

Bachelor in **TRAVEL & TOURISM MANAGEMENT** (BTTM)



LUMBINI BUDDHIST UNIVERSITY

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About University

Promoting Higher Education on Buddhist religion, philosophy, literature and culture.

Lumbini Buddhist University (LBU), from the birth place of Gautam Buddha, Lumbini, is an autonomous and public institution of higher learning committed with the mission to educate the people of Nepal and enrich the global learning community through the application of core Buddhist values and to promote the World Peace.

Established by the Government of Nepal with a Parliament Act on June 17, 2004 under the concept presented by the First World Buddhist Summit held in Lumbini. The constituent campuses of the University and the Central Administration Offices are located in Lumbini, in the district of Rupandehi, Nepal.



About Bachelor in Travel and Tourism Management (BTM)

Program Goals

The overall objective of this program is to provide a good foundation for students to develop their theoretical as well as empirical knowledge in the field of Travel and Tourism Management. This course has been designed to prepare the students to enter the hospitality industry as middle level management employees and to serve in travel and tourism sectors. It is a four years full time semester system course designed to produce professional human resource for the dynamically growing travel and tourism sector of Nepal. This program explores the wide variety of services provided by today's travel and tourism industry while developing the business knowledge and skills required to succeed in the private and public sector of tourism.

Upon completion of the course, the student will be able to handle national and international tourist service operations including, handling, managing and planning tour, trek and rafting programs; domestic and international air ticketing; appreciate tourism development planning; implement sustainable tourism management policies; and be able to pursue further advanced course in travel and tourism management.

Learning Outcomes

Upon completion of the course the students will be able to:

- Gain an understanding of travel and tourism and its operation both theoretically and practically;
- Gain knowledge about not just the fundamentals of travel and tourism but also about the more advanced concepts related to the field;
- Gain knowledge about the policies related to travel and tourism;
- Understand tourism in the light of Buddhism;
- Handle function of international tourist service operation including handling, managing and planning tours, treks, and rafting program;
- Handle domestic and international ticketing;
- Get employment in national as well as international market; Develop an entrepreneurship skill in the travel and tourism industry;
- Join higher level course in travel and tourism

Objectives of the Program

- * To provide the basic and essential knowledge regarding various activities undertaken by tourism industry and necessary knowledge and skill to work in the industry.
- * To impart certain basic skills and aptitude which will be useful in taking up any activity in Tourism Industry.
- * To develop the personality to become responsible citizen with greater awareness about the Nepali society and its culture.
- * To provide a global view of several multinational tourism business houses and their functions.
- * To provide knowledge, skill and attitude to set up tourism related establishment.





Scope & Career Opportunities

- Holiday/ Travel Agent
- Travel Executive
- Tourism Manager
- Hotel Concierge
- Air Hostess/Flight Stewards
- Cruise Agents/ Coordinator
- Ticketing Agent
- Guest Relationship Officer
- Airlines/ Ground Staff
- Tourist Guide
- Transport Officer
- Travel Counselor/ Consultant
- Tour Operator
- Travel Writer/Blogger
- Cargo Management Officer

- Customer Service Officer and many more in
- Hospitality and event management sector

Others

1. MICE Sector
2. Hospitality Industries
3. Government Tourism Sector
4. Entrepreneurship
5. INGO, NGO Offices & many more...

Our Facilities

- Library
- Internships (China)
- Cafeteria/Canteen
- Fieldtrips with credits

- Modern Classrooms
- Lecturers, Seminars, Tutorials, Guest Speakers
- Scholarship available as per governments rules



Eligibility for Admission

The BTM Program is tailored to serve the need of the bright young persons who have completed twelve years of education and are looking for an education in travel and tourism management profession or toward higher education in the related field. This program is open to students with diverse educational backgrounds including, humanities, science, arts and management. However, being a program with challenging curriculum and contents, it is accessible for students from all streams. Accordingly, candidates for this program are carefully screened through a selective admission test process. A candidate for being eligible for admission to the degree course in Travel and Tourism Management shall have passed 12 Standard Examination (HSEB., NEB, 10+-2) from any stream with English as passing subject and with a minimum GPA of 2.0 or 45% marks at 12 standard. Every eligible candidate has to pass the entrance test to be taken by the College.

Selection Procedure

Candidates are required to appear Lumbini Buddhist University's Admission Test and interview Admission Test consists of verbal ability, quantitative ability, logical reasoning, and general awareness. Physical presence of candidates is mandatory during the admission procedure.

Remember the following points before you appear for admission procedure:

- Come in proper grooming (trimmed hair, clean shaven, no slipper and shorts). Bring the following documents (both original and copy):
- Mark-sheet & character certificate of SLC/SEE
- Mark-sheet & character certificate of +2 or equivalent
- Fill up the form before you appear for the interview (only if you haven't)
- Come in the proper time you are asked for at least half an hour before the interview time)
- Admission will be done on the first come first serve basis from the students who have passed their interview.
- Admission should be done within the given date otherwise the seat will be given to another deserving candidate

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Curricular Structure

Semester I

ENG 101	English I	3
TOR 131	Comprehensive Tourism Studies	3
BUD 121	Buddhism and Nepalese Society	3
TOR 181	Tourism Geography	3
MGT 141	Principles of Management	3

Semester II

ENG 202	English II	3
TEO 151	Economics of Tourism	3
TOR 231	Travel Trade Operation-1	3
TAC 161	Tourism and Hospitality Accounting	3
TOR 241	Comprehensive Hospitality Studies	3

Semester III

TOR 331	Travel Trade Operation-11	3
TFN 151	Tourism Finance	3
TOR 344	Cultural Heritage Tourism	3
TOR 401	Tourism Legislation	3
TOR 343	Tourism In Nepal	3

Semester IV

BTTM 341	Adventure Tourism	3
BTTM 342	Hospitality Management	3
BTTM 343	Human Resource Management	3
BTTM 344	Tourism and Hospitality Marketing	3
BTTM 345	International Language I (Chinese)	3

Note: Students are required to select one course each from two segments of elective courses.
The above mentioned modules are subject to change as per the university's policy.

* One year student's exchange program in China for all-students.

Semester V

BTTM 401	Event Tourism Management	3
BTTM 411	Entrepreneurship in travel and Tourism	3
BTTM 421	Tourism Crisis and Disaster Management	3
BTTM 431	Sustainable tourism Development	3
BTTM 441	International Language-II (Chinese)	3

Semester VI

BTTM 451	Himalayan Heritage Tourism	3
BTTM 461	Corporate Communication	3
BTTM 471	Ecotourism	3
BTTM 481	Tourism Conflict and Peace	3
BTTM 491	Airlines Ticketing (GDS)	3

Semester VII

BTTM 501	Research Methodology	3
BTTM 511	Tourism Statistics	3
BTTM 521	Elective I Accommodation Management	3
BTTM 522	Elective I Destination/Planning & Management	3
BTTM 523	Elective II Airlines Operations Management	3
BTTM 524	Elective II Tourism Planning & Policy	3
BTTM 531	Air Cargo Management	3
BTTM 541	Tourism and Guide	3

Semester VIII

BTTM 561	Field Work-8 Weeks	3
BTTM 571	Report Writing-4 Weeks	3
BTTM 581	Internship 12 Week	3
BTTM 591	Thesis Research Project	3



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