

**नेपाल पर्यटन तथा होटल व्यवस्थापन प्रतिष्ठान**  
**प्राविधिक सेवा, ट्राभल समूह, तह ६, प्रशिक्षक (ट्राभल एण्ड टुरिजम) पदको खुला प्रतियोगितात्मक परीक्षाको**  
**पाठ्यक्रम**

परीक्षाको किसिम	पूर्णाङ्क
प्रथम चरण :- लिखित परीक्षा	२००
द्वितीय चरण :- अन्तरवार्ता	३०

**परीक्षा योजना (Examination Scheme)**

**प्रथम चरण : लिखित परीक्षा (Written Examination)**

**पूर्णाङ्क :- २००**

पत्र	विषय	पूर्णाङ्क	उत्तीर्णाङ्क	परीक्षा प्रणाली	प्रश्न संख्या X अङ्क	समय
प्रथम	सेवा सम्बन्धी र संस्थागत ज्ञान	१००	४०	वस्तुगत	५० प्रश्न X २ अङ्क = १००	४५ मिनेट
द्वितीय	सेवा सम्बन्धी	१००	४०	विषयगत	१० प्रश्न X १० अङ्क = १००	३ घण्टा

**द्वितीय चरण : अन्तर्वार्ता**

**पूर्णाङ्क :- ३०**

विषय	पूर्णाङ्क	परीक्षा प्रणाली
अन्तर्वार्ता	३०	मौखिक

**द्रष्टव्य :**

- लिखित परीक्षाको माध्यम भाषा नेपाली वा अंग्रेजी अथवा नेपाली र अंग्रेजी दुवै हुनेछ ।
- प्रथम र द्वितीय पत्रको लिखित परीक्षा छुट्टाछुट्टै हुनेछ ।
- लिखित परीक्षामा सोधिने **प्रश्नसंख्या र अङ्कभार** यथासम्भव सम्बन्धित पत्र/विषयमा दिईए अनुसार हुनेछ ।
- वस्तुगत बहुवैकल्पिक (Multiple Choice) प्रश्नहरूको गलत उत्तर दिएमा प्रत्येक गलत उत्तर बापत २० प्रतिशत अङ्क कट्टा गरिनेछ । तर उत्तर नदिएमा त्यस बापत अङ्क दिइने छैन र अङ्क कट्टा पनि गरिने छैन ।
- वस्तुगत बहुवैकल्पिक हुने परीक्षामा परीक्षार्थीले उत्तर लेख्दा अंग्रेजी ठूलो अक्षरहरू (Capital letters): A, B, C, D मा लेख्नुपर्नेछ । सानो अक्षरहरू (Small letters): a, b, c, d लेखेको वा अन्य कुनै सङ्केत गरेको भए सबै उत्तरपुस्तिका रद्द हुनेछ ।
- बहुवैकल्पिक प्रश्नहरू हुने परीक्षामा कुनै प्रकारको क्याल्कुलेटर (Calculator) प्रयोग गर्न पाइने छैन ।
- विषयगत प्रश्नहरूको हकमा एउटै प्रश्नका दुई वा दुईभन्दा बढी भाग (Two or more parts of a single question) वा एउटा प्रश्न अन्तर्गत दुई वा बढी टिप्पणीहरू (Short notes) सोध्न सकिने छ ।
- विषयगत प्रश्नमा प्रत्येक पत्र/विषयका प्रत्येक खण्डका लागि छुट्टाछुट्टै उत्तरपुस्तिकाहरू हुनेछन् । परीक्षार्थीले प्रत्येक खण्डका प्रश्नहरूको उत्तर सोही खण्डका उत्तरपुस्तिकामा लेख्नुपर्नेछ ।
- यस पाठ्यक्रम योजना अन्तर्गतका पत्र/विषयका विषयवस्तुमा जेसुकै लेखिएको भएता पनि पाठ्यक्रममा परेका कानून, ऐन, नियम, विनियम तथा नीतिहरू परीक्षाको मितिभन्दा ३ महिना अगाडि (संशोधन नभएका वा संशोधन भई हटाईएका वा थप गरी संशोधन भई) कायम रहेकालाई यस पाठ्यक्रममा परेको सम्झनु पर्दछ ।
- प्रथम चरणको परीक्षाबाट छनौट भएका उम्मेदवारहरूलाई मात्र द्वितीय चरणको परीक्षामा सम्मिलित गराइनेछ ।
- पाठ्यक्रम स्वीकृत मिति : २०८०/०१/१९

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प्रथम पत्र : सेवा सम्बन्धी र संस्थागत ज्ञान

खण्ड (क) – (८० अङ्क)

(४० प्रश्न × २ अङ्क = ८० अङ्क)

1. **Fundamentals of Tourism**

- 1.1 Nature and Characteristics of Tourism
- 1.2 Touristic profile of Nepal
- 1.3 Tourism and Tourist Typology (Cohen, Smith, Plog)
- 1.4 Tourism Platforms
- 1.5 Components of Tourism (4 A'S dimensions)
- 1.6 Historical development of tourism in Nepal
- 1.7 Tourism Employment
- 1.8 Costs and benefits of Tourism
- 1.9 Basic Approaches to the Study of Tourism
- 1.10 Tourism Systems (Demand and Supply)

2. **National and International Organizations**

- 2.1 MOCTCA, CAAN, Department of Tourism, NATHM, HAN, TAAN, NATTA, NTB, NMA, TURGAN, NARA
- 2.2 NTNC (ACAP, KCAP, Gaurishankar Conservation Area Project, Manaslu Conservation Area Project)
- 2.3 UNWTO, PATA, IATA, ICAO, ICIMOD

3. **Travel and Tour Operation**

- 3.1 Travel Industry and its functioning
- 3.2 Concept, importance, types and development of package tour
- 3.3 Basic requirement or components of package tour
- 3.4 Factors affecting in formulation of package tour
- 3.5 Tour planning and pre-tour planning
- 3.6 Tariff and its Importance
- 3.7 Special interest tours in Nepal
- 3.8 Itinerary Designing, Tour Costing, Factors effecting tour cost
- 3.9 Trekking & Rafting, Mountaineering Rules & Regulation (2059)
- 3.10 Tour Guide; Roles, Functions, Responsibilities, factors effecting tour price, Brochure designing
- 3.11 Types of Journey; OW/RT/CT/RW/NOJ
- 3.12 Minimum Connecting Time
- 3.13 Application of Minimum Connecting Time
- 3.14 International Time Calculation; Calculation of time difference/ local time/actual flying hours using GMT
- 3.15 Travel Formalities, Passenger's airport formalities; Departure/ Transfer / Arrival formalities; Check- in time limits, Immigration formalities, Passenger Transportation: acceptance and Refusal of carriage-general, IATA Geography

4. **Destination Management**

- 4.1 Concepts of destination management
- 4.2 Basic elements of the Tourist Destination,
- 4.3 Destination management roles, Leadership and coordination, Partnership and team-building

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- 4.4 10 As of successful destinations
- 4.5 Uniqueness of destination management
- 4.6 Stakeholders in destination management
- 4.7 Responsible Tourism Practices
- 4.8 Keys to Destination Sustainability
- 4.9 Destination Life Cycle: Various Stages of Development, Destination governance, Dimensions of governance, Destination Management Organizations (DMO), Destination competitiveness, Competitive Positioning of Destinations
- 5. **E-commerce in tourism**
  - 5.1 Difference between e-business and e-commerce
  - 5.2 M-Commerce
  - 5.3 Advantages Ecommerce in B2B, B2C
  - 5.4 Planning and implementation ecommerce in e- business, security issues
  - 5.5 Pre-Requisites for successful E-commerce growth
  - 5.6 E- Business Strategies
  - 5.7 Framework of e-business strategy
  - 5.8 Steps for implementing e- business strategy
  - 5.9 Concept of value creation, Value chain in e-business, e-business advertising/ promotion strategy, Concept of Customer Relationship Marketing & Enterprise Resource Planning
  - 5.10 Competitive environment and strategies, critical success factors, risk factors.
  - 5.11 E-business trend in Nepal, Challenges and opportunities, social, economic and legal issues, current developments, Search Engine Optimization and its importance
- 6. **Tourism and Aviation**
  - 6.1 Tourism development and Impacts on Nepalese economy
  - 6.2 Major feature of Aviation policy
  - 6.3 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
  - 6.4 Global policy issues in Aviation; 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
- 7. **Air Connectivity and Tourism**
  - 7.1 Air connectivity, it's importance and linking with economic growth
  - 7.2 Driving forces of air connectivity: Geography, Airport infrastructure
  - 7.3 Airline business models, regulatory and economic framework
  - 7.4 Nepal Airlines Corporation: its role on development of tourism in Nepal, past legacy and present opportunities
- 8. **Aviation Activities in Nepal**
  - 8.1 Types of Operation: Fixed wing operations, Helicopter operations, Ultra-light aircraft operations, Paragliding, Hot Air Ballooning, Skydiving, Drone (Unmanned Aerial Vehicle) operations

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- 8.2 Introduction to Airports and Airlines; General information, Operational Principles, Business Principles. Low cost carriers and commercial airliners, Ground handling agents, Investment in Aviation
  - 8.3 Contemporary situation and New trends in Tourism and Aviation, Changing behavior of consumers and change management
  - 8.4 Issues of sustainability in Tourism and Aviation-Demand and Supply
  - 8.5 Issues of carbon emission related with aviation and Environmental conservation
  - 8.6 Contemporary situation of Nepalese Aviation Industry, opportunities and challenges, analyzing the future of aviation and tourism in Nepal
9. **Airlines Ticketing Global Distribution System (GDS)**
- 9.1 Global Distribution System (GDS) and its benefits
  - 9.2 ARS (Airlines Reservation System)
  - 9.3 Different GDS of the world
  - 9.4 Interlink between IATA and GDS
  - 9.5 Basic Functional Part of Sabre, Galileo and Amadeus
  - 9.6 Travel trade abbreviation, Sign in/Out, Encode/Decode, miscellaneous Information
  - 9.7 Schedule, availability, PNR–Creation moving, optional field, modification, management, Itinerary receipts, multiple names, different ways of seat selling, group booking, queues, flight service information, flight manifest

**खण्ड (ख) – (२० अङ्क)**

(१० प्रश्न × २ अङ्क = २० अङ्क)

10. **संस्थागत ज्ञान र सम्बद्ध कानूनहरू**
- 10.1 नेपाल पर्यटन तथा होटल व्यवस्थापन प्रतिष्ठान सम्बन्धी जानकारी
  - 10.2 नेपालमा पर्यटन प्रवर्द्धनका क्षेत्रमा मन्त्रालयको भूमिका
  - 10.3 नेपाल पर्यटन तथा होटल व्यवस्थापन समिति गठन आदेश, २०२९
  - 10.4 नेपाल पर्यटन तथा होटल व्यवस्थापन प्रतिष्ठान कर्मचारी सेवा शर्त नियमावली, २०६१
  - 10.5 UNO, UNWTO, ICAO, IATA, PATA र पर्यटन सम्बन्धी राष्ट्रिय संघ संस्था एवं पर्यटन गतिविधि
  - 10.6 नेपालको संविधान (पर्यटन सम्बन्धी व्यवस्था)
  - 10.7 पर्यटन नीति, २०६५
  - 10.8 खाद्य ऐन, २०२३ र नियमावली, २०२७
  - 10.9 उपभोक्ता हित संरक्षण ऐन, २०७५ र नियमावली, २०७६
11. **प्रशासन तथा व्यवस्थापन**
- 11.1 सार्वजनिक प्रशासनको परिचय, उद्देश्य र कार्य
  - 11.2 संगठनको परिचय, उद्देश्य, स्वरूप र संगठनका आधार
  - 11.3 व्यवस्थापनको परिचय, अवधारणा, उद्देश्य, क्षेत्र र कार्य
  - 11.4 नेतृत्व, निर्णय, उत्प्रेरणा र मनोबल
  - 11.5 नियन्त्रण र समन्वयको आवश्यकता र महत्व
  - 11.6 समूह गतिशीलता
  - 11.7 संगठनात्मक परिवर्तन र विकास

प्रथम पत्रको पाठ्यक्रमका इकाइबाट परीक्षामा यथासम्भव देहाय बमोजिम प्रश्नहरू सोधिने छ ।

पाठ्यक्रमका इकाइ	1	2	3	4	5	6	7	8	9	10	11
प्रश्न संख्या	4	4	8	4	4	4	4	4	4	5	5

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द्वितीय पत्र : सेवा सम्बन्धी

Section (A) - (50 Marks)

1. **Tourism Development in Nepal** (10 Marks)
  - 1.1 Tourism trends in Nepal
  - 1.2 Classifications of tourist
  - 1.3 Purpose of visits and trends
  - 1.4 Travel and services renders
  - 1.5 Environment for tourism development in Nepal
  - 1.6 Economic, social, ecological, and political impacts of tourism
2. **Tourism Products and Services of Nepal** (10 Marks)
  - 2.1 Natural Heritage of Nepal (Mountains, Protected Areas of Nepal, and special Landscapes Upper Mustang' Upper Manang, Tsum Valley)
  - 2.2 Cultural Heritage of Nepal (General Overview on-People, Fairs and Festivals, Monuments and Buildings, Cuisine, folklore.
  - 2.3 Tourism Activities (Adventure-Trekking, Mountaineering, Rock Climbing, Rafting, Ultra-light Aircraft; City Tours (World Heritage sites of Kathmandu Valley), Agro-tourism-Wild Bee honey hunting, Bee farming); Emerging Tourism Product (Great Himalayan Heritage Trails (GHT), Canyoning, Everest Marathon, Himalayan Sky Diving, Para hawking. Zip-line
3. **National Tourism Development Policies and Strategies.** (10 Marks)
  - 3.1 National vision, (Tourism Vision 2020)
  - 3.2 Current National Tourism Policy
  - 3.3 Overview of Tourism Act, Rules and Regulations
  - 3.4 Current National Tourism Development and Marketing Plans and Strategies
4. **Strategic alternatives for Tourism and Hospitality Industries in a Globalized World** (10 Marks)
  - 4.1 Strategic Direction and strategic methods
  - 4.2 Modernization, Diversification, integration, merger and acquisition,
  - 4.3 Joint venture, Strategic alliance in travel agency and airline industry (One World, Stat alliance)
  - 4.4 Competitive strategy, porter's generic strategy
5. **Tourism and Hospitality Marketing** (10 Marks)
  - 5.1 Marketing of goods and services,
  - 5.2 Types of services, special characteristics in marketing of services and leisure activities,
  - 5.3 Tourism Marketing Mix, Tradition 4 P's and extended Ps of services, tourism product, pricing and strategies, tourism promotion and distribution strategies, role of people, process, physical evidence, marketing mix analysis and developing marketing mix in tourism, inter cultural communication, concept of Tourist Behavior, Cultural Influence of Consumer Buying Behavior and Tourist Buying Behavior.
  - 5.4 Marketing Tourism Products: Guide to marketing leisure activities, marketing of fairs and festivals, MICE- Meeting, Incentive, Conference and Exhibition conventions, incentive travel, workshop, seminars, consumers mix marketing techniques of a travel agency, airlines, travel agencies, tour operations

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**Section (B) – (50 Marks)**

- 6. Eco Tourism and Sustainable Tourism (20 Marks)**
- 6.1 Principles of eco-tourism
  - 6.2 Types of eco-tourism; Eco-tourists, Global growth and magnitude of eco-tourism, Eco-tourism in the context of other tourism types
  - 6.3 Impacts of eco-tourism; Economic impacts, Environmental impacts, exploring socio-cultural impacts on local communities and rural development
  - 6.4 Eco-tourism in practice; Eco-tourism guidelines and code of conduct, Models of eco-tourism development, Eco-tourism in the less developed world, Eco-tourism in Nepal
  - 6.5 Introduction to sustainability in tourism
  - 6.6 Concept of sustainable development and importance
  - 6.7 Emergence of sustainable tourism
  - 6.8 Institutionalization of sustainable tourism
  - 6.9 Principles and Philosophy of sustainability in Tourism
  - 6.10 Principles of Sustainable development and sustainable tourism
  - 6.11 Conventional versus alternative forms of tourism; Meaning and concept of mass tourism and alternative tourism, Emergence of alternative tourism and its types, Nature based tourism, Rural and agro-tourism; Culture and heritage based tourism,
  - 6.12 Integrated Dimensions in Sustainable Tourism Management; Environmental Dimension, Economic Dimension, and the Socio-cultural
- 7. Resources in Tourism and Tourism Demand (10 Marks)**
- 7.1 Tourism Industry and its product
  - 7.2 Travel and Tourism Resources
  - 7.3 Factors influencing and Constraining Tourism Demand, Levels of Choice in Travel and Tourism Demand, Tourism Demand forecasting-Meaning, significance, Survey Method of forecasting, Tourism Satellite Account (TSA)
- 8. Conflict Management (10 Marks)**
- 8.1 Nature of Conflict
  - 8.2 Sources of Conflict
  - 8.3 Effects of conflict
  - 8.4 Model of Conflict
  - 8.5 Solution of Conflict and Peace- Tourism
- 9. Crisis Management in Tourism (10 Marks)**
- 9.1 Natural disaster; floods, fires, earthquakes, avalanches, landslide
  - 9.2 Civil conflicts; strikes, terrorism, etc.
  - 9.3 Epidemics; SARS, Communicable disease, Swine Flu, Birds Flu, Ebola Virus, STI
  - 9.4 Technology failures blackouts, computer irregularities, aircraft crashes, nuclear meltdown,
  - 9.5 Crisis Management Process

द्वितीय पत्रको लागि यथासम्भव निम्नानुसार प्रश्नहरू सोधिनेछ ।

द्वितीय पत्र				
पत्र	विषय	खण्ड	अङ्कभार	विषयगत प्रश्न
द्वितीय	सेवा सम्बन्धी	(A)	५०	५ प्रश्न × १० अङ्क = ५०
		(B)	५०	५ प्रश्न × १० अङ्क = ५०