

नेपाल सरकार
संस्कृति, पर्यटन तथा नागरिक उड्डयन मन्त्रालय
नेपाल पर्यटन तथा होटल व्यवस्थापन प्रतिष्ठान
रवि भवन, काठमाडौं

पद : प्रशिक्षक (ट्राभल एण्ड टुरिजम)
सेवा : प्राविधिक

तह : ६
समूह : ट्राभल

खुला प्रतियोगितात्मक परीक्षाको पाठ्यक्रम

१ आवश्यक न्यूनतम शैक्षिक योग्यता : मान्यता प्राप्त शिक्षण संस्थाबाट ट्राभल एण्ड टुरिजम म्यानेजमेन्टमा स्नातकोत्तर तह उत्तिर्ण वा व्याचलर ईन ट्राभल एण्ड टुरिजम म्यानेजमेन्टमा उत्तिर्ण भई कुनै विषयमा स्नाकोत्तर तह उत्तिर्ण भएको र कम्प्यूटर विषयमा कम्तीमा एक महिनाको अध्ययन वा आधारभूत तालीम प्राप्त गरेको ।

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

३ लिखित परीक्षाको योजना र पाठ्यक्रम :

प्रथम चरण :- लिखित परीक्षा (Written Examination)					पूर्णाङ्क :- २००		
पत्र	विषयवस्तु	अंक	पूर्णाङ्क	उत्तीर्णाङ्क	परीक्षा प्रणाली	प्रश्नसंख्या X अङ्क	समय
प्रथम	खण्ड (क) सामान्य ज्ञान, सामान्य बौद्धिक परीक्षण (GAT) तथा अंग्रेजी				वस्तुगत बहुवैकल्पिक प्रश्न (MCQ)		१ घण्टा ३० मिनेट
	सामान्य ज्ञान	५०	१००	४०		२० प्रश्न X १ अङ्क	
	सामान्य बौद्धिक परीक्षण					२० प्रश्न X १ अङ्क	
	अंग्रेजी					१० प्रश्न X १ अङ्क	
	खण्ड (ख) ट्राभल एण्ड टुरिजम म्यानेजमेन्ट	५०				५० प्रश्न X १ अङ्क	
द्वितीय	सेवा सम्बन्धी		१००	४०	विषयगत	७ प्रश्न X १० अङ्क	३ घण्टा
					विषयगत - समस्या समाधानमूलक	२ प्रश्न X १५ अङ्क	
द्वितीय चरण :- अन्तर्वार्ता (Interview)					पूर्णाङ्क :- ३०		
	अन्तर्वार्ता		३०				

द्रष्टव्य :

- लिखित परीक्षाको माध्यम भाषा नेपाली वा अंग्रेजी हुनेछ अथवा दुवै 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 ।
- बहुवैकल्पिक प्रश्नहरू हुने परीक्षामा कुनै प्रकारको क्याल्कुलेटर (Calculator) प्रयोग गर्न पाइने छैन ।
- विषयगत प्रश्नहरूको हकमा तोकिएको अङ्कमा एउटा लामो वा एउटै प्रश्नका दुई वा दुई भन्दा बढी भाग (Two or more parts of a single question) वा एउटा प्रश्न अन्तर्गत दुई वा बढी टिप्पणीहरू (Short notes) सोध्न सकिने छ ।

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- विषयगत प्रश्न हुने पत्र/विषयका प्रत्येक भाग/खण्डका लागि छुट्टाछुट्टै उत्तरपुस्तिकाहरु हुनेछन् । परीक्षार्थीले प्रत्येक भाग/खण्डका प्रश्नको उत्तर सोही भाग/खण्डको उत्तरपुस्तिकामा लेख्नुपर्नेछ ।
- यस पाठ्यक्रम योजना अन्तर्गतका पत्र/विषयका विषयवस्तुमा जेसुकै लेखिएको भए तापनि पाठ्यक्रममा परेका कानून, ऐन, नियम, विनियम तथा नीतिहरु परीक्षाको मिति भन्दा ३ महिना अगाडि (संशोधन भएका वा संशोधन भई हटाईएका वा थप गरी संशोधन भई) कायम रहेकालाई यस पाठ्यक्रममा परेको सम्झनु पर्दछ ।
- प्रथम चरणको लिखित परीक्षाबाट छनौट भएका उम्मेदवारहरु मात्र द्वितीय चरणको अन्तर्वार्ता परीक्षामा सम्मिलित हुन पाउनेछन् ।
- पाठ्यक्रम लागु मिति :- २०७५।९।१५

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लिखित परीक्षाको पाठ्यक्रम

प्रथम पत्र : खण्ड (क) सामान्य ज्ञान, सामान्य बौद्धिक परीक्षण (General Aptitude Test) तथा अंग्रेजी

(क) सामान्य ज्ञान (२० प्रश्न X १ अङ्क = २० अङ्क)

१. नेपालको भूगोल : क्षेत्रफल, भूवनोट, भौगोलिक विभाजन, हावापानी, वन तथा वनस्पति ।
२. नेपालका प्रचलित धर्म, संस्कृति, जातजाति, भाषा, साहित्य र कला सम्बन्धी सामान्य ज्ञान ।
३. नेपालको संविधानका सामाजिक आधारभूत विशेषताहरु ।
४. आर्थिक विकास :
 - ४.१ नेपालको वर्तमान आर्थिक परिसूचकहरु (कृषि, उद्योग, पर्यटन, यातायात, संचार, शिक्षा) ।
 - ४.२ नेपालको अर्थतन्त्रमा पर्यटन क्षेत्रको योगदान ।
५. विकासका, नविन सवालहरु : पर्यावरण संरक्षण, जैविक विविधता, जलवायु परिवर्तन, जनसांख्यिकीय, शहरीकरण, प्रदूषण, प्राकृतिक स्रोत तथा राष्ट्रिय सम्पदाहरुको संरक्षण सम्बन्धी सामान्य सवालहरु ।
६. अन्तरराष्ट्रियसंघ/संस्था :

दक्षिण एशियाली क्षेत्रीय सहयोग संगठन (SAARC), BIMST-EC, UNO, UNWTO, ICAO, IATA, PATA सम्बन्धी सामान्य जानकारी ।
७. राष्ट्रिय र अन्तरराष्ट्रिय महत्वका समसामयिक घटना तथा नवीनतम गतिविधिहरु :

राजनीतिक, सामाजिक, सांस्कृतिक, आर्थिक, वैज्ञानिक, खेलकूद ।
८. ऐन नियम र नीतिहरु :
 - ८.१ पर्यटन नीति, २०६५ ।
 - ८.२ भ्रष्टाचार निवारण ऐन, २०५९ (कसूर तथा सजाय सम्बन्धी सामान्य व्यवस्था)
 - ८.३ नेपाल पर्यटन तथा होटल व्यवस्थापन प्रतिष्ठान कर्मचारी सेवा शर्त नियमावली, २०६९

(ख) सामान्य बौद्धिक परीक्षण (General Aptitude Test)

20 × 1 = 20 Marks

- 1 Verbal Reasoning : 7 × 1 = 7 Marks

Analogy, Classification, Coding-Decoding, Insert the Missing Character, Common Property, Matrices, Direction and Distance Sense Test, Ranking Order, Assertion and Reason, Induction, Deduction, Courses of Action, etc.
- 2 Non-Verbal Reasoning: 7 × 1 = 7 Marks

Series, Analogy, Classification, Venn Diagrams, Matrices, Construction of Squares and Triangles, and Figure Formation and Analysis, Dot Situation, Water Images, Mirror Images, Embedded Figures, etc.
- 3 Numerical Reasoning : 6 × 1 = 6 Marks

Series, Analogy, Classification, Coding-Decoding, Percentage, Fraction, Decimal, Ratio, Average, Loss, Profit, Date/Calendar, Time and Work, Charts, Graphs, Tables and Data Sufficiency.

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(ग) English Test

10 × 1 = 10 Marks)

1. Comprehension:

(4 × 1 Mark = 4 Marks)

A passage of about 450 -500 words written in English will be given and the examinees will be asked to summarize it in 33 percent (one third) of the total length of the passage. The questions will try to accommodate the following areas:

- Fact finding, Inferential, Core theme, True/false identification, Issues raised and Language based

2. Vocabulary:

(3 × 1 Mark = 3 Marks)

Questions will be asked to assess their grasp on the English language vocabulary. The questions will be of the following nature:

- Meaning of the words (literal /figurative/contextual), Single word for expressions, Synonyms/Antonyms, Derivatives and Homonyms/Homophones

3. Syntactic ability:

(3 × 1 Mark = 3 Marks)

Questions will be asked to assess the syntactic ability of the candidates. The questions will be based on the following categories:

- Agreement, Tense aspect, Parallel structures, Clauses, Modifier, Conditionals, Phrasal expressions, Shifts (tense, number, person), Transformations, Varieties, Prepositions, Conjunctions and Parts of speech.

खण्ड (ख): ट्राभल एण्ड टुरिजम म्यानेजमेन्ट

(५० प्रश्नX १ अङ्क = ५० अङ्क)

1. Fundamentals of Tourism

(5×1Mark)

- 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

(5×1 Mark)

- 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

(10×1Mark)

- 3.1 Travel Industry and its functioning
- 3.2 Concept, importance, types and development of package tour

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- 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 (5×1Mark)

- 4.1 Concepts of destination management, Basic elements of the Tourist Destination,
- 4.2 Destination management roles, Leadership and coordination, Partnership and team-building, 10 As of successful destinations
- 4.3 Uniqueness of destination management
- 4.4 Stakeholders in destination management
- 4.5 Responsible Tourism Practices
- 4.6 Keys to Destination Sustainability
- 4.7 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 (5×1Mark)

- 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

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6. Tourism and Aviation (5×1Mark)

- 6.1 Tourism development and Impacts on Nepalese economy
- 6.2 Tourism policy of Nepal (2065), 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 (5×1Mark)

- 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 (5×1Mark)

- 8.1 Types of Operation: Fixed wing operations, Helicopter operations, Ultra-light aircraft operations, Paragliding, Hot Air Ballooning, Skydiving, Drone (Unmanned Aerial Vehicle) operations
- 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) (5×1Mark)

- 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

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Section (A)- (55 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, Star alliance)
 - 4.4 Competitive strategy, porter's generic strategy
5. **Tourism and Hospitality Marketing** (15 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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संस्कृति, पर्यटन तथा नागरिक उड्डयन मन्त्रालय
नेपाल पर्यटन तथा होटल व्यवस्थापन प्रतिष्ठान
रवि भवन, काठमाडौं

पद : प्रशिक्षक (ट्राभल एण्ड टुरिजम)
सेवा : प्राविधिक

तह : ६
समूह : ट्राभल

Section (B) – (45 Marks)

6. **Eco Tourism and Sustainable Tourism** (15 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. **Crises 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 Crises Management Process