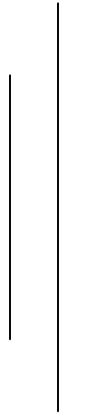


TOURISM SERVICE MARKETING

IN
NEPAL

A THESIS SUBMITTED TO

Office of the Dean
Faculty of Management
Tribhuvan University



In partial fulfillment of the requirement of the Degree of

MASTER OF BUSINESS STUDIES (MBS)

BY

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PEOPLES CAMPUS

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June, 2012

RECOMMENDATION

This is to certify that the thesis

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Entitled :

“Tourism Service Marketing in Nepal”

has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

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DECLARATION

I hereby declare that the work in this thesis entitled “Tourism Service Marketing in Nepal” submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of Prof. Laxman M.D. Joshi., Thesis Supervisor, Faculty of Management, People’s Campus.

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Abbreviations

ACAP- Annapurna Conservation Area Project
ADB-Agriculture Development Bank
ALS- Average Length of Stay
AI- Appreciative Inquiry
AIPC-Average Income Per Capita
ANGRA-All Nepal River Guide
AOAN- Airline Operators Association of Nepal
APPA- Appreciative Participatory Planning and Action
Apr.- April
ARP- Annual Rate of Percentage
Aug.- August
BCP- Bardia Conservation Project
BHM- Bachelor in Hotel Management
BTM- Bachelor in Travel and Tourism Management
CAAN- Civil Aviation Authority of Nepal
C.B.S.- Central Bureau of Statistics
CEDA- Center for Economic Development and Administration
DCA- Department of Civil Aviation
Dec.- December
DF- Degree of Freedom
DFID- Department of International Development
DTDMP- District Tourism Development and Management Plan
DNC- Destination Nepal Campaign
DNPWC- Department of National Park and Wildlife Conservation
DOI- Department of Immigration
DOT- Department of Tourism
DRCG- Development Research and Communication Group
ES- Economic Survey
ESCAP- Economic and Social Commission for Asia and the Pacific
EU- European Union
Feb.- February
FDI- Foreign Direct Investment

FNCCI- Federation of Chambers of Commerce and Industry
FXET- Foreign Exchange Earning from Tourism
F.Y.- Fiscal Year
GDP- Gross Development Product
GDPN- Gross Domestic Product Nominal
Govt.- Government
GTZ- German Agency for Technical Cooperation
HAN- Hotel Association of Nepal
HMG- His Majesty's Government (then)
HMTTC- Hotel Management and Tourism Training Center
HRA- Himalayan Rescue Association of Nepal
HTTJ- Himalayan Travel Trade Journal
ICIMOD- International Center for Integrated Mountain Development
ILO- International Labour Organization
INGO- International Non-Government Organization
IT- Information and Technology
ITB- International Tourism-Borse
IUCN- International Union for Conservation Agency
IUOTO- International Union of Official Travel Organization
Jan.- January
JICA- Japan International Corporation Association
KEEP- Kathmandu Environment Education Project
L.O.N.-Leagues of Nation
Mar.- March
MFSC- Ministry of Forest and Soil Conservation
MoCTCA- Ministry of Culture, Tourism and Civil Aviation
MOF- Ministry of Finance
MOI- Ministry of Industry (then HMG/Nepal, (1992) Foreign Investment. (Promotion Division, Nepal
Foreign Investment Opportunity, Kathmandu)
MOU- Memorandum of Understanding
MTRC- Mountain Tourism Resource Centre
NA- North America
NAC- Nepal Airlines cooperation
NARA- Nepal Association of Rafting Agents

NATA- Nepal Association of Travel Agents
NATHM- Nepal Academy of Tourism and Hotel Management
NATO- Nepal Association of Tour Operators
NCA- Nepal Canoeing Association
NCAC- Nepal Civil Aviation Authority
NCAP- Nepal Civil Aviation Policy
NGOs- National Government Organizations
NICA- Nepal Incentive Convention Association
NJJR- Nepal Janakpur-Jayanagar Railway
NMA- Nepal Mountaineering Association
NOB- Number of Beds
NOH- Number of Hotels
NPC- National Planning Commission
Nov.- November
NRB- Nepal Rastra bank
NRCT- Nepal River Conservation Trust
NTB- Nepal Tourism Board
NTC- Nepal Tourism Council
NTS- Nepal Tourism Statistics
NTDP- Nepal Tourism Development Board
NTMP- Nepal Tourism Master Plan
NTMP- Nepal Tourism Marketing Program
NTOs- Nepal Tourism Organizations
NTTR- Nepal Travel trade Reporter
Oct.- October
OECD- Organization for the Economic Cooperation and Development
PATA- Pacific Asia Travel Association
PTC- Pokhara Tourism Council
PQTP- Partnership for Quality Tourism Project
RNAC- (then) Royal Nepal Airlines Cooperation
SAARC- South Asian Association for Regional Cooperation
Sept.- September
SNV- Netherlands Development Organization
STDF- Sustainable Tourism Development Fund
STOL- Short Take Off and Landing

TAAN- Trekking Agents Association of Nepal
TAXR- Tax Revenue
TCNTB- Tourism Council and Nepal Tourism Board
TEAP- Tourism Environment Awareness program
TFEET- Total Foreign Exchange Earning from Tourism U.S.\$ in million
TGDB- Tara Gaon Development Board
TIA- Tribhuvan International Airport
TMP- Trained Man Power
TNB- Total Number of Beds
TNH- Total Number of Hotels
TNTA- Total Number of Tourist Arrival
TRPAP- Tourism for Rural Poverty Alleviation
TSF- Tourist Service Fees
TTV- Total Trade Volume
TURGAN- Tourist Guide Association of Nepal
TXR- Total Tax Revenue
UK- United Kingdom
UN- United Nations
UNDP- United Nations Development Program
UNESCO- United Nations Educational, Scientific and Cultural Organization
VAT- Value Added Tax
VDC- Village Development Committee
VNY- Visit Nepal Year
Vol.- Volume
WE- Western Europe
WHS- World Heritage Sites
WTO- World Tourism Organization