspective, behavioral perspective, Psychodynamic and humanistic perspective, Socio-cultural perspective and evolutionary perspective); Scientific method and psychological research

Unit II: Biological Basis of Behavior **5 hours**

Importance of Biology in psychological understanding of behavior, Neurons, nervous system, structure and functions of central nervous system, Endocrine system and its importance.

Unit III: Sensation and Perception **10 hours**

Sensation: Meaning, importance, sensory threshold, habituation and adaptation; Types of sensory experiences, structure and functions of Visual and auditory sensation, **Perception:** definition and characteristics; Perceptual processes (Pathways in Brain and top-down and bottom-up processing), subliminal and extrasensory perception, Theoretical explanation of perceptual organization (Gestalt principles), Perceptual ambiguity and distortion. Social cognition and behavior: Process of social cognition, Attitude, Social influence, Prejudice and discrimination.

Unit IV: Learning and Memory **9 hours**

Learning: Nature of learning (Behavioral vs. cognitive, instinct, and complex forms of learning) Classical condition learning and its application; Operant conditioning learning and behavior modification and shaping, Cognitive learning (cognitive map, insight and observational learning). **Memory:** Memory phenomenon and basic processes (encoding, storage and retrieval), Models of memory; Parallel Distributed Processing Model and Information Processing Model, Retrieval (cues, recall, recognition, reconstruction, and automatic encoding); Forgetting: Nature and causes of forgetting, Memory and the brain, Amnesia and false memories.

Unit V: Cognition (Thinking and Intelligence) **7 hours**

Thinking: Definition and nature, component of thought (mental images, concepts, prototypes) and reasoning, thought and brain; Problem solving and decision making (preparation, production and judgment): Obstacles in problem solving thinking and decision making; Creativity; **Intelligence:** nature, types, and determinants of intelligence, Intelligence tests and concept of IQ; Individual differences in intelligence.

Unit VI: Motivation, Emotion and Stress**7 hours**

Motivation: Nature and characteristics of motivation, Instinct, Drive-reduction approach, Arousal approach, Incentive approach of motivation, Cognitive approach to motivation; Physiological need and motivations (Hunger and sex), Socio-psychological motivation (need for achievement and power); **Emotion:** nature and types and functions of emotion; James-Lange, Cannon-Bard, and Schachter-Singer theories of emotion. Emotion and Health; **Stress:** stressor and the cost of stress, General adaptation syndrome model, Psychoneuroimmunology of stress; Coping stress, Style and learned helplessness, Social support;

Unit VII: Personality**5 hours**

Nature and determinants of personality, Theories of personality: Freud's theory; Trait theory (All port and Cattel's theory); Big five personality traits, Evaluation; Bandura's social cognitive theory, evaluation; Humanistic approach; Measurement of personality; Self-report; Projective tests, Behavioral assessment.

Basic Texts

1. Feldman, R. S. *Understanding Psychology*. New Delhi: Tata McGraw Hill.
2. Ciccarelli, S. K., & Meyer, C. E. *Psychology*. New Delhi: Pearson Education.

References

1. Zimbardo, P. G., Johnson, R. L., & McCann, V. *Psychology: Core concepts*. USA: Pearson Education.
2. Passer, M. W., & Smith, R. E. *Psychology: The Science of Mind and Behavior*. New York: McGraw Hill.

ENG 204 Business Communications for the Hotel Industry

BHM, Third Year, Fifth Semester

Course Description

This course is for hotel management students who need English for their work. It focuses on everyday communicative situations so that hotel employees can understand and respond to the needs and requests of hotel guests during their stay. It meets the needs for receptionist, porter, bar person, chambermaid/room attendant, housekeeper, commissionaire, management trainee, waiter/waitress. Another component of the course is written communication in organizations.

Course Objectives

The main objectives of the course are to prepare students for

- reception work
- restaurant and bar work
- answering the phone and taking messages
- writing short e-mails and letters
- dealing with guests' problems
- explaining how things work
- giving directions inside and outside the hotel
- suggesting places to visit in the region
- writing and making effective business documents

Course Contents

The following themes or topics are included:

- The check-in
- The hotel bedroom
- Bathroom and porter
- Services in the hotel
- Location of facilities
- Room services
- Problems and solutions
- Taking bar orders
- In the restaurant
- Places to visit
- Enquiries
- Using the phone
- The check-out
- Business writing: planning and organizing
- Effective writing style
- Effective design and visual aids
- Effective business documents

Teaching Method

Each topic will be presented in terms of

- listening and pronunciation
- language focus and practice
- personal job file
- speaking practice
- theory and practice of written communication

Basic Texts

1. O'Hara, Francis. *Be My Guest: English for the Hotel Industry*. Student's Book. Cambridge: CUP, 2002. (Audio CD Set/ Cassette set to go along with the Student's Book)
2. Hartley, Peter, and Clive G. Bruckmann. "Part three: Written Communications in Organizations." *Business Communication*. London and New York: Routledge, 2002.

References

1. O'Hara, Francis. *Be My Guest: English for the Hotel Industry*. Teacher's Book. Cambridge: CUP, 2002.
2. *Oxford Advanced Learner's Dictionary of Current English*. Eighth Edition. Oxford: OUP, 2010.
3. Leech, G. N., & Jan Svartvik. *A Communicative Grammar of English*. Third Edition. London: Longman, 2002.

FNB 371 Advance Food and Beverage Management

BHM, Third Year, Fifth Semester

Course Objectives

The aim of this course is to help students understand, gain knowledge, and develop an appreciation of the multifaceted elements of food and beverage management. This course also aim to develop a skill required for planning and its implications in varied forms in the hotel industry with business trends in the hotel.

Course Description

This program is intended to work and specialize in the food industry and to improve the skills and abilities in order to enhance job prospects, particularly in the fields of Food and Beverage. The course modules are presented on different management themes in context of managing a food and beverage operation: Operational challenges, Controlling System in F & B, Marketing and creativity in functions with excellence human resource management.

Course Out Comes

By the end of this course the students should be able to:

- able to understand the F & B management and operational challenges;
- able to understand the relationship between the owner, labor and executives;
- able to control the Food and Beverage;
- able to maintain the standard and quality of food and beverages products and service;
- able to maintain the competitive and profitable margin for the organization;
- able to prepare and analysis the budget for the outlets;
- able to organize the event with creative skills;
- able to manage and lead the human resources.

Course Contents

Unit I: Fundamental of F & B Management

4 hours

Introduction of F & B Industry, Classification and characteristics, The management process, F & B managerial relationship, F & B operational challenges.

Unit II: The Control Function

4 hours

Essential of control system, Management resources and objectives, The control process (establishing standards, Observing performance, Deciding, and implementing corrective action, follow through), Persons involve and responsible for control.

Unit III: Determining Food and Beverage Standards

4 hours

Standard purchase specifications (sample and information), Standard recipes (sample of standard recipe card, Developing standard recipe and sources of recipe), Standard yield (importance of yield, yield terminology, how to compute yield Percentage), Standard portion size & costs, How to calculate.

Unit IV: F & B Control System

7 hours

Purchasing control, Receiving control, Storing control, Issuing control, Production and service control, Revenue control, Preventing pilferage theft of revenues, Importance of computer technology in control.

Unit V: Using Information from the Control System

4 hours

Calculating actual F & B costs, Monthly calculation (cost of sales, source of information for cost of sales, calculation inventory value), Daily calculation (component of food cost, cost information, calculation daily food cost), Control analysis, Corrective action.

Unit VI: The Menu: The Foundation for Control

6 hours

Food service control Points, Control cycle, Menu planning (theme and atmosphere, menu planning strategy), Menu merchandising, Menu pricing (subjective and objective pricing method), Evaluating the menu (defining profitability, defining popularity, menu engineering work sheet, evaluating menu items, how to improve the menu through menu engineering.).

Unit VII: Operations Budgeting**4 hours**

Budget forecasting, Steps in budget development, Budget development example, Cost volume-profit analysis.

Unit VIII: Event and Banquet Management**5 hours**

Introduction of event and banquet, Banquet planning, Organizing the operation & service of a banquet, Categories of events, Event planning (five steps for successful event), Role and responsibilities of event team members (information, security, event manager & coordinator and marketing), Table plans (space consideration and pros and cons of table set-ups).

Unit IX: Managing Human Resource in F & B**5 hours**

Developing staffing plans, Requirement and selection, Training and performance appraisal, Staffing guide and labor control, Labor law and current issues

Unit X: Quality Management**5 hours**

Introduction quality, Sanitation and food hygiene, Total quality management

Basic Texts

1. Ninemeier, J. D. *Management of Food and Beverage Operation: USA: AH & LA* Publication.
2. Ninemeier, J. D. *Planning and Control for Food and Beverage Operation: A USA: H & LA* Publication.
3. George, B. & Chatterjee, S. *Jaico Food & Beverage service and Management: New Delhi.*

References

1. Singaravelavan, R. *Food and Beverage Service: New Delhi: Oxford University Press* Publication.
2. Anderws, S. *Food Service Management: New Delhi: McGraw Hill* Publication.

RDM 381 Advance Accommodation Operations Management

BHM, Third Year, Fifth Semester

Course Objectives

The purpose of this course is to provide students with a broad and detail knowledge about department and its management. The course attempts to enable students to understand the role, challenges and opportunities of management in contributing to the successful operating performance of organizations.

Course Description

Advanced hotel housekeeping is intended to augment the skills of individual who are already working as housekeeping supervisors or coordinators. Again this program is designed to be delivered on site at your hotel or resort. The modules include supervisor and executive housekeeping issues, executive housekeeping and hotel management issues. This course gives an advance and in-depth knowledge to students about managerial operation of accommodation operation related to those accommodation management, human resource management, administrative control, and technical skill management.

Course Outcomes

By the end of this course, students should be able to:

- Understand and explain the Accommodation Management;
- Understand and explain the Managing in Housekeeping personnel;
- Understand and explain the Human Resource Management;
- Understand and explain the Administrative Control;
- Understand and explain the Technical skill Management;
- Understand and explain the Daily Routines and systems;
- Understand and explain the Daily Routines and systems;
- Understand and explain the Changing Trends in housekeeping;
- Understand and explain the New property operation;
- Understand and explain the Contracts and outsourcing;
- Understand and explain the Hotel Renovation;
- Understand and explain the Interacting with the hotel guest.

Course Contents

Unit I: Introduction to Accommodation Management

3 hours

Management of lodging operation, History and structure of lodging operation, The lodging industry in America, Types of lodging establishments.

Unit II: Managing in Housekeeping Personnel

3 hours

Role of executive housekeeping, specification function of executive housekeeper, Role of supervisor, Specification function of supervisor

Unit III: Human Resource Management in Housekeeping

5 hours

Personnel Administration, The need to curb high employee turnover and absenteeism, Recruiting, Selecting, Hiring and training employees, Recruiting housekeeping employees, selecting housekeeping , Worker Motivation- Maslow's theory of motivation, Herzberg's Ideas on Motivation
Employee Evaluation and compensation, Creating worker satisfactions, Employees Discipline, Cultural Diversity and the housekeeping Department.

Unit IV: Administrative Control

5 hours

Controlling Operation , Housekeeping operating Budget, Selecting housekeeping Man- hour justification, The profit and loss statement , Productively control , Weekly labor furcating, payroll control ,Computerized housekeeping management.

Unit V: Technical Skill Management

5 hours

Management of Inventory and equipment, Classification of Material, Capital expenditure and operating Budget, Purchasing housekeeping Material, Inventory control.

Unit VI: Daily Routines and Systems**2 hours**

The housekeeping day, Leaves Application procedure, Gate pass procedure

Unit VII: Changing Trends in Housekeeping**3 hours**

Hygiene, not just cleanliness outsourcing, Training and Motivation, Eco-friendly amenities products, and processes

Unit VIII: New Property Operation**4 hours**

Introduction, Starting up housekeeping, Housekeeping in a new property, Countdown

Unit IX: Contracts and Outsourcing**6 hours**

Defining outsourcing and contracts, When are outsourced and considered, Contract services in housekeeping, Hiring contracts providers, Pricing of contracts, Advantage and disadvantages of outsourcing.

Unit X: Hotel Renovation**4 hours**

Reasons to renovation, Types of renovation, Subsidiary processes in renovation.

Unit XI: Interacting with the Hotel Guest**3 hours**

Observing the guest behavior, Handling guest complaint, The challenges of cross- cultural Communication, Dealing with special request and manage Guest privacy.

Unit XII: Environment Management**5 hours**

Environment and ecology, Environmental pollution, Environmental education, Environmental management in hospitality industry (environment management program, international EMS standard)

Basic Texts

1. Andrew, S. *Hotel Housekeeping Management and Operation*. New Delhi: Tata McGraw-Hill.
2. Raghubalan, G. & Raghubalan, S. *Hotel Housekeeping Operations and Management*: New Delhi: Oxford University press.

References

1. Branson, J. C & Lennox, M. *Hotel Hostel and Hospital Housekeeping*. New Delhi: Book Power.
2. Kappa, M. M., Nitschke, Schappert, A & patrica, B. *Housekeeping Management Education*: Institute of American Hotel and Lodging Association (AH & LA).

ACC 126 Hospitality Accounting - II
BHM, Third Year, Fifth Semester

Course Objectives

The major purpose of this course is to provide the basic introduction and impart an elementary knowledge of managerial accounting to the students of hospitality management. This course aims to provide an understanding of cost and cost behavior and develop an ability to use cost information for planning and control decision. It also emphasize the use of accounting information for planning and control purpose in the hospitality industry.

Course Description

This course presents a systematic coverage of accounting such as managerial accounting and techniques. Furthermore, this course is concentrate on the limitations of financial accounting, different use of cost accounting and how the product cost is determined and allocated to the different products. It also focuses on the importance of managerial accounting and decision procedures regarding different financial alternatives to strengthen the profitability of the organization. Moreover, this course deals with the different budgetary and evolutionary practices used in an organization.

Course Outcomes

After completion of the course, the students must be able to:

- Understand the role, difference between financial accounting and managerial accounting;
- explain the importance of inventory management in an organization;
- know the concept of cost, cost behavior and cost determination of a product;
- understand the procedures of product cost determination;
- examine the relationship among the cost, volume and profit;
- analyze the budgetary and decision evaluation procedures.

Course Contents

Unit I: Introduction to Management Accounting

4 hours

Concept and objectives of management accounting, Difference between financial accounting and management accounting, Role of management accounting in hospitality industries, Carrier opportunities in management accounting, Limitations of management accounting.

Unit II: Accounting for Materials

10 hours

Concept and types of materials, Meaning of store ledger; Methods of handling materials; including FIFO, LIFO and average under perpetual and periodic inventory system, Concept and needs of inventory management, Tools of inventory management Economic order quantity; formula and table methods, Reorder quantity, Minimum stock level, Maximum stock level, Average stock level and danger stock level.

Unit III: Cost Classification, Allocation and Product Cost Determination

5 hours

Concept of cost, Classification of cost the basis of element, nature, behavior and function, product cost and period cost, Product cost of hospitality industry, Cost allocation and apportionment of joint cost using traditional system and activity base costing (ABC) system, apportionment of joint cost, Product cost determination.

Unit IV: Cost Volume Profit (C-V-P) Analysis

10 hours

Cost Volume Profit, Analysis– concept and objectives, C-V-P relationship, General assumptions in C-V-P analysis, Limitations of C-V-P analysis, Different approaches of Break-Even Point (BEP) analysis for single and multiple products, Cash BEP analysis, Applications of BEP analysis, Analysis of margin of safety, Sensitivity analysis.

Unit V: Budgeting for Profit Planning

10 hours

Concept and objectives, Advantages of budgeting, Limitations of budgeting, functional classification of budget and their preparation; Sales, production, material purchase, merchandise purchase, Direct labour, Overhead, flexible and cash budget.

Unit VI: Decision Regarding Alternative Choices

9 hours

Concept and objectives, Meaning of relevant and irrelevant cost, Opportunity cost, Differential cost, Decision making procedures, Decisions regarding make or buy, Accept or reject special offer and drop or continue.

References

1. Hilton, R. & Jayadev, *Managerial Accounting*. New Delhi: Tata McGraw Hill Education Private Limited.
2. Bajracharaya, Ojha, Goet & Gautam, *Management Accounting*: Kathmandu: Asmita Books Publishers & Distributors (P) Ltd

STT 105 Fundamentals of Statistics

BHM, Third Year, Sixth Semester

Course Objectives

The aim of the course is 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, Descriptive statistics, measure of dispersion, basics of probability and sampling techniques, tourism statistics and time series analysis of tourism statistics.

Course Contents

Unit I: Introduction

5 hours

Basic concepts of statistics, Terminologies associated with statistics such as populations and samples, Variables (Categorical and Quantitative Variable), Types and sources of data, Descriptive and inferential statistics, Data processing (Editing and Coding), Applications of statistics in hotel management.

Unit II: Data Classification and Presentation

8 hours

Summarizing the categorical and quantitative data, Frequency distribution, Relative and percentage frequency distribution, Cumulative frequency distribution, Diagrammatic and graphic presentation: Bar charts, Pie charts, Histograms, Scatter plots, Ogive, Cross tabulation, Stem and leaf display.

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

Unit III: Descriptive Statistics: Numerical Measures

12 hours

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: Shape of the distribution by using Mean and Median, Five number summary, Box and whisker plot.

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

Unit IV: Introduction to Probability

3 hours

Basics of Probability: Experiment, Event, Types of events

Probability Laws: Simple Additive and multiplicative law

Unit V: Sampling Technique

5 hours

Census and sampling, Types of sampling (Probability and Non Probability Sampling), determination of sample size

Unit VII: Tourism Statistics

10 hours

Definition of international and domestic tourist movement. Collection of data on tourist arrival, Departure and tourist expenditure, 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.

Unit VII: Simple Correlation and Regression

5 hours

Scatter diagram, Karl Pearson correlation coefficient, Simple regression analysis.

Basic Texts

1. Dennis J. S, Thomas A. W & Anderson, D. R. *Fundamentals of Business Statistic*. New Delhi: Cengage Learning.
2. Gupta, S. C. *Fundamentals of Statistics*. New Delhi: Himalayan Publishing House.

References

1. *Tourism Statistics of Nepal 2013 and latest publication*, Ministry of Culture, Tourism & Civil Aviation Planning & Evaluation Division Statistical Section
2. Joshi, P. R, Thagurathi, R. & Uprety, P. *Business Statistics*. Kathmandu: Buddha Academic Enterprises Pvt. Ltd

MKT 143 Hospitality Marketing
BHM, Fourth Year, Seventh Semester

Course Objectives

The main objective of this course is to enable the students by equipping them with comprehensive and practical knowledge that are necessary mainly for middle class managers and professionals in businesses and industries especially in Tourism and Hospitality field and enable them to develop plans and programs in the areas of Tourism and Hospitality Marketing independently and support juniors in this areas for better outcome and performance.

Course Description

This course will provide all necessary theoretical knowledge backed by some practical practices such as paper presentation, group discussion, field visits related with relevant sub chapters under it that is helpful for middle class managers that needs the knowledge, skill and experience in actual job and professional areas in Tourism and Hospitality Marketing.

Course Outcomes

By the end of this course the students should be able to:

- describe the mission of sales and marketing department of a hotel/travel organization;
- write job description of the sales and marketing personnel;
- cultivate a customer-oriented attitude;
- have basic knowledge and skill in relation to tourism and hospitality marketing;
- explain the information required for preparing the marketing plan of a hotel and find out the sources of such information;
- describe the ability to carry out the recurring activities of sales personnel;
- develop suitable hospitality marketing programs.

Course Contents

Unit I: Introduction to Marketing and Services

4 hours

Introduction, Definition, Concept of marketing, Characteristics of products and services.

Unit II: Marketing Environment and Marketing Research

6 hours

Introduction, Marketing Environment: Micro Environment and Macro Environment, Marketing Research: process and application areas in hospitality.

Unit III: Consumer Behavior in Services

8 hours

Introduction, Factors influencing consumer behavior, Buying decision making process of hospitality products, Customer expectations and satisfactions, Organizational buyers and buying processes.

Unit IV: Hospitality Products and Services

8 hours

Introduction, Hospitality products, Dimensions of hospitality products, Product differentiation, Product positioning, Branding of hospitality services.

Unit V: Hospitality Pricing Policies and Strategies

4 hours

Introduction, Pricing strategies of the hospitality industry, Yield management

Unit VI: Hospitality Place Strategies and Distribution Channels

4 hours

Introduction, Distribution challenges in hospitality markets, Global distribution system (GDS) Online hotel reservation, Central reservation system (CRS)

Unit VII: Hospitality Promotion, Advertising and Public Relations

4 hours

Promotion mix, Hospitality communication channels, Hospitality marketing communication system. Promotional objectives, Promoting of hospitality products and services.

Unit VIII: People as a Marketing Proposition

2 hours

People- People Relation in Hospitality Marketing, Characteristics and requirements of service Personnel, Delivering service as promised.

Unit IX: Strategic Marketing Planning and Control**3 hours**

Concept and benefits of planning, planning process, Phases of planning, Preparing marketing plan, Essential hospitality marketing strategies.

Unit X: National Tourism Organizations and Their Roles**5 hours**

Functions and organizations of national tourism organization (NTO), Functions and achievements of Nepal Tourism Board, NTB and Tourism, Role of Civil Aviation, Process of destination marketing.

Basic Texts

1. Andrews, S. *Sales and Marketing A Text Book for the Hospitality Industry*: New Delhi: McGraw Hill Publication.
2. Chaudhary, M. *Tourism Marketing*: New Delhi: Oxford University Press.

References

1. Kotler, P., Boven, J. & Makens, J. *Marketing for Hospitality Tourism*: Prentice Hall.
2. Kumar, P. *Marketing of Hospitality and Tourism Services*: New Delhi: McGraw Hill Publication.
3. Victor T. C. Middleton, *Marketing in Travel and Tourism: Toronto*: Clarke Butter Worth Heinemann.