

**AN ANALYSIS OF ROLE AND IMPACT OF E-MARKETING
ON THE TOURISM SECTOR PRACTICES IN TRAVEL
AGENCY IN NEPAL**

A THESIS

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RECOMMENDATION

This is to certify that the thesis

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AN ANALYSIS OF ROLE AND IMPACT OF E-MARKETING ON THE TOURISM
SECTOR PRACTICES IN TRAVEL

has been prepared as approved by this Department in the prescribed format of Faculty
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DECLARATION

I hereby declare that the work reported in this thesis entitled **AN ANALYSIS OF ROLE AND IMPACT OF E-MARKETING ON THE TOURISM SECTOR PRACTICES IN TRAVEL** submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirements for the Master of Business Studies (M.B.S.) under the supervision and guidance of **Asso. Prof. Iswor Raj Lohani.**

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ABBREVIATIONS

ACA	-	Annapurna Conservation Area
CEO	-	Chief Executive Officer
GDP	-	Gross Domestic Product
IT	-	Information Technology
LNP	-	Langtang National Park
NPC	-	National Planning Commission
NRB	-	Nepal Rastra Bank
NTB	-	Nepal Tourism Board
NTO	-	Nepal Tourism Officers
RNAC	-	Royal Nepal Association Corporation
SAARC	-	South Asian Associate for Region Committee
SNP	-	Sagarmatha National Park
TIA	-	Tribhuvan International Airport
TUOTO	-	International Union of Official Travel Organization
TV	-	Television
UN	-	United Nation
URL	-	Universal Resource Locator
USA	-	United States of America
WTO	-	World Trade Organization
www	-	World Wide Web

CHAPTER-1

INTRODUCTION

1.1 Background of the Study

Nepal being one of the poorest countries of the world has limited opportunity for the faster economic growth. We have abundant resources for which the country enjoys competitive advantages. The exotic culture, unique social setting, arts and architecture, religion and above all people themselves are the resources, if harnessed appropriately could bring about noteworthy achievements. Tourism represents one among such sectors, which could rebuild the image of the country bringing back multifaceted benefits to the country and the people at large. The fifty years of tourism in Nepal has established a commendable example for the other sectors of the economy as well. Nepal is a tourist's paradise with an infinite variety of interesting things to see and do. From the lofty snow capped Himalaya mountains of Everest, Kanchenjunga, Annapurna, Dhaulagiri and many other peaks, to the populated valleys, and the forested plains where the tiger and the rhinoceros roam, forest full of wild life, birds and flowers to shrines, temples and palaces with ageless sculptures and legend, the country provides the tourist with a fascinating mix of unparalleled nature beauty with a rich and ancient civilization. Trekking, white water rafting, mountain flight and mountaineering are popular tourist activities.

Tourism has been the main industry of this land locked country. Nepal is a land of the unparalleled beauty with its unique flora and fauna topping the majestic Himalayan range including the highest peak in the attracted in ever-increasing number. Nepal has, managed to retain its old-world charm. Juxtaposed between two Asian giants, China to the north and India to the south, Nepal is a land of temple (pashupati, Krishna Mandir, Manakamana and Muktinath being the most famous), stupas and monasteries (Swayambhunath and Bouddhanath or Tengboche), World Heritage sites (the birthplace of the Buddha Lumbini or the ancient cities of Patan and Bhaktapur), stunning views, popular lakes (like Phewa lake at Pokhara), snow-capped mountains (including, the 8,848-metre Everest) and national parks (like Chitwan and Bardia). The mountains and majestic Himalayan are the true tourism assets and icons of our nation. Trekking tourism is the most popular type of mountain

tourism in Nepal, followed by mountaineering and rafting. There are at least a dozen areas in the mountains of the mountains of Nepal that has been opened for tourists. Some of the most popular areas are the Annapurna Conservation Areas (ACA), Sagarmatha National Park (SNP), and Langtang National Park (LNP). (Nepal's Tourism Blitz: Ravi Sharma).

Nepal is a country having international glory for adventure and culture bewilderment. The number of world heritage sites within a small limited area has pointed out the importance and authenticity of its culture, tradition and ethnicity. The heritage sites have become an indispensable resources for the development and promotion of tourism in the urban as well as rural sector of the country. The autumn and winter seasons are when the country sees greater arrival of tourists than in the other months of the year. The seasonality factor is quite worrying yet not much has been done as how to attract visitors during the other months as well. In the past, not much concerted action was undertaken to make the tourists come during the other months also. But now, there has been a growing realization that tourism products ought to be designed whereby the same resources could be tapped for more benefits to the country.

Tourism is obviously a heavy weight industry and a sources of previous foreign exchange. These roles of the tourism industry for the economic development of Nepal can hardly be exaggerated. Tourism has been a driving forces for the economic development of Nepal. It also employment opportunities for millions of people both directly and indirectly. Being the poorest countries of the world, its opportunities for the faster economic growth are limited. We have abundant resources for which the country enjoys competitive advantages. The exotic culture, unique social setting, arts and architecture, religion and above all people themselves are the resources, if harnessed appropriately could bring about noteworthy achievements. Tourism represents one among such sector, which could rebuild the image of the country bringing back multifaceted benefits to the country the and the people at large.

Tourism sector has long been driving forces for the economic development and remained as a major economic activity of Nepal. It represents around 4% to the country's GDP and almost 20% of the total foreign exchange earnings and is also a major source of

employment. In 1996, the revenue from tourism was around 116 million dollars contributing to more 4% of total foreign exchange earnings. The world tourism has not been quite satisfactory during the year 1998. His majesty's government introduced Visit Nepal 1998 year with a plan to attract half a million overseas visitors. International tourists movement experienced the growth of only 2.4% over 1997. A total 464 thousand tourists visited Nepal in the year 1998 against 422 thousands in the year 1997. The amount of investments in terms of finance, services and international promotion during the year 1998 has resulted into deriving continued benefits in the successive years. As its spillover effects, the year 1999 also has experienced a growth of around 6%. After, 1999 flow of tourism is in decreasing year after year. There has been a slight decrease terms of Indian arrival where as the third country tourists who are known basically contributing on countries foreign exchange reserve has increased impressively. Average length of stay in the year 1998 was 10.8 days per visitor and their average spending day remained at US \$38 during the year 1997. Nepal earned US \$152 million in the year 1998 an increase of 32% in single year. After, 1999 the flow of tourism in Nepal is in decreasing trend. From an assessment of Nepalese tourism industry, it transpires that there was more than 13% drop in the annual volume of tourist influx to Nepal during 2011 as against that of the previous year. One of the striking features of this decline was considerable decrease in the flow.

After peace accord signed between the government and the fighting Maoists, the tourism industry has been the significant improvement. There has been huge growth in the tourist arrivals compared to that of 2007, 2008, 2009, 2010 and 2011. It is expected that the growth will even cross the highest tourist arrival record of 1998 and 2011. Which year has been considered as the best year with tourists arrivals of nearly half million. The tourism industry is waiting for the golden days of Nepal tourism year in 2011.

The international tourism and travel now constitutes the world's largest and most rapid expanding industry. Globally, more than 613 million international tourists move from place of permanent residence each year, and this figure is expected to reach 1.6 billion 2020 (WTO, 1999). In terms of world tourism, tourist arrival in Nepal accounts for only percent of international tourism receipts. This indicates the gap between the potential realities in the

tourism sector. In 2001, Nepal has been voted second in the top country category out of 180 countries in the wanderlust Travel Awards 2001. Having so much potentially, still we are not able to attract more tourists in Nepal. This is due to the poor promotions as well as present environment of this country.

The most crucial factors is that without planned promotions, and marketing of Nepal as a tourist destination and marketing tourist product, it will not be possible to advance the concept for realistic achievement. His majesty's Government of Nepal has accorded high priority to the sustainable development of tourism and has made poverty alleviation a primary objective of the tourism sector. Before the formation of Nepal Tourism Board (NTB) in 1999, the promotion of tourism of was completely handled by Government of Nepal. The Nepal Tourism Board, NTB was established by act of parliament, as a partnership between the private sector tourism industry and Government of Nepal. The Nepal Tourism Board has to play a vital role in the marketing and publicity of Nepalese tourism. The country now has over 600 Travel Agencies and 400 Trekking Agencies

The Government of Nepal has given emphasis for the promotion of regional tourism. In this connection, the government on its budget plan the fiscal year 2003/04 has waived the visa fee for tourists of China and SAARC countries (Pakistan, India, Sri Lanka, Bhutan, Maldives and Bangladesh). Visa fee has been also waived to those who will stay in Nepal only three of less so not need to pay visa fee. The thesis highlights e-marketing prospects of tourism industry of our nation. In this respects, the finding of this thesis seem to be practical and useful given the present state e-marketing prospects of tourism in Nepal. Top priority is to be given to its continuous development and promotion with the right formula.

Marketing in tourism play most critical part. It is a well - known fact that as long as the inherent sense of curiosity and adventure dwells in the heart of human beings, the desire to travel in order to see new sights and experience new things and to live under different environments, will always grow. It may be presumed that such being the case, marketing in the tourism industry is greatly simplified, as part of the process has already been complete

by the desire for the travel in people. Identification of markets like that of the product is crucial for many organizations, which adopts the marketing concept. In fact, the first step a marketing organization will have to take is to identify its markets.

Today marketing tourism is our prime concern, for the majority of travel and tour operator in Nepal, the promotion has become a marketing gimmick. Most of the tourist operators in Nepal are using traditional way of marketing. However, there are significant gap between traditional and hi-tech way of doing marketing through internet. Though government and travel related association is taking lots of concern in promotion tourism. But private sector have majority of share in Nepal Tourism Industry. So, initiation should come from these private institutions to promote tourism in Nepal.

A new and extremely powerful tool that can be used to remain competitive and successful in the world of tourism marketing is the internet. The internet's potential is so great that some have described it as a "Marketing Bonanza". The internet is a means of communication that allows data transfer between computers. Originally designed as a military communications tools. The most common use of the internet are currently e-mail being 75% of all internet usage and the World Wide Web (www) at 25%. E-mail can be most easily compared to telex. Now, more or less outdated in the west, with the exception of a few specific industries. A letter or notes is typed on a keyboard and sent through the modern down the telephone line to a computer where it can be retrieved by the internet recipient.

The World Wide Web is a means of filing computer generated data, text and graphics. Web sites are viewed using web browsers, software programs resident on the user's computer. A website may be compare to a magazine on one's computer. The number of web sites on the internet runs into the million and is growing daily. Web sites cover just about every internet available to mankind. Unless access is restricted to certain sites, as in some countries, internet users can access all information available on the internet. The WWW can thus be seen as a combination of yellow pages, encyclopedias, dictionaries trade directories land just about anything else that can be published. Internet users worldwide, search the internet for information. Potential tourists can use the net to research destinations this is appealing for

both independent travels and those wishing to travel with a group tour. Operators based in destinations as well as home countries can advertise their products on the internet and take booking directly from customers. Hotel and airlines can use sophisticated data bases to allow customers to make bookings directly online and take payments by credit card.

For success in tourism promotion, Nepal tour operators and hotels need to get connected to the internet and work towards better communication with potential customers around the world. Operators need to establish websites with professional web producers. This method of doing business does require change and training. Having an internet account does not necessarily mean that operators will maximize the potential of this new medium, not using an internet account properly is often worse than not having one at all. It is at the convergence of tourism, marketing and the internet (i.e. e-marketing), that this thesis emerges. In Nepal, only handful travel related agencies have marketed their services through internet in systematic manner.

Specially, the purpose of my thesis is to review the form and function of internet- based tourism marketing (i.e. e-marketing) to investigate its role and impact of Nepal Tourism Industry. As applied to the tourism industry, the most important function of marketing is to bring about an awareness of the product and services in the minds of consumers in the market areas. This is done by the way of promotion. Tourism promotion is one of the elements of the marketing mix and an important tool for marketing. The term promotion is interpreted and defines in many ways. Basically, purpose of promotion is to inform, to persuade to encourage or, more specifically, to influence the potential customer. Like in any other industry, successful marketing in tourism cannot rely only on a product of the right kind, on a market related pricing policy and on a reliable and effective distribution network. Thus promoting tourism internationally involves great amount of money. Individual travel agency in Nepal cannot afford to spend such amount of money in promotion but there is alternative simple and cost effective solution i.e. promote your company image through internet.

The World Wide Web (www) is the fastest growing market place. And power of internet can't be ignored. E-marketing can reduce your marketing costs dramatically. The best free marketing tool invested ever email. Due to the awareness of internet marketing (i.e. E-marketing), existence of website doesn't mean you will get customer all depends on the effective promotion. The starting point in formulating an effective internet marketing strategy is to identify the needs of customers who will visit the web site. The content of the site should be structure such that the needs of various visitors are given first priority. In short, site content and structure should match visitor needs abilities. Taking all those considerations in mind, this research will focus on finding out the e-marketing role and impact in tourism sector by travel agencies in Nepal.

This research will be valuable for those involved with, or interested in the tourism industry, tourism marketing and internet marketing. Furthermore, as the literature on internet tourism marketing is limited, this research will be beneficial for those studying or practicing in this area. I also believe this literature will be of social significance, as hopefully it will promote user- friendly design of tourism. By learning and applying the guidelines for effective tourism marketing on the internet. Nepalese travel agencies will be better prepared to face the marketing challenges of the future.

Keeping all those advantages in mind development to tourism, travel agencies must follow effective modern marketing producer to promote tourism industry. Still tourism industry in Nepal is bright if the current political crisis is settled and if effective marketing methods are undertaken. Given this background, this paper attempts to shed some light on the e-marketing prospects practiced in tourism sector by travel agencies in Nepal and how travel agencies can helps future tourism development in the country through effective hi-tech method of marketing.

1.2 Statement of the Problem

At the present Nepalese tourism, industry surrounded my numerous problems. Beside these environmental problems, there is lots of other problems regarding e-marketing phenomena, which are summarized below:

- 1) Over the past few years, Nepalese tourism industry seems to be in the doldrums due to political crisis in the country. Several problems due to Indo-Nepal crisis added flipped to the problem, Specially when an Indian Airlines plane was hijacked in December 1999 and Hritik Roshan episode took place in December 2000. At present Maoist problem and instability of government. These are the environment problem that had been demoralized the tour operator in Nepal.
- 2) Above all those problems, due to unaware of World Wide Web and e-marketing power, Still travel agencies are not taking advantage of hi-tech way of doing marketing.
- 3) Most of the people are not conscious about internet as marketing tool.
- 4) Major cities like Kathmandu, Pokhara, travel and trekking agencies do have websites but existent of website does not mean that customer will come. They have misconception about website marketing the website.
- 5) The success of the tourism industry has been due in large part to the efforts of individual tourism proprietors to individual travel agencies should initiate to promote its services and product by themselves through website but lack of ignorance regarding marketing in internet unable them do so.
- 6) For the majority of tourist operator in Nepal, the promotion has been a marketing gimmick. Most of them are using traditional way of marketing.
- 7) Nepal's tourism marketing is traditionally mistreated. Our marketing so far has been such that tourism here has become a seasonal business, that is the period between October and April is projected as ideal for visiting Nepal.

1.3 Objective of the Study

Any study is carried out with a definite objective, similarly, this study also has its own objective. From the topic, Role and Impact of E-marketing on Tourism Sector Practiced by Travel Agencies of Nepal the objective of thesis can be assumed. So, the basics objective of the study is to explore the Role and Value through E-marketing in Nepal.

It is difficult for any organization to share its promotional practices in tourism sector because it is an important aspect to survive in the market. Being e-marketing regarded as a

new promotional tools the objective sounds difficult. However, in this study it has tried to explore the current hi-tech method of marketing trends among travel agencies in creating a desirable and realistic image of tourism in Nepal.

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The objectives of the study are enumerated as follows

- a To find and examine Travel Agencies perception regarding e-marketing
- b To find out popularity of internet as marketing tools among Travel Agencies.
- c To find out the internet base tourism marketing and its significance in the tourism industry.

1.4 Significant of the Study

"Marketing is a total system of business activities to plan, price promote and distribution want satisfying products services" (Stanton, 1994:6)

Marketing is the most important aspect of the business and marketing. The concept of marketing research is the gift of the modern concept of marketing i.e. consumer oriented approach. Now a days a marketing manager is entrusted with the responsibility of decision making in various field connected with the marketing of goods and services. He has to satisfy consumers demand by supplying the right type of product at right price, at right time in right gumtity and right place. Thesis various decision can be made either an the basis of whims, guess work and intuition or through some scientific process based on facts and figure. The first alternative is not used in modem marketing. The concept of marketing research is based on the latter concept of marketing decisions. Used in the solution of marketing and distribution problems for the purpose of increasing services and distribution cost and maximizing the profit.

Kotler defines marketing research as a "Systematic problems analysis model building and fact finding for the purpose of improved decision making and control in the marketing of goods and services." (Kotler-1999:8)

It is evident from the above mentioned definition that marketing research is the collection, analysis and interpretation of data to help the marketing manager in making wise decisions in the marketing field. It includes various subsidiary types of research such as market analysis, promotions and practices. So, it indicates that e-marketing business is definitely blooming and with the help of right marketing activities they would have higher profit and market. It is for this reason that E-marketing in the Kathmandu valley are running a profitable business.

1.5 Focus of the Study

The main purpose of this is to explore the hi-tech method of marketing practices done by travel agencies and institutions to promote tourism in Nepal. It is at the convergence of tourism, marketing and the internet that this research emerges. Specially, the purpose of my research is to review the form and function of electronic marketing, to investigate the e-marketing prospects of tourism in Nepal, and to suggest guidelines for the future promotion methods.

This research will focus on the facts and figures of the current market of tourism and how the travel agencies are marketing tourism destinations through the internet. Marketing (specifically marketing positioning) involves the creating of an image of the product or service, in the case, the tourism destination or, more generally, place. Central to my research is the belief that no matter how good a tourism destination, how low the price, nothing will be effective if good marketing methods are not implemented. However, there is a fine line between traditional promoting the destination and hi-tech promotion through the internet. Bad marketing methods can lead to tourist disappointment and dissatisfaction, loss of repeat business, bad "word of mouth" advertising, and a poor reputation. Accordingly, the researcher will help to answer the following terms:

- 1) The current e-marketing prospect practiced in tourism sector by travel agencies in Nepal and their perception regarding e-marketing.
- 2) To suggest, how we can uplift the declining trend of tourism through internet in Nepal.
- 3) To make suggestions for future marketing efforts.

This study deals with promotion in tourism, with a focus on electronic marketing. The objectives of the study was to find out e-marketing prospects practiced in tourism sector by the travel agencies in Nepal and the importance of the internet for promoting tourism destinations. The study result can be made use of by tour operators wishing to promote their destinations abroad.

1.6 Limitation of the Study

This research will be tried to carry out without a stain of errors. But it isn't a fact in reality because some errors may occur during the study. Almost all the research works are based on sample, therefore sometimes sample may not present population. Every researcher tries to do error free study is not an exception.

Before starting the research, following errors can be expected. It is tried to overcome the shortcoming in this study. However, following limitations can be considered:

- 1) Travel agencies may not want to share the e-marketing promotional strategies with outsiders.
- 2) It is not possible to collect data from entire tourism industry so it may not be proper to put to find out the perception of e-marketing among travel agent.
- 3) Tourism industry includes many industries like Hotels, Restaurants, Transports, Airlines and Trekking Agencies etc. So this research does not represent the data from whole tourism industry.
- 4) Study area is small and oriented to Kathmandu valley only.
- 5) Time limitation of 2007 to 2011.

1.7 Organization of the Study

This research document is organization in to five chapters

Chapter one consist of short introduction of Nepal and development history of tourism in Nepal, problems identification significance of the study and objective of the study with research methodology.

Chapter two provides extensive research review, which includes concept of tourism e-marketing, reviews of books, journals articles that describes about tourism and tourism marketing with reference to Nepal.

Chapter three deals with research methodology, tools and techniques used to analyze and interpret the findings. The study is based on primary data and it would be supported by secondary data.

Similarly, chapter four is about the analysis and presentation of the findings of the basis of primary data that were taken from various sources.

The last part, chapter five provides summary of the whole research work, recommendation developed based on the major finding and the conclusion.

CHAPTER-2

LITERATURE REVIEW

2.0 Introduction

Review of Literature is the process of learning and understanding the concept of the related topics. After selecting the topic of the research, researcher should study different materials (like Books, Journals, Magazines, Newspapers, Articles etc.) to collect the information about the subject matter of the study. This process of studying different educational materials, which are related with the selected topic of the research, is called "Review of Literature".

2.1 Conceptual Review

2.1.1 Concept of Tourism

The word 'Tourism' is related to 'Tours', which is derived from a Latin, word 'Tornos'. Tornos mean a tool for describing a circle or turners wheel. This is a word of compass or rather a pin at the end of the stretched string used to describe a circle. It is from this word 'Tornos' that notion of the 'round tour' or a 'package tour' has come which is a very of the essence of tourism. It was late as 1643 the term was first used in the scene of going round or traveling from places around an excursion, a journey including visiting a number of places in circuit or sequence, circuitous journey, embraixy the principles of a country or region (Negi, 1990:21).

Prior to the advent of the industrial revolution, travel was primarily related to the trade, the desire for military conquest or the performance of group rites. It was principally the traders, in the early historical period, who blared the trial by establishing national trade routes and communications which later extended throughout the region and finally to other continents. Thus, it was trade that first motivated travel in the real sense (Tewari, 1994:1). Later the advent of modern means of transport and communications has uplifted tourism by facilitating and encouraging traveling. This developed form of traveling in modern terminology is known as tourism today. National Committee on Tourism, India defined it as, the new phenomenon of traveling in pursuit of leisure, culture and the quest for knowledge about alien lands con notes the concept of tourism, the growth of tourism is closely related

to the case of travel economic growth and political development (Mohanty, 1992:46). Tourism grows gradually over the years as easier and faster means of travel became available. Mass tourism started in Europe only in late 19th century but today it is a worldwide reality. "Today tourism revolution is sweeping the global, a revolution promising much and delivering a great deal. It has emerged as the most lucrative business of the world, having tremendous potential for earning foreign exchange, yielding tax revenue promoting growth of ancillary industries, generating income and employment and in the development of industrially backward region through its various linkage effects". (Singh, 1975).

2.2.2 Definition of Tourism

Tourism has been defined in different ways by various and concerned organization and yet is not universally accepted definition of tourism. Herman V. Schullaid, an Australian economist gave one of the earliest definitions of tourism in 1910. According to Schullaid, tourism is "the sum total of the operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside or certain, city or region" (Satyal, 1988).

R. de Meyer has defined tourism, "A collective term for human movement and its attendant activities caused by the exteriorizations and fulfillment of the desire to escape that it more or less latent in everybody" (Chatt Upadhyay, 1995:7). This definition received the first prize by Academic International de Tourism at Monte Carlo in 1952. However, this definition of tourism given by the Swiss professors Walter Hunziker and Kurt Krapf, in 1942, is more phenomenon arising from the travel and stay does not imply the establishment of permanent residence and is not connected with a remunerated activity" (Bhatia, 1994:38).

The tourism society in Britain had also attempted to classify the concept and in 1976 defined tourism as, "Tourism is the temporary short-term movement of the people to destinations outside the places where they normally live and work and their activities during the stay at these destinations, it includes movement for all purposes, as well as day visits or excursions" (Bhatia, 1994:38).

The most widely used and popular definition is one prepared by the United Nations conference on International Travel and Tourism held in Rome in 1963. This definition was recommended by the International Union of Official Travel Organizations (IUOTO) in 1908. Again, in 1993, the United Nations Statistical Commission adopted Rome definitions of tourism in revised form prepared by World Tourism Organization (WTO) a follow up to the Ottawa International Conference on Travel and Tourism Statistics, jointly organized by WTO and the Government of Canada in June 1991. In this definition WTO has developed a schematic breakdown of all traveler. A traveler is defined as "any person on a trip between two or more or more localities within his/her country of usual residence " (WTO, Framework for all the collection and publication of Tourism statistics: 4).

An Australian economist Herman von Schellard, in the year book of national Economy and Statistics 1990, gave the first definition of tourism. He defined tourism "the sum total of operators mainly of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city and region" (Batra, 1990:1). The League of Nations defined in 1937 the term foreign tourist as. "Any person visiting a country, other than that in which he usually resides for a period of at least 24 hours."

But revised definitions given at the UN conference on International Travel Tourism, held in Rome in 1965 which described as. "Any person visiting a country other than that in which he has his usual place of residence, for any region other than following an occupation from within the country visited. The most popular and widely acceptable definition of tourism given by the World Tourism Organization (WTO) conference in Ottawa in 1991 is: " The activities of a person traveling to a place outside his/her environment for that a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited."

Tourism is perceived as an economic activity, which accrues to the recipient countries a definite source of foreign exchange and national income, creates jobs to reduce unemployment, fosters entrepreneurship, stimulates productions of food and local handicrafts, speeds of

communications facilities, cultural exchanges and above all, countries to a better understanding of the host country. Some of principle changing dimensions of the vast expanding tourist industry are bringing into sharper focus the global concern over the culture, ecological, environment, socio-economic and political effects of tourism (Motiram, 2003:1).

2.2 Tourism Marketing

In the present day context marketing has become one of the important as well as challenging jobs of any business organization. For the success of any activities proper marketing system is needed. Marketing denoted the business activities that direct the flow of goods and services from producers to the consumers of users in other words it is process of exchange between seller and buyer.

In the view of Drucker (1976), the aim of marketing is to know and understand the customers so well that the product or services fits and sells it self. According to the British Institute of marketing, "Marketing is the management functions which organizes and directs all those business activities involved in assessing and converting customers purchasing power into effective demand for specific product or service to the final customer or user so as to achieve the profit target or other objective set by the company" (Bhatia, 1994:139). Similarly Eugene j. Kelly has defined marketing as "A business discipline, marketing consists of systematic study of the demand generating of consumer motivating forces, the temporal and spatial considerations influencing economic transactions, and the interacting efforts and responses of buyers and sellers in a market" (Bhatia, 1994:140).

According to the American Marketing Associations, "Marketing is the process of planning and executing the conception, pricing, promotions and distributions of ideas, goods and services to create exchanges that satisfy individual and organizational objectives" (Bennet, 1988:115). Today, in the field of marketing, more priority is given to know the desire of customers and to satisfy them. The present concept calls for a customer orientation backed by integrated marketing aimed at generating customer satisfaction and long run consumer welfare as the key attaining success (Kotler, 1972:46-54).

The challenge of marketing goes the success of business. It must also serve the goals of society. It must act in concert with broad public interest. For marketing does not end with the buy-sell transactions its responsibilities extend well beyond making profit. Marketing share in the problems and goals of society and its contributions extended well beyond the formal boundaries of the firm (Lazer, 1978:1).

Tourism being the fastest growing and most competitive industry in the world it should be marketed properly. "Tourism needs to be marketed, just as any other product, indeed move so, because it is an industry in which the customer still has an immense variety of choice. There are a number of destinations competing with each other to get a bigger and bigger share of the market" (Bhatia, 1994: 137). Hence, tourism marketing is regarded as a central point of whole tourism activities. Today all direct and indirect promotional activities to sell destinations are related to tourism marketing and it effects all the operations of tourism (Negi, 1990: 387).

Tourism marketing is defined as the "systematic and co-ordinate efforts by the National Tourism Organizations and/or the tourist enterprises t international, national and local levels to optimize the satisfactions of tourists, group and individuals, in view of the sustained tourism growth" (Bhatia, 1994: 142). According to Krippendorf (1971: 46) "Marketing and tourism is to be understood as a systematic and coordinated execution of business policy by tourist undertakings whether private or state owned, at local, regional, national or international level to achieve the optimum satisfaction of needs of identifiable consumer groups and in doing so to achieve an appropriate return". Hence, tourism marketing denoted the development of a tourism product to meet the need of the tourists and then employing the techniques of direct sales, publicity and advertising to bring this product to the tourists (Bhatia, 1994: 142).

There is a need of tourism marketing with proper planning and sound policies. "Its complexity lies in the fact that tourism promotion in its various forms has to be directed at large number of people in various lands of different socio-economic structure, having different needs, tastes, attitude expectations and behavior pattern. It is only through the

efficient marketing strategy that will help to understand people's tastes and preference for travel. And hence need for marketing in tourism" (Bhatia, 1994: 141). However, tourism industry does not seem to apply marketing approach for its promotion and development adequately (Anand and Bjracharya, 1985: 1).

Because of the competitive global scenario and the ever-expanding tourism industry, the marketing of the tourism products need greater attention. There are countless tourist destinations world-wide and to develop tourism, every country tries to capitalize on its culture, religious and natural heritage in addition to the various forms of entertainment package. But only those countries, which have devised aggressive marketing strategy, have been able to attract great number of tourists. Thus, tourism being a high publicity product effective marketing is a must for the successful running of tourism industry.

Adequate budget, financial and technological resources are needed for effective tourism marketing. But "we understand very limited marketing activities while other countries with more resources are spending huge amount of money on aggressive marketing of their destination (Pokherel, 1995: 24). In this regard, Hotel Associations of Nepal president saying "we have alone practically nothing as far as promotion is concerned. The Ministry of Tourism has no budget for promotion" (Spotlight, 1997). Government also should take necessary initiative for the publicity of tourism board. In Nepal, even one five star rated hotel spend Rs 30 million annually for the publicity at international due to the lack of budget. Government is not able to make sufficient publicity even in visit Nepal year also (Aajako Samacharpatra, 1997). "we have achieve 'word of mouth' publicity in Europe and India both by travelers as well as tour operators. As the government budget is not large enough to tackle all markets, especially since we are trying to carry consumer oriented marketing. I suggest we concentrate on FAM tours for tour and travel operators and travel trade journalist from Japan. Luring film and TV producers should be our strategy for inexpensive but wide publicity" (Shakya, 1995).

The lacunae in promotional efforts in Nepal is further indicated by the fact that "the expenditure made in publicity is too poor and more effective in both quality and quantity. The Ministry of

Tourism published brochures and booklets about tourism only in few languages and that also in limited copies. There is lack of advertisement in the foreign papers, in such a situation most of the visitors are unknown about Nepal" (Shrestha, 1981: 65).

"Nepal lacks the most essential market information focused on its products, while the most irrelevant material is produced at considerable cost and dubious impact. Fair participation, in the absence of proper information material to flow up interest, poorly staged as it often is, appears less than effective and probably a waste of money. At the same time, there is an urgent need for Nepal to work against increasingly critical world media coverage on ill effects especially on mountain tourism. By inciting journalists, Nepal should convey the fact that it is taking serious steps towards improving matters, but needs help to do so" (Ministry of Tourism, 1984:102).

It is interesting to note the comment about the situation of Nepalese tourism marketing made by Shakya (Spotlight, 1994). According to him, "Nepalese tourism has been marketed mainly through travel agents and tour operator abroad. We have never able to go to the consumer. It is simply beyond our reach to advertise in, say Newsweek, which could take our entire promotional fund. There is also a growing trend of undercutting. If we have US \$100 as the rack rate, we give as much as 50% to the tour operators. That has been our marketing strategy because we depend so much on tour operators".

Another serious challenge faced by tourism sectors is the level of competition because it is very competitive business. Here it will be interesting to quote the slaying of (Alwis, 1997: 8) "my friend in the travel industry in Nepal, talk of the glorious days, barely a decade ago, when a trekking tour was sold to visitors for US \$80 per day on the average. They now lament, that it is sold for only US \$18 per day on the average". In the view of Alwis, "this certainty is not the result of the lack of demand for Nepal's unique tourism potential or a lack of adequate number of 'up market' visitors out there in the market place.

It is in the opinion of most of the result of unhealthy competition between the travel agents, the hoteliers, the tour operators (trekking, rafting and other), the protections of the sky and

the like. They also claim that it is the lack of specializations, lack of product quality improvement, diversification of product and inadequate delivery of quality service". In this respect "the government of Nepal should have clear policy to discourage cut-throat competition in the hotel industry and there by attract quality tourists" (Sandhu, 1996:36). Moreover, many Americans and Europeans complain about the pollution and environmental degradation of Kathmandu. Due to this Kathmandu is sending wrong message about Nepal. We should try best to solve the problems of pollution and environment (Sandhu, 1996:35). "Negative reports on Kathmandu have adversely affected the tourism industry and Nepal's image". (Choegyal, 1994:28).

Regarding negative reporting done by some national and international media certainly it has done a lot of harms in the tourism sector of Nepal. For this, a planned approach is needed to counter the negative effects and organizing large scale promotional campaigns could regain our lost reputation (Rajbhandari, 1994:26). In the context of Mishra says "Say Good bye to Shangri-La" was published in Newsweek of 4th October 1993 issue. It has definitely affected the tourism especially qualitative tourist. However, in my opinion, the correct information about Kathmandu Valley came in time and we should take it in a positive way instead of being defensive. Had it not published in such a renowned journal, it would not have been grave concern to all conscious people of Nepal and abroad". (Mishra, 1994:24).

Air accessibility is also a hurdle in Nepal. Sthapit expressed "We need to take concrete steps with respect to tourism marketing in order to boost arrival. But there is problem of air seat capacity" (Sthapit, 1996:31). Also has similar view in this respect. He says, "This is the one really single major problem RNAC has limited number of aircrafts and the tour operators have to face the problems of air seat. Nepal should allow more international airlines to come to Nepal and encourage the national carrier to complete internationally. It would give new thrust for the tourism development of this country, generate employment and increase the number of tourist arrival" (Sandhu, 1996:35).

For the promotion of quality tourism in the country, infrastructure and services should be improve properly (Sandhu, 1996: 13). "For most countries, including Nepal, one of the most

essential conditions for the successful promotion and development of tourism is the existence of adequate infrastructure and qualified human resources" (Frangialli, 1996:13).

Alwis (1997:8), "All goods marketing begins with the customers and ends with the customers. All good tourism marketing therefore, should begin with the visitor (tourist) and see through to the end, that we have met all reasonable expectations of the visitors. We must ensure that he or she returns with as much as a positive feelings as possible, about Nepal and its people". In fact, the good image and memories of tourists are more beneficial for the country that the promotional activities like international advertisement, brochures, newspaper article etc. So far, Nepal is concerned as a tourist destination, it offers a unique product and unparalleled opportunities for marketers who want to take on the challenge. It just means that both Nepalese operators and their partners in Asia need to work harder and be innovative if they are to achieve yield that Nepal's tourism operators deserve (Alwis, 1996: 29). For Nepal "USA, Australia and the pacific and other European countries, especially the Scandinavian countries are very potential future markets. South East Asia is emerging to be as economic giant. But as our marketing resources are not so big, we have to select only a few countries" (Shakya, 1995:38).

"While formulating the tourism strategy, it is essential that our tourism marketers keep abreast the fast changing trends, particularly the changing trends in tourism market, Tourism marketers should be quick to respond the changing economic scenario in the world" (Shrestha, 1995: 85). Similarly, "An integrated approach, with the twin objectives of environmental protection and sustainable economic development, should be based on an appreciation of the broader implication of tourism for the environmental, demographic, economic and distributional concerns in mountain eco-systems" (Sharma, 1992: 112). Hence, development of tourism of Nepal should take into account promotional and marketing issues as well as deal with the inherent problems and challenges.

2.3 Introductions of Nepal Tourism Board (NTB)

The Tourism history of Nepal is very short. Before the drawn of democracy in 1951 AD, the rules of Nepal had not made any attempt to develop tourism in Nepal. One the contrary the

policy of the government was not left tourist enter into Nepal except on some special cases. Similarly, efforts to earn foreign exchange earnings to accelerate development through tourism and national economy. In actual sense, the promotion of tourism started more or less only in the beginning of 1960s. The then government of Nepal made attempt to the development of tourism with liberal tourism policy relatively than there before.

After 1990, viewing the globalizing context of the world, Nepal government also started to lunch different policies and programs related to tourism. In 1995, an independent "Tourism Policy" was announced and in 1998 'visit Nepal year-1998' campaign was conducted. In such scenario thinking the public-private partnership for the tourism development, Nepal Tourism Board (NTB) has been set up on the date of 31 December 1998 as a national tourism institution under the act of parliament (NTB Highlights, 2003). The board is providing platform for vision drawn leadership for Nepal's tourism section by integrating government commitment with the dynamism of private sector tourism industries.

NTB is promoting tourism in the domestic and international market and is working towards repositioning the image of the country. It aims to regulate product development activities in future. Fund for NTB is collected in the form of tourist service fee from departing foreigner passenger at the Tribhuvan International Airport (TIA) keeping it financially independent.

The Board being a statutory institution has statutory duties assigned to it. Nepal government has also established a defined funding mechanism to finance the promotional efforts of the board. The Board is establishing to work as a professional and dynamic NTO to address the pressing need by designing specific, brand image for Nepal as a travel destination and support the same by self-sustained promotional campaigns. The new tourism brand i.e. marketing slogan of Nepal is "Unleash yourself Naturally Nepal, once is not enough".

2.3.1 Objectives of NTB

As an independent body related to tourism NTB has some objectives to develop and promote tourism in Nepal. Out of the many responsibilities entrusted to NTB, the primary objectives of this institution is to market Nepal as a premier holiday destination in the

international market and also to upgrade the quality of tourism products and resources at par with the accepted international standard, which of course is one of the daunting tasks.

The Nepal Tourism Board Act, 2053 has set up its objectives as following:-

- a) To introduce Nepal in the international arena by the development it as fascinating tourist destination.
- b) To develop, expand and promote tourism business whilst protecting and promoting natural and cultural heritage and environment of the country.
- c) To create maximum employment opportunities by increasing national production and foreign currency earning through the development, expansion and promotion of tourism.
- d) To establish Nepal's image in a high and designed way in the international tourism community by development Nepal as a safe, reliable and attractive tourist destination.
- e) To conduct or cause to be conducted functional research as per necessary for finding out ways to solve problems encountered in tourism sector so as to provide qualitative services to the tourist.
- f) To assist in establishing and developing institution necessary for tourism development.

2.3.2 Role and Responsibilities of Nepal Tourism Board

NTB has been established with a mission to maximize the benefits of tourism by promoting Nepal as a premier holiday destination with a definite brand image. To make the, mission fruitful, NTB has assigned some roles and responsibilities by the NTB act 2053 as mentioned below:

- a) To develop and introduce Nepal as an attractive tourist destination in the international market place.
- b) To promote the tourism industry in the country while working for the conservation of natural, environmental and cultural resources.
- c) To work towards increasing the gross domestic product and foreign exchange income by the means of promoting the tourism industry. To work towards increasing employment opportunities in the same industry.

- d) To develop Nepal as a secure, dependable as well as attractive travel destination by establishing a respectable image of Nepal in international travel trade community.
- e) To work towards providing quality, service to the tourist visiting Nepal.
- f) To study the bottlenecks against the same by means of conducting research in order to do away with these bottlenecks.
- g) To promote and develop institutions for the promotion of tourism industry.

2.3.3 Organizational Structure of NTB

As the NTB has been established to develop tourism with private force, its executive committee member also consists from government as well as private sector. To executive committee comprises of 11 members, 5 members representing the Nepal government, 5 members representing the private sector and chief (CEO) of the Board as the member secretary of the executive committee. The executive committee has been formed to systematically executive and causes to be executing necessary programs and to take care of and manage all the activities of the Board achieving its objectives.

The committee consisting chairperson from government and voce-chairman from private sector/tourism entrepreneurs have following members:

- a) Secretary, ministry of tourism and civil aviation chairperson.
- b) A member selected by the Board members from among the members nominated by private sector -vice chairman.
- c) Joint secretary, ministry of finance -member.
- d) Director General, Department of Immigration - member.
- e) One officer, at least of graduate first class nominated by Nepal government from among other ministers related with tourism development - member.
- f) Director General, Civil Aviation Authority of Nepal- member.
- g) Five individuals nominated by Nepal government among the tourism entrepreneurs involved in tourism promotion activities and from among the experts on tourism, natural and cultural heritage - member.
- h) Chief executive officer - member.

2.4 Marketing on the Internet

The internet has traditionally been for research and communications, and this may explain the reluctance of people to accept it as a market place (Resnick & Taylor, 1994: xxvii). Nevertheless, this is changing and wise use of the internet for marketing will help tourism destinations remain competitive in the rapidly evolving tourism industry. As Poon (1993:89) states, "in a constantly changing travel environment, innovation becomes an indispensable tool for survival."

The internet's role in a marketing strategy is new, and rapidly evolving. Initially, much of the literature concerning marketing on the internet was actually focused on advertising and selling on the internet (see Resnick & Taylor, 1994, Gonyea, 1996), rather than using the internet throughout the entire marketing process. This concern is raised by Bickerton et al (1996). However, this trend is changing as an abundance of books focusing on the integration of the internet into the overall marketing plan has been published recently (see Hanson, 1999, Zeff & Aronson, 1999, Sterne, 2001, Wilson, 2001, Zimmerman, 2001).

Marketing on the internet is "affordable, dynamic and wide-reaching." It is an incredibly powerful communications and research tool, which can help the marketer effectively perform traditional marketing duties such as conducting marketing research, examining competitors, forecasting and advertising. However, it has special attributes that must be taken into account.

E-marketing is marketing that utilizes the medium of the internet. There are of course far more elaborate definitions, but that's it in a nutshell. If that's too brief for you, here's a good down-to-earth definition Cisco give on their website: "E-marketing is a general term for wide array of activities- advertising, customer communications, branding and relationship building efforts, loyalty and retention programs, and more - all conducted over the internet. Much more than creating a website, e-marketing focuses more on communicating on line using a customer directed dialogue with your company to find new prospects, increasing loyalty and making it easier for your customer to do business with you. In short, we define e-marketing all the things your business does on line to find attract, win and keep

customers." Whatever definition you use, the fundamental principles of marketing still apply to e-marketing.

Naturally, there are differences from mainstream marketing, which relies on traditional media. Key differences are e-marketing's lower cost, its incredible degree of measurability and most fundamentally, its unique interactive nature (unlike traditional media there is two-way interactions that the target audience controls). The internet, which includes email and the web, has been described as the world's least expensive and most effective marketing tool is why so many businesses have embraced it.

The key is to understand enough so you are aware of the options and marketing benefits the technology can deliver. You no more need to understand the technical intricacies of web hosting, email list servers, servers, search engine algorithms, banner and servers and the like any more than you need to know the in depth technical intricacies of printing or TV commercial production. Focus on what the technology can do for you, rather than the how.

2.5 The Importance of E-marketing in the Tourism Industry

More than 407.1 million People were estimated to access the internet as at November 2010. This is global figure, which also highlights the fact that the internet is the one medium, which can be used to reach every city and every country over the globe. It means tourism does not just have to concentrate on traditional marketing method-nothing is impossible. If travel agencies have a web site, this in itself means it is accessible by the global market and it is a vital that this business take advantage of this. The only way to market globally is via the internet, and it is important that the promotion (such as through magazines, radio and local promotions) cannot gain the site remotely as marketing on the internet can. If done correctly, the sky can be the limit.

The tourism industry encompasses many businesses, such as accommodations, attractions, transportation and restaurants, each of which may undertake marketing efforts. That is, there are different scales at which marketing can occur, from large-scale marketing of individual business or attractions (such as culture tour operator, adventure tour, eco-tourism business), to small-scale marketing of services through internet and destination regions, because it is at

the regional, or community, level that "successful tourism is likely to take place" (Health and wall, 1992:6) and at which "most of the impacts of tourism both positive and negative, occur" (Murphy, 1983, in Health & Wall, 1992:6).

Tourism is largest industry in the world. It is a very competitive industry with a highly volatile product. Destinations is vogue today often are out of fashion tomorrow. E-marketing is one of the main ways for services or destinations to inform and entire potential tourists and to gain competitive advantage. However, many service industries such as tourism have traditionally used marketing less than manufacturing firms, as they felt it was too expensive, time-consuming, unnecessary, and unprofessional (Kotler et al :1996), relying primarily on an established reputation attract business. And there are still those who consider marketing unprofessional, particularly within area of advertising. Such detractors hold on the belief that marketers will do anything to sell their products or services, with their number one goal being the market of a "quick buck." They are seen as having a complete lack of respect for customers opinions, desires and intellects, and the environment or society as a whole. But this is an unfair view of many of today's marketers, because in a true marketing philosophy, customer satisfaction is key.

Some have noted that e-marketing also can be used to product the environment, improve quality of life, and help society as a whole. E-marketing can be use demand management to increase, decrease or shift demand for a product or service their temporarily or permanently. In the case of tourism, e-marketing can be particularly useful, as it can be used to even-out demand (i.e. increase off-season visits, and limit high-season visits, thus reducing congestion, crowding and environmental impacts), to restricts access to sensitive areas. Travel agencies that adopt a modern marketing philosophy "that focuses on the satisfaction of tourist needs as wants while respecting the long-term interests in the community" (Mill & Morrison, 1985: 360) will benefit not only themselves, but consumers the environment, and society. This is corroborated by Poon (1993:7) who believes that "New tourism can play a leading role in providing and promoting more sustain table patterns of development and in saving Planet Earth. "Thus, tourism marketing can and could assume an important role in

education and conservation, because in the tourism industry, there is much more to gain (or lose) than just profit.

In these days of increased amounts of leisure time, higher standards of living, greater quality of life, higher expectations, and increasing choices (at least in so-called "developed countries." Travel agencies must work harder to provide tourist satisfaction and to ensure they obtain and retain share of the market. But, Travel agencies should be sensitive to the new/high-tech way of doing marketing. They must realize that internet does have a sizeable impact on the global. Due to the rapidly changing worldwide tourist trends, business principles and related socio-economic circumstance, is essential for any new or established tourism business to constantly revisit its product offering and target markets.

E-marketing allows to find new markets, redefine existing markets and to apply the appropriate strategies to ensure that market share is increased and sustained. The internet has provided tourism marketing with many new tools and given old tools new or improved meanings. "Because the World Wide Web presents a fundamentally different environment for e-marketing activities than traditional media, conventional marketing activities are being transformed, as they are often difficult to implement in present form. This means that in many cases, these marketing activities have to be reconstructed in forms more appropriate for the new medium." The e-marketing medium changes tourism marketing so much that a new set concept need to be adopted or old ones to be up-dated so that a better match between these concepts and unique qualities of the new medium is attained. The new medium has brought about new tones to old marketing ideas and concepts and at the same time room for completely new typologies and terms has opened. Adoption of a marketing philosophy is the key to success, and tourism marketers that adopt the e-marketing concept will be better off in the future, a consumers are becoming more and concerned about choosing products and services.

2.6 Review of Related Studies

2.6.1 Review of Article

There was no plan and policy regarding tourism in Nepal till 1950s. For the first time the written study on tourism was made on the late 1950s. In Nepal, "General plan for the

organization of tourism in Nepal" prepared by French national George Lebrec, in 1959, was the first tourism plan, which was prepared by the help of French Government. In this plan, Lebrec has recommended to make brochures, posters, postage stamps depicting the Himalayan peaks and Flora and Fauna and to use of films and documentaries prepared by the mountaineering expedition for promoting tourism in Nepal and the establishment of separate Nepal Tourism Officers. Later, George Lebrec visited Nepal in 1964 and 1996 and prepared two reports on tourism entitled "Report on the Development of tourism" and "Report on Tourism in Nepal" respectively. In these reports, Lebrec had recommended that tourism in Nepal had started growing at a faster pace.

In 1972, with an aim to run tourism in a planned way and formulating policy the Nepal Tourism Master Plan (1972), a detailed and comprehensive document about Nepalese tourism, was prepared with a joint co-operation of Bundesstelle Fur Entwicklungshilfe of Germany and Nepal Government of Nepal. This Master Plan defined the tourism development programs and projects for ten years. The plan defined the tourism development programs to be adopted and the market segments of Nepalese tourism were identified as organized sightseeing, independent "Nepal style" tourism, trekking and pilgrimage. The primary markets for Nepal were identified as USA, France, Scandinavia and Australia as secondary target market. In the Master Plan Kathmandu was seen as continuing to be the principle centre of tourism activities in Nepal and to lengthen the average length of stay, tourists measures can be done by creating resort areas and the provision of recreational attractions suited to the needs of international tourism and opening up the country's attractions by round tours operated from Kathmandu with intermediate stops and short stays in selected sites. Furthermore, the plan has emphasized for development outside Kathmandu such as the development of Pokhara, Chitwan, National Park, development of national parks at Langtang, Annapurna and Dhaulagiri and Khumbu. The development of pilgrimage centers at Lumbini, Mukhtinath, Barahachettra and Janakpur was also envisaged. The Master plan had recommended for the establishment of a Ministry of Tourism and Culture of Archaeology, the Department of forestry, the Ministry of Foreign Affairs and the Immigration Office.

"Nepal Tourism Marketing Strategy 1976 - 1981" prepared by Joseph-Edward Susnik started with the premises:

- a) As the stay of tourism cannot be prolonged for new, the number of international visitors should be increased substantially.
 - b) Image of secondary destinations like Pokhara, Lumbini, and Chitwan should be built up.
 - c) Nepal should become a gateway for South-East Asia.
 - d) Nepal should become the starting point of any Asian tour, as it is the cradle of a religion and culture that influenced the history and life of the major parts of Asia.
- In his report, Susnik has suggested for the formation of Nepal Tourism Marketing Committee as well as Nepal Tourism Infrastructure Committee with representation of private sector and the Department of Tourism be recognized into Nepal Tourist Office, which should concentrate, on the marketing and promotional activities abroad with independent operational budget.

'National Tourism Promotion Report 1983' was prepared by Nepal Tourism Promotion Committee of 1981. Suggestions were also provided on marketing strategies and plan for tourism. It reemphasized the need for promoting Nepal style Tourism as mentioned in the Nepal Tourism Master Plan which would include sightseeing, trekking and wildlife adventure and which would promote Nepal as a primary destination. The major suggestions given from this report are to develop resorts in the mind mountains to encourage tourists from India during the hot Indian summer season, promotions in Europe the stepped up, special programs be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designated for Hindu pilgrims from India, depute a person in the Embassies of Nepal for promoting tourism, participate in various important trade fairs and to promote convention tourism.

Another report entitled "Study and Recommendation for a Nepal Marketing plan a Marketing Task Force Report" (1983) prepared by PATA, in 1983, considered to be very effective marketing plan of tourism. The main recommendation mentioned in this report are the establishment of an autonomous Nepal Tourism Promotion Board, to recognize

responsibility by the private sector for all overseas sales activity, to engage overseas representation to conduct ongoing promotion and publicity for Nepal and to organize a research section to carry out market research on visitors to Nepal.

"Nepal Tourism Master Plan Review" (1984) is a review study and it has suggested action program for implementation for the promotion of tourism in Nepal. This study contains three parts. In part one, a background to be 1972 Tourism Master Plan, its contents and intents and its practical use and operation together with a comprehensive review of past development in key areas of tourism. Part two sets forth an updated set of policy objectives and a market development concept for the five years and part three provides action-oriented recommendation. According to this review report, there is no need for a new comprehensive master plan in tourism. The 1972 Master Plan is relevant in its long-term policy contents, and most of its basic conceptual assumptions have been fully verified. This study focuses on a pragmatic policy framework essential to solving priority of tourism.

This study observed that active market promotion was the most important factor for the tourism development in Nepal. This study, therefore, suggested to various destinations oriented marketing programs. This major programs include:

- a) Developing a systematic concept of promotional material.
- b) Determining the quality standard for each individual product.
- c) Producing a Travel Agents manual containing comprehensive up to date information regarding tourism in Nepal.
- d) Establishing representative offices in Western Europe, USA and Japan.
- e) Participating in selected tourism trade fairs.
- f) Offering familiarizations tours to agents and journalists.
- g) Establishing a Nepal-style tour package.
- h) Directing sales to tour operators from the country of origin without middleman from India.
- i) Expanding the trekking possibilities.

The conclusion and action-oriented recommendations of this study focused on improving the capability of the Ministry of Tourism to assume its responsibilities in tourism institutionally, administratively and technically. Nepal Rastra Bank (1989) carried out an econometric study with an objective to study and estimate the level and patterns of tourist expenditure in Nepal, to estimate the value-added and imports contents and thereby not foreign exchange earnings from tourism sector of Nepal, and to estimate income and employment generation in the tourism sectors of Nepal. In this study, regressions were run on the time-series data as well as cross-sectional data for the period 1974-1987.

The major findings of the study included tourism demand to be income inelastic in dependent variables, tourist expenditure and number of tourists, for the total time-series analysis for the period 1974-1987. Tourist expenditure was found to be highly sensitive with respect to exchange rates, but the sensitivity of tourist arrival to his variable was less. Country-wise time series regression for 14 countries gave mixed results.

Among tourism sub-sectors (when direct, indirect and induced effects were combined), the ratio of import content for hotel was estimated at 53.45%, travel agencies 74.51%, trekking agencies 54.04% and airlines 67.05%. The ratio of direct import content when the indirect and induced effects were taken out was estimated at 35.45% for hotels, 15.12% for travel agencies, 10.79% for trekking agencies and 57.60% for airlines. The value added for the tourism sector i.e. total payment to domestic factor including payments to intermediate and final inputs. (When direct, indirect and induced effects were combined) was estimated at 37.74% as compared to 44.66% for tourism related sector and 42.82% for the overall sector (Nepal Rastra Bank, 1989: 2).

This study estimated the average per capita per day tourist expenditure (Rs, 742), the average length of tourist stay (9.3 nights), and the employment in the tourism sector. The study suggested liberalizing exchange, emphasizing trekking tourism, doing aggressive marketing, expanding both international and national air services, developing integrated tourism development policy, and establishing a fully-fledged apex body.

T.C. Pokharel (2003), has also prepared a separate review article entitled "*summary of past Marketing Strategies and Plans for Tourism in Nepal*" with description of the studies and seminar reports related to Nepalese tourism marketing encompassing important studies and seminar proceeding with an emphasis an marketing of Nepalese tourism.

The basic tasks of 'Nepal Tourism Development Programme' (1990) were:

- a) To review exiting plans and policies and suggest modifications to provide a longer-term strategy for using the countries tourism resources on a sustainable basic, while satisfying on increasing number of visitors.
- b) To prepare tourism development action plans which should include, among other things, the development of a commensurate institutional capacity?

'Nepal Tourism Development Programme' consists of four reports. Product development program and marketing strategies have been defined in this study. For both trekking tourism as sightseeing tourism of the strategy is to establish Nepal as a premium product able to command the price of a premium product. The main marketing strategies initiatives for Nepal mentioned in the report were:

- a) To establish Mount Everest and the Himalyan as a "must see" attractions for any world tourist;
- b) To establish Kathmandu as the unique mystic city within a valley of exceptional scenic appeal;
- c) To establish Pokhara as the "Gateway Resort to the Himlayas"
- d) To establish and promote a series of outstanding excursions for the ordinary sightseeing travelers.

This study report recommended a number of suggestions regarding institutional change. The main suggestions were:

The formulation of a National Tourism Commission:

- a) The designation of Tourism Industry Liaison officers in key Ministries and Departments of the on tourism:
- b) The development of the Department of Tourism as the body of professional tourism expertise within the Ministry and the formation of an Eco-Tourism unit.

The report also produced and proposed Tourism Development Program for Nepal for Asian Development Bank support. The Development Programs proposed in the report are:

- a) Domestic Air Transport;
- b) Urban Tourism (Kathmandu);
- c) Infrastructure in Pokhara;
- d) Institutional Development; and
- e) Tourism Manpower Development and Training.

Tuladhar (2004), in his doctoral work, aimed to study the development of International Tourism in Kingdom of Nepal from the view of resources, the level of its explorations, utilization and possibilities of its improvement. This study has been done against the background of the overall conditions and its development including natural and anthropological resources, economic development of the country, tourists' demands and tourist supply. To achieve its objectives of this study, a systematic method of investigation in the theoretical scheme was used. His major findings included the use of dispersion as a basis for the balancing of prognoses may promote foreign visitor's quality and the possibilities for attempt and contribution for the future the development of international tourism in Nepal should work out alternative prognostic situations in unison with the extracted priority of the tourist supply and direction for their improvement Tuladhar has given various suggestions in this study like to promote charter flights with RNAC by tour operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for the tourist travel to Nepal, to provide more culture shows and other types of suitable entertainment, to increase the length of stay of tourists and to increase their expenditure, to establish summer resorts like suitable tourist hotels and villas on the bank of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education.

Upadhaya Dr. R.P. (2005), in his another article headed "*Outlook on development of Nepalese tourism*" published on NTTR, Sep 18-24, 2006, has explained the role of NTB to develop Nepalese tourism follows:

Since the political situation is changing, NTB should focus more in the promotion of the country, which can only be possible with the help of the stakeholder. Role of government cannot be denied and therefore it is the time for the ministry and the line agencies to take corrective measures. They should be sincere and work towards development tourism- the only sector with benefits.

Since the main objective of tourism is human welfare and prosperity, the government should promote distributive justice, which can result in mass participation. Government should sincerely work towards the promotion of rural tourism by conducting a high-level national survey and exploring new destinations like Sirubari with receptive capacity and which is easily accessible from the main tourists generating outlets.

At present, Nepal is on media highlights, so this is the right time to catch. NTB instead of going and attending promotional activities in different countries can focus on developing the information technology (IT) section of the board by creating attractive websites with updated news and information on destinations of Nepal.

Similarly, Nepal government is playing the role of facilitator, motivator and regulator since 9th plan (1997-2002). National tourism policy of 1995 has emphasized/assigned the above role of the government. However, due to the following reasons, the role of the government should be an incentive provider too as in to compete with the growing competitors like India, Srilanka, and Maldives and also to develop and diversify the tourism products by creating new tourism destination and to endure the present critical situation.

He concluded that proper attention will be paid towards the several natural and cultural sites that possess great tourism potential. Sincere efforts are needed to reduce visitor's concentration in Kathmandu and diversify tourism to locations that hold tourism potential. To reduce visitor's concentration in limited areas, the villages in hinterland should be linked with the main trekking routes whenever possible. This can help spread tourism benefits.

The struggle against deep route corruption is a long-term complicated task where we must constantly ring the alarm. We also must punish corruption and build an honest, clean and healthy tourism industry. Every level of party organization must strength supervision, administration of party cadres by deepening the anti corruption struggle.

Bhandari K. (2008), in his article "*Tourism in the new millennium*" posted on '*The independent*' has written that Nepal government attaches priority to tourism even though this sector has not been able to receive higher share in government spending due to certain other obligation in basic need areas. A major problem with the Nepalese private sector is that it is small, disorganized and is limited in its capacity to raise resources and invest in the form of equity. The saving/investment rates are low. There is limited exposure to international trends. The culture of state intervention still prevails and is generally accepted.

Similarly, he has added that tourism considered a major component of the Nepalese economy, has so far, been concentrated in a few major locations, and confined to a few major products. We have not able to add more places of interest to the tourism, so he has claimed for need of the future actions. His suggestions are:

Despite our immense potentiality, we are unable to exploit the economic benefits proportionate to this, due to poor infrastructure, meager investment and irrational marketing. However, spreading tourism to new places with more activities is of utmost necessity, with the increase of competition among the South Asian countries.

Various policy measures need to be initiated to attract investment in new areas with potentials. These policy measures can be introduced after detailed consultation with the entire travel trade sector and with the mobilization of newly formed Nepal Tourism Board (NTB). Also this helps the Board to plan marketing of these zones in advance, which also helps in the marketing budget of the individual private sector in those regions.

There needs to be various reforms carried out in the aviation policy so as to make favorable condition for the airlines to open up in new sectors. The various social and tourist routes

need to be redefined. Distinction between commercial and remote routes within social routes is required. Nepal Tourism Board should be very clear in its marketing strategies. Advertisement should be well connected with the events taking place in the country, efforts should be initiated to make documentaries, and they should be telecast through various international channels. Finally, a very strong research base will certainly help in effective planning. Thus, various studies have been undertaken mostly however, confining to enquire the economic impact.

Although tourism is important for developing country like Nepal, there is a dearth of literature relating to marketing and promotion, the present study about the marketing strategies taken by Nepal Tourism Board has been initiated.

W.W. Rostow (2009), has made it clear that in the process of economic development of a backward country some sector must play the role of a leading sector. So, the not only the sector (s), in question, grow rapidly but also have the capacity to move other sector of the economy forward. This process leads the entire economy on higher growth path. He has depicted the fact that the tourism sector has been improving its significance in the economy. It has been improving its significance in the economy. It has been estimated that the activities related tourism sector has strong inducement effect on the other activities of the economy. Beside foreign exchange earnings, it is equally important to employment. Further he argued that, no doubt, Nepalese economy is moving faster and faster on the path of globalization.

Upadhaya, (2010), in his Ph. D. Dissertation entitled "Tourism as a Leading Sector in Economy Development of Nepal", he has said that many countries have made efforts to promote tourism as a means of economic development. This development in various countries remain confirmed to local and regional level of helped the national economy as a whole. It is because tourism is considered as an inexhaustible industry that has potential to improve further as the tourism industry is developed gradually.

2.6.2 Review of Thesis

A study of **P.R Panday (2007)** entitled "*Advertising in Nepal*". The other objectives of this study are pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined to the descriptive analysis of then situation of advertising business. It was natural to undertake such on advertising field at that time as the advertising was still on infant stage of development. Thus, his study did not touch the creative aspect of advertising.

The major findings of the study state that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled by persons at the senior level, when there is a separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can offer full services properly. A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists etc. Publication media, radio and cinema are the most used media for commercial advertising. But there are very few alternatives. The Gorkhapatra is the only medium with any significant circulation. The advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated

A study of **Ram Updhaya(2008)** entitled on "*Radio Advertising and its impact on purchasing acts in consumer goods*" conducted a study. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact on purchasing decision. The objective of this study were to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviors and to study the influence of radio advertising on sales of the advertised product. Thus his study is strictly confined to the impact of advertising on sales and consumer buying behavior.

A study of **Ram Baral (2009)** entitled "*Advertising and brand preferences of instant noodles*". His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable goods. The objective of the study was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the basic product. Thus, his study specifically dealt with communicative aspect of advertising.

Khadka (2010), study entitled "*Promotional Marketing and International Standards for Pashmina*" was conducted with the objective of assessing international market trends for pashmina products and Nepal's position in the different world markets.

The study was mainly focused on identifying international market trends with reference to Nepal, world market for pashmina products and Nepal's position in different markets, technical standards for pashmina products, Nepalese pashmina export scenario, marketing elements for pashmina and market access requirements for pashmina.

The study has come up with the following findings:

1. Though, pashmina is relatively new product in the world market, pashmina export from Nepal has gone down sharply over the years due to the confused identity of Nepalese pashmina.
2. There is no technical specification is mandatory in the markets. Buyer often do laboratory test in their home countries to ensure the actual composition of pashmina and silk. Other initiatives related about AZO free dyeing, regarding environmental issues and labour conditions, has increased the importance of various types of labeling.

This study had attempted to identify the following major actions to be taken. Some are already in consideration.

- a. One study team of International Trade Center has suggested to use 'chyangra pashmina' as a new brand for Nepalese pashmina.

- b. Requirements of 'washing instruction' must cover dry cleaning, that is arrived from the market practices however this is not a legal requirement.
- c. Nepal should be granted by US GSP facility in pashmina products, like wise most of other importing countries offer, also in case of USA.
- d. To establish the identity of Nepalese pashmina, NPIA is developing a code of conduct for the users of this label including maximum micron of fibre, minimum use of pashmina and commitment for caring environmental and other social aspects.

A study of **Anita Adhikari (2011)** entitled "*Impact of television advertisement in Sales*" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

In Nepalese product market there are various cosmetic products are available for consumer use. These products are manufactured by various national and international manufacturers and out of them Vatika Shampoo is one of the most favorites cosmetic product, which is produced and introduce into the Nepalese product market by Dabur Nepal Pvt. Ltd. and this is the sister concern of Dabur India Ltd. However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product. Likewise, there is no any research can be found with reference to Vatika Shampoo though there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

2.7 Research Gap

This Research Study is new. So it is ownself unique. I have not found lightly difference among other Thesis. Thesis Research study is very important for researcher in future. In this

research study, primary data is used to analyze the data. How is the E-marketing tools works propely in market to make product in the strenght position, it is mainly focused. How to promote the tourism market from travel agency.

At the same time, it helps to find out a measurement of tourism imortance and flow ow tourists. It generates from the sales due to the particular E-marketing campaign. Similarly to carry out this study has been also guided by a distinct objectives and it has some distinct features that has been the sole reason for this study to be undertaken. The basic features of this study are to

1. To find and examine Travel Agencies perception regarding e-marketing
2. To find out popularity of internet as marketing tools among Travel Agencies.
3. To find out the internet base tourism marketing and its significance in the tourism industry.

CHAPTER - 3

RESEARCH METHODOLOGY

Research methodology is the most important aspect of research work. Reliable and relevant study can be made possible only by applying scientific method. Hence, the primary purpose of this chapter is to discuss and design the framework for the research. Different procedures have been followed:

3.1 Research Design

The main intention of this research is to collect the information, which describes the e-marketing prospects, participated in tourism sector by travel agencies in Nepal. For this purpose, survey was conducted. Survey is non-experimental research design, classified as either descriptive or exploratory, although there is no difference in classification. They are designed to obtain detail information from sample population. Survey is conducted to obtain detail information existing variable by either structure questionnaires or structured (or unstructured interviews). Collected data is sample explored by using some statistical tools. I have undertaken the following things:

- a) Problem identification of this reason for selection of the topic.
- b) Review of previously published literature.
- c) Clearly describe the data to be obtained.
- d) Explanation of how the data is to be obtained.
- e) Method of analyzing the data.
- f) Research report (i.e. Conclusion).

3.2 Selection of Study Area

As far as study for area is concerned, the overalls e-marketing prospect practiced in tourism sector by travel agencies in Nepal was selected as main topic of study. As Nepal Tourism Board is the main actor of marketing and promotion of Nepalese tourism, the operational model of such activities were studied.

3.3 Nature and Sources of Data

The present study has been completed mainly with the help of primary data, the primary data are collected through fieldwork containing interview and questionnaire with travel agencies which is located in Kathmandu Valley. Apart from this some information is collected through unstructured interview with concern personal and other data are collected from Nepal Tourism Board, MOCTCA, NRB, MOF, articles, books and other relevant reports related with tourism.

3.4 Population and Sampling

A sample is generally selected for study because the population is too large to study in its entire. In order to review the E-marketing prospect and practiced in tourism sector by travel agencies in Nepal, is necessary to identify and examine a sample of travel agencies because the population of travel agencies operating in Kathmandu Valley is immense and difficult to define. There are altogether 1026 travel agencies, 60 travel agencies are selected as a sample out of total population.

order to narrow the parameters of this study to a manageable scale and to obtain a meaningful and comparable sample. The sample are collected incorporating all level of travel agencies like big, small and medium, a sample of the 60 travel agencies is purposive and based on the location, data of establishment and level.

3.5 Methods Used in Collection of Primary Data

For the purpose of primary data collection, field survey was conducted in January 2011. During the survey in addition to reading materials, the means of gathering the data and information included both questionnaire and interview techniques has been used in order to collect the data for the study. For the data, collection questionnaire are designed. With the help of questionnaire, data was collected from authorized personnel of travel agencies. Apart from the questionnaire, some unstructured interviews were also taken to collect more information about tourism industry and their difficulties. These are presented in points under the data presentation chapter.

Questionnaires are designed in such manner, which can cover all the objectives of the study. As it is mentioned above questionnaires are prepared to collect the primary data. I hope to

collect information that is more exact on the research topic with the help of the questionnaires.

The first step of the study is to collect the necessary information from sampled travel agencies. The job has been fulfilled by a field visit to the travel agencies and interviewing the related persons. The second step of the study is to collect necessary data for the research objectives. It is done by another field visit to the same travel agencies. Questionnaire were distributed to the related persons of the travel agency and collected after some time. The field visit is conducted in November 2011. The collected data is fresh & first hand in nature since there has not been such study undertaken specifically on this subject. Thus, various facts collected have been carefully studied.

3.6 Tools and Techniques Used in Data Analysis

3.6.1 Data Analysis Tools

During the data processing work, the field questionnaire are carefully checked to remove errors and inconsistencies, if any, data processing programs such as Microsoft Access and Microsoft Excel are used to record and process the collected data. These software are felt to be sufficient in analyzing the data.

One small application is developed in MS-Access in order to computerize the data systematically. All the opinions or data collected through questionnaire are then recorded to computer by using the application. The collected data is transferred to Microsoft Excel for example, chart tools of MS-Excel is used to present the data in graphs.

3.6.2 Data Analysis Tools

As it is mentioned above, the study is fully descriptive type. Descriptive Research is a process of accumulating facts. It does not necessarily seek to explain relationships, test hypotheses, make predictions or get at a meaning and implications of study. So, as per the nature of research, no hypothetical tools are used to analyze the data. Only some statistical tools are used to explore the data. Main tools used in this study are:

- a) % (percentage): To show the percentage of respondents on a particular question or opinion.
- b) Chart: Different charts like pie, bar, column etc to show the graphical presentation of data.

CHAPTER - 4

PRESENTATION AND ANALYSIS OF DATA

There were several steps to analysis finding of the research. The step referred to 22 research questions and helped to find out the E-marketing prospects practiced in tourism sector by travel agencies in Nepal. This chapter examines the perception of travel agent regarding tourism situation, knowledge of internet marketing/e-marketing problems for not implementing as a promotional tools and the major problem the sector face at present. Major objective of search is to find out the current trends of e-marketing practices by travel agencies in Nepal. So, tourism sector by travel agencies. In the respond on the objective of this research, view of travel agents are analyzed. The questions were objective, ranking and subjective types. The respondent's view are analyzed in the following table using statistical tools.

- a) Data Analysis
- b) Tabulation
- c) Presentation
- d) Pie Chart: Questionnaire
- e) Pie Chart

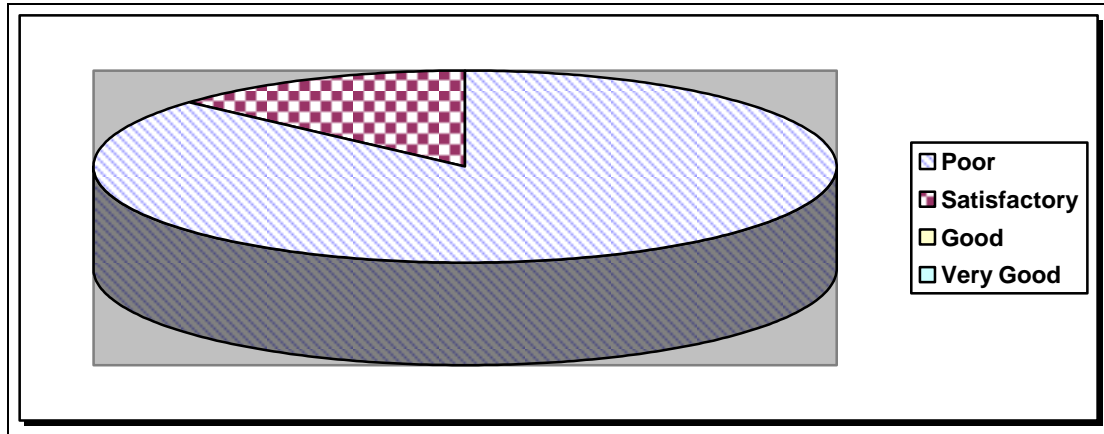
4.1 Analysis of the Respondent's Perception Regarding Current Situation of Travel and Tourism Industry in Nepal

Table 4.1: Distribution of the Respondent's Perception Regarding current Travel and Tourism Industry in Nepal

Current Situation of Travel and Tourism Industry In Nepal	Respondents	
	Number	%
Poor	52	86.67
Satisfactory	8	13.33
Good	0	0
Very Good	0	0
Total	60	100

Sources: Field Survey

Fig: 4.1: Perception Regarding current Travel and Tourism Industry in Nepal



In the above table and graph, the respondent's perception are given about current situation of travel and tourism industry in Nepal. Among 60 total travel agents there were in majority 52 (86.67%) of respondents who thought the condition is poor, 8 (13.33%) think satisfactory and none of the respondents thought the situation is appreciating. It seems that condition of tourism industry in Nepal is at its worst stage.

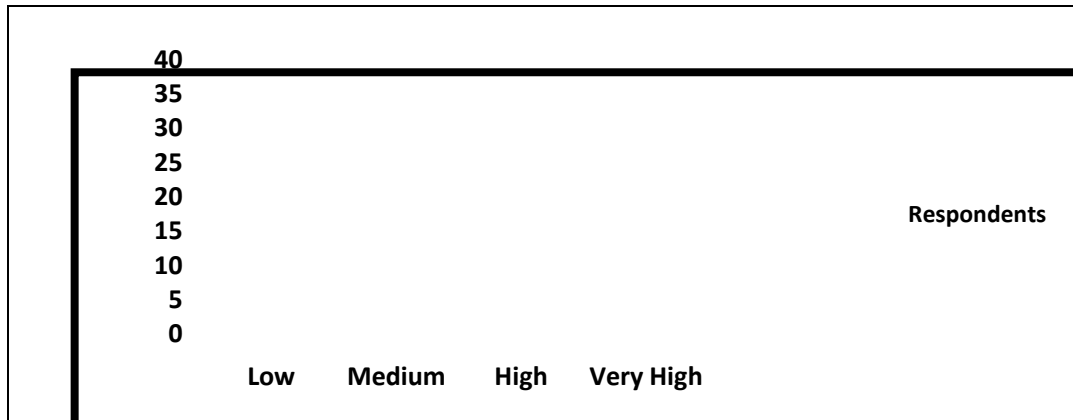
4.2 Analysis of the Respondents's Perception Regarding Nepal as Potential Tourist Destination

Table 4.2: Distribution of the Respondent's Perception Regarding, Nepal as Potential Destination for Tourist

Nepal as Potential Destination for Tourist	Respo	
	Number	%
Low	0	0
Medium	10	16.67
High	38	63.33
Very High	12	20
Total	60	100

Sources: Field Survey

Fig: 4.2: Perception Regarding, Nepal as Potential Destination for Tourist



Out of total respondent i.e. 60, there were 38 (63.33%) respondents who thought that Nepal is highly Potential tourist destination, there where 12 (20%) respondents who thought that Nepal has very high potentiality as a tourism destination, where a only 10 (16.67%) rated her as medium potential destination and none of the respondents rate her as low potential tourist destination. It seems that Nepal was rated as high potential tourist destination due to her intoxicating natural beauty.

4.3 Analysis or the Respondent's Views on Better Year for Tourism Industry in Last Four Years

Table 4.3: Distribution of the Respondent's Perception Regarding, Better Year for Tourism Industry in Last Four Years

Better Year for Tourism Industry in Last Five Years	Respondents	
	Number	%
2008	0	0
2009	28	46.67
2010	7	11.67
2011	25	41.66
Total	60	100

Sources: Field Survey

Fig: 4.3 : Views on Better Year for Tourism Industry in Last Four Years

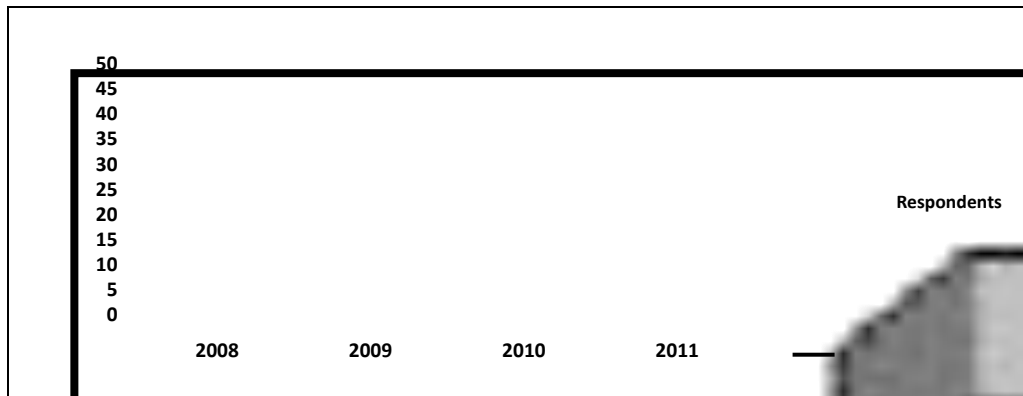


Table 4.3 and graphs fig 4.3 shows the better year for tourism industry in last five years. There were 60 total respondents. Out of 60 respondents 28(46.67%) thought 2009 were better years of tourism industry. Similarly 25 (41.66%) respondents though 2011 were the better years. 7 (11.67%) thought 2010 where as none of the respondents though 2008 was the better year. It seems that 2009 where the jolly years for tourism sector.

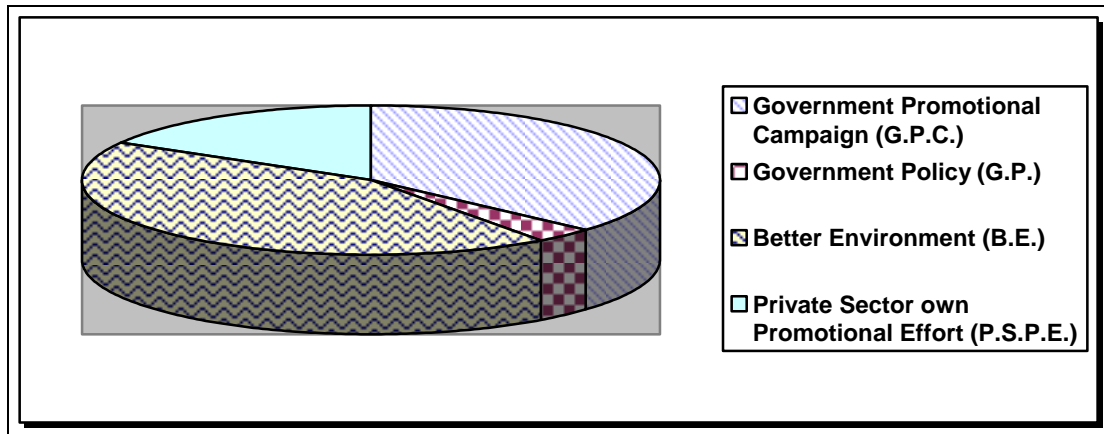
4.3.1 Analysis of the Respondent's Reason for the Better Inflow in Those Years

Table: 4.3.1: Distribution of the Respondent's Reason for Better Inflow of Tourist

Reason for Better Inflow of Tourist in Those Year	Respondents	
	Number	%
Government Promotional Campaign (G.P.C.)	22	36.37
Government Policy (G.P.)	2	3.33
Better Environment (B.E.)	26	4.33
Private Sector own Promotional Effort (P.S.P.E.)	10	16.67
Total	60	100

Sources: Field Survey

Fig: 4.3.1: Reason for Better Inflow of Tourist



better inflow of tourist is given. There were 60 total respondents. Out of 60 respondents there were 22 (36.67%) though it was due to government promotional campaign. Similarly 2(3.33%) though that it was due to government policy where as 26 (43.33%) thought it was due to better environment of the country and only 10 (16.67%) though it was due to private sector own promotional effort. It seems that tourism industry had great time in 2009 due to better environment of the country.

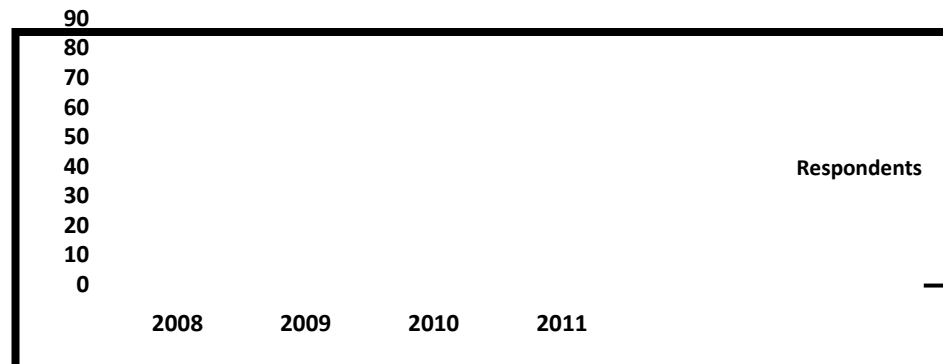
4.4 Analysis of the Respondent's Views on the Evil Year for Tourism Industry in Last Five Years

Table: 4.4: Distribution of the Respondent's View on Evil Year for Tourism Industry in Last Four Years

Evil Year For Tourism Industry in	Respondents	
	Number	%
2008	50	83.33
2009	0	0
2010	10	16.67
2011	0	0
Total	60	100

Sources: Field Survey

Fig: 4.4: View on Evil Year for Tourism Industry in Last Four Years



In the above table and graphs, shows the bad inflow to tourist in last five years. Among 60 total travel agents there were majority 50 (83.33%) of respondents who though 2008 were the worst year for tourism industry, only 10 (16.67%) though 2010 were the worst years and none of the respondents thought that 2009 and 2011 were that worst year. It seems that 2008 were the evil years for tourism industry in Nepal.

4.4.1 Analysis of the Respondent's Reason for Bad Inflow of Tourism in Those Years

Table : 4.4.1: Distribution of the Respondent's Reason for Bad Inflow of Tourist

Reason for Evil Inflow of Tourist in Those Year	Respondents	
	Number	%
Internal Factors	43	71.67
External Factors	3	5
Both	14	23.33
Total	60	100

In the above table and graphs, the respondent's perception regarding bad inflow of tourist is given. There were 60 total respondents. Out of 60 respondents there were 43(71.67%) though that it was due to external factors, where as 14 (23.33%) thought it was due to both internal and external factors. 3 (5%) though that it was due to external factors. It seems that tourism industries were badly hampered by internal problems rather than external problems.

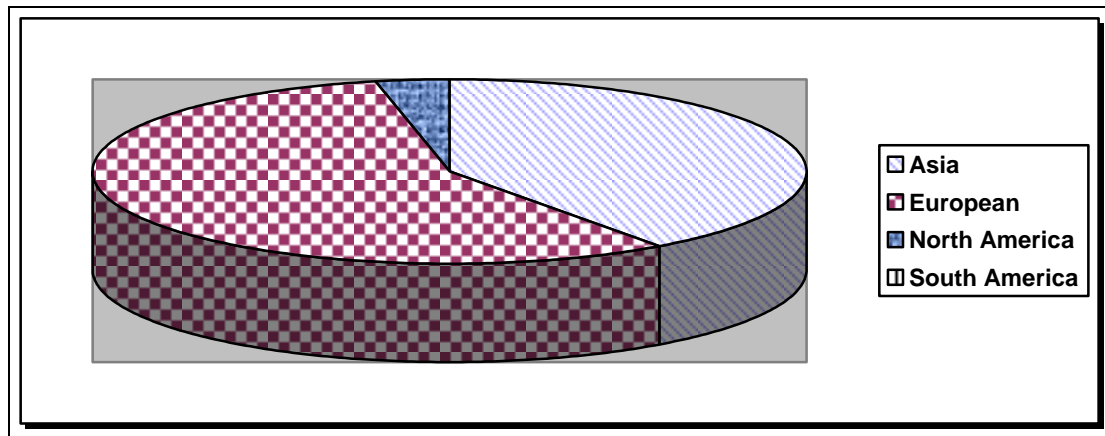
4.5 Analysis of the Respondent's Which Region Does Most Travelers Comes From.

Table: 4.5: Distribution of the Respondent's Which Region do Most Travelers Come From

Region	Respondents	
	Number	%
Asia	24	40
European	34	56.67
North America	2	3.33
South America	0	0
Total	60	100

Sources: Field Survey

Fig: 4.5: Which Region do Most Travelers Come From



In the above table and graphs, Asian and Europeans were the major tourist visited in this part of the world. Among 60 respondent's there were 34(56.67%) respondents favor European as the frequent visitor. Similarly they favor Asian i.e. 24 (40%) second most frequent visitor where as they favor North America i.e. 2 (3.33%) likely visitors. Thus, European and Asian were most influenced by the beauty of this country and from those continents most travel used to come

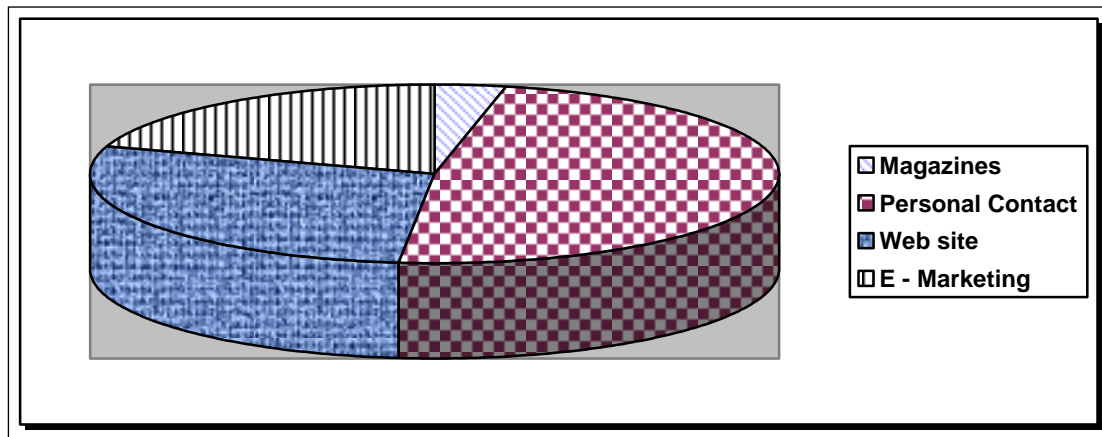
4.6 Analysis of the Respondent's Opinion on Most Suitable Promotion Medium.

Table: 4.6: Distribution of the Repondent's Choice

Promotional Medium	Repondents	
	Number	%
Magazines	2	3.33
Personal Contact	29	48.34
Web site	17	28.33
E - Marketing	12	20
Total	60	100

Sources: Field Survey

Fig: 4.6: Distribution of the Repondent's Choice



The promotional variables are given in above table and graphs, the respondent's perception 29(48.34%) respondents whose choice of promotion medium, similarly 12 (20%) respondents prefer E-marketing as promotion tools where as only 2 (3.33%). Respondents favor magazines as a promotion medium. It seems that most people prefer personal contact as promotional medium rather than promoting through other promotional medium.

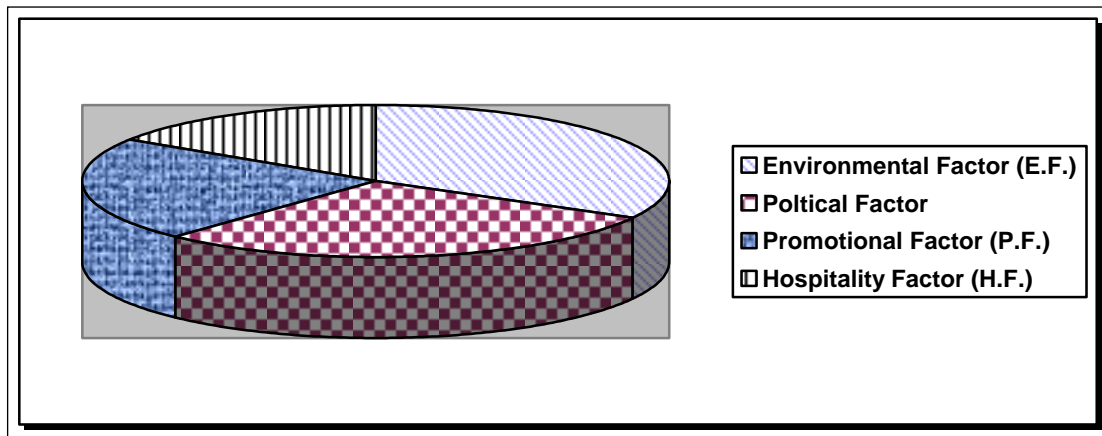
4.7 Analysis of the Repondent's Opinion on Factor for Healthy Tourism

Table: 4.7: Distribution of the Respondent's opinion on Factor for Healthy Tourism

Factors	Respondents		
	Rating	Total	%
Environmental Factor (E.F.)	38*(4)+14*(3)+5*(2)+3*(1)	207	33.12
Poltical Factor	19*(4)+26*(3)+12*(2)+3*(1)	181	28.96
Promotional Factor (P.F.)	2*(4)+17*(3)+38*(2)+3*(1)	138	22.08
Hospitality Factor (H.F.)	0*(4)+17*(3)+5*(2)+38*(1)	99	15.84
Total		625	100

Sources: Field Survey

Fig :4.7: Opinion on Factor for Healthy Tourism



In the above table and graphs, the respondent's perception is given about the factors affecting the healthy tourism in Nepal. Among 60 respondent's, they 6 r ated the given preferences according to their priorities. Here all the ratings are added up to get the clear picture of f actors that influence most for the healthy tourism according to the sum up preferences out of 625, environmental factor got 207 (33.12%) which indicates that 33.12% respondent's believed environmental factor for healthy tourism. Similarly 181

(28.96%) believed political factor, 131 (22.08%) believed promotional factor for healthy tourism. Where as only 99 (15.84%) favor hospitality factor for healthy tourism element. It seems that environmental factor should be given more concern and preference for healthy tourism in Nepal.

4.8 Analysis of the Respondent's Do You Have Web Site

Table : 4.8: Distribution of the Respondent's Whether They Have Web Site or No

Do You Have a Website?	Respondents	
	Number	%
Yes	50	83.33
No	10	16.67
Total	60	100

Source: Field Survey

Fig : 4.8 Whether They Have Web Site or No

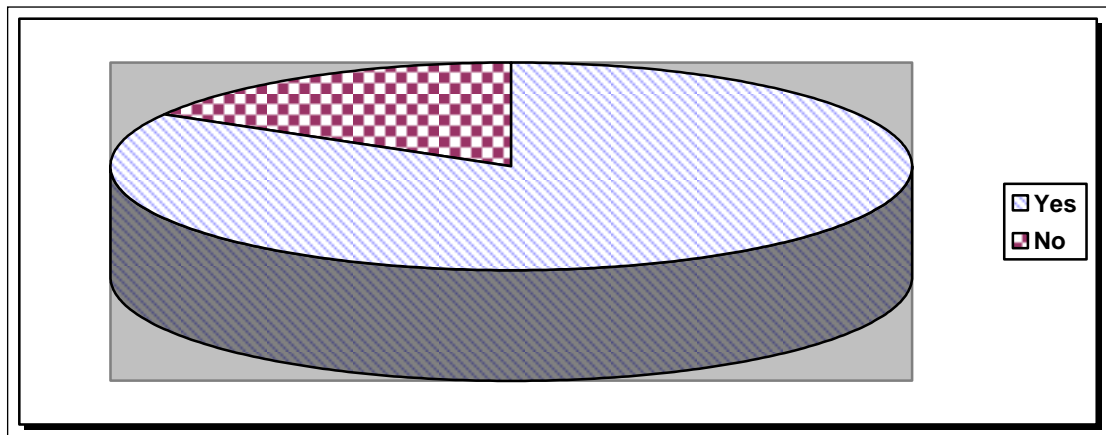


Table 4.8 and shows the availability website or not in a travel agencies. In total 50 (83.33%) travel agencies had website. Only 10 (16.67%) travel agencies had not kept website . It seems that majority of t ravel agencies do have website. Only few travel agencies do not have website.

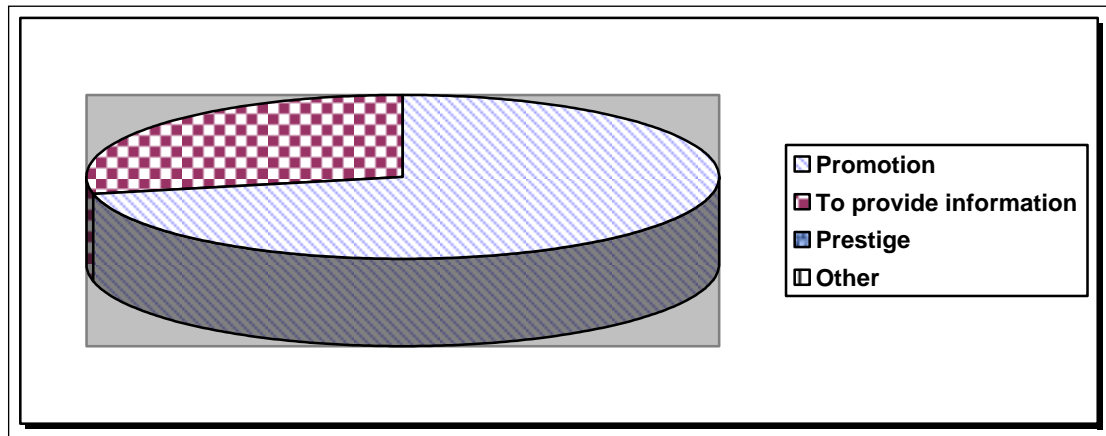
4.9 Analysis of the Respondent's Opinion for Having Website

Table : 4.9: Distribution of the Respondent's Opinion for Having Website

Factors	Respondents	
	Number	%
Promotion	43	71.67
To provide information	17	28.33
Prestige	0	0
Other	0	0
<i>Total</i>	60	100

Sources: Field Survey

Fig : 4.9 Opinion for Having Website



In the above table and graphs shows, the respondent's perception regarding reason for having web site. There were 60 total respondents majority 43 (71.67%) thought they had created web site for promotion purpose where as 17 (28.33%) thought they had created web site to provide information about their profile and services. It seems that most of the travel agencies have created website for promoting their services.

4.10 Analysis of the Respondent's Rating on own Travel Agency Website

Table : 4.10 Distribution of the Respondent's Rating on Their Own Website

Factor	Respondent's	
	Number	%
Exceeds Expectation	0	0
Meets Expectation	43	71.67
Below Expectation	17	28.33
No Expectation	0	0
Total	60	100

Sources: Field Survey

Fig : 4.10 Rating on Their Own Website

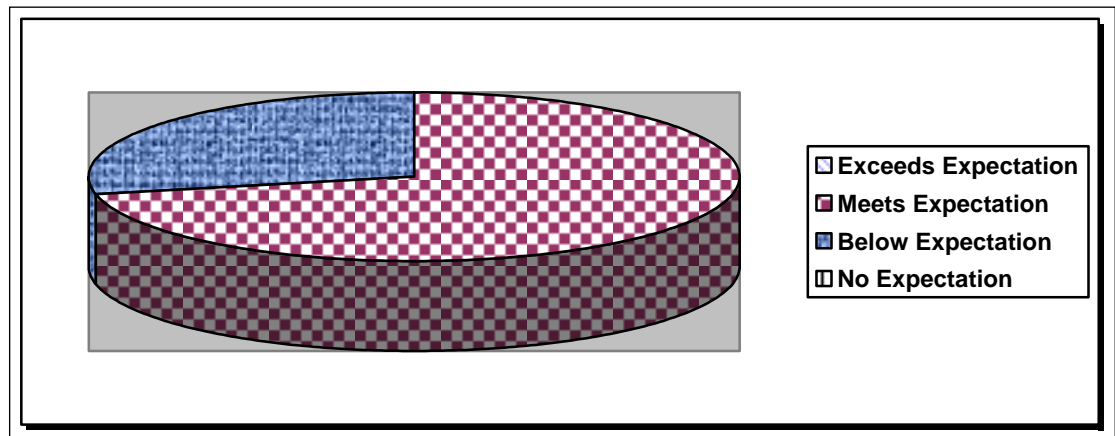


Table 4.10 and graphs show the length of time they had been using internet. Out of total respondents there were 43 (71.67%) respondents had been using internet from past 1 to 3 years. Where as 17 (28.33%) respondents had been using internet from last 4 to 7 years. It seems that majority of respondent's had been using internet from last one to three years.

4.11 Analysis of the Repondent's How Long You Have Been Using Internet

Table : 4.11:Distribution of the Respondent's Using Internet in Terms of Time Duration

Time Duration	Respondents	
	Number	%
Less Than 1 month	0	0
1 to 3 years	43	71.67
4 to 7 years	17	28.33
Not at all	0	0
Total	60	100

Sources: Field Survey

Fig : 4.11: Using Internet in Terms of Time Duration

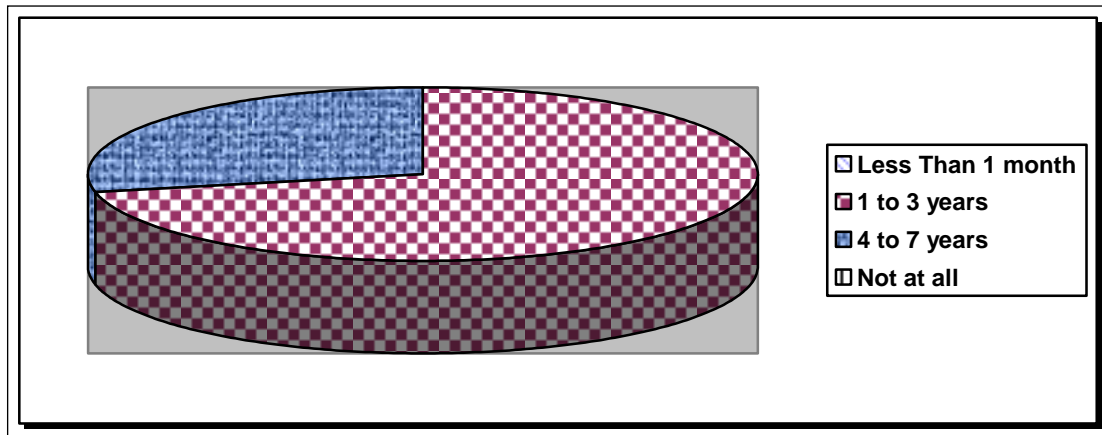


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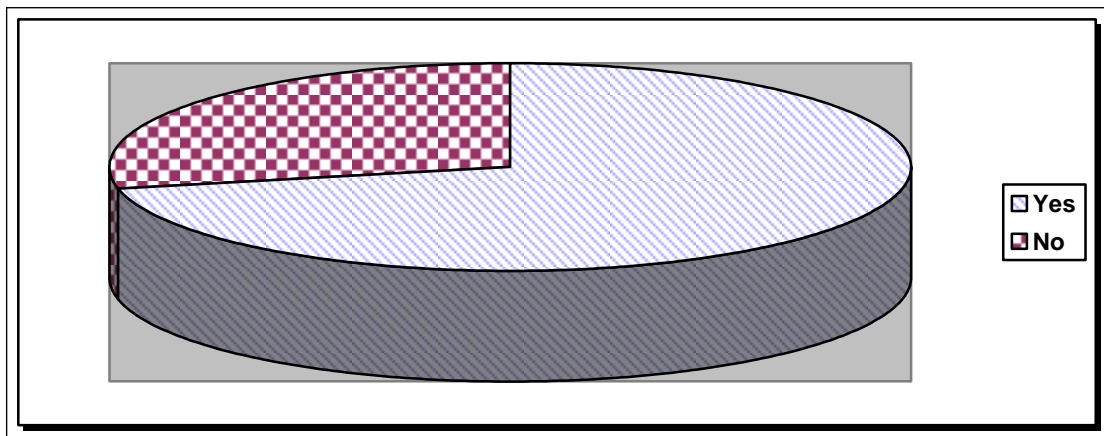
4.12 Analysis of the Respondent's Idle about E-Marketing

Table : 4.12 Distribution of the Respondent's Idle on E-Marketing

Idle on E-Marketing	Respondents	
	Number	%
Yes	43	71.67
No	17	28.33
Total	60	100

Sources: Field Survey

Fig : 4.12 : Idle on E-Marketing



Knowledge or idea of e-marketing helps promoting site through internet. The idea of respondents regarding e-marketing is presented in table 4.12 and graphs. Which shows that out of 60 respondents 43 (71.67%) has idea about e-marketing where as 17 (28.33%) didn't have any idea about e-marketing. It seems that most of the travel agents so have ideas about e-marketing. This is encouraging result for tourism sector.

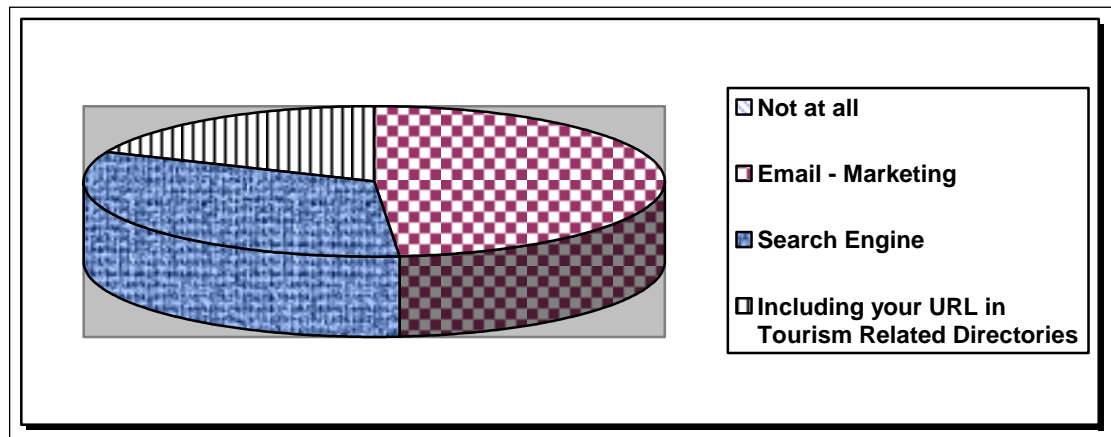
4.13 Analysis of the Respondent's What are the Promotional Tools You are Undertaking for Promoting Your Site

Table : 4.13: Distribution of the Respondent's Way of Promoting Site

Promotional Tools	Respondents	
	Number	%
Not at all	0	0
Email - Marketing	34	56.67
Search Engine	23	38.33
Including your URL in Tourism Related Directories	13	5
Total	60	100

Sources: Field Survey

Fig 4.13: Way of Promoting Site



In the above table 4.13 shows respondent's way of promoting site. Here only 18 respondents had chosen the promotional tool options. Among 18 respondents most of the respondents had chosen two options instead of one. Though no of respondents were 18 but I have also included those respondent's who had selected two options. Here 23 number of respondent's were assumed and presented accordingly. Out of total 23 number of respondent's were assumed and presented accordingly. Out of 23 respondent's 13 (56.52%) respondent's of respondent's were undertaking e- marketing options to

their promote site. Similarly 9 (39.13%) no of respondent's were undertaking search engine option to promote site. Where as only 1 (4.34%) on of respondents was undertaking URL inclusion in tourism related directories method to promote their site. It seems that both email marketing as well as search engine were taken tentatively equally by travel agents to promote their site.

4.14 Analysis of the Respondent's Which E-Mail Marketing Method You are Following

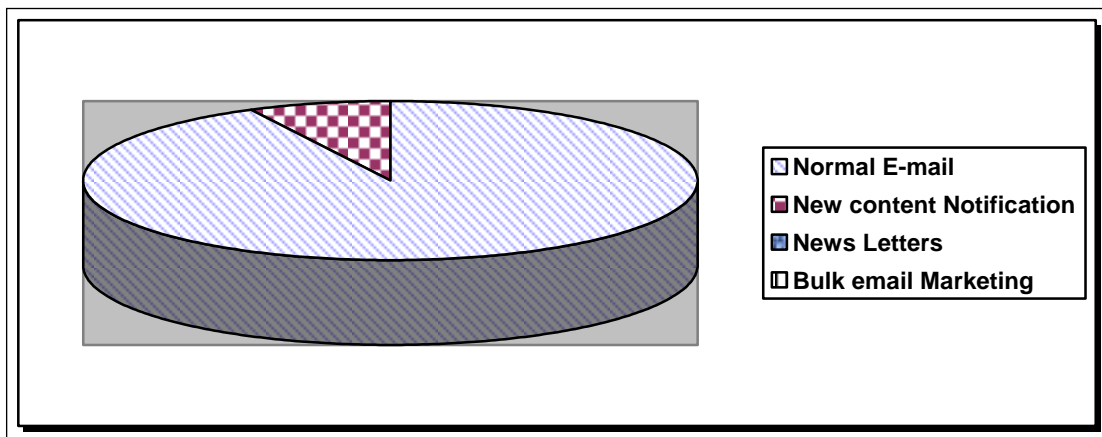
Table: 4.14: Distribution of the Respondent's Answer for E-mail Marketing Method

They are Following

E- Marketing Method	Respondents	
	Number	%
Normal E-mail	37	92.5
New content Notification	3	27.5
News Letters	0	0
Bulk email Marketing	0	0
Total	40	100

Sources: Field Survey

Fig : 4.14: Answer for E-mail Marketing



In the above table and graphs the respondent's perceptions are presented about the E-marketing options they are following. Out of total 40 respondents 37 (92.50%) had used normal e-mail as a promotion tools where as only 3 (7.50%) has used news letter option for

promotions. This indicates that majority of respondents are using normal email to inform or promote its services to the outside world.

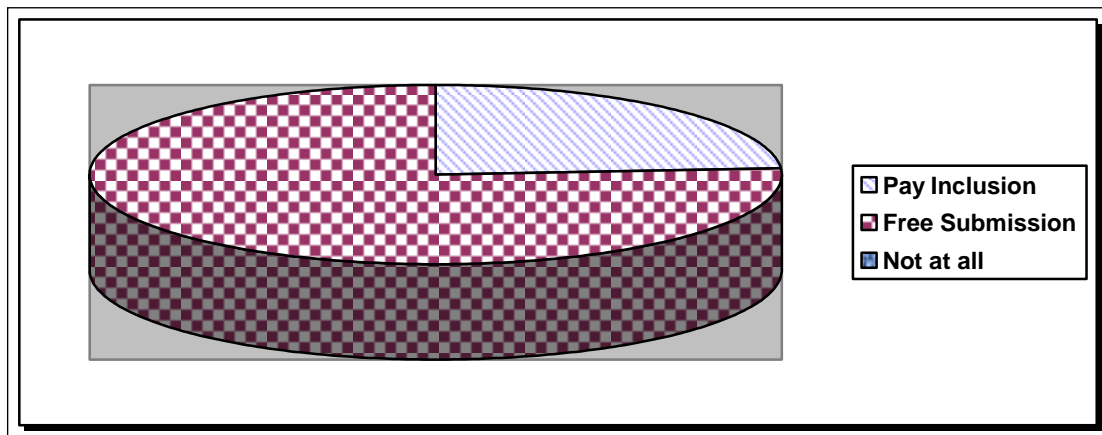
4.15 Analysis of the Respondent's Which Method You Have Used for Submitting Your Site in Search Engines

Table 4.15: Distribution of the Respondent's Method for Submitting site in Major Search Engines

Method for Submitting site in Search Engine	Respondents	
	Number	%
Pay Inclusion	6	24
Free Submission	19	76
Not at all	0	0
Total	25	100

Sources: Field Survey

Fig : 4.15 Statistic Presentation of Data



They had chosen www.altavista.com for submitting their sites in search engine. It seems that respondents had used Alta Vista for submitting their site in search engine.

4.16 Analysis of the Respondent's Focus on optimizing keywords or pages on their site for better positioning their site and major search engines.

Table 4.16: Distribution of the Respondent's Focus on optimizing Keywords or pages on their site.

Focus on Optimizing Site	Respondents	
	Number	%
Yes	13	34.21
No	25	65.79
Total	38	100

Sources: Field Survey

Fig : 4.16: Focus on optimizing Keywords or pages on their site.

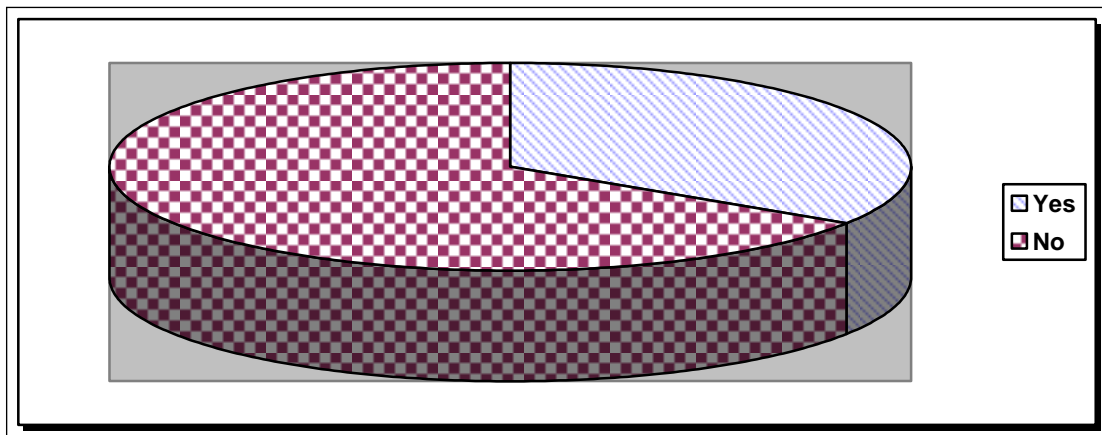


Table 4.16 shows the focus of respondent's regarding optimizing keywords, or pages in their site for better positioning their site in search engines. Out of 38 respondent's 13 (34.21%) respondent's focus on optimizing keywords they had chosen www.altavista.com for submitting their sites in search engine. It seems that respondents had used Alta Vista for submitting site in search engine.

4.17 Analysis of the Respondent's Focus on Optimizing Keywords or Pages on Their Site for Better Positioning Their Site and Major Search Engines

Table : 4.17: Distribution of the Respondent's Focus on Optimizing Keywords or Pages on Their Site

Fucus on Optimizing Site	Respondents	
	Number	%
Yes	13	34.21
No	25	65.79
Total	38	100

Sources: Field Survey

4.17 Analysis of the Respondent's Reason for not Implementing Internet as Promotional Tools.

Table: 4.17: Distribution of the Respondent's Reason for not Implementing Internet as Promotional

Reason	Respondents	
	Number	%
Lack of Fund	5	27.78
Lack of Knowledge	13	72.22
Inefficient Medium	0	0
Other	0	0
Total	18	100

Sources: Field Survey

Fig : 4.17 Reason for not Implementing Internet as Promotional

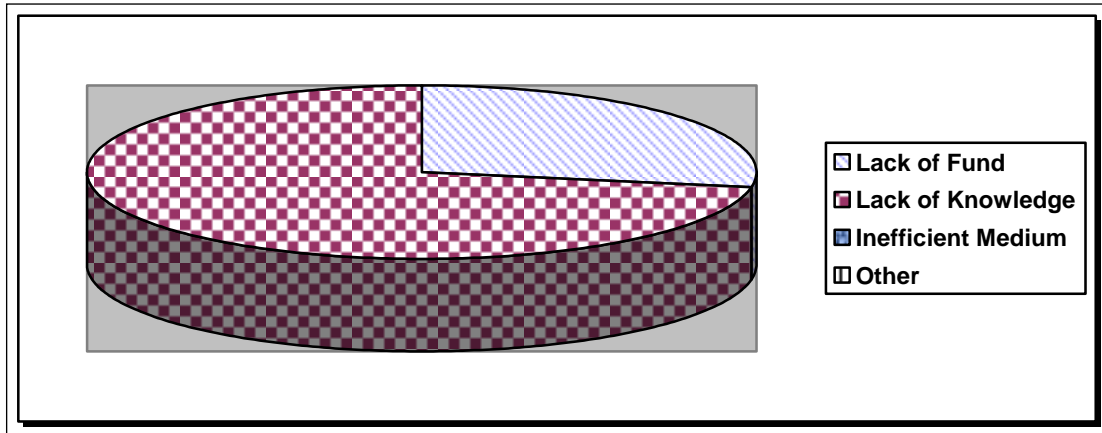


Table 4.18 shows that out of 18 respondent's due to lack of knowledge majority of respondent's i.e. 13 (72.22%) had not implemented internet as promotional tools. Where as 5 (27.78%) respondent's t hough due to lack of fund they had not implemented internet as promotional tools. It seems that most of the travel agencies are not implementing internet as promotional tools due to lack of knowledge.

4.18 Analysis of the Respondent's Rating of Contribution Made by Internet for Promotion of Tourism in Nepal

Table : 4.18: Distribution of the Respondent's Rating about Internet Contribution

Contribution	Respondents	
	Number	%
Poor	2	3.33
Satisfactory	53	88.33
Good	5	8.34
Very good	0	0
Total	60	100

Sources: Field Survey

Fig : 4.18 : Respondent's Rating about Internet Contribution

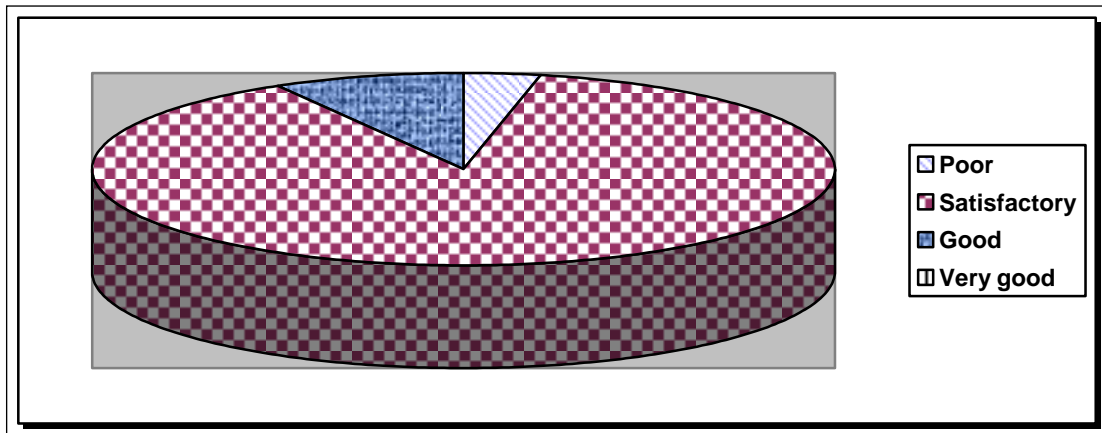


Table 4.19 shows that the respondent's opinion about contribution made by internet for promoting of tourism in Nepal. The respondents were asked about internet contribution. Out of 60 respondents . Majority of i.e. 53 (88.33%) respondents had indicated satisfactory internet contribution for promoting of tourism in Nepal. Similarly 5 (8.34%) respondent's had indicated good internet contribution. Whereas 2 (3.33%) respondent's thought internet had contributed poorly. It seems that majority of respondents were satisfied by the contribution made by internet for promoting tourism in Nepal.

4.19 Analysis of the Respondent's Frequency of using Mail for Getting Touchy with Clints.

Table : 4.19 : Distribution of the Respondent's Frequency of Using Mail

Frequency	Respondents	
	Number	%
Every day	58	96.67
Several Time a Week	2	3.33
Several Time a Month	0	0
Not at all	0	0
Total	60	100

Sources: Field Survey

Fig : 4.19: Respondent's Frequency of Using Mail

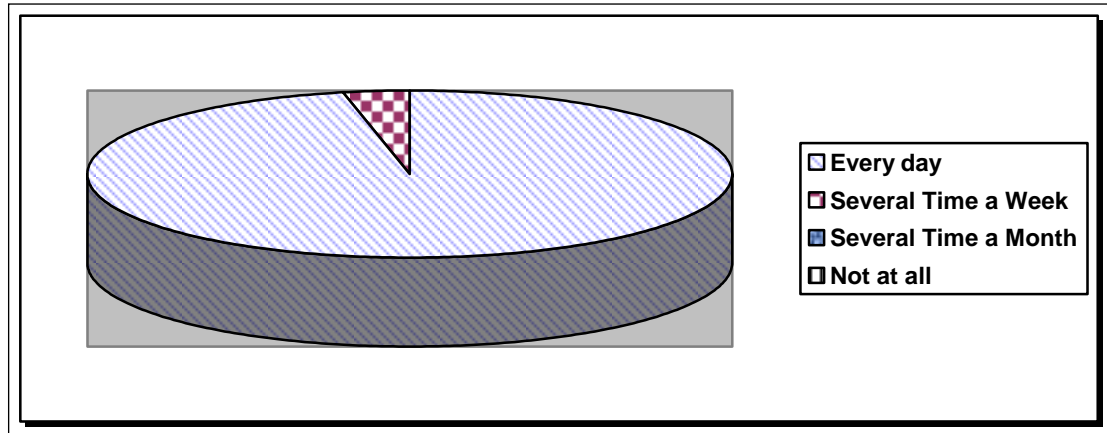


Table 4.20 shows that the respondent's frequency of using e-mail for getting touch with clients. Out of total 60 respondents there were majority of 58 (96.67%) respondents who were using e-mail daily in order to correspond with clients. Whereas only 2 (3.33%) respondents were using e-mail several times a week for getting touches with clients. It seems that majority of travel agencies are using email daily for corresponding with clients.

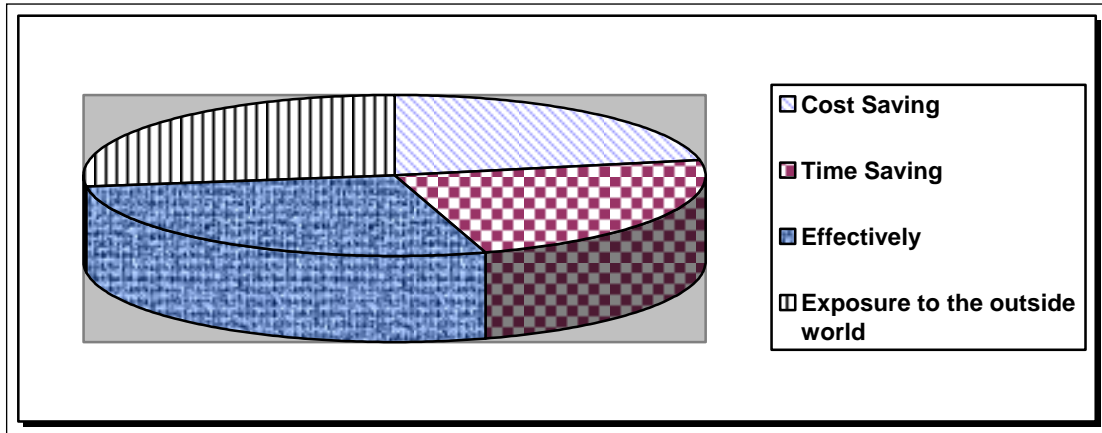
4.20 Analysis of the Respondent's Rating the Advantages for Using E - Marketing as Promotional Tools

Table : 4.20: Distribution of the Respondent's Rating the Advantages for Using E-Marketing as Promotional Tool

Advantages	Respondents		
	Rating	Total	%
Cost Saving	19*1+19*2+10*3+12*4	135	21.95
Time Saving	10*1+26*2+14*3+10*4	144	23.41
Effectively	10*1+12*2+17*3+21*4	169	27.48
Exposure to the outside world	17*1+2*2+22*3+19*4	167	27.16
		615	100

Sources: Field Survey

Fig : 4.20: Using E- Marketing as Promotioanl Tool



In the above table and graphs, the respondent's rating are given about the advantage of e-marketing as promotional tools. Among 60 respondents they rated the given advantages according to their perception. Here all the rating are added up to get the clear picture of advantage of e-marketing as promotional tools. According to the sum up rating out of 60 advantage effectively got 169 (27.48%) which indicates that 27.48% respondent's believed effectively was the major advantage of e-marketing. Like wise 167 (27.16%) respondent's believed exposure to the outside world was the advantage of e-marketing. Similarly 144 (23.41%) believed time saving was the advantage of e-marketing. Where as only 135 (21.95%) favor cost saving advantage as a promotional tools. It graphs shows that all were the tentatively equal advantages of e- marketing.

4.22 Analysis of the Respondent's Views on Problem does the sector face at Present

The question was asked to different travel agencies personnel regarding present problem does sector face at present among 60 respondent's all of them gave the same answer. Every respondent's had pointed out same problem the sector face at present. They believe at present sector is badly hit by interval problems such as unstable government, law and order situation, rumor that international media had been spreading regarding Nepal as an unsecured destination for tourist etc. Those are the problems that had been demoralizing the tour operator in Nepal. It seems that if those problems will be rectified and effectively marketing is undertaken than goods day will definitely come back.

4.23 Major Findings of the Study

- 1) The majority of survey respondents reported that the current situation of travel and tourism sector in Nepal is poor (86.67%). In addition only (13.33%) respondents seems satisfied with the current situation of travel and tourism industry in Nepal. Perception of respondents regarding Nepal as a potential destination for tourist (63.33%) respondents considered Nepal as high potential tourist destination. Regarding better year for tourism industry in last five years, the majority of the respondents (46.67%) though, 2009 were the better year for tourism industry and reason for the good inflow of the tourist in those years were due to better environment of the country (41.66%)
- 2) Respondent's responded. 83.33% respondent's considered 2008 were the evil year for tourism industry in last five years and reason for bad inflow of tourist were due to internal problem of the country (71.67%) respondent's responded. There were comparative view about the region from where most tourists used to come, 56.67% respondents believed from Europe and 40 % respondents believed for Asia. As regards to the promotion medium which the respondent's prefer it seems that 48.34% respondent prefer personal contact for promotion medium rather than promoting through website (33%) e-marketing (20%) and magazines (3.33%). There were also comparative opinion regarding the factors effecting for healthy tourism (33.12%) respondents reported better environment is must, similarly 28.96% respondent's reported political factors, where as 22.08% and 15.84% respondents believed promotional and hospitality and factors is most for the healthy tourism in Nepal.
- 3) In additional, most travel agencies (83.33%) do have website published on web, where as, only (16.67%) do have website and reason for having website is for promotion 71.67% respondents responded but 28.33% respondent's kept website for providing information.
- 4) When asked to rate their website (71.67%) respondents rated their website is performing below expectation where as (28.33%) respondents believed they got what they have expected from website. (71.67%) and (28.33%) respondent's reported that they have been using internet from last 3-4 years and 4-7 years respectively. Out of total respondent's majority of respondents (71.67%) had an idea about e-marketing and (56.67%) of respondents were using e-mail marketing and 38.33% were using

search engine submission and only 5% were using tourism related directories as e-marketing promotional tools. Of those, who were using email marketing methods, (92.50%) reported that they are using normal email and only (7.50%).

- 5) Are using new content notification to inform or promoter their services to the outside world. Of those, who were using search engine submission method for submitting their site in major search engines, where as only 24% were paying to include their site in search engines.
- 6) Of these, who had chosen pay inclusion option, all of them had used Alta Vista for submitting their site in search engine. Majority of the respondent (65.79%) had never focused on optimizing keywords or pages on their site. Where as, (34.21%) had taken keyword optimization into their concerned.
- 7) When asked reason for not implementing internet as promotional tools. Of those, who had selected that they have no idea about e-marketing i.e. 27.78% of the respondents gave the reason, due to lack of knowledge they were not using internet as promotional tools rest due to lack of fund (27.78%).
- 8)** When asked to rate the contribution made by internet on tourism sector majority of the respondent's (88.33%) was satisfied by the contribution made by internet for promoting tourism in Nepal. Among the total respondents frequency duration of using email majority of respondents had been using email daily. While asked to rate the advantages for using e-marketing as promotional tools, the most common responses were cost saving (21.95%) time saving (23.41%), effectively (27.48%) and exposure to the outside world (27.16%) respectively. While unstructure interview and subjective question wvw asked, the entire respondents consensus that at present tourism in badly hit by interval problems such as unstable government law and order situation and rumor that international media had been spreading regarding Nepal as an unsecured destination for tourist etc. It is crucial to note that there were no significant difference between the responses provided by respondents (i.e. any travel of organization either big or small travel agencies) for most of the question through out the survey. There fore, all the travel agencies are not taking serious consideration regarding internet marketing as important elements for promoting tourism

CHAPTER- 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The research questions based on field survey and analysis are summarized below. Regarding the issue stated in conclusions, some suggestions are explained in detail in the following section, Recommendation. This chapter is the concluding part of this write up. It's the research report on e-marketing prospect practiced in tourism sector by travel agencies in Nepal. The study area was located at Kathmandu valley. A total of 60 respondents were randomly selected for finding e-marketing prospects practiced in tourism sector by travel agencies in Nepal. Another important feature if this study is to suggest appropriate recommendation regarding how tourism can be promoted though internet.

5.1 Summary

Nepal, tough a small in territory, it is well know as land of mighty mountains with iconic Mt. Everest. Endowed with beautiful landscapes, natural beauties and culture attractions, Nepal is famous destination for international travelers through tourism started only after sixties. Nepal within two decades became successful to have its significant position in world tourism scenario. Tourism in Nepal became a strong contributor in national economy after it boomed in eighties. It has become important foreign export being major source of foreign exchange. Apart from this, it has been contributing in creating direct and indirect employment opportunities.

Realizing the importance of tourism sector to uplift national economy, Nepal government has formulated various policies, plans and strategies to develop tourism as sustainable industry. Tourism master plan 1972 was an important step in policy formulation Nepal Tourism Board (NTB) was established in 1999 with the principle of public private partnership approach. Since then, NTB has been marketing 'Nepal' as an enchanting holiday destination in world tourism market. It has adopted various strategies and undertaken different activities in order to promote Nepal as a must visit destination.

We have abundant resources for which the country enjoys competitive advantages. Tourism represents one among such sector, which could rebuild the image of the country bringing

back multifaceted benefits to the country and the people at large. It also emerged as an exemplary model for the Nepalese economy and represents around 4% to the country's GDP and is also a major source of employment. She has developed as an independent sector of the economy heavily involving the Nepalese private sector. Travel agencies are among such private sector wings which are responsible to bring or has contributed to great extent to invite lots of tourism from all over the world. So to great extent promotion of tourism by these travel agencies has direct correlation with the inflow of tourist in Nepal. In order to find the perception of travel agencies regarding e-marketing prospect practiced in tourism sector this topic was undertaken. With this respect five objectives were taken into consideration i.e. To survey the current market situation of Travel Agencies, to find and examine Travel Agencies perception regarding e-marketing, to find out popularity of internet as marketing tools among Travel Agencies, to explore the problems and prospects or e-marketing and recommend appropriate recommendation in order to promote intoxicating beauty of this country through internet.

To determine the objective of the research field survey where conducted using survey question (Appendix). A total of 70 responses were collected during a 15 days period in January, 2011 of the responses collected, 60 were complete and 10 were incomplete. Approximately 70% of all respondents were from Thamel area and rests were from Durbar Marg, Kathmandu and Naxsal and other palaces collected information was analyzed in order to determine objectives of the research using static tools.

5.2 Conclusion

The most crucial factor is that without correct promotion and marketing of Nepal as tourism destination and marketing product for potential tourists the flow of tourist will not increase. Though travel agencies are paying vital role for promoting Nepal as tourist destination in its own way and knowledge of internet seems satisfactory but the way of marketing through internet seems minimal.

Over the last five years, the growth of internet has been exponential, internet is part of hundreds of millions of people, lives and the number of users keeps growing. If tourism is to be developed sensibly the travel agencies must promote its site and services through internet

to reach wide number of tourist all over the world. Only way to do it is through internet. Though travel agencies are participation trade fair have website and using email for getting in touch with their clients but that's not enough with the growing no of international tourist and its competitors. Almost all the travel agencies in Kathmandu valley do have website but existence of website doesn't mean visitor will come to visit their site, for that promotion is must. It seems that travel agencies do have knowledge about e-marketing but they are not taking into professionally or to a great concern, may be due to lack of knowledge or fund. We must expand our tourism. Currently travel agencies stuck in promoting through personal contact, through tour agents and marketing in local area to grab bunch of tourist and focus on Europe and Asia but the advantages of internet they can reach all corner of the world.

Travel agencies must not overlook the fact that a new trend in international tourist is emerging. Before every visit to any country, tourist are more concern about the security and activities that region can offer. The get all those information through website, travel agencies have abundance to packages to offer the only concern at present is lack of security to tourist and proper way of doing marketing on internet. If the current problems solves and travel agencies undertake internet as promotional tools definitely the flow of tourist will rise.

Tourism industry is a foreign currency spinner and its impact on Nepalese economy can hardly be exaggerated. Given the diverse nature of tourism resources in this part of the world, promotion is must in order to better inflow the number of tourists in Nepal internet marketing/e-marketing is one of the promotion tools to promote our destination and services throughout world. This major aims of the study was to assess the travel agencies perception regarding e-marketing. The research presented in this thesis is an important step in the examination of the current situation e-marketing prospects practices and its problems. This research gas demonstrated the current trends of internet marketing and its knowledge among travel agencies. In this survey there were 60 sample travel agencies of Kathmandu valley.

The research process itself has been valuable learning experience about current situation e-marketing popularity and its problems among travel agencies. Almost all the respondents perceived that the situation is very critical at present. Though the country possess high natural potentiality to enchant from all over the world. Mostly Europe and Asia are the major source of tourist. During last five years 2003-04 were the better year for tourism

industry and reason for great inflow of tourist in those year were due to better environment of the country. 2002-2003 were considered as the evil year, during those years there were heavy influx of tourist and reason for that were due to country own internal problems. So for the healthy tourism the country must first settle down it's won internal problems and create better environment for tourist to come. Almost all the respondent's prefer personal contact as promotional medium and very few chosen website and e-marketing as promotional tools. It seems that there is lots of gap between respondents though about hi-tech way of doing marketing. Surprisingly, almost all the travel agencies do have website and most of them kept it for promotional purpose and few for providing information about Nepal. Website seems not effective to promote their services i.e. performing below expectation but truth is that existence of website doesn't mean people will come and visit your site for that promotion is essential though most of the travel agents are suing internet from last 4-7 years and most of them possess knowledge about e-marketing and using email and search engine submission as a promotional tools but not giving more concentration in submitting their URL in tourism related directories. They are only using normal email for promoting their site, it seems that they are not considering other email marketing tools such as newsletters, bulk email marketing and new content notification. While submitting their site in search engines they are not choosing pay inclusion option, they are only choosing free submission options. It seems that they are not conscious about professional of guarantee way of submitting their site in search engine and only nominal no of travel agency are using Alta Vista search engine services for submitting their site in search engine. Most of the travel agencies were not giving priorities to optimizing key words/pages for better positioning their site in major search engines.

Almost all the respondents were satisfied by the contribution made by internet but due to lack of knowledge and fund they were not implementing as promotional tools in effective manner. Though they are using email in regular basic for getting in touch with the clients and have common responses regarding its advantages like effectiveness, exposure to outside world, time saving and cost saving. The entire respondents consensus that present tourism is badly hit interval problems such as unstable government, Maoist problems, law and order situation and rumor that international media had been spreading regarding Nepal as an unsecured destination for tourist etc. If the current crisis is settle down and hi-tech way of

doing marketing is also consider for promoting tourism by these travel agencies the future of tourism industry will gloried to great extent that before. After going through the whole research what I have concluded is that most of the travel agencies knows the important of internet as marketing tools, due to the fact that most of them have a website and using e-mail on regular basis but due to lack of knowledge, fund and ignorance they are not utilizing e-marketing in professional way of seriously.

5.3 Recommendations

Nepal Tourism Board and all the tourism related association should also take some initiatives and organize program regarding internet and its effectiveness as promotional tools and suggest way of doing it for travel agencies and other tourism related organization like hotels, trekking agencies etc. Here are some of the recommendations how the tourism product can be promoted through internet.

Education regarding internet and concept plays a vital role to determine every change in world. This study recommend that education about e-marketing is must for travel agents in order to promote its services through internet or can consult with internet marketing consultants like [www. Mountdigit.com](http://www.Mountdigit.com) for promoting its services through internet

Web site is must to display travel agencies profile, services it offers and information about places they can be visit. For that website should be made in interactive way where viewers can negotiation, prices of packages travel agencies can offer can also be displayed. Generally email marketing can be implemented with these 3 objectives in mind:

- 1) Sending direct promotional email to try and acquire new customers or persuade existing customers to visit again.
- 2) Sending emails designed to encourage customer loyalty and enhance the customer relationship.
- 3) Placing your marketing massages or advertisements in emails sent by other people.
- 4) By using search engine to market your tourism services on internet. Travel agencies website needs to have text that is rich in content which uses the

keywords you think will get you the targeted traffic to get you potential customers from search engines. Optimize your key word/pages for better position your site in search engines.

- 5) Travel agencies also can submit its site using pay inclusion. Although there are several different kinds of paid inclusion like pay-per-click or positioning your site top 10 popular search engines. Advantages of pay inclusion are that are indexed much faster than submitting through free add URL. There are different pay inclusion program you can search on internet all you need to do is spend few hundred dollars annually as services charge or you can submit your sit using fee add URL search engines like Google etc.
- 6) Travel agencies can also use tourism related services directory or website that link or feature your details of your tourism services on their website. I would like to recommend www.safarinow.com for better service. They also charge annually few hundred dollars for their service. You can find lots of such directories on web.
- 7) Links from other popular website back to your website is one way of increasing your site's popularity. You need to search for websites that there are the right ones. Then you need to send the webmaster an email asking for a link in exchange for a link to check that he has set up a link in return.
- 8) Link popularity travel agencies can also exchange banner of their respective company using barter system asking for one another to setup a banner on each other websites. Or travel agencies can add its company banner in most popular site like msn, yahoo etc by paying few hundred dollars annually.
- 9) These are the few of the promotional way to promote web sites on internet in order to inform about the services on internet. If the correct methods of promotion are used on internet to popularize travel agencies sites definitely it will contribute to promote tourism sector in Nepal to a great extent.

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ANNEX - 1

1. Rt. Hon. Prime Minister	Chairman
2. Hon. Minister/Minister of state of Tourism & Civil Aviation	Chairman
3. Hon. Minister of Finance	Member
4. Hon. Minister of works & Transport	Member
5. Hon. Minister of Home Affairs	Member
6. Hon. Minister of Industry	Member
7. Hon. Minister of Local Development	Member
8. Hon. Minister of Forest and Soil Conservation	Member
9. Hon. Vice-Chairman, National Planning Commission (NPC)	Member
10. Member, NPC (In- Charge of Tourism)	Member
11. Governor, Nepal	Member
12. Secretary, Ministry of Finance	Member
13. Secretary, Ministry of Home Affairs	Member
14. Secretary, Ministry of Defense	Member
15. Secretary, Ministry of Industry	Member
16. Secretary, Ministry of Forest and Soil Conservation	Member
17. Secretary, Ministry of Education and Culture	Member
18. Secretary, Ministry of Local Development	Member
19. Secretary, Ministry of Foreign Affairs	Member
20. Secretary, Ministry of Works and Transport	Member
21. Two Distinguished experts nominated from Tourism Sector	Member
22. Chairman, Hotel Association of Nepal	Member

23. Chairman, Nepal Association of Nepal	Member
24. Chairman, Trekking Agents Association of Nepal	Member
25. Chairman, Rafting Agents Association of Nepal	Member
26. Chairman, Nepal Mountaineering Association	Member
27. Chairman, PATA Nepal chapter	Member
28. Tourist Guide Association of Nepal	Member
29. Chairman, Association of Civil Aviation Services	Member
30. Secretary, Minister of Tourism and Civil Aviation	Member

Tourism Development Board

- a) His Majesty's Government to nominate 8 to 10 person from related organizations and private entrepreneurs of the tourism sector in the Tourism Development Board chaired by Hon'ble Minister of state for Tourism.
- b) While nominating from the entrepreneurs, selection will be done of those who can contribute in the development of tourism.
- c) Member Secretary of the board will be appointed by His Majesty's the Government from among the member.

ANNEX-2

Classification of Tourism Industry

- 1) Hotel Industry
- 2) Resort
- 3) Travel Agency
- 4) Trekking Agency
- 5) Rafting Agency
- 6) Restaurants and Bar
- 7) Adventurous/Entertaining Tourism Services (skiing, Gliding, cable car complex, Hot Air Ballooning, Golf Course Polo Horse Riding)
- 8) Tourism related Human Resource Development Centers.

ANNEX-3

Facilities and Incentives to the Tourism Industry

- 1) Hotel and Resort are placed in the category of industry receiving national priority and enjoy the facilities to the same.
- 2) Apart from Hotel and Resort, other tourism services receive, facilities based on value add employment generation.
- 3) Necessary rebate will be given for import of specified products to specified tourism sector.
- 4) Tourism Industry will be given for import of specified products to specified tourism sector.
- 5) Tourism Industry will be facilitated with communication equipment, electricity and water supply.
- 6) For Hotel, Restaurant and resort and other tourism services opened in the rural areas specified by the government, will be provided with specified facilities and incentives.

APPENDX-4

Questionnaire to Travel Agencies

This questionnaire is prepared in order to collect the data for research work to undertake in the partial fulfillment of MBS program. Tribhuvan University, please take a moment of your time to fill out this simple form. All information entered will remain confidential.

Name of the Travel agency:

Location:

Date of Establishment:

- 1) What do you think about the current situation of Travel and Tourism industry in Nepal?
a) Poor b) Satisfactory c) Good d) Very Good
- 2) How do you rate Nepal as a potential destination for tourist?
a) Low b) Medium c) High d) Very High
- 3) In five years which was the better year for tourism industry?
a) 2007 b) 2008 c) 2009 d) 2010 e) 2011
- 4) Reasons for better inflow of tourists in those years? Due to...
a) Government Promotional Campaign b) Government Policy
b) Private Sector own Promotional efforts d) Better Environment
- 5) In last five years which was the evil year for tourism industry?
a) 2007 b) 2008 c) 2009 d) 2010 e) 2011
- 6) Reason for bad inflow of tourist in those years? Due to....
a) Internal b) External factors c) Both
- 7) Which region do most travelers come from?
a) Asian b) European c) North American d) South American
- 8) Which promotional medium mostly suits your choice?
a) Magazines b) Personal Contacts c) Website d) E-marketing

- 9) Please rate your preference in following factors for healthy tourism (4-high preference to 1-low preference).
- a) Environmental Factor b) Political Factor
 c) Promotional Factor d) Hospitality Factor
- 10) Do you have a website?
- a) Yes Direction: If yes
 b) No ULR i.e. www.....
- 11) What is the reason for having your site?
- a) Promotion b) To provide information c) Prestige d) Other
- 12) Please rate your site:
- a) Exceeds Expectations b) Meets Expectation c) Below Expectation
 c) No Expectation
- 13) How long have you been using the internet (including using e-mail,surfing etc)?
- a) Less than 1 month b) 1 to 3 years c) 4 to 7 years d) Not at all
- 14) Do you have any idea about E-marketing?
- a) Yes b) No if no, skip to question no 15
- 15) What are the promotional tools you are undertaking for promoting your site?
- a) Not at all b) E-marketing
 d) Search Engine d) Including your URL in Tourism related directors
- Direction:** If email marketing is selected fellow question no: 14
- 16) Which E-mail Marketing methods you are following?
- a) Normal E-mail b) New content notification
 c) News Letters d) Bulk E-mail marketing