

## नेपाल पर्यटन बोर्ड

प्रबन्धक पदको आन्तरिक प्रतियोगितात्मक लिखित परीक्षाको लागि पाठ्यक्रम

**पाठ्यक्रमको रूपरेखा (कुल पूर्णाङ्क - २५०)**

प्रथम चरण : लिखित परीक्षा (पूर्णाङ्क - २००), दोस्रो चरण : प्रस्तुतीकरण (पूर्णाङ्क - ३०)

तेस्रो चरण : अन्तरवार्ता (पूर्णाङ्क - २०)

**प्रथम चरणको परीक्षा योजना**

**पूर्णाङ्क - २००**

पत्र	विषय	पूर्णाङ्क	उत्तिर्णाङ्क	परीक्षा प्रणाली	प्रश्न संख्या × भार	समय	माध्यम
प्रथम	प्रशासन र व्यवस्थापन	१००	४०	विषयगत (तथ्यगत एवं समस्या समाधान)	६×१०=६० १×२०=२०	३ घण्टा	नेपाली वा अङ्ग्रेजी वा दुवै
द्वितीय	पर्यटन सम्बन्धी ज्ञान	१००	४०	विषयगत (तथ्यगत एवं समस्या समाधान)	६×१०=६० १×२०=२०	३ घण्टा	अङ्ग्रेजी

**दोस्रो चरणको परीक्षा योजना : प्रस्तुतीकरण**

**पूर्णाङ्क - ३०**

	परीक्षाको किसिम	मूल्याङ्कनको आधार एवं अंकभार	माध्यम	समय
पर्यटन सम्बन्धी प्रस्तुतीकरण	क) पर्यटन उपज (Tourism Products) को पहिचान विकास र प्रवर्द्धन	(क) अवधारणागत स्पष्टता - ५ (ख) प्रस्तुतीकरण शैली - ५ (ग) तर्कपूर्ण विमर्श गर्न सक्ने क्षमता - ५ (घ) आत्मविश्वास - ५	अङ्ग्रेजी	२० मिनेट ( विचार/विमर्श र छलफल बाहेक)
	ख) पर्यटन बजारीकरण ( आन्तरिक एवं अन्तर्राष्ट्रिय)	(ङ) पर्यटनसम्बन्धी नवीनतम ज्ञान - ६ (च) समय व्यवस्थापन - २		
		<b>जम्मा :</b>		
		<b>३०</b>		

**तेस्रो चरणको परीक्षा योजना : अन्तरवार्ता**

**पूर्णाङ्क - २०**

**माध्यम :** नेपाली वा अङ्ग्रेजी वा दुवै

**मूल्याङ्कनका आधारहरू :**

क) प्रस्तुतीकरण शैली एवं वाकपटुता, ख) व्यक्तित्व, ग) विषयवस्तुको ज्ञान, घ) धैर्यता, ङ) भाषागत शुद्धता, स्पष्टता र प्रवाह, च) आत्मविश्वास

# NEPAL TOURISM BOARD

## CURRICULUM

Post: Manager, First Paper

Full Marks: 100

Time: 3 Hours

Pass Marks: 40

### **First Paper: – Governance & Management**

- 1. Governance and Policy Management** **20 Marks**
  - 1.1 Concept of Governance
  - 1.2 Governance System of Nepal
  - 1.3 Present Constitution of Nepal
  - 1.4 Interrelationship among Executive, Legislative and Judiciary
  - 1.5 Human Rights and Rule of Law
  - 1.6 Public Policy Management
- 2. Public Management** **30 Marks**
  - 2.1 Concept of Public Management
  - 2.2 Contemporary issues of Public Management  

Job description, Performance Appraisal, Management Auditing, Total Quality Management, Quality Circle, Group Dynamics, Team work, Hierarchy, Unity of Command, Span of Control, Recruitment & Selection, Orientation and Placement, Training and Development, Promotion, Talent Management
  - 2.3 Management Information System
  - 2.4 Alternatives of Bureaucracy
  - 2.5 Human Resource Planning
  - 2.6 Organizational Behavior
  - 2.7 Trade Union and Collective Bargaining
  - 2.8 Concept of Budgeting and Budgeting System of Nepal Tourism Board
- 3. Development Management** **30 Marks**
  - 3.1 Concept of Development
  - 3.2 Economic Growth and Economic Development
  - 3.3 Current Development Plan
  - 3.4 Project Management
  - 3.5 Globalization, Liberalization & Privatization
  - 3.6 Public Private Partnership
  - 3.7 Sustainable Development and Environment
  - 3.8 Inclusive Development
  - 3.9 Poverty Alleviation
- 4. Contemporary Issues** **20 Marks**
  - 4.1 Democracy, Right to Information and Obligation of Public Entity
  - 4.2 National Unity and Integrity
  - 4.3 Social Justice and Social Security
  - 4.4 Federalism and Local Governance
  - 4.5 Cultural Pluralism
  - 4.6 Ethics & Morality in Public Management
  - 4.7 Global Warming & Climate Change

# NEPAL TOURISM BOARD

## CURRICULUM

Post: Manager, Second Paper

Full Marks: 100

Time: 3 Hours

Pass Marks: 40

### **Second Paper: – Tourism Management**

#### **1. Tourism Management 30 Marks**

##### 1.1 Concept and Principles of Tourism

- Introduction of Tourism
- Types and Categories of Tourism
- Elements of Tourism
- Forms of Tourism
- Tourism and the Tourist
- Travel and Tourism

##### 1.2 Different Dimensions of Tourism

- Mountain, Trekking & Other Adventure Tourism
- MICE (Meetings, Incentives, Conferences & Exhibitions) Tourism
- Eco-Tourism
- Cultural Tourism
- Rural Tourism & Home Stay
- Sports Tourism
- Medical Tourism
- Educational Tourism
- Women's Participation in Tourism Promotion

##### 1.3 Natural and Cultural Heritages of Nepal

##### 1.4 Tourism and Economic Development

##### 1.5 Tourism Impacts

##### 1.6 Sustainable Tourism

##### 1.7 Tourism in South Asian Region

##### 1.8 Tourism Project Management

#### **2. Tourism Development and Marketing 30 Marks**

##### 2.1 History of Tourism in Nepal

##### 2.2 Concept of Product Development

##### 2.3 Cultural Tourism in Rural Destination

##### 2.4 Role of Tourism in Urban-Rural Linkage

##### 2.5 Tourism and Environment Protection

##### 2.6 New Trends of Tourism in Nepal

##### 2.7 Tourism Marketing and Nepal

##### 2.8 Digital Marketing

##### 2.9 Tourism Promotion: Domestic/ International

- Destination Marketing
- Tools
- Branding
- Positioning

▪ Challenges and Opportunities

2.10 Tourism Related International Organizations

- United Nations World Tourism Organization (UNWTO)
- Pacific Asia Travel Association (PATA)
- International Civil Aviation Organization (ICAO)
- International Air Transport Association (IATA)

2.11 World Heritage Sites of Nepal

**3 Different Aspects of Tourism**

**20 Marks**

3.1 Ethical Aspects (Code of Conduct) for Tourism Management

3.2 Tourist Guide and their Code of Conduct

3.3 Tourism, Hospitality and Hotel Industries

3.4 Concept and Introduction of Accommodation

3.5 Infrastructure Development for Tourism Promotion

3.6 The Role of Nepal Tourism Board in Tourism Promotion of Nepal

3.7 Foreign Investment in Tourism Sector

**4 Current Acts, Policies and Regulations of Nepal**

**20 Marks**

4.1 Corruption Control Act, Public Procurement Act, Good Governance Act and Regulations, Right to Information Act and Regulations

4.2 Tourism Act and Regulations, Nepal Tourism Board Act and Regulations, Nepal Tourism Strategy Plan (2016-2025), Tourism Policy and Aviation Policy of Nepal

4.3 Personnel Administration Bylaws and Financial Administration Bylaws of Nepal Tourism Board