

**MARKETING STRATEGY OF NEPAL
TOURISM BOARD**

By

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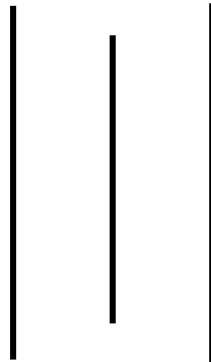
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ABBREVIATIONS

ASTA	:	American Society of Travel Agent
C.V.	:	Coefficient of Variation
FAM	:	Familiarization Tours
FAO	:	Food & Agricultural Organization
GDP	:	Gross Domestic Product
GON	:	Government of Nepal
HAN	:	Hotel Association of Nepal
Hon'ble	:	Honorable
IUOTO	:	International Union of Official Travel Organization
LTC	:	Leave Travel Concession
MICE	:	Meeting, Incentives, Conference, exhibitions
MOTCA	:	Ministry of Tourism and Civil Aviation
MOU	:	Memorandum of understanding
NAC	:	Nepal Airlines Corporation
NATA	:	Nepal Association of Travel Agents
NATO	:	Nepal Association of Tour Operators
NRB	:	Nepal Rastra Bank
NRN	:	Non-Resident Nepali
NTB	:	Nepal Tourism Board
NTY	:	Nepal Tourism Year
PATA	:	The Pacific Area Travel Association
S.D.	:	Standard Deviation
SATC	:	South Asian Travel Commission
TIA	:	Tribhuvan International Airport
UFTAA	:	United Federation of Travel Agents Associations
UNESCO	:	United Nation Educational, Scientific and Cultural Organization
UNO	:	United Nations Organization
VNY	:	Visit Nepal Year
WHO	:	World Health Organization
WTO	:	World Trade Organization

