Tribhuvan University
Faculty of Management
Office of the Dean

Course detail of
BHM (Bachelor of Hotel Management) 5th Semester

December 2025

ECO 301: Economics

Credits: 3
Lecture Hours: 48

Course Objective

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

Course Description

This course will enable the students to understand fundamentals of tourism economics, economics of tourism demand and supply, market equilibrium and efficiency in tourism products, production, cost and pricing of tourism products, macroeconomics and tourism industry; and quantitative methods of tourism.

Course Learning Outcomes

Upon completion of this course, students will able to:

- discuss 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 and economic efficiency.
- describe the concepts of production function and cost and also differentiate business profit and economic profit.
- explain the determinants of market structures, profit maximization model, and pricing practices.
- explain the macroeconomic issues and effects of tourism on macroeconomic variables.
- examine the relationship between the macroeconomic environment and the tourism business.
- estimate and forecast tourism demand

analyze the private and public projects and factors affecting travel and tourism's yield and future

Course Details

Unit 1: Fundamentals of Tourism Economics   **LH 10**

Fundamentals of economic principles and their application in tourism business: how people make decisions, and how people interact; Concepts of microeconomics and macroeconomics; Tourism economics: nature and scope; Composition of the tourism industry and its product: suppliers' and tourists' views; Concept of free and scarce resources in tourism; Controlling and rewarding resource use; 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 and Supply   **LH 12**

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 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.

Unit 3: Market Equilibrium and Efficiency in Tourism Products   LH 6

Market equilibrium; Changes in tourism demand and tourism supply and their effects on market equilibrium; Concept and measurement of economic efficiency; Effects of tax, subsidy, and price control measures on market equilibrium and economic efficiency.

Unit 4: Production, Cost and Pricing for Tourism Products   LH 8

Production function of tourism products: concepts and types; Concepts of cost: opportunity cost, accounting cost and 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: price discrimination, cost-plus pricing, incremental cost pricing, bundling, tying, two-part tariffs.

Unit 5: Macroeconomics and Tourism Industry   LH 6

Concepts of macroeconomic issues: GDP, GNI, economic growth, inflation, business cycle, balance of payments, foreign exchange rate, unemployment; Effects of tourism on GDP, employment, economic growth, Balance of Payment (BOP) and foreign exchange rate; Relationship between macroeconomic environment and tourism business.

Unit 6: Quantitative Methods of Tourism Economics   LH 6

Estimation of tourism demand: regression analysis; Forecasting tourism demand: concepts, steps, and significance, methods of forecasting: survey method and trend projection method; Analysis of private and public tourism projects; and Factors affecting travel and tourism's yields and future.

Suggested Reading

Bull, A. The Economics of Travel and Tourism, New Delhi: Pearson Longman

Tribe, T. The Economics of Recreation, Leisure and Tourism, United Kingdom: Taylor & Francis

Mankiw, J. N. Principles of Microeconomics, London: Thomson, South Western

Stabler, M, A. M. & Sinclair, T. The Economics of Tourism, London: Thomson, Routledge

Adhikari, G. M. Economics of Tourism. Kathmandu, Recent Edition

BHM 301: E-Commerce for Hospitality

5th semester

Credit hours: 3

Lecture Hours: 48

Course Objective

The course objectives for an E-commerce course are designed to guide the learning outcomes and skills that students should acquire upon completing the course.

Course Description

This course introduces students to the principles of e-commerce within the context of the hotel industry. Students will learn about the various aspects of online business operations, digital marketing, customer engagement, and technological trends that impact hotel management. The course will equip students with the necessary knowledge and skills to leverage e-commerce strategies to enhance guest experiences, increase revenue, and improve overall operational efficiency in the hospitality sector.

Course Details

Unit 1: Introduction to E-commerce in Hotel Management   4 LHs

Understanding e-commerce and its relevance in the hotel industry, Historical overview of e-commerce in hospitality, Key benefits and challenges of implementing e-commerce in hotels.

Unit 2: Online Booking and Reservation Systems   3 LHs

Types of online booking systems: direct booking vs. third-party platforms, Components of an effective online booking system, Integrating reservation systems with hotel operations and front desk.

Unit 3: Digital Marketing Strategies for Hotels   4 LHs

Search engine optimization (SEO) for hotels, Pay-per-click (PPC) advertising and its applications, Social media marketing and content creation for hotels, Email marketing campaigns and guest engagement.

Unit 4: E-commerce Security and Privacy   4 LHs

Ensuring secure online transactions for guests, Data protection and privacy, regulations (GDPR, CCPA, etc.), preventing online fraud and protecting guest information

Unit 5: Mobile E-commerce and Apps in Hospitality   4 LHs

Importance of mobile optimization for hotel websites, Developing a hotel mobile app: features and benefits, Enhancing guest experiences through mobile technology

Unit 6: Emerging Trends in E-commerce for Hotels   5 LHs

Virtual reality (VR) and augmented reality (AR) applications, Chat-bots and artificial intelligence (AI) in guest interactions, Block-chain technology for secure transactions and data management

Unit 7: Practical   24 LHs

HTML Structure:
- Understanding the basic structure of an HTML document, creating a simple HTML page with headers, paragraphs, and text.

HTML Elements and Tags:
- Learning about HTML tags and their purpose, Using headings to structure content, Creating paragraphs

HTML Links:
- Creating hyperlinks, Opening links in a new tab using the **target** attribute.

HTML Lists:
- Creating unordered lists and ordered lists, Adding list items with the tag.

HTML Images:
- Adding images to a webpage, Specifying the image source

HTML Forms:
- Building forms, Adding text inputs, radio buttons, checkboxes, and submit buttons

E-commerce report

The students are required to undertake a project work. The project work can be done individually or in group (at most 4 - 5 students). The format of the project work report should be based on research report, lab practical and the research should be done on the basis of field work including E-commerce topic.

Suggested Readings

- Kalakota, R., & Whinston, A. B. (1996). Frontiers of Electronic Commerce. Addison-Wesley.

- Laudon, K. C., & Traver, C. G. (2019). E-commerce: Business, Technology, Society. Pearson.

- O'Brien, J. A., & Marakas, G. M. (2018). Management Information Systems. McGraw-Hill Education.

- Turban, E., King, D., Lang, J., & Liang, T. P. (2018). Electronic Commerce 2018: A Managerial and Social Networks Perspective. Springer.
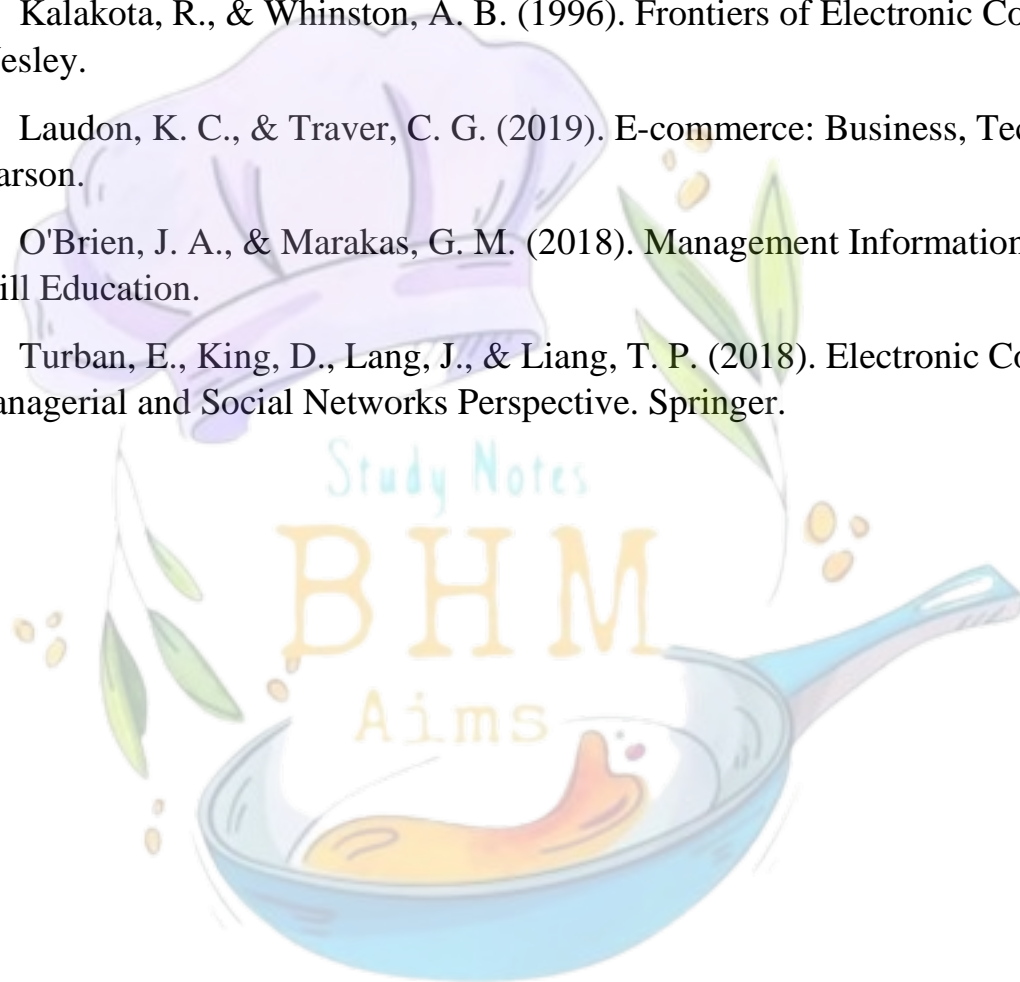
MGT 301: Entrepreneurship

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 Neal 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   **7LHs**

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

Suggested Reading

Barringer, Bruce R. and Ireland, R. Duane (2020). ***Entrepreneurship: Successfully launching new venture** (6th ed.)*. Noida, India: Pearson Education Service Pvt. Ltd.

Laverty, Michael, and Little, Chris (2020). ***Entrepreneurship***. Houston, Texas, USA: OpenStax, Rice University (Downloadable).

Swamson, 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 0f Georgia.

MA, Geremy Patrich (2020). *Physical Geography.* Zero Text Book Cost.
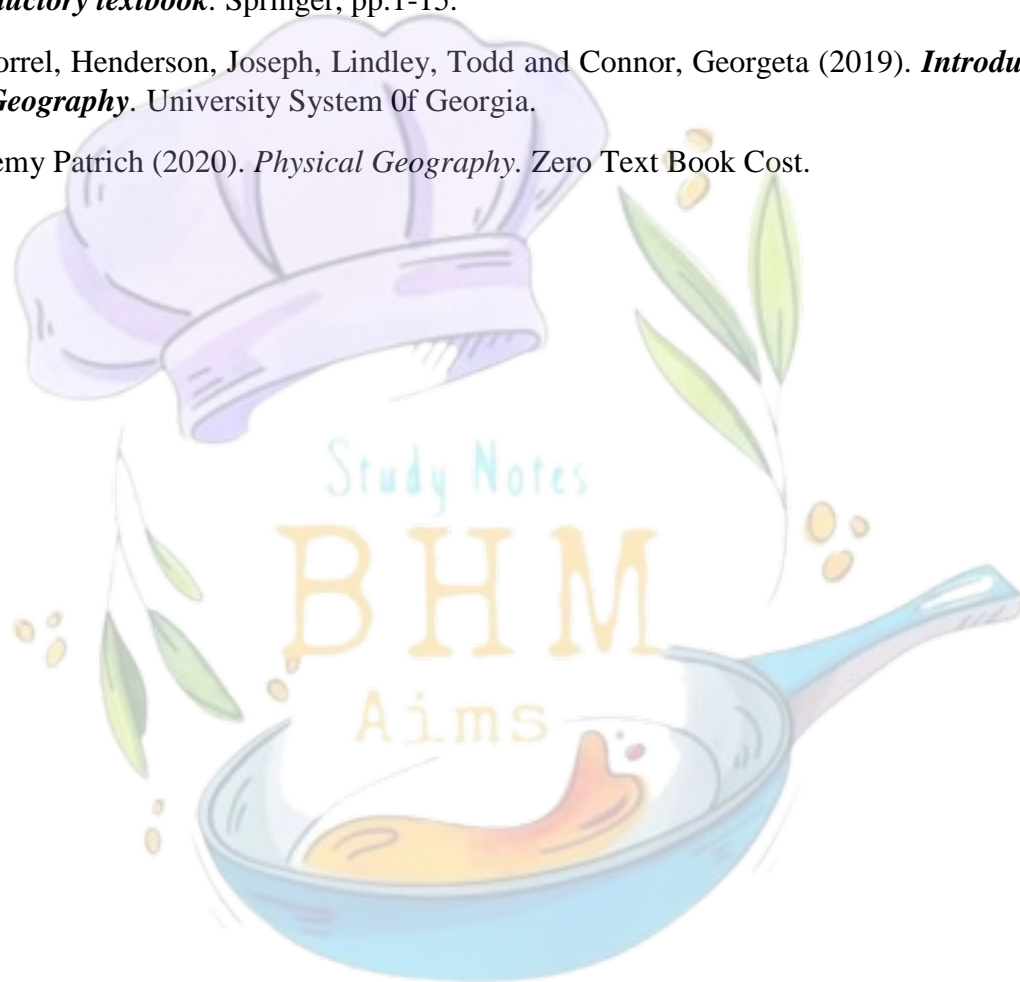
BHM 302: Event Management for Tourism and Hospitality
BHM 5th Semester

Credits: 3
Lecture Hours: - 48

Course Objectives
This course aims to educate and develop the understanding along with fundamental knowledge of event management and its practices in present context. The purpose of the course strengthens the knowledge and skills discussing and practicing real life events along with recent trends and existence of event management.

Course Description
The course comprises of event management context, Event Design and production, Event human resource and logistics management, Event Financing and control, Event marketing and sponsorships and Event practices in Tourism and Hospitality. Along with theoretical overview, students will further explore on conceptualizing, developing and planning necessary paperwork's before implementing and executing those concepts into real life events.

Course Details
Unit 1: Event context   4 LHs

Introduction, the rich tradition of events, Birth of an events industry, Types of events, Career opportunities in events, Stakeholders in events, impacts of events, Balancing the impact of events, corporate events and festivals, Event in public and third sectors, non-profit events.

Unit 2: Event Design and Production   5 LHs

Conceptualizing the event, Creating, Evaluating the event concept, the synergy of ideas, Planning for events, Elements of the strategic event planning process, Staging events, Theming and event design; Programming; Choice of venue; Audience/guests; The stage; Power; Lights; Sound; Audiovisual and special effects; Props and decoration; Catering; Performers; The crew; Hospitality; The production schedule; Contingencies.

Unit 3: Events Human Resource and Logistics Management   4 LHs

Human resource planning for events, Recruitment; selection and induction, Techniques for effective staff and volunteer team building, logistics; elements of event logistics; Supply of facilities; On-site logistics; Techniques of logistics management; Negotiation and assessment; Control of events logistics; The logistics plan.

Unit 4: Event Financing and Control   4 LHs

Concept, financial planning and control, usage of event finance information;budgeting and events, budgeting as logically sequenced planning process, Elements and categories of control, Control methods.

Unit 5: Event Marketing and Sponsorship   **3 LHs**

      Event marketing; The event consumer's decision-making process; Event satisfaction, service quality, Steps in the strategic marketing process, Sponsorship; Sponsorship benefits for events and sponsors, The role and impact of media in events management and coverage.

Unit 6: Event practices in Tourism and Hospitality   **4 LHs**

      Introduction, Mega-event tourism and its impacts, Development of Event Management in Nepal, Event management practices in Nepal; Prospects & challenges, Tourism events in Nepal; facilities available.

Practical   **24 LHs**

Students are required to develop an event proposal on a group applying the discussion made during their event management lectures. Event proposal must include;
- Event under the theme Hospitality and tourism
- Event designing and Production aspects
- Logo, Flyers, Invitation designs and short contextual video focusing on marketing and awareness about the event
- Budgeting
- Human Resource, logistics planning along with necessary contract specimen and formats with related stakeholders of the event
- Figure out possible risk and possible contingencies

Students will be also focusing on developing Power point presentation on their respective event proposal dividing the event in three different periods;
- Pre-event period
- During the event period
- Post-event period

Suggested Readings

Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2012). *Events Management An Introduction.* Milton Park,Abingdon,Oxon, United Kingdom: Routledge.

Bowdin, G., Allen, J., Harris, R., McDonnell, I., & O'Toole, W. (2012). *Events Management* (Vol. 3 Revised). Routledge.

Wagen, L. V., & Carlos, B. R. (2005). *Event Management For Tourism, Cultural, Business and Sporting Events.* Pearson.

Bowdin, G. A., Allen, J., O'Toole, W., Harris, R., & McDonnell, l. (2011). *Events Management* (Vol. 2 Revised). Routledge.

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   5 LHs
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 earrings), 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.