

# **CHAPTER - I**

## **INTRODUCTION**

### **1.1 General Background**

#### **1.1 1 Mass Media**

The term mass media refers to the various means of carrying or communicating information to the people, i.e., they are tools or instruments of communication. Radio, television and newspapers are the examples of some important mass media. The change that we want to achieve is towards the positive realization of plans, programs and policies of the government and it goes without saying the media have a role to play in this process. People in the western countries probably hear more language from media than they do directly from the lips of their fellow human in conversation.

The mass media is a power resource; it is a potential means of influence, control, innovation in society, and the primary means of transmission, essential to the working of many social institutions. Mass media is the location or area where many affairs of public life are played out both nationally and internationally. It is also a major source of definition and images of social reality, thus also the place where the changing culture and the values of society and groups are constructed, stored and most visibly expressed. It is the primary key to fame and celebrity status as well as to the effective performance in the public area. Mass media is also the source of an ordered and public meaning system which provides a benchmark for what is normal, empirically and evaluative, deviation are signaled and comparisons made in terms of this public version of normality. At last but not least, the media are the single largest focus of the leisure time activity and means of entertainment. They also organize and interrelate the rest of leisure. As a result, mass media are the major and expanding industry providing employment and a wide range of potential economic benefits.

There are generally two types of media. They are print media for eye: - newspapers, journals, books, magazines, pamphlets etc.) And broadcast or electronic media (for ear: - radio, television, cinema etc.). Mass media are also classified as print media, audio media, visual media and audiovisual media.

### **1.1.2 Tourism Marketing**

Tourism word is derived from the French word tour meaning a long journey especially one covering the chief sights of a region or country. Tourism is the sum total of the operators mainly of an economic nature, which directly relates to the entry, stay and movements of foreigners inside and outside certain country, city or region.

Similarly, marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, good and services to cerate exchanges that satisfy individual and organizational objectives. Tourism needs to be marketed just as any other product because it is an industry in which the customer still has an immense variety of choice.

Tourism marketing is defined as the systematic and coordinated efforts exerted by the national tourist organizations and the tourists enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth

It denotes the development of the tourism product to meet the needs to tourists and then applying the techniques of direct sales, publicity and advertising to bring this product to the tourists. Tourism marketing is regarded as a central point of the whole tourism activities. Today all direct and indirect promotional activities to sell destination are related to tourism marketing and it effects all the operations of tourism. 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 the qualified human resources. (Sharma, 1992:6)

### **1.1.3 Role of Mass Media**

There are a lot of the roles of mass media in every sectors including tourism in case of Nepal. Firstly, they inform and help us keep a watch on our world, they serve a surveillance function. Similarly, they guide us in establishing, extending or displaying meanings lead us to approve or disapprove portrayal, they also encourage us to reinforce or replace our system of values, they help structure our lives. They also help

us to create and maintain connection with various groups in the society. Similarly, they help to, socialize and educate us and they also persuade us to purchase items or accept certain ideas, i.e., they provide platforms for new ideas & products. At last but not least, they entertain us.

So, the research topic was essentially choose to analyze the roles of mass media (both positive and negative) in the tourism marketing in Nepal by the case study of English daily newspapers of the country of the selected time period. 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 inviting journalists. Nepal should convey the fact that it is taking serious steps towards improving matters, but needs help to do so.

## **1.2 Statement of the Problem**

In case of Nepal, potentiality of tourism like natural attractions, cultural values and archeological is high but does not seem to have been explored properly. Although Nepal's tourism potential is vast but the factors such as limited air access, poor infrastructure, lack of appropriate marketing and promotional strategies have resulted in limited growth. The absence of proper strategy for the implementation of research based promotional programs and lack of effective publicity in potential segments of the world market is one major factor that can be attributed for this shortfall of tourism marketing.

In Nepal, very limited marketing activities are being undertaken while other countries with more resources are spending huge amount of money on aggressive marketing of their destinations. Nepal has no coherent overseas marketing. The concerned organizations have a very limited budget for promotion and are short of expert staffs. Most marketing is done by Nepalese private sectors and foreign tour operators. For conventional sightseeing activities, this tends to result in the country being an extension of tour of India or Thailand. Specialist adventure operators are small, with limited marketing budget in their target markets and Nepal had done very little in identifying the target market.

Regarding the number, success and ongoing tourism marketing activities, there are few mass media in the country Nepal. There are only few television stations and focused in the urban regions only which cannot be provided up to grass root level due to various geographical hindrances and absence of electricity. So, radio as a mass media is the most popular one. It has also some kinds of limitations like huge numbers are centered in urban areas and only radio Nepal can reach up to the grass root level. Due to the few numbers of consumers, i.e., small market, the newspapers of all the areas cannot develop properly and cannot able to give all types of services to the customers. Only few recognized daily newspapers present in Nepal and even though, according to the past experience, they cannot able to give much interest to tourism marketing. It has been seen that only very few articles, advertisements and news are published regarding tourism marketing in those newspapers which has been appeared as the greatest problem in the view of this research work.

### **1.3 Objectives of the Study**

The general objective of the study is to analyze the role of mass media in tourism marketing in Nepal. The specific objectives of the study are pointed out as below:

- 1) To examine and analyze the quantity and quality of news, articles and advertisements published in the newspapers about tourism and its marketing.
- 2) To evaluate both positive and negative roles/impacts of newspapers in tourism promotion and development in Nepal.
- 3) To analyze mass media and tourism marketing and to find out the views of the experts of the related field about the study subject.
- 4) To suggest and recommend on the basis of major findings.

### **1.4 Significances of the Study**

Though there has been a decline in the total tourist arrivals in the year 2008, compared to the previous year, tourism still continued to be one of the most important aspects of the Nepalese economy. Nepal government is committed for the improvement of exercise situations, policies, plans, strategies and programs are being designed accordingly for the overall betterment of tourism sector.

Tourism marketing and mass media are closely interrelated. In the age of globalization, there is the very powerful role of the mass media. In short, they can introduce heaven as hell and hell as heaven, if they want. So, tourism marketing especially tourism promotion can be put forward for its success by the help of mass media only on a short period. Some important sources of information can even destroy the tourism industry of Nepal because of their popularity and believability. So, the research study especially analyses both the positive and negative roles of mass media in the tourism industry of Nepal. The recommendations which are suggested in the study are very helpful for the related agencies and related persons for the goodness of future. Here, it is worth mentioning that the rationale of the study is to find out the existing positive and negative roles of mass media in the tourism marketing. Similarly, the significances of the study are the drawn conclusions, suggested various recommendations of the study. And at last but not least, the importance of the study is in terms of the development of both mass media and tourism marketing in Nepal as well as in strengthening the relationships between mass media and tourism marketing.

Another reason behind the study is that the role of mass media in tourism marketing has not been adequately documented yet in Nepal. This is due to the under developing situation of both mass media and tourism industry in Nepal.

### **1.5 Limitations of the Study**

This study is carried out for the partial fulfillment in the requirements of master's degrees in management. Every type of social research work has its own limitations. In this case time and financial constraints are the main limitations of the study. Some other limitations can be pointed out as below:

- The study does not include all types of mass media. Even in case of newspapers, all newspapers are not included because of the scope of the study.
- Since news, advertisements and articles presented in the media can not be reachable to illiterate people, this is only for literates.
- Analysis of all sectors of tourism marketing is under limit.
- Only the mass media of the small period are included in the study. So, generalization can not be made.

- Various secondary sources are used to support the primary data but are not exactly followed.

## **1.6 Organization of the Study**

The dissertation is organized into five chapters, “Introduction”, “Review of Literature”, “Research Methodology”, “presentation and analysis of data” and “summary, conclusions and recommendations”.

“Introduction” provides the background information of mass media and tourism marketing, statement of the problem, objectives, significances and limitations of study.

“Review of Literature” gives the information about the published and unpublished documents, clear investigation and revision of those documents related to the study topic. There is the revision of various books, journals, previous theses, dissertations and reports related to the study topic.

“Research Methodology” provides the method of this research work. This chapter describes research design, population, nature and sources of data, sampling procedure and tools and techniques of data collection and method of data presentation and analysis.

“Presentation and analysis of data” includes the tabular representation of collected data and their analysis on the basis of the simple percentage analysis. This chapter provides the tourism news in different newspapers and comparison of the tourism news with total news and so on. This chapter also tries to analyze the response of the key information's. This chapter also includes the analysis of what is actually published in the newspapers during the data collection period. So, it includes how the news is affecting the tourists and what may be its effect on current and future tourism industry and so on.

“Summary, Conclusion and Recommendations” deals with major findings and their reliability, overall significances and main outcomes, overall thesis descriptions and its procedures, and recommendations for respective departments.

## **CHAPTER –II**

### **REVIEW OF LITERATURE**

In this part, focus has been made on the conceptual framework and the review of literature that is relevant to Role of Mass Media in tourism marketing. Review of literature is based on available literature in the field of research. Every possible effort has been made to grasp knowledge and information that is available from libraries; document collection center helps to take adequate feed back to broaden the information to study. The first part of the chapter includes the conceptual framework and the second part includes the review of various related studies.

#### **Conceptual Review**

##### **2.1 Tourism Marketing**

###### **2.1.1 Tourism and its Marketing**

Tourism word is derived from the French word tour meaning a long journey especially one covering the chief sights of a region or country. Tourism industry was developed only after Second World War. It is the very complex and one of the biggest industries of the world. Demand of international tourists and different facilities working in this field are bridged by tourism industry. The tourism industry sells an invisible product consisting of wide ranges of enterprises supporting the mass movement of people across international boundaries including a variety of whole sale and retail outlets for hotels, airlines, tour operators etc. (Baskota and Sharma, 1995: 5)

Historically tourism has contributed the economic development of many nations. At the end of World War II, earnings from tourism helped to build the war turned economies of Europe. Today, the tourism industry appears to hold the great potential for the world's developing countries and government all over the third worlds are embracing this industry as a panacea for their development ills. In Nepal, the foreign currency earning by tourism is the largest single item in the balance of payments. Tourism being an invisible export industry like banking and insurance does not need the product to be shipped from one place to another. The buyers (tourists) of the goods and

services are present in the exporting country and satisfy their needs in the exporting countries or carry the need satisfying purchases across international borders. The multi-faceted nature of tourism with all the complexities and linkages with the manufacturing and retail sectors makes it difficult to exactly quantify the size of the business and its scope. (Bhattarai, 1994:7)

Tourism is considered as an activity essential to the life of the nations because of its direct effects on the social, educational and economics sectors of national societies and their international relations. (Murphy, 1981:4) Since tourist visiting a destination require ancillary service like water supply, transportation and retail function, these set ups have to be created or be expanded. Further, being a fragmented product, it is related to the other sectors of the economy, the receipts of which are also distributed to other areas. (Matheson & wall, 1982:13)

The historical background, geographical situation and socio-cultural wealth are the touristy potentialities of Nepal and the tourism industry has been playing a significant role in the country's economy. Nepal's natural attractions resulting from physical, historical and cultural movements and temples, art treasures and festivals, Himalayas and their scenic beauty, and its wildlife are the best attractions for the foreign visitors. Nepal is the country of Mount Everest, the land of yeti, the birth place of goddess Sita, the country of Bhrikuti and Arniko and the land of Lord Buddha. Its various snow-peaked mountains, rivers and lakes, conducive climate and mysterious charms are inviting the visitors of the world. Cultural, religious and natural resources are the three major attractions of Nepal which has eight cultural and two natural world heritage sites. It offers nature based tourism activities like trekking, mountaineering, rafting and wildlife sauctuaries as well as culture and people based, and man made attractions. Tourism is the multi faceted industry which promotes cottage industries, trade and other services sectors. It is also regarded as the labour intensive industry and it provides good employment opportunities at different levels. Tourism is one of the main sources of the foreign exchange earning for Nepal. In overall, tourism plays a vital role in the process of national development. (Shrestha, 1998: 1-5)

Tourism is voluntary, temporary travelers traveling at the expectations of pleasure from the novelty and change experienced on a relatively long and not recurrent round trip (Cohen, 1947:2). It embraces all the movements of people outside their community for all purposes except migration or regular daily work. The most frequent reason for this movement is for holiday but it also will include, for example, attendance a conference and movement on sporadic or infrequent business purposes. (Lickorish, 1958:5)

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 of certain country, city or region (Satyal, 1998:5). Tourism is an expanding international activity. It has been observed that by the terms of this country, in terms of international payments, tourism will be the biggest industry in the world. (Khadka, 1993:11)

The most comprehensive list of factors influencing the growth of tourism are presented as below:

- 1) Greater affluence and more leisure for an increasing number of people, particularly in the developed countries.
- 2) The emancipation of the young and relatively higher wages they possess (when they have no family responsibilities) enabling them to travel.
- 3) Transport facilities, especially air, very much better and cheaper, and there is high rate of car ownership.
- 4) An enormous growth in international business, necessitating travel.
- 5) Package tours allow people, not used to making their own arrangements, to travel with an easy mind, and are good value because of bulk buying of transport and hotel accommodation.
- 6) Relief from adverse climate conditions in the home country may be found abroad.
- 7) Travel has become a status symbol.
- 8) Conference and business meetings are proliferating.
- 9) Better education has interested a large section of the public in cultural tourism.
- 10) World exhibition and trade fair have become very popular.

- 11) Publicity has become more and more aggressive, whetting the appetite of even the most unwilling to travel.
- 12) Ideological pressure groups (political, cultural, scientific etc.) hold more and more annual conventions etc. (Bhatia, 1994:19-20)

In Nepal, the tourism sector is important for the various following reasons.

- 1) The countries natural assets include the wildlife in terai, historical attractions in Kathmandu, Pokhara, Gorkha etc.
- 2) An increase in the number of high income tourists will raise the demand for goods and services many of which are able to be produced locally.
- 3) The foreign visitors will bring foreign exchange, which will reduce the trade gap.
- 4) The tourism will encourage rural development and assist in poverty alleviation. (Rai, 2003:7)

The policy guideline for tourism development in a planned way can be summarized as below:

- 1) To implement phase wise the recommendations obtained in the Nepal tourism master plan (NTMP).
- 2) To establish close contact with the concerned industries for the better use of commodities which come under daily use of tourists and reduce imports of such commodities.
- 3) To follow a regional development strategy for generating employment at local levels, develop market for local products and conduct the research studies for the exploration of new tourist spots.
- 4) To develop transport and other facilities for old and new tourist resorts.
- 5) To coordinate the activities of various departments and ministries for the infrastructural development of tourist spots.
- 6) To safeguard the national environment and preserve the geographical, cultural and artistic beauty of the country.
- 7) To intensify efforts for making air transportation both safe & regular.

- 8) To participate in various international meetings and seminars to facilitates tourism market and attractions of the country.
- 9) To make use of public sector investments programs for the development of air transport, security measures to the tourists, communication and health facility network and encourage private sector for the development of hotels, lodges, sight seeing and travel tours.
- 10) To follow a liberal policy on entry formalities and make use of simplified and selective procedures in custom clearance. (Shrestha, 1994:12)

The legal frameworks of the tourism promotion and development are tourism act (1978), foreign investment and technology act (1992), industrial enterprise act (1992), municipality act (1992), VDC act (1992) and company act (1997) etc. Similarly institutional arrangement of tourism promotion and development are presented below.

Ministry of tourism, culture and civil aviation: policy matters relating to tourism, culture and civil aviation.

Ministry of finance: policy matters relating to project financing and recipients of loan from the international funding agencies.

Ministry of housing and physical planning: approval of changes in town, village and physical development plans.

Ministry of local development: approval of changes to VDC/ municipality by rules.

Ministry of forests and environment: designation of the possible conservation area.

Department of roads: maintenance and improvement of roads and drains.

Department of civil aviation: main implementation agency for domestic aviation, airport improvement, operation and maintenance of domestic airports and fee setting and collecting for airlines use of domestic airports.

Nepal tourism board: formulation of the principle policies for tourism development in Nepal.

Non-governmental organizations etc (Saxena, 1998: 7)

The major theories of tourism promotion and development are pointed out as below:

Noronha's theory (1975:16): it is the summary of much early tourism research and it's unlinear in approach. It comprises of three stages. Using the language of the theorist, tourism in Nepal has not yet progressed beyond noronha's stage 2.

It is a multilinear comprising of three stages and different rates of growth. In peck and lepie's terms, Nepal has shifted from transient growth to slow growth rate. (Peck and Lepie's theory 1978:159)

It is a multilinear theory, comprising of three stages and various types of developments like crafts, small industries and large industries. In rodenberg's terms, Nepal is beginning to move from a craft to a small industrial type of tourism. Rodenberg's theory (1980:177)

It is also a multilinear theory, having three stages and different development potentials like having three stages and different development potentials an example of organic development. (Saxena, 1998: 9)

### **2.1.2 Tourism Marketing in Nepal**

The expenditure made in publicity is too poor and not more effective in both quality and quantity. The ministry of tourist published brochures and booklets about tourism only in few languages and that also in limited copies. There is the lack of advertisement in the foreign papers. In such a situation, most of the visitors are unknown about Nepal. In the other hand tourism industry does not seem to apply marketing approach for its promotion and development (Shrestha, 1981:34). Nepal lacks the most essential market information focused on its products, while the most irrelevant materials is produced at considerable cost and dubious impact. Fair

participation, in 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 inviting journalist, Nepal should convey the fact that it is taking serious steps towards improving matters but needs help to do so. (MOT, 1984: 18)

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges those satisfy individual and organizational objectives. (Bennett, 1998:4). Marketing is the management function which organizes and directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service to the final user or customer so as to achieve the profit target or other objectives set by the company. As a business discipline, marketing consists of systematic study of the demand generating or consumer motivation forces, the temporal and spatial considerations influencing economic transaction and the interacting efforts and responses of buyers and sellers in a market. Tourism needs to be market 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, share of market. Tourism marketing is defined as the systematic and coordinated efforts exerted by the national tourist organizations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals in view of the sustained tourism growth. Tourism marketing denotes the development of a tourism product to meet the needs of the tourists and then employing the techniques of direct sales, publicity and advertising to bring this product to the tourists. 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 structures, having different needs, tastes, expectation, attitudes and behavior pattern. It is only through the efficient marketing strategy that will help understand people's tastes and preferences for travel and hence the need for marketing in the tourism. (Bhatia, 1994:14-16).

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. An integrated approach, with the twin objectives of environmental protection and sustainable economic development should be based on appreciations of the broader implications of tourism for the environmental, demographic, economic and distributional concerns in mountain ecosystem. (Sharma, 1992:8).

We have done practically nothing as far as promotion is concerned. The ministry of tourism has no budget for promotion. Nepalese tourism has been marketed mainly through travel agents and tour operators abroad. We have never been able to go to the consumer. It is simply beyond our reach to in famous media because they could take our entire promotional fund. There is also growing trend of under cutting. If we have US\$ 100 as the rack rate we give as much as 50 percent to the tour operators. That has been our marketing strategy because we depend so much on tour operators (Shakya, 1994:8). We have achieved 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, the writer suggested we concentrate on fame tours for tour and travel operators and travel trade journalists from Japan. Luring film and TV producers should be our strategy for in expensive but wide publicity. 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 an economic giant. But, as our marketing resources are not so big, we have to select only a few countries. (Shakya, 1995:13)

We need to take concrete steps with respect to tourism marketing in order to boost arrivals. But there is the problem of air seat capacity for most countries including Nepal, one of the most essential conditions for the successful promotion and development of tourism is the existence of the adequate infrastructure and qualified human resources. (Frangialli, 1996: 6). Historical monuments and cultures of Nepal are important attractions to many tourists and the better use of these sectors help more for promotion of tourism in Nepal. Intensive care, therefore, should be taken for the

protection of the cultural properties. There were substantial increase and improvement of infrastructures, however, shortage of meet with demands, scenic resources of the upland area in the major tourist attractions and it became important sources of employment for local people. (Pollaco, 1986:13)

In the other hand, negative reports on Kathmandu have adversely affected the tourism industry and Nepal's image 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. "say good buy to Shangrila" was published in news week of 4<sup>th</sup> October, 1993 issue. It has definitely affected the tourism especially qualitative tourism. However, in the writer's 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 been published in such a renowned journal, it would not have been grave concern to all conscious people of Nepal and abroad. (Mishra, 1994:14)

While formulating the tourism strategy, it is essential that our tourism marketers keep a breast 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. Adequate budget, financial and technological resources are needed for effective tourism marketing. But we are undertaking very limited marketing activities while other countries with more resources are spending huge amount of money on aggressive marketing of their destinations. (Pokharel, 1995:13)

The government of Nepal should have clear policy to discourage cut throat competition in the hotel industry and thereby attract quality tourists moreover many Europeans and Americans complain about the pollution and the environmental degradation of Kathmandu. Due to which Kathmandu is sending wrong messages about Nepal. We should try our best to solve the problems of pollution and environment. The problem of air seat capacity is one really the single major problem. RNAC has limited number of air crafts and 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 compete internationally. It would give new thrust for the tourism development of this country, generate employment and increase the total number of tourist arrivals. For the promotion of the quality tourism in the country, infrastructures and services should be improved properly. (Sandhu, 1996:13)

The good images and memories of tourists are more beneficial for the country than the promotional activities like international advertisement, brochures, newspapers, articles etc. So far Nepal is concerned as a tourist destination it offers a unique product and unparalleled opportunities for the 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 yields that Nepal's tourism operations deserve. The writer's friends of Nepal of travel industry, talk of the glorious days barely a decade ago, when a trekking tour was sold the 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. This certainly is not the result of the lack of the demand for Nepal's unique tourism potential or a lack of adequate number of up market visitors out there in the marketing place. It is in the opinion of most the result of unhealthy competition between the travel agents, the hoteliers, the tour operators (trekking, rafting and others), the protection of the sky and the like. They also claim that it is the lack of specialization, lack of product quality improvement, diversification of the product and inadequate delivery of quality service. All good marketing's begun with the customers and ends with the customers. All good tourism marketing, therefore, should begin with the visitors and see through to the end, that we have met all reasonable expectations of that visitor. We must ensure that he or she returns with as much as a positive feeling as possible about Nepal and its people. (Alwis, 1997:8)

### **2.1.3 Mass Media**

The term mass media refers to the various means of carrying or communicating information to the people, i.e., they are tools or instruments of communication. Radio, television and newspapers are the examples of some important mass media. The change that we want to achieve is towards the positive realization of plan, programmed and policies of the government and it goes without saying that the media have role to play

in this process. People in the western countries probably hear more language from media than they do directly from the lips of their fellow humans in conversation.

The various significances of mass media can be pointed out as below:

- 1 A power resource: A potential means of influence, control, innovation in society, the primary means of transmission essential to the working of many social institution.
- 2 The location or area where many affairs of public life are played out, both nationally and internationally.
- 3 A major source of definition and images of social reality, thus also the place where the changing culture and the values of societies and groups are constructed, stored and visibly expressed.
- 4 The primary key to fame and celebrity status as well as to the effective performance in the public area.
- 5 The source of an ordered and public meaning system which provides a benchmark for what is normal, empirically and evaluative deviations are signaled and comparisons made in terms of this public version of normality.
- 6 The media are the single largest focus of leisure time activity and means of entertainment. They also organize and inter-related the rest of leisure. As a result mass media are a major and expanding industry providing employment and a wide range of potential economic benefits.

There are generally two types of mass media. They are print media (for eye newspapers, journals, books, magazines, pamphlets etc) and broadcast or electronic media (for ear radio, TV, internet, cinema etc).

The roles of mass media in Nepal are as follows:

- 1 They inform and help us keep a watch on our world, they serve a surveillance function.
- 2 They guide us in establishing, extending or displaying meaning, lead us to approve or disapprove portrayal. They also encourage us to reinforce or replace our system of values. They help structure our lives.

- 3 They help us to create and maintain connections with various groups in society.
- 4 They help to socialize and educate us.
- 5 They persuade us to purchase items or accept certain ideas, i.e., they provide platforms for new ideas and products.
- 6 Last but not least, they entertain us. (Pokharel, 2003:16)

## **2.2 Review of Related Studies**

Anand carried out a doctoral research work which is based on an empirical study carried out both in India and USA. The central problem of this is the examination of reason for the poor tourist traffic in India and it also offers a system approach for arriving at key decision areas. The major objectives of this study were to isolate and identify the various types of travelers, study the main framework of tourists, decision making process of a visitor, analyze the nature of the tourist market and the character of tourist plan and determine the significance of the tourist industry. Regarding product strategy, Anand suggested need for the integrated development of selected places, product strategy to be meaningful must be based on adequate marketing information and be market oriented. In marketing communication strategy area, he suggested for the promotional efforts focused on travel agents, joint regional advertising, and promotion of the convention, business and Buddhist market. A highly differentiated communication strategy should be designed and appeals made in consonance with latest developments in marketing communications he suggested for creating an efficient and creative organizational structure contributes to growth of tourism by delineating their roles and functions clearly especially to the ministry, India tourism board and other related agencies. (Anand, 1976:88)

Berger who did firstly Ph.D. in Nepalese tourism confined to economic impact of tourism through an input output analysis. The main objectives of the study were to analyze the impact of tourism on the economy of Nepal and to present information to Nepal's development planners which would aid them in making decisions with regards to the contribution of tourism industry to national goals and in devising policies and strategies such that Nepalese society can derive the maximum possible benefits from associated with tourism. The major findings of the study were tourism in Nepal was

shown to be an effective and the promising instrument for earning foreign exchange, but also one that requires high investments, both public and private, while providing relatively few jobs and offering little scope for the improvement of personal and regional income distribution. Therefore, it suggested to develop tourism to the extent that foreign exchange is needed for the development purposes but to concentrate society's resources in other fields where benefits of development are shared more widely. (Berger, 1978: 116)

According to McDonald, the originality of the area is being disturbed due to upland hotel development, unattractive development of new buildings and dwellings in the town of Pokhara. The study further stated that the continuation of this development would badly effect the natural environment of the entire area with the development of tourism. It is very necessary to take adequate precautions to protect the natural beauty of Phewa lake area. (McDonald, 1986:118)

In the earlier period, Pradhan conducted a study on developing tourist resorts and its economic impact. The study deals with the need for improving tourist resorts in Nepal. The major aim of developing tourist resort is to see that the tourist areas are able to spend as much as possible which depends on the extent of opportunities provided to them. There are few tourist resorts which are not free from the problems. (Pradhan, 1979: 34)

Dhungel made an attempt to analyze the economic impact of tourism in Nepal. The objectives of the study were to analyze the trend, structure and composition of tourist arrival, to estimate the interdependence of the sector with some to the other sectors of the economy, to estimate leakages within the sectors in terms of import contents of both goods and factor services, and foreign currency, it estimates the impact of the sector on employment income and output of the economy to estimate the demand for tourism and to estimate the item wise expenditure elasticity of tourism expenditures in Nepal. The major findings were portico economic crisis in affecting the number of tourists, seasonality factor has been found, negative correlation between length of stay and average per capita per day expenditure, expenditure in food is inelastic while in travel is elastic and direct, indirect and induced effects of the tourism sector on value

added have been found relatively larger than those of the non tourism sectors. (Dhungel, 1981: 84).

Nepal Rastra Bank carried out an econometric study with an objective to study and estimate the levels and patterns of tourist expenditure in Nepal to estimate the value added and import contents thereby not foreign exchange earnings from tourism in Nepal and to estimate income and employment generation in the tourism sector of Nepal. The major findings of the study included tourism demand to be income inelastic in both dependent variables, i.e., tourist expenditure and number of tourists. The ratio for import contents for hotels, travel agencies, trekking agencies and airlines were estimated at 53.45 percent, 74.51 percent, 54.04 percent and 67.05 percent respectively. The value added for the tourism sector was estimated at 37.74 percent as compared to 44.66 percent for tourism related sectors and 42.82 percent for the overall sector. The ratio of direct import content when the induce and indirect effects were taken out was estimated at 35.45 percent, 15.12 percent, 10.79 percent and 57.60 percent for hotels, travel agencies, trekking agencies and airlines respectively. (NRB, 1989:44).

The doctoral study of Pradhananga analyses the changing pattern of tourist's consumption and its economic impact on employment, exports and national revenue were made. The basic objectives of the study were to examine the consumption pattern of tourists to analyze the use of local resources in tourist consumption and their effects on employment to probe into capacity utilizations of hotels in relation to the tourists' numbers and length of stay and to examine the change in government revenue from the tourist export. The major weaknesses of the tourism industry are leakage of foreign exchange earnings, high import contents, seasonal fluctuations in demand for tourism and the over dependence on seasonality factor. He suggested that different tourism related policies and sectors like infrastructure, open sky policy, planning of new tourism project, opening of the new destination in the country, tourism market strategy, management of travel agencies, full capacity utilization of the hotels etc. should be planned properly. (Pradhananga, 1993:182)

The doctoral work of Tuladhar 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 tourists supply. The major findings of the study included the use of dispersion as a basic for the balancing of progresses may promote foreign visitors quality and possibilities for attempt and contribution for the future development of international tourism in Nepal should workout alternative prognostic situations in unison with the extracted priority of the tourist supply and direction for their improvement. The various suggestions of the study were 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 cultural 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 banks of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education etc. (Tuladhar, 1993:125).

The objective of the doctoral work of Khadka was to analyze the outcome of tourism development in Nepal in the late 1980s. This study was confined in two specific areas the performance and efficiency of hotel investment in generating foreign exchange and the economic impact of tourism under limited supplying capacity. The major findings of the study were hotels bed occupancy rate, double bed room price and marketing activities are found to be important factors for the performance of the hotel industries. However, the economic impact of tourism was found to be lower than that of the other foreign exchange generation sectors. The economics impact of tourism can be enhanced by promoting standard hotels instead of low-quality hotels serving low paying tourists. Impact can also be increased by developing impact substitutable industries and increasing the supplying capacity of the critical sectors. (Khadka, 1993:88).

The objectives of Bhattarai in his research study entitling “A study on tourism for the formulation of marketing strategy in Nepal” were to analyze the trends of tourist arrivals in Nepal to project future arrivals, to identify promotional activities already underway, to assess whether the Nepali product meets the tourist’s expectations, to assess how much about Nepal the tourists known before deciding to travel, to bring into

debate the vulnerability of the industry in terms of environmental degradation, political upheavals and other similar problems and to suggest affordable measures for promoting Nepal effectively. The researcher concluded in terms of typology and arrival trends, seasonality, promotional activity, tourist's travel information and sources, tourist's destination information levels, product information, repeat visits, publicity and promotional positioning, and marketing objectives etc. He also suggested in terms of the selective e-marketing, creative destruction, promotional focus, promotional themes, promotional mix and positioning, India focus and so on. (Bhattarai, 1994:84).

Pokharel has also prepared the separate review article entitled "summary of past marketing strategies and plans for tourism in Nepal" with the description of the studies & seminar reports related to Nepalese tourism marketing encompassing the important studies and seminar proceedings with an emphasis on marketing of Nepalese tourism Pradhan also observed the concepts and theories of tourism and efforts made by the planners the legal framework and institutional arrangements for tourism development in Nepal. This study also conducted a case study to determine the problems and prospects of tourism in Nagarkot. (Pradhan, 1997:14).

Saxena carried out research work on the topic entitled "A study on the promotional aspects of tourism marketing in Nepal". The major objectives of the study were to explain the significance of tourism in the economic development of the country, to show the tourist inflow in the country, to evaluate the network of tourism related institutions within the country and to provide recommendations for its development, to show the development of tourism in each plan period and to make the suggestion on the basis of the findings. The major findings of the study were foreign exchange earning is increasing year after year, significant relationship between foreign exchange earnings and number of tourists arriving in the country, travel trade bureau had played a significant role in the development of tourism in the country, in each and every development plan, government has formulated various policies and guidelines to implement the tourism plan successful, and the tourist arrivals in the country is increasing in number but the rate of growth is fluctuating. The suggestions of the study were in terms of publicity and the promotional measures, protection of ancient arts and monuments, transportation and communication facilities, improvement in the

infrastructures, promotion and development of new destinations, promotion and development of small areas, linkages between tourism and other industries, duration of tourist stay, travel trade bureaus, encouragement of Indian tourists incentives through legislation, participation of private sectors, periodic reviews of tourism master plan and single governmental agency for tourism development. (Saxena, 1998: 75)

According to Shrestha in his doctoral work entitling “Tourism marketing in Nepal”, the objectives were to enquire and to assess the tourism market of Nepal, to evaluate the environmental necessary to develop tourism in Nepal, to assess the contribution of tourism in Nepalese economy and to enquire various hindrances and problems encountered for the development of tourism marketing and its promotion. The various recommendations of the study were new products/ packages should be developed, appropriate positioning as per the strength and demand of our products and the competitive situation of the industry should be made, temples, idols, cultural and religious sites should be maintained and preserved properly for the sustainable growth of the industry, the influx of the international visitors should be managed in accordance with the receiving capacity of the area, emphasis should be given to increase air seat capacity, an alternative international airport should be developed, RNAC should make its flights regular and reliable, the government should give the due attention to develop and improve road transportation, pollution should be controlled and solid waste should be managed, professional approach should be incorporated in marketing Nepal and its products, tourism marketing should be done jointly by the government and private sector, conducive strategies and the programmers should be designed, publicity should be made at international levels, continuous and sustained promotion through appropriate media to the existing market and potential markets is needed, e-marketing should be continued, Nepal should target and position in the medium income market for tourism promotion, the government should provide adequate safety and security to the visitors, and the policies of government should be focused on continuous improvement of tourism in the country as per market needs and to meet emerging challenges and so on. (Shrestha, 1998: 11,18, 225).

The objectives of Adhikari in his study topic entitling “Development of tourism in Nepal with the special reference to the foreign currency earnings” were to observe

the growth trends of tourist inflow and growth trend of foreign currency earnings from it, to examine the contribution of tourist industry in relation to the foreign currency earnings, to trace out the problems of tourist industry in Nepal, to recommend appropriate policies for tourism development and to highlight the visit Nepal year 1998. The major findings of the study were annual inflow of tourists is increasing every year, tourist arrivals through air transportation is always higher than land transportation, October, November, December are more favored months, then January, February, March, and April, May, June and lastly, July, August, and September. Indian tourists have dominant percentage in the tourist arrivals in Nepal number of female tourist arrivals is lower than the male tourist in Nepal, trekking and mountaineering tourism has become a special attraction for tourists, there is no doubt that tourism has been recognized as the second most important industry in Nepal, tourism development facilities have also been developing year after year qualitatively and infrastructural aspects of tourism are also growing, tourism potentiality possessed by Nepal have not been utilized properly. So, Nepal's share in world tourism market is not significant tourism support facilities are not sufficient etc.. Similarly, the recommendations of the study were both government and private sector should try to increase its share in tourism, air and land transportation should be improved, political intervention and corruption in the airlines operations should totally be avoided, government should try to improve the length of stay of tourists through promotional campaign like extending visa, opening more places for tourists etc., off season tourist inflow should be solved by offering an attractive package programs, reasons for decline in female tourists number must be identified, trekking and mountaineering tourism should be enhanced and the pleasure purpose tourists must be motivated, the earnings from tourism industry can be increased either by increasing tourist influx in the country or by lengthening duration of stay, government should try to increase tourism infrastructures and other facilities as well and rules regarding foreign currency control must be tightened etc. (Adhikari, 1999: 1, 88).

According to Shrestha, a prospect of tourism development in any destination is highly controlled by different geological and cultural elements. They are natural products, scenic beauty, Himalayas, blue mountains, river basin, jungles, sun rise and sunset, pleasant climate, wildlife, caves, rocky slopes, cultural products, historical

monuments, colorful festivals, traditional ceremonies, travel villages, caste groups and economic activities etc. (Shrestha, 1999: 44).

Ghimire in her study topic entitling “International promotional efforts of VNY 1998” set the objectives as to assess the various international promotional measures undertaken in VNY 1998 program, to assess the impact of VNY 1998 on tourism promotion of Nepal, to assess the strengths and weaknesses of VNY 1998 campaign and to suggest for the sustainable tourism promotion in Nepal. The major findings were the triangular coordination and participation of the government, private sector, and the local communities successfully launched VNY 1998 program, unavailability of adequate budget and adequate homework, in the context of international publicity, mostly the print media like brochures, booklets, journals, magazines, newspapers etc. were published and distributed, rules, regulations and policies regarding tourism are sufficient but the implementation is lacking, manpower and other resources are not sufficient, lack of clear vision and planning regarding tourism development and its positive impact on tourist arrivals was found etc.. The major recommendations were more extensive promotional programs should be launched, both domestic and international tourism should be promoted equally, low volume high yield tourism should be the centerpiece of our tourism policy, meetings, incentives, holidays, convention and the exhibition tourism should be promoted, enhancement of local participation, use of decoration materials for long terms should be done, budget for tourism marketing and promotion should be increased new quality tourism destination should be developed, environmental pollution should be controlled, the government should make comprehensive action plan of tourism promotion in domestic / international level, hassles should be controlled and promotion as well as marketing should be backed up properly by the product development within the country etc. (Ghimire, 2000: 5, 83).

The objectives of Shrestha in the research work entitling “Tourism in Nepal with special Deference to trekking services” were to focus the inflow of tourism especially with respect to trekking, to analyze the socio-economic impacts as well as future prospects of tourism development and to recommend the policies for the improvement of tourism as a trekking destination etc. The researcher concluded and found out the

problems like lack of guidance and control lack of identification of tourism destination, less exploration into these trekking areas, lack of preservation and conservation of potential touristy areas, lack of sufficient infrastructure to many tourism areas, inadequate encouragement for tourists to visit the country and inadequate flights in and outside the international cities connecting to Nepal. The major recommendations were in terms of physical infrastructures (trails, roads, bridges, communications, helipad, airstrip, campsite development, hotels, lodges and touristy facilities), health and sanitation (health centers, village sanitation programs, drinking water supply scheme, family planning and hygiene), education and tourism awareness (education facilities, tourism awareness and development) energy, household economic activities, conservation of natural attractions, natural resource conservation and development (tourist attractions, tourism development sites, tourism village, tourist information centers) and conservation and development planning (planning process, the technical committee and other organizations) etc. (Shrestha, 2000: 65).

Shrestha has tried to cover the important aspects of the Nepalese aviation and tourism in his book “Nepalese aviation and tourism”. He has tried to explain the aviation history and the role of aviation in tourism. He further discussed the economic significance and the benefits of tourism in the economy of the host country which is measured mainly in terms of foreign exchange receipt from tourist and its multiplier effects on different activities, contribution to regional balance. Tourism development will also induce new business opportunities by opening markets for local products, promote new skill and encourage positive change in land use and production system. (Shrestha, 2000:42).

The objectives of Sharma in his research work “Tourism marketing in Khumbu area” were to overview the role of Nepal’s tourism in general and mountain tourism in particular, to analyze the mountains as the products for tourism marketing, to examine the general policy system and procedure affecting Khumbu tourism area and to recommend for promoting mountain tourism in the Khumbu area. The major findings and the recommendations of the study were in terms of Solukhumbu region, policy legal provisions, official procedure and others like security. (Sharma, 2000:5).

Sharma in 2001 presented a paper “Mountain environment and tourism : Nepal’s experience”. The paper assesses the nexus of tourism, mountain environment and livelihood of the mountain people with reference to Nepal. The rapid growth of mountain tourism has impacted mountain environment through the increased demand for fuelwood and timber, through the generation of garbage, change in land use and the growth of settlement. Tourism has also improved seasonal employment in pottering and lodges. The impact of tourism on society and culture has not all been positive. Key concerns related to mountain tourism in Nepal include broader sharing of tourism benefits and revenues, local institution building alternative energy, participatory planning manpower development and diversification of tourism through supply side planning. (Sharma, 2001:8).

Chand in his publication “Nepal’s Tourism: Uncensored Facts” stated that even during the regular days transporting tourists from Tribhuvan international airport to downtown Kathmandu is a problem which has never be handed efficiently till date. (Chand, 2002:6).

Kunwar in his book “Anthropology in tourism” has made an effort to analyze the ways in which tourism is contributing to changes in value system, individual behaviour, family related ships, and ethics and moral conduct creative expression, traditions ceremonies and so on. (Kunwar, 2002:6).

Hirachan in his research topic entitling “A study on e-marketing prospects practiced in tourism sectors by travel agencies in Nepal” set the objectives as to survey the current market situations of the travel agencies, to find and examine travel agencies perception regarding e-marketing to find out the popularity of internet as marketing tools among travel agene ices, to find out the internet based tourism marketing and its needs, wants and preferences, to explore the prospects and the problems of e-marketing and to supply appropriate recommendations. The major recommendations of the study were education about e-marketing is must for travel agents and travel agencies also can submit its sites using pay inclusion etc. (Hirachan, 2003:4, 18, 65).

In a guide book published by NTB, it is written that of all the various activities participated in by visitors to Nepal, trekking is by far the most community undertake.

Nepal's wealth of scenery, her diverse flora and fauna her complex mix of cultures make a perfect formula for traveling through the country side on foot. There are two separate styles of trekking namely fully organized trekking and tea house trekking/lodge trekking. These two styles offer quite different experiences with the former, the trekkers are fully independent of local accommodation and food since they sleep in tents and have their own staff guide them and prepare their meals. (NTB, 2003:11).

The major objectives of the research study carried out by Rai entitled "A study on potential religious tourism marketing : a case study of Haleshi Mahadevsthan area, Khotang" were to assess the religious tourism market of Haleshi Mahadevsthan, to identify the present religious tourism situations in Haleshi Mahadevsthan, to identify the major problems associated with religious tourism in Haleshi Mahadevsthan to identify the perceived of religious tourism impact on society and environment by religious tourism market in Haleshi Mahadevsthan and to make recommendations for the marketing strategy for the promotion of religious tourism marketing activities in the study area. The major outputs of the study were identification of the potential religious tourism destination, critically analyze and find out the opportunity and constraints for the religious tourism development in the study area and the recommendations are made for the marketing strategy and the promotion of religious tourism in the study area. The study recommended that preservation of temple cave, monastery, natural beauty, flora and fauna, improvement in road transportation facilities, tower construction for viewing sunrise and sunset effective publicity and advertisement, provision of professional guide services, sound marketing and promotional efforts, enhancement in medical facilities, maintenance and cleanliness, security of guests, cable car facility, establishment of tourism service center, management of water resources and so on. (Rai, 2003:83).

### **2.3 Research Gap**

Although there is the presence of extensive documents and lots of studies regarding tourism and its marketing, mass media and newspapers, there is always the absence of the literatures regarding the role of mass media in the tourism marketing. So, the present study tries to fulfill such requirement of students by doing the research work

on role of mass media in tourism marketing by a case study of the selected daily newspapers of Kathmandu valley. The main focus of the study is to analyse the roles (both positive and negative impacts) of the mass media (selected daily newspapers) in tourism, its, marketing & its promotion.

After reviewing a lot of literatures, it is seen that the most of them are tourism or its marketing oriented or mass media or advertisements oriented and no analysis of the role of mass media in tourism marketing was seen. So, this research tries to fulfill that research gap by analyzing the role of mass media in tourism marketing in Nepal. In almost all of the past studies, the descriptive and analytical research design was followed to fulfill the objectives of the study and hence the studies can not able to compare mass media with tourism marketing, i.e. either they deal with tourism marketing or mass media but not both at a time. Only few researches try to find out the role of mass media from advertisement point of view. But this research is quite different from the others not only because of its recent information but also due to its topic reliability and validity. This type of research was never seen in my overall review of literature.

## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

Research methodology is the method that describes the process and tools that are applied by the researcher to conduct the research. It is the mechanism used by the researcher by which the objectives of the study are empirically tested and some kind of information is drawn. The main objective of this study is to dig out the role of mass media in tourism marketing. Therefore this chapter mainly focused on research design, population and sampling procedure, sources of data, sampling procedures, tools and techniques of data collection and presentation and analysis of data

#### **3.1 Research Design**

This study was based on the micro study of the role of mass media in tourism marketing by selecting selected daily English newspapers of the country. This study was mostly descriptive and analytical in nature. So, descriptive research design was used in this study by a case study survey. That is why, this research dealt with more qualitative than the quantitative aspects of the phenomenon.

#### **3.2 Population**

Three daily newspapers (English) of “A” class (categorized by press council Nepal) of Nepal were, hereby, selected for case study. The major reasons behind their selection were (a) they were the most selling daily English newspapers of the country, (b) they were more famous and having international reach, (c) they were also can be read from websites (internet) and so on. Besides that, some other reasons of selecting the daily newspapers are presented below.

The Kathmandu post” is regarded as the Nepal’s largest selling English daily. It is published by Kantipur group, the most renowned print media of the country. Moreover, its reach is not only allover Nepal but outside the country also. Similarly, “the Himalayan times” is the most recent English newspapers amongst the three newspapers. It is the most debatable newspaper because it is said that its operation is by foreign investment. It is regarded as the Nepal’s no.1 English daily and its reach cover also national and international levels. “The rising Nepal” is the first and foremost as well as one and only one English daily newspaper of the country under the investment

of the government. Out of the indicated three English daily newspapers, it is believed that “The Rising Nepal” is the one that markets tourism better than others. These are some of the major reasons of selecting the newspapers as case study and selecting the study topic too.

### **3.3 Nature and Sources of Data**

The research study was mainly based on secondary data according to the context of news published, articles written and advertisement announced, the data were gathered from the respective newspapers. The sources of secondary data were published and unpublished documents as well as official records of the Kathmandu post, the Himalayan times, the rising Nepal, Martin Chautari, National Planning Commission, centre Bureau of statistics, Nepal tourism board, and library materials etc.

The primary sources of data were used in the form of key information. The key information were selected from the respective newspapers departments. The experts were used as the sources of data by the help of structured questionnaire.

### **3.4 Sampling Procedure**

For case study purpose, i.e., for the selection of newspapers, the judgmental sampling was used because of the various reasons regarding the respective newspapers which are described above in 3.2. Similarly, for the selection of key informants, purposive sampling was used. According to the study context and purpose of the study, the key informants were selected from the publications according to their position, knowledge and experience in the field. The directors, editors and managing directors (chairperson) were used as key informants by purposive sampling.

### **3.5 Tools and Techniques of Data Collection**

Here, the tool of data collection from key informants was questionnaire. For this, self prepared questionnaire was mailed to the respective people and they were requested to send that back to the researcher after the fulfillment of the questionnaire. No personal contact or interview or discussion was performed.

Similarly from the daily newspapers, the data was collected by the observation and reading of the newspapers. The number of published news, articles and advertisements etc. about tourism were simply reviewed, compared and analyzed. In this case, every newspaper was reviewed for 50 days regularly.

### **3.5.1 Key Information**

To gather more knowledge and information on the study subject, different personals and experts from the newspaper publisher's committee were taken according to their sector, position, knowledge and experience. They were also consulted for their recommendations. In this case one key informants from the Himalayan times" (editor), two from "The rising Nepal": (chairperson and acting editor in chief) and five from "the kathmandu post" (managing director, directors and editor) were selected purposively.

### **3.6 Method of Data Presentation and Analysis**

The collected data were firstly, reviewed properly and the unnecessary information and data were eliminated by data processing method. Similarly, the remaining information was interpreted by descriptive research design and presented in tabular form for quantitative data, if necessary. The number and quality of news, articles and advertisements etc. published in the newspapers were reviewed and compared with the total number and were also analyzed by the help of simple statistical tools like simple percentage analysis (for quantitative data) and simply qualitative methodology on the basis of descriptive research design (for qualitative data).

Similarly, the inside story of the published document was analyzed by the researcher by his own knowledge, by the help of his thesis supervisors, teachers and experts under the circumstances of descriptive research design.

The response of the key informants was also analyzed on the basis of the descriptive research design and pie chart. And their information was mainly used for putting forward the summary, drawing conclusions and suggesting the recommendations.

**CHAPTER - IV**  
**PRESENTATION AND ANALYSIS OF DATA**

**INTRODUCTION TO NEWSPAPERS**

**4.1 News: A Close Look**

“News is something, which somebody wants suppressed.”

“News is anything, you did not know yesterday.”

“News is any event, idea or opinion that is timely that interests or affects a large number of people in a community and that is capable of being understood by them.”

“News is anything and everything interesting about life and materials in all their manifestation.”

“What is new is news.” (Kamath, 1980:13).

“News has been defined as a break in the normal flow of events, an action or statement so important or unusual that it is worth sharing with others.”

News is timely; it is about very recent and current. It is unsystematic, it deals with discrete events and happenings and the world seen through news alone consists of unrelated happenings which is not the primary task of news itself to interpret. News is perishable, it lives only when the events those selves are current and for the purpose of record and later reference other forms of the knowledge will replace the news. Events reported as news should be unusual or at least unexpected qualities that are more important than their real significance. Apart from unexpectedness, news events are characterized by other news value that are always relative and involve subjective judgments about likely audience interests. News is mainly for orientation and attention direction and not a substitute for knowledge. And news is predictable. (MC Quail, 1994:12).

The dominating actors found in news are government conflicts and disagreement, government decisions, proposals and ceremonies, government personal changes, protest violent and not violent, crime, scandals and investigations, disasters, actual and adverb, innovation and tradition and national ceremonies. (Onta and Parajuli, 2001:18).

### 4.1.1 Newspapers in Nepal

In Nepal up to 2004, the newspapers registered by different developmental regions with Nepal press council was 3688. (This number was 2604 up to 1999). Out of which only 259 were daily newspapers (181 in 1999). The remaining 93 percent of the total newspapers were dormant. (93 percent in 1999 too). The total circulation was about 2 million (1 million in 1999) and the print media market was about 600 million. Central developmental region mainly Kathmandu accounts for more than 50 percent of the total circulation. It is believed that 12 percent of the total literate population read newspapers. The government owned Gorkhapatra is the oldest newspaper around one century old. It allocates 20 percent of the newspapers space for advertisement purpose. The Kantipur has the largest daily circulation of about 1, 60,000 copies (60000 copies in 1999). The private newspapers are growing in recent years.

Rural areas have largely remained illiterate and therefore have remained unserved by the print media. Newspapers are widely used by Nepalese marketers for advertisement.

**Table No. 4.1:**

#### **Total Number of Registered Papers**

Type	Number	Percent
Dailies	259	7.0
Weeklies	1289	35.0
Forthrightly	256	6.9
Monthly	1090	29.6
Bi-monthly	256	6.9
Quarterly	386	10.6
Four monthly	19	0.6
Half yearly	57	1.6
Yearly	67	1.8
Total	3688	100.0

Source: Bhatta and Adhikari, 2008.

### 4.1.2 Print Media Structure

The almost all of the print media are concentrated in Kathmandu and their reach in upto all Nepal. The Gorkhapatra corporation, Kantipur publications Pvt. Ltd, international media network Pvt. Ltd and news media Pvt. Ltd. etc. are the major publishers. Gorkhapatra is the oldest newspaper and among the three major English dailies the rising Nepal is the oldest one and the Himalayan times is the youngest one. The owner of the rising Nepal is government of Nepal/ Gorkhapatra corporation. Similarly, the owner of Kathmandu post is Kantipur Publication Pvt. Ltd. (Hem Raj Gyawali and Kailash Sirohiya). And, the owner of the Himalayan times is the international media network private limited.

**Table No. 4.2**

#### Print Media Structure

Name	Date of start	Nature	Ownership	Concentration	Reach
The Rising Nepal	2022 B.S (1965 A.D.)	English daily	Government of Nepal/Gorkhaptra corporation	Kathmandu	All Nepal
The Kathmandu Post	2049 B.S. (1993 A.D.)	English daily	Hem Raj Gyawali and Kailash Sirohiya/ Kantipur publications pvt. Ltd.	Kathmandu	All Nepal
The Himalayan Times	2001 Nov. 23	English daily	International media network Pvt. Ltd.	Kathmandu	All Nepal

Source: Bhatta and Adhikari, 2008

## 4.2 Background Information of Selected Newspapers

### 4.2.1 The Kathmandu Post

This English daily is being produced by Kantipur group. Kantipur was established in 1993 (2049 Falgun 7) by a businessman Shyam Goyanka. It was the first broadsheet daily after the restoration of democracy in 1990. Two years later Goyanka sold his share to Hem Raj Gyawali (who was former land reform officer as well) and Kailash Sirohiya (A business person deals with garment factory). On the very beginning of Kantipur, it had kind of blame that it was close to Nepali congress or guided by the congress principles. This is only media house which is getting its success and have around 26 crores of annual turnover. Kantipur FM has 4-5 crores of annual but the data regarding on Kantipur television are not available because of the few time of its operation. Basically there is an international practice that all types of media having a single media house are unethical and it creates bad practice. But the loopholes on the governmental policy, it is practiced here. The English daily Kathmandu post was also started on 1993. Its owners are Hem Raj Gyawali and Kailash Sirohiya. It is concentrated on Kathmandu and its reach is all over Nepal. It is categorized as "A" class newspaper by press council Nepal and its daily circulation is around 40,000. It is told as nepal's largest selling English daily and usually covers eight plus four pages in its one copy. Its current cost is Rs. 3 per copy. Today, it is published simultaneously in Kathmandu, Biratnagar and Bharatpur. The editor of Kathmandu post is Prateek Pradhan and directors are Binod Raj Gyawali and Swastik Sirohiya. Its address is given below:

Kantipur publication Pvt. Ltd, Kantipur complex,

Subidhanagar, Kathmandu, Nepal

Phone : 4480100      Fax : 977-1-4466320

e-mail : [kpost@kantipur.com.np](mailto:kpost@kantipur.com.np)

Regd. No. : 32/048/049

Website : [www.ekantipur.com](http://www.ekantipur.com)

#### 4.2.2 The Himalayan Times

In the history of Nepali press this is the most debatable paper. This is so-called because of foreign investment, i.e. Indian investment. Legally there is no provision of the foreign investment in any kind of media in Nepal. In January 2004, the debate over this paper was got into the peak with the huge support of Nepal media society (a organization of five reading paper publishers: Kantipur, Rajdhani, Spacetime, Nepal Samacharpatra and Himalaya Times). It has even been disturbed various times by various groups. Then, the publishers took a news piece titled "Buddha was born in India". Then they advocated that such type of news can make only that paper which has foreign investment. At that time this paper was publicly avoided type of news were published in these papers that were in jointly compaign. Then, the government gathered all the publishers and concluded this event. The owner of this paper is international media network Pvt. Ltd., Nepal in association with Asia pacific communication association (APCA) house, new delhi. This name was the main controversial to the Nepali publishers. This is one of the famous English daily of Nepal come into action from 2001 November 23. It is also concentrated in Kathmandu and its reach is also allover Nepal. It is also categorized in "A" class by press council Nepal and its circulation is 35000 per day (Approx). It is distributed 60 percent in Kathmandu valley and 40 percent regional distribution. It is now a days, regarded as Nepal's no.1 English daily. It generally possesses 12 pages and costs 3 rupees per copy. The editor of this newspaper is Ram N. Pradhan.

The address of this newspaper is given below:

International Media Network pvt.ltd., APCA house,

Vaidya Khana Road, Anamnagar, Kathmandu, Nepal  
P.o.Box 11651, Phone: 977-1-4-771489

Fax: 977-1-4-771959, E-mail: editorial@thehimalayantimes.com

Website: www.thhimalayantimes.com

Regd. No. 143/051/052 Postal Regd. 13/058/059

### **4.2.3 The Rising Nepal**

The rising Nepal is the first and the foremost English daily newspaper of Nepal. This newspaper was firstly published in the year of 1965. The owner of this paper is government of Nepal / Gorkhaptra Corporation. It is also concentrated in Kathmandu and its reach is also allover Nepal. The current executive chairman of this newspaper in Om Sharma and acting editor in chief is Yuba Nath Lamsal. Out of the indicated three English daily newspapers, this is the one that promotes tourism better than other two English newspapers. The rising Nepal is also categorized in "A" class newspaper by press council Nepal. The circulation of this paper is around 25,000 per day. This has a ratio of 3:2, i.e., 60 percent of the total is distributed in Kathmandu valley and rest 40 percent is distributed outside the valley. It usually constitutes of eight pages and costs Rs. 4 per copy. The address of this newspaper is given below:

Gorkhapatra Corporation, Government of Nepal

Dharmapatha, New Road, Kathmandu, Nepal

Phone: 4223902/ 4222279/ 4227493/ 4220638

Fax: 977-1-4244428

E-mail: gtrn@mos.com.np

Website: [www.gorkhaptra.org.np](http://www.gorkhaptra.org.np)

## **4.3 Analysis of the newspapers**

### **4.3.1 Tourism News in Different Newspapers**

The different English newspapers were analyzed on the basis of the type of news published, their number, their devoted page, their size, their coloring and boxing and so on. The three newspapers analyzed here are the Kathmandu post (TKP), The Rising Nepal (TRN) and the Himalayan times (THT)

**Table No. 4.3****Tourism Publication in Different Newspapers**

Newspaper	The Kathmandu Post	The Himalayan Times	The Rising Nepal	Total				
	Number (days)	Percent	Number (days)	Percent	Number (days)	Percent	Number (days)	Percent
Zero	28	56.0	28	56.0	15	30.0	71	47.3
One	17	34.0	16	32.0	19	38.0	52	34.7
Two	4	8.0	5	10.0	11	22.0	20	13.3
Three or more than three	1	2.0	1	2.0	5	10.0	7	4.7
Total	50	100.0	50	100.0	50	100.0	150	100.0
Percent	33.33	-	33.33	-	33.33	-	100.0	-

*Source: Respective newspapers, 2009*

The data clearly indicated that the Kathmandu post and the Himalayan times publish very few number of tourism-related news but the Rising Nepal Publishes slightly more news than the other two newspapers. Out of the total days, 56.0 percent of days have to tourism news in the Himalayan times and Kathmandu post while only 30.0 percent of the total of the days have no news regarding tourism in ‘The rising Nepal’. Similarly, 34.0 percent of the Kathmandu post, 32.0 percent of the Himalayan times and 38.0 percent of the rising Nepal publish only one news. And, 8.0 percent of the Kathmandu post, 10.0 percent of the Himalayan times and 22.0 percent of the rising Nepal publish two news. At last but not least, 2.0 percent of the Kathmandu post, 2 percent of the Himalayan times and 10.0 percent of the rising Nepal publish 3 or more news. By combining all of them, 47.3 percent days have zero news, 34.7 percent of days have one news, 13.3 percent of days have two news and 4.7 percent days have 3 or more news. So, increasing number of news publishing in decreasing number of days. In the other hand, out of zero news publishers, 39.4 percent are TKP, 39.4 percent are

THT and only 21.2 percent are TRN. Similarly, out of the one news publishers, 32.7 percent are TKP, 30.8 percent are THT and 36.5 percent are TRN. And, out of two news publishers, 20.0 percent are TKP, 25.0 percent are THT and 55.0 percent are TRN. At last but not least, out of three of more news publishers, 14.3 percent are TKP, 14.3 percent are THT and 71.4 percent are TRN. So, it indicated that ‘The Rising Nepal’ publishes more news than ‘The Kathmandu post’ and ‘The Himalayan Times’ regards the tourism industry.

#### 4.3.2 Tourism News, Articles, Interviews, Advertisement, comments and Vacancies in Different Newspapers

**Table no. 4.4**

##### **Tourism News, Articles, Interviews, Advertisement, Comments and Vacancies**

<b>Newspapers</b>	<b>TKP</b>		<b>THT</b>		<b>TRN</b>		<b>Total</b>	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
News	15	53.6	18	56.3	30	50.8	63	53.7
Comments/Article	10	35.7	8	25.0	17	28.8	35	28.9
Interview	1	3.6	0	0.0	5	8.5	6	5.0
Advertisement/ Vacancy	2	7.1	6	18.7	7	11.9	15	12.4
Total	28	100.0	32	100.0	59	100.0	119	100.0
Percent	23.1	-	28.1	-	48.8	-	100.0	-

*Source: Respective newspapers, 2009*

Out of the total published documents in “The Kathmandu post”, 53.6 percent are news, 35.7 percent are comments/articles, 3.6 percent are interviews and 7.1 percent are advertisements/vacancies. Similarly, 56.3 percent are news, 25.5 percent are Articles/comments and 18.7 percent are advertisement/vacancy in “The Himalayan times”. And, out of the total published documents in the “The Rising Nepal”, 50.8 percent are news, 28.8 percent are comments/ articles, 8.5 percent are interviews and 11.9 percent are advertisement/vacancy. And, at last but not least out of the total published documents 53.7 percent are news, 28.9 percent are comments/ Articles, 5.0

percent are interviews and 12.4 percent are advertisement/vacancies. So, it shows that the most of the published documents in those newspapers regarding tourism are news.

In the other hand, out of the total news published, 23.1 percent from “The Kathmandu Post”, 30.8 percent form “The Himalayan times” and 46.1 percent form “The Rising Nepal”. Similarly, out of the total comments/Articles published, 28.6 percent form “The Kathamndu post”, 22.9 percent from “The Himalayan Times” and 48.6 percent from “The Rising Nepal”. And out of the total interviews published, 16.7 percent from ‘TKP’ and 83.3 percent from ‘TRN’. At last but not least, out of the total advertisements/vacancies published, 13.3 percent from ‘TKP’, 40.0 percent from ‘THT’ and 46.7 percent from ‘TRN’. As a whole, 23.1 percent publications are in ‘TKP’, 28.1 percent in “THT” and 48.8 percent in ‘TRN’. So, it indicates that, most of the publications are belonging to ‘The Rising Nepal’ separately or as a whole.

### 4.3.3 Total Publications VS. Tourism Publications

**Table No. 4.5**

#### **Total Publications VS. Tourism Publications**

Newspapers Publications	TKP (12 pages Approx)	THT (12 pages Approx)	TRN (8 pages Approx)
Total publications (approx) (10/page × 50 days)	6000	6000	4000
Tourism publications	28	32	59
Percentage of total publications	0.47	0.53	1.48

*Source: Selected newspapers, 2009*

Out of the total news published in TKP, only 0.47 percent includes tourism publications during data collection period. Similarly, in THT, 0.53 percent of the publications are tourism -oriented. And in TRN, 1.48 percent (slightly greater extent) are tourism oriented publications. So, it shows that there is the very less number of publications regarding tourism in the English daily newspapers of Nepal.

#### 4.3.4 Page Wise Distribution of Tourism Publications

**Table No. 4.6**

##### **Tourism Publications in Different Pages**

Newspapers	THT		TRN		TKP		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Cover page	3	9.4	6	10.2	2	7.1	11	9.2
Business page	14	43.8	23	39.0	9	32.1	46	38.7
Op.ed page	8	25.0	5	8.5	11	39.3	24	20.2
Sports page	0	0.0	1	1.7	1	3.6	2	1.7
Others	7	21.8	24	40.6	5	17.9	36	30.2
Total	32	100.0	59	100.0	28	100.0	119	100.0

*Source: Selected newspapers, 2009*

Table no. 4.6 indicates that, in ‘THT’, the proportion of news published in cover page, business page, op. ed page, sports page and others pages equals to 9.4 percent, 43.8 percent 25.0 percent, 0.0 percent and 21.8 percent respectively. Similarly, in TRN, the proportion of publications in cover page, business page, op. ed. Page, sports page and other pages, equals to 10.2, 39.0, 8.5, 1.7 and 40.6 percent respectively. And, in TKP, the proportion of publications on cover page, business page, op. ed. Page, sports page and other pages equals to 7.1 percent, 32.1 percent, 39.3 percent, 3.6 percent and 17.9 percent respectively. At last but not least, out of the total publications of the newspapers, the proportion of publication in cover page, business page, op.ed. Page, sports page and other pages equal to 9.2 percent, 38.7 percent, 20.0 percent, 1.7 percent and 30.2 percent respectively. Hence it concludes that the most of the publication about tourism is usually published in the business page.

Out of the total publication of cover pages, 27.3 percent, 54.5 percent (highest) and 18.2 percent are in THT, TRN (highest) and TKP respectively. Out of the total publications of business pages, 30.4 percent, 50.0 percent (highest) and 19.6 percent are in THT, TRN (highest) and TKP respectively. Similarly, out of the total publications of op. ed pages, 33.3 percent, 20.8 percent, and 45.9 percent (highest) are in THT, TRN and TKP (highest) respectively. And out of the total publications of sports pages, 0.0 percent, 50.0 percent and 50.0 percent are in THT, TRN and TKP respectively. And at last but not least, out of the total publications of other pages 19.4 percent, 66.7 percent (highest) and 13.9 percent are in THT, TRN (highest) and others respectively. So, it can be concluded that every page of TRN (except op. ed page for which TKP) publishes more tourism related news than any other paper.

#### 4.3.5 Size Wise Distribution of Tourism Publications

**Table No. 4.7**

#### **Tourism News in Different Size**

Newspapers	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
Font size								
Large font	13	40.6	24	40.7	13	46.4	50	42.0
Medium font	9	28.1	16	27.1	10	35.7	35	29.4
Small font	10	31.3	15	25.4	3	10.7	28	23.5
Other (Photo etc)	0	0.0	4	6.8	2	7.2	6	5.1
Total	32	100.0	59	100.0	28	100.0	119	100.0

*Source: Selected newspapers, 2009*

The proportion of news titles in large font, medium font, small font and others is 40.6 percent, 28.1 percent, 31.3 percent and 0.0 percent respectively for THT. Similarly, in TRN, their proportion is 40.7 percent, 27.1 percent, 25.4 percent and 6.8 percent for large font, medium font, small font and others respectively. In TKP, the proportion of large font, medium font, small front and others news titles equals to 46.4 percent, 35.7 percent, 10.7 percent and 7.2 percent respectively. So, as a whole 42.0

percent publications are large fonted, 29.4 percent are medium fonted, 23.5 percent are small fonted and 5.1 percent are others. So, the font size is directly proportional to the number of publications.

Similarly, 26.0 percent, 48.0 percent (largest) and 26.0 percent of large font publications; 25.7 percent, 45.7 percent (largest), and 28.6 percent of medium font publications, 35.7 percent, 53.6 percent, (largest) and 10.7 percent of small font publications, and 0.0 percent, 66.7 percent (largest) and 33.3 percent, of other publications are in THT, TRN and TKP respectively. So, TRN has majority in every size of tourism publications headlines.

#### 4.3.6 Tourism Publication in Boxes and Colours

**Table No. 4.8**

**Tourism Publication in Boxes and Colours**

Newspapers Publications	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
In boxes	4	12.5	6	10.2	7	25.0	17	14.3
In colours	5	15.6	4	6.8	7	25.0	16	13.4
Both	1	2.8	7	11.9	2	7.1	10	8.4
None (Others)	22	68.7	42	71.1	12	42.9	76	63.9
Total	32	100.0	59	100.0	28	100.0	119	100.0

*Source: Selected Newspapers, 2009*

Out of the total publications of THT, 12.5 percent are in boxes, 15.6 percent are in colours, 2.8 percent are in both and 68.7 percent are in none. Similarly, 10.2 percent are in boxes, 6.8 percent are in colours, 11.9 percent are in both and 71.1 percent are in none for TRN publications. And, out of the total publications of TKP, 25.0 percent are in boxes, 25.0 percent are in colours, 7.1 percent are in both and 42.9 percent are in none. And at last but not least, among the publications of all newspapers, 14.3 percent are in boxes 13.4 percent are in colours, 8.4 percent in both and 63.9 percent in none. So, it can be concluded that the tourism publications are in boxes and in colours in very few numbers and most of them are neither in colours nor in boxes.

Similarly, out of total news in boxes, 23.5 percent are from THT, 35.3 percent from TRN and 41.2 percent (highest) from TKP. Out of the total news in colours, 31.3 percent are from THT, 25.0 percent from TRN and 43.7 percent (highest) are from TKP. Similarly, out of the total publications both in boxes and colours, 10.0 percent from THT, 70.0 percent (highest) from TRN and 20.0 percent from TKP. So, TKP usually uses more boxes and colours for tourism publications than the two other English dailies. And, at last but not least, out of the total publications neither in boxes nor in colour, 28.9 percent from THT, 55.3 percent from TRN and 15.8 percent are from TKP.

### 4.3.7 Tourism as a Major Publications

**Table No. 4.9**

**Tourism as a Major Publication**

Newspapers Types	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
Tourism as a major publications	12	24.0	9	18.0	7	14.0	28	18.7
Tourism not as a major publication	10	20.0	26	52.0	15	30.0	51	34.0
No tourism publication	28	56.0	15	30.0	28	56.0	71	47.3
Total	50	100.0	50	100.0	50	100.0	150	100.0

*Source: Selected Newspapers, 2009*

Table no. 4.9 shows that out of the total publications of THT, 24.0 percent of days have tourism as a major publication, 20.0 percent of days have tourism not as a major publication and 56.0 percent of days have no tourism publications. Similarly, out of the total days of TRN, 18 percent of days have tourism as a major publication, 52 percent of days have tourism not as a major publication and 30 percent of days have no tourism publication. And, out of the total days of TKP, 14.0 percent of days have tourism as major news, 30.0 percent of days have tourism not as major news and 56.0 percent of days have no tourism publication. So, as a whole, out of the total days of newspapers, 18.7 percent of days have tourism as major news, 34.0 percent of days have tourism not as a major publication and 47.3 percent of days have no tourism news.

Hence, it can be concluded that the most of the days have no tourism news and out of the tourism news published days, tourism is mostly published as not as a major news.

In the other hand, out of the total publications of “tourism as a major publication” 42.9 percent (highest) are THT, 32.1 percent TRN and 25.0 percent are TKP. Similarly, out of the total days of “tourism not as a major publication”, 19.6 percent are from THT, 51.0 percent are from TRN (highest) and 29.4 percent are from TKP. And out of the total days of “no tourism news”, 39.4 percent are from THT, 21.2 percent from TRN and 39.4 percent are from TKP. Hence, major tourism news is mostly publishing in THT while the other news (not major tourism news) are mostly publishing in TRN.

#### 4.3.8 Types of Tourism Publications

**Table no. 4.10**

#### **Types of Tourism Publications**

Newspapers Types	THT		TRN		TKP		Total	
	No	%	No	%	No	%	No	%
Promoting/ informative	8	25.0	21	35.6	4	14.6	33	27.7
Introducing Destiny	4	12.5	9	15.3	3	10.7	16	13.4
Harassing/ negative news	4	12.5	3	5.1	3	10.7	10	8.4
News of other countries	3	9.4	10	16.9	1	3.6	14	11.8
Infrastructure	1	3.0	3	5.1	0	0	4	3.4
Airlines services	6	18.8	4	6.7	12	42.8	22	18.5
Others	6	18.8	9	15.3	5	17.9	20	16.8
Total	32	100.0	59	100.0	28	100.0	119	100.0

*Source: Selected newspapers, 2009*

Out of the total tourism publications of THT, 25.0 percent are promoting/informative, 12.5 percent are introducing destiny, 12.5 percent are harassing/ negative news, 9.4 percent are news of other countries, 3.0 percent are infrastructure and their development, 18.8 percent are related to airlines services and 18.8 percent are others. Similarly, out of the total tourism publications of TRN, 35.6 percent are promoting/informative, 15.3 percent are introducing destiny, 5.1 percent are harassing/ negative news, 16.9 percent are news of the other countries, 5.1 percent are infrastructure and their development, 6.7 percent are airlines services- related and 15.3 percent are other. And, out of the total tourism publications of TKP, 14.3 percent are promoting/informative, 10.7 percent are introducing density, 10.7 percent are harassing/ negative news, 3.6 percent are news of other countries, 42.8 percent are related to airlines services and 17.9 percent are other. So, as a whole, 27.7 percent of news is promoting/informative, 13.4 percent are introducing destiny. 8.4 percent are harassing/ negative news, 11.8 percent are the news of other countries, 3.4 percent are infrastructure news, 18.5 percent are airlines services news and 16.8 percent are others. Hence, it can be concluded that the most publications of the papers are promoting/ informative, airlines services, introducing to destiny and news of other countries.

In the other hand, out of the total promoting/ informative publications, 24.2 percent, 63.7 percent (highest) and 12.1 percent belong to THT, TRN (highest) and TKP respectively. Similarly, out of the total introducing destiny publications, 25.0 percent, 56.2 percent (highest) and 18.8 percent belong to THT, TRN (highest) and TKP respectively. Out of the total harassing/ negative news, 40.0 percent (highest), 30.0 percent and 30.0 percent belong to THT (highest), TRN and TKP respectively. Similarly, out of the total publications about other counties, 21.4 percent, 71.4 percent (highest) and 7.2 percent belong to THT, TRN (highest) and TKP respectively. Out of the total infrastructure publications, 25.0 percent and 75.0 percent (highest) belong to THT and TRN respectively. And, out of the total airlines services publications, 27.3 percent, 18.2 percent and 54.5 percent (highest) belong to THT, TRN and TKP respectively. At last but not least, out of the total other publication, 30.0 percent, 45.0 percent (highest) and 25.0 percent belong to THT, TRN (highest) and TKP respectively. So, it shows that the promotion of every publication is highest for TRN excepting negative/ harassing news (THT) and airlines services publications (TKP).

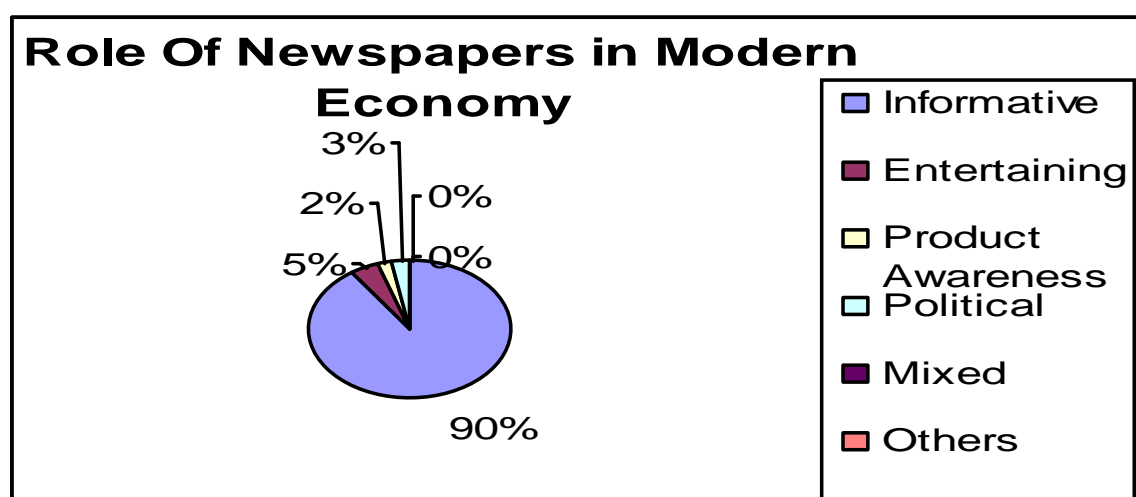
## 4.4 Presentation and analysis of issues from Questionnaire

### 4.4.1 General Question

To explore the more reliable and accurate conclusion the researcher has made structured questionnaire and distributed to various respondents such as editors of the media, employees of the Nepal tourism Board, Businessman who are engaged in tourism sectors, employees of NGOs and INGOs those are concerned with the tourism market in Nepal and general people. The following section represents the analysis of view's and information in the same order as they were asked in the questionnaire.

The First question asked to the respondents was "What role you think newspapers should play in the modern economy?" They were provided six options (a) Informative (b) Entertaining (c) Product awareness (d) Political (e) Mixed (f) Others. After these 90 percent respondents told that Informative, 5% told entertaining, 2% told that product awareness and 3 percent told that political. From this the researcher can conclude that the role of newspaper is to make informed to the public. The Following is the diagrammatical Presentation of this question.

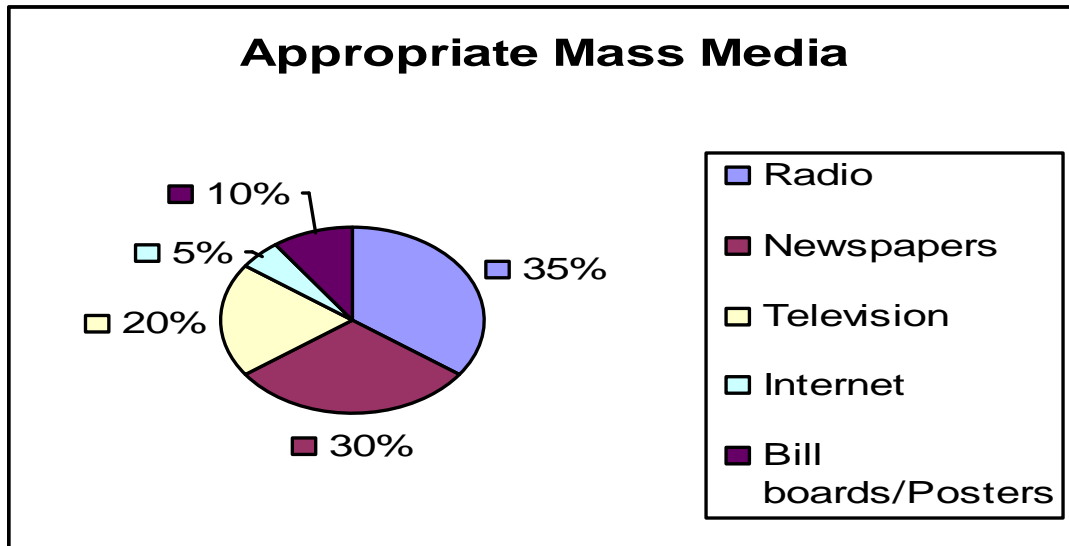
Figure 4.1



The second question asked to the respondents was "In your opinion which is the most appropriate mass media?" The option was radio, television, newspapers, bill boards/posters, internet. 35% respondents told that radio, 30% told that newspaper, 20 % told

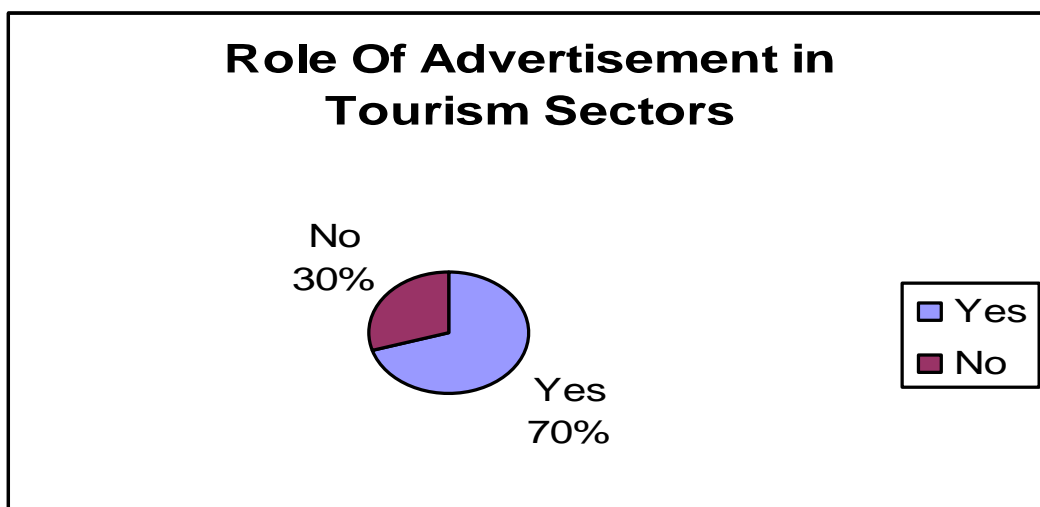
that television, 5% told that internet and 10% told that bill boards/ posters. It means that most appropriate mass media is radio and newspapers.

Figure 4.2



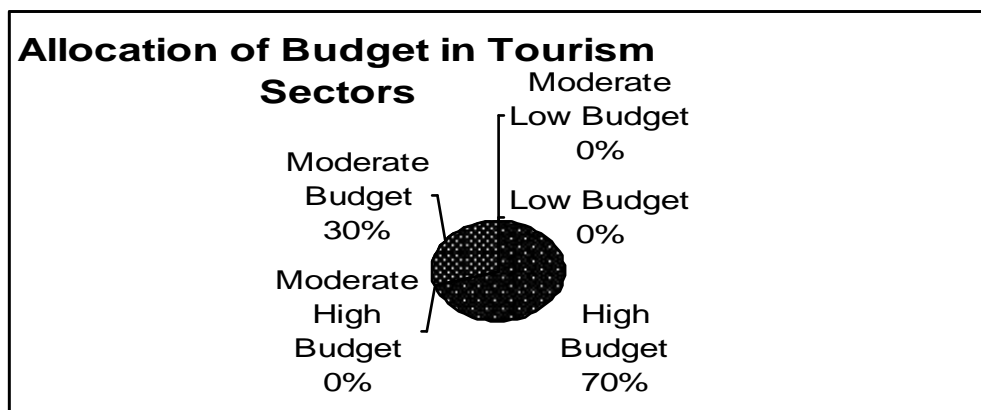
The third question asked to the respondent was "Do you think advertisement helps in tourism promotion more than other things?" and the option was yes and no. 70 percent respondents told that yes and 30 percents told that no. From this it can be concluded that the advertisement plays crucial role for the promotion of tourism market in Nepal.

Figure 4.3



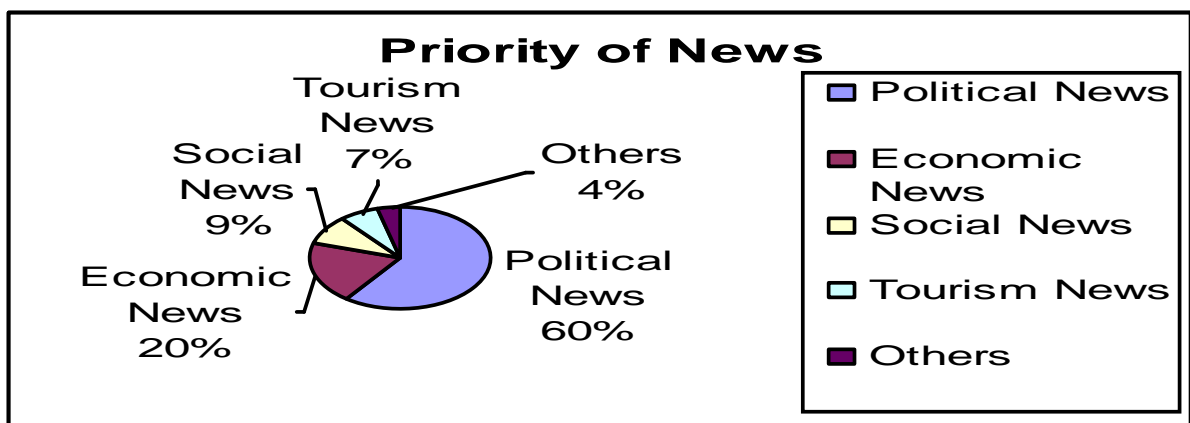
Another question was asked to the respondents was " In your opinion how much money should be allocated purely for the advertisement purpose in newspapers for tourism promotion?" and the option was (a) high budget (b) moderate high budget (c) moderate budget (d) moderate low budget (e) low budget. 70 percent respondents told that high budget and 30 percent told that moderate budget. From this it can be concluded that most of the respondent are in favors of promotion of the tourism market in Nepal.

**Figure 4.4**



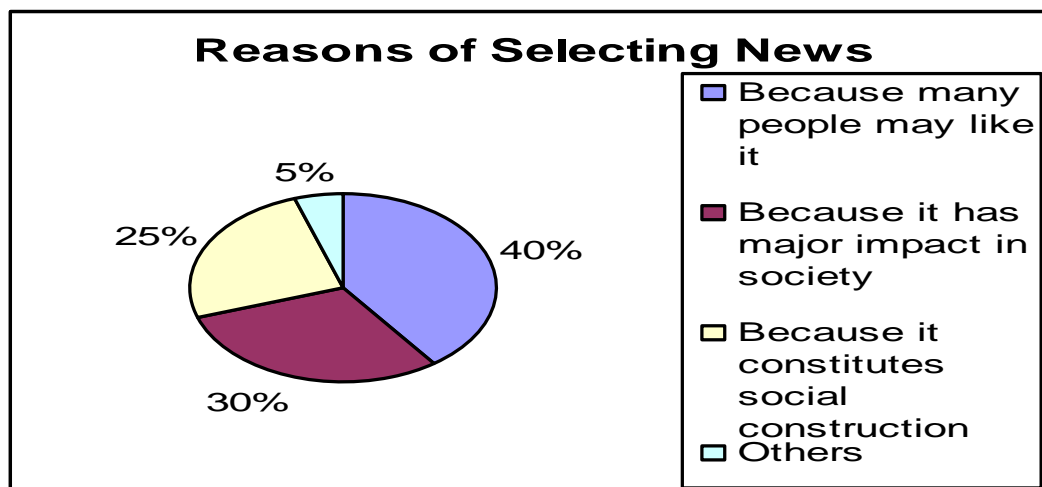
Another question was "What type of News story gets first priority in newspaper?" option was (a) Political news (b) Social news (c) economic news (d) tourism news (e) others. 60 percent respondents told that political news, 20 percent told that economic news, 9 percent told that social news, 7 percent told that tourism news and 4 percent told others. From this the researcher can conclude that the tourism news gets less priority and political news get high priority.

**Figure 4.5**



Another question asked to the respondents was "What could be the reason?" option was (a) Because many people may like it (b) because it has major impacts in society (c) because it constitutes social construction of reality (d) others. 40 percent told that because many people may like it, 30 percent told that it has major impacts in society, 25 percent told that it constitutes social construction of reality and remaining 5 percent told that others. This means political news is liked by most of the people so that this news gets high priority then other news.

**Figure 4.6**



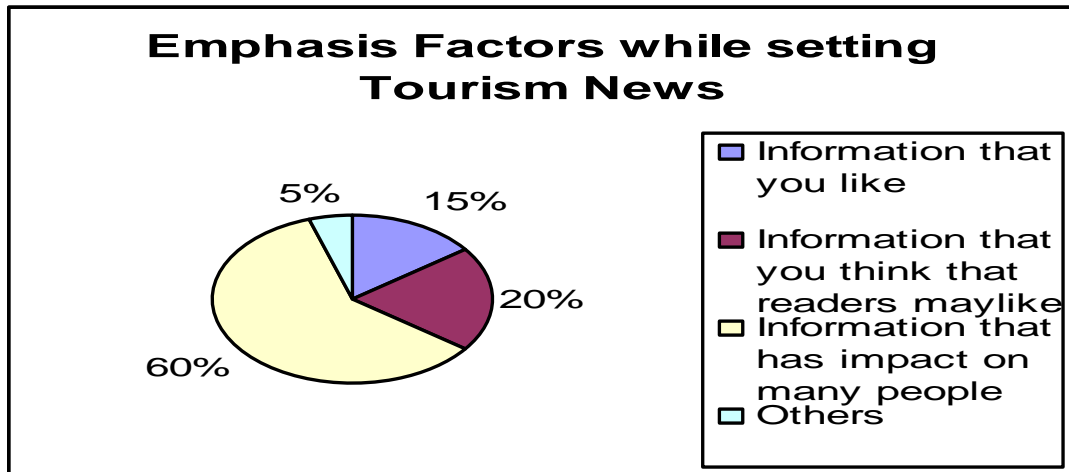
#### **4.4.2 Specific question**

The researcher wants to explore the core things about the role of mass media in tourism marketing from the media person. For that the following question was distributed to the media person only.

The first question asked to the media person was "What is your first emphasis while setting priority news about tourism?" Option was (a) the information that you like (b) the information that you think that readers may like (c) the information that has impact on many people (d) others. 60 percent told that the information that has impact on many people 20 percent told that the information that you think readers may like 15 percent told that the information that you like and remaining 5 percent told that others. From

this it can be concluded that most of the media person emphasis on the news that has impact on many people.

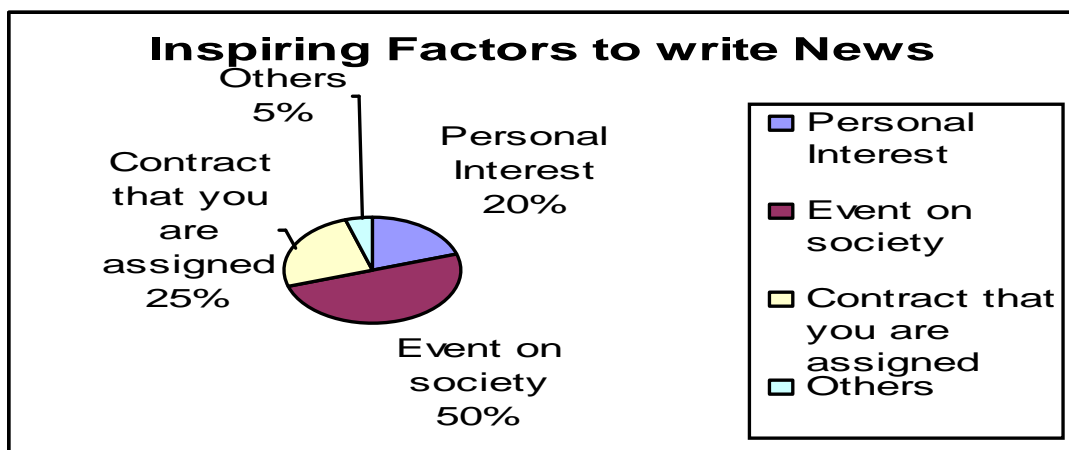
Figure 4.7



The second question was "What inspires you to write news?" Option was (a) Personal Interest (b) the event on society (c) the contract you are assigned for (d) others.

50 percent of the respondents told that the event in society, 20 percent told that personal interest, 25 percent told that the contract you are assigned for and 5 percent told that others.

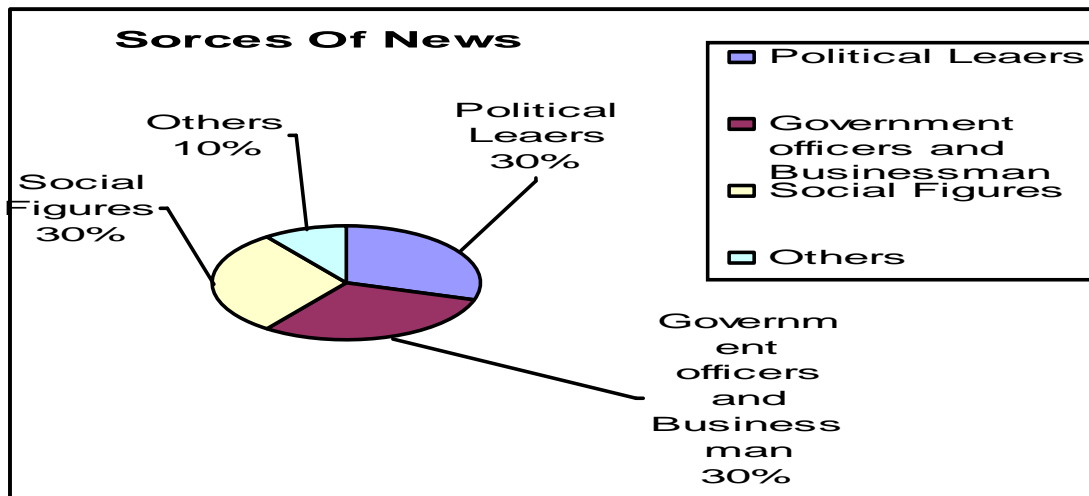
Figure 4.8



Another question was "What are the frequent sources of your news?" Option was (a) Political Leaders (b) Government officers and business man (c) social figures and peoples (d) others. 30 percent told that political Leaders, 30 percent told that Government officers and businessman, 30 percent told that social figures and 10

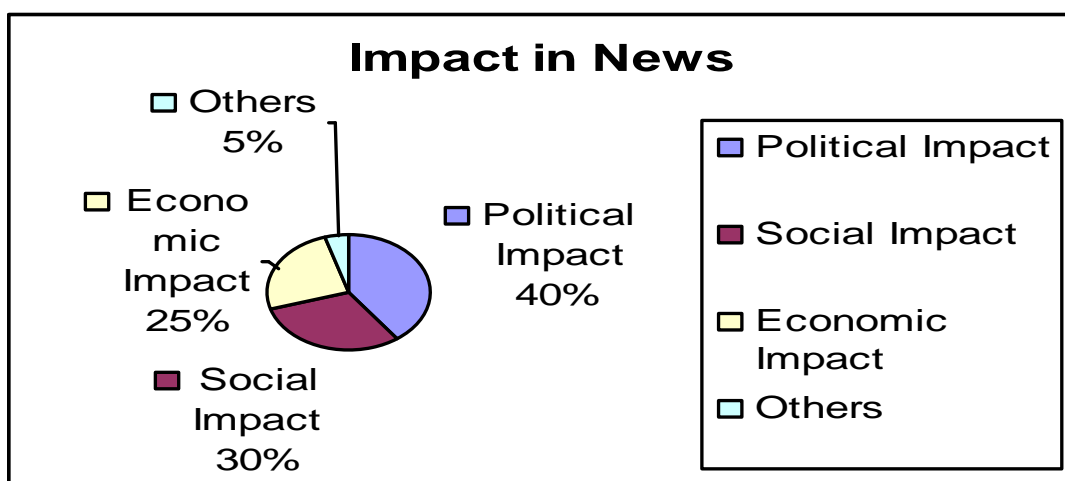
percent told that others. It means the frequent sources of news are according to the situation.

**Figure 4.9**



Another question was "What type of impact oriented news gets top priority?" option was (a) Political impact (b) social impact (c) Economic impacts (d) others. 40 percent respondent told that political impact, 30 percent told that social impact, 25 percent told that economic impact and remaining 5 percent told that others. This means political news gets high priority then other news.

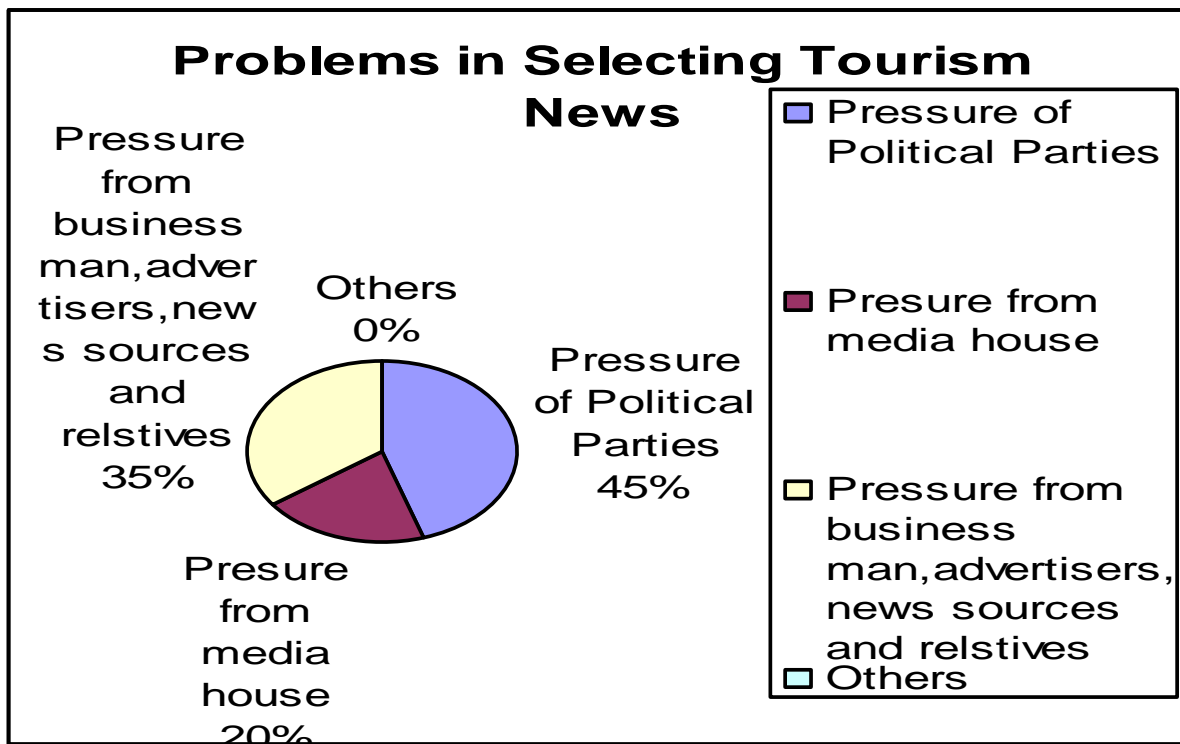
**Figure 4.10**



The next question asked to the respondent was "What is the frequent problem and influencing factors in tourism related news preparation?" Option was (a) pressure of political parties (b) pressure from media owners (c) Pressure from business groups, advertisers, news sources and relatives (d) Others. 45 percent respondent told that

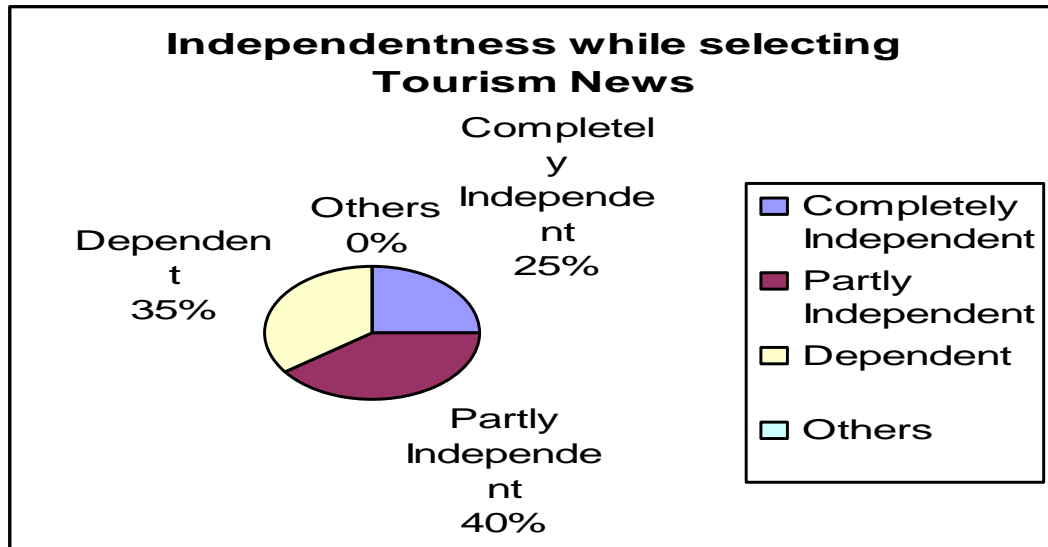
pressure from political parties, 20 percent told that pressure from media house, 35 percent told that pressure from the business groups, advertisers, news sources and relatives. It means pressure from the political parties and businessman affects the tourism related news preparation.

Figure 4.11



The last question asked to the respondent was "How far you independent while setting priority to tourism and related news articles or advertisements?" Option was (a) Completely Independent (b) Partly Independent (c) Dependent (d) others. 25 percent respondent told that completely independent, 40 percent told that partly independent and 35 percent told that dependent. It seems that most of the respondents are not independent to write the news related with tourism.

Figure 4.12



#### 4.5 Analysis of the Key Information Drawn From the above Questionnaire

##### 4.5.1 Appropriate Mass Media

Radio is regarded as the most appropriate mass media as it is reachable to both the illiterate and literate population. Similarly, billboards, posters, television and internet are regarded as other important mass media. According to the responses, the frequently used and accessible mass media included television, newspapers, internet and radio. But there is the little access to bill boards and posters. But for the population, radio and newspapers are widely used mass media. The information of destination is mostly known from television and internet while newspapers, bill boards, radio and posters provide a little information. The more reliable and influential mass media is television because it not only shows the facts but also tells about facts. Besides that radio, newspapers, internet, billboards and posters are also reliable and influential mass media. But, as a whole, for the population, newspapers, radio and internet as well as television have their more importance respectively.

##### 4.5.2 Sources of News and News Value

The frequent sources of news for the publishers are political leaders firstly, then social figures and people, and then, government officials and businessman. Besides that some specific news are published from the respective sources. So, according to the

context and the body part of the news, there are different sources of news for the publishers. Similarly, for setting news value, information comes in first priority for the publishers. Besides that content, structure and language etc. also get top priority while setting the news value. Similarly, during the measurement of news value, society comes in first priority for the publishers. Readers, self etc. also get certain priority for the publishers while measuring news value. The publishers are neither completely satisfied nor unsatisfied with the trends in measuring news value in Nepali press, i.e., they are partly satisfied.

In the other hand, people usually visit the destination being advertised on the media. Sometimes they use their own intuitions and sometimes they listen to other's suggestions while visiting the area. They normally used to listen the suggestions from, hotel owners, local people, experts, friends tourists, family members and tour, travel operators etc. So, all of the them have certain impotency in tourism marketing like mass media. In the opinion of the publishers, advertisement always compels somebody to visit the area being advertised.

### **4.5.3 Role of Newspapers**

In the modern economy, the newspapers should play the roles of informative, political, product awareness, entertaining, introducing destiny, promotive and so on. The negative and harassing news should be minimized. News of other countries, infrastructural development and airlines services should be included extensively.

People usually chose the newspapers to other mass media because they provided factual data, they are educational, they provide product information, they are more reliable source of information, they are entertaining, they are accessible and they are within the budget of every people etc. It can be seen that there is more positive role of newspapers than the negative one. And sometimes newspapers play a neutral role in the tourism marketing of Nepal. But, as a whole, there is the good role of newspapers but not as much as to be in the tourism marketing in Nepal.

In our society, the newspapers should act as an essential element in the process of democratic politics by providing an arena and channel for wide debate and for

distributing diverse information and opinion. Similarly, they should act as mean of exercising power by virtue of the relatively privileged access that politicians and agents of government can generally claim for the media as a legitimate right. And, newspapers should act to constitute a primary source of definitions and image of social reality and the most accepted expression of shared identity. At last but not least, they should act for the largest focus of leisure time interest, providing shared cultural environment for the most of the people and more so than any other single institution and so on. It is seen that the most of the tourists are being influenced with the tourism promotion strategy especially via mass media, local people, experts, hoteliers, friends and family members etc.

#### **4.5.4 Advertisement for Tourism Promotion**

Advertisement is one of the best ways for the tourism promotion in the country like Nepal. There are many articles and advertisement about tourism marketing activities in almost every papers and can be recalled to some extent too. Such advertisements are helping in tourism promotion of Nepal more than any other things. The various kinds of advertisements helping to boost the tourism promotion of any particular area include purely informative or entertaining and informative or clear, concise and factual, or simple to comprehend etc. but the most important one is entertaining and informative. Especially moderate budget should be allocated purely for the advertisement purposes in newspapers for tourism promotion. But, according to the tourism marketing strategy, high budget or low budget or moderate high budget or moderate low budget can also be allocated. The major reasons of not including tourism and tourism promoting news, articles and advertisements as much as to be in any newspapers are due to the political instability of the country, due to foreign poor relations, due to poor infrastructural development and airlines development, due to the absence of elements and components of tourism and so on.

#### **4.5.5 Priority of Publications and Media Tasks**

The first emphasis while setting priority of publications about tourism is the information that readers may like. The second emphasis is the information that has impact on many people. Similarly another emphasis is the information that the

publishers like and so on. Similarly, political news story gets first priority in any news papers. Similarly, the other news stories getting priority in newspapers include social news, business news, sports news, entertainment news and miscellaneous etc. respectively. The major reasons behind setting such priority are its major impact on society, it constitutes social construction of reality and many readers may like the news story.

Interest gets top priority as news, and impact and others get slightly less priority than the interest. Similarly, political impact oriented news gets top priority and social impact, economic impact, sporty impact and entertaining impact etc. get low priority respectively. Similarly, the priority of media task include correlation (explaining, interpreting, and commenting on the meaning of events and information), information (providing information about events, conditions in society and in the world) and mobilization (campaigning for social objective in the sphere of politics, war, conflict, economic development and other activities) etc. respectively. It has been seen that the publishers are neither completely independent nor completely dependent while setting priority to tourism and related news, articles or advertisements, they are partially independent. This is the major problem in setting the priority of publications and it results in the negative social impact.

#### **4.5.6 Inspirations and Problems**

The most of the publishers have no specific principles that they follow while measuring the value of news. But, according to the power, impact and popularity of the news story, the publishers usually follow the different principles but no specific one every times. Similarly, the inspirations of the publishers while writing news come from personal interest, the events in the society, the beat they are assigned for and so on respectively.

The influencing factors in tourism- related publications preparations are interests from political parties and leaders, interests from media owners, and interests from business groups, advertisers, consumers, news sources and relatives etc. Similarly, the frequent problems in tourism related publications preparation include pressure from

media owners, political parties and leaders, readers, relatives, advertisers, news sources and business groups etc.

#### **4.6 News Published in Different News Paper**

**"Closure of Chitwan Resorts Determental to Tourism"** by Ballav Dahal Article published in The Rising Nepal dated July 21, 2009. The main theme of this article is the decision taken by the government to closure of those tourist hotels may tarnish Nepal's destination image in the international tourism market and hit the country's tourism industry hard. Because Chitwan National park is the home to a variety of floral and faunal species, the park has been an important tourist attraction of the country with more than 100000 foreign tourists visiting it annually. After the decision taken by the government that many hotel room cancelled after the closure of the resorts. As the information regarding closure of the resorts has been circulated across the world, this will have a long term negative effect on our tourism business. These kinds of news harnessing whole tourism sectors and makes bad effect among the tourist by which government and the tourism sector directly affected.

**"Tourism Bosses Discuss problems"** article published in The Rising Nepal dated July 24, 2009. The main focus of this article is that Nepal is going to celebrate year 2011 as Nepal Tourism Year. For this the people engaged in tourism sectors discusses the problems and solutions to promote and develop Nepal as tourist destination in the world They highlighted the role of the government and the people engaged in tourism sectors to promote the tourism sectors.

**"Promotion of Shuklafant Urged"** article published in The Rising Nepal dated July 21, 2009. The core theme of this article is being a renowned place with awesome beauty; the tourist inflow is decreasing due to lack of hotel and transportation facilities. Suklafant is popular for 349 species of birds, 5 different species of frogs, 24 species of fishes and 35 species of butterflies. Despite having such wide ranges of birds and animals, the tourist inflows are very minimal. Therefore, the people who are engaged in tourism industries and business have urged the government to take necessary steps for the conservation and promotion of Suklafant that the increase tourist could increase the economic changes in this area. It means there are many tourism areas which are lacking

promotion and advertisement. If the government takes initiative to promote these areas, obviously Nepal can achieve its competitive advantage from tourism sectors.

**"New Restaurant in Town"** Article published in The Rising Nepal dated July 21, 2009. Despite the longstanding political unrest in Nepal, foreign investors has continues investing in the country's tourism industry and other sectors. The newly opened Walter's Restaurant and Bar at the Historic Babarmahal Revisited Complex by the Owner Katya Likhachova who was born in Ukraine and spent several years in the hospitality business in the United Kingdom. Katya Likhachova said that the beautiful climate, friendly and smiling people and their rich traditional culture and the scenic beauty are major attractions for tourists in Nepal. This kind of news helps to increase the foreign investment and also promote directly the tourism sectors.

**"Tourist Arrivals up 10 percent"** is the article published in The Kathmandu Post dated August 3, 2009. This article explains the increment flow of the tourist from different countries. Tourist arrivals by air in July surged by 10 percent to 23266 compared to the same month last year. According to the figure released by the Immigration office, Tribhuvan International Airport, Indian arrivals has increased by 5 percent. Pakistan also registered a growth of 4 percent. Similarly, tourist arrivals from china have increased by 16 percent along with of increase of 16 percent from Japan, 94 percent from Thailand, 3 percent from South Korea and 4 Percent from Singapore. Tourist arrivals from Australia, Canada, and the U.S.A registered a Growth of 28 percent, 34 percent and 13 percent respectively. These kinds of News promote directly or indirectly promote the tourism sector of Nepal.

One of the publication published in TKP daily by PR dated August 2, 2007 entitled **"Flights Disrupted"** provided the negative news to the tourists. This focused on the disruption of flights due to heavy rainfall in Nepalgunj.

**"July tourist arrivals up by 25 percent"** is one of the article by PR published in TKP daily dated August, 3, 2008. It provided information on tourism growth including the number of visitors and continent wise distribution of tourists. It showed the 53.9 percent and 50.4 percent increase of tourists from USA and Canada respectively.

Similarly, the number of European tourists grew by 45 percent. Confidence of tourists, increasing air flights to Nepal and restoration of peace are the major reasons behind that, according to the article. But the tourist arrivals from Sri Lanka, India and Pakistan are decreasing. So, as a whole the article is quite good for tourism promotion in Nepal.

**"International airlines sell higher fare tickets: NAC flights from next week"** by Krishna Regmi is the article published in August 7, 2008. It included the resume of flights of NAC. In this article it is also said that airlines are not providing the proper tickets to the tourists to visit Nepal and airlines are even not selling lower categories. The articles also quite harassing news of tourism promotion but "resume of the flights of NAC" is slightly promotive.

Krishna Regmi published an article in TKP of 8th August, 2007 entitled "**New outbound air route proposed**". In this, the different air route information for shorter way is presented from the different parts of India to Nepal and vice versa. The air route already prepared is but its drawback includes a dogleg and having narrow corridor in Indian airspace. If the route is to make more feasible and suitable, India needs to fly its aircrafts above 16,000 feet. And in other hand Nepal doesn't have uninterrupted communication mechanism on that route but the planning for communication is going on. But as a whole articles like this are helping to boost the tourism industry of Nepal in recent days.

An article entitled "**Committee formed to probe NAC**" by PR is published on TKP of August 9, 2008. This article focuses on the formation of committee to investigate the suspension of international flights by NAC. It is one of the very negative news published in TKP which surely deteriorates the tourism promotion of Nepal. This also provides slight information about NAC flights suspension and their future planning as well as about their new engines and passenger carrying capacity.

**"Bells to from Swoyambhunath"** is the article by PR publishes on city post of August 10, 2007. it provides the information about bell festival to boost the tourism industry including its whole timetable. According to the article, the festival is being

organized under the title “bells are music, bells bring people together, bells make people listen” and being organized in the different places of the world. So, this is one of the most important articles that help to foster tourism in Nepal.

**"New airlines flock to Nepal as tourism boom"** is the publication of 12<sup>th</sup> August 2007 of TKP by Krishna Regmi. This focuses on the three new foreign airlines plus five already operating foreign airlines versus aircraft lacking national airlines Orient Thai airlines, ethihad airlines of UAE and silk air of Singapore are the new three foreign airlines according to the article. This increase in the airlines facility is due to increased tourism growth and emigration of labor outside the country in more quantity. This shows that operation of new airlines and increment in frequency of flights have come as good news for the tourism industry at a time when all airlines flying to Nepal are packed, causing a number of tourists to cancel their travel plans.

One of the tourism promoting news published in 16th of August, 2007 by PR in TKP titled **"Government allows foreign airlines to add flights"**. This news focuses on the increment in flights for touristy season in Nepal for four months but for some airlines only. Some airlines are also showing their interest to increase the flights for long terms. Experts also said that addition of some new airlines will help to allay the problems but will not be enough to completely sort it out.

**"Visitors question red color of Maya Devi temple"** is the article by Madhav Dhugana of 21st August, 2007, showing the unsatisfactory visit of the visitors due to the red painting of the temple of Lumbini and its structural modification whereas previously it used to be white colored. So, keeping the view of the visitors in mind the committee is now planning to colour the temple again. So, this news is quite informative and primitives.

Similarly, Dr. Trilochan Upreti published an article entitling **"Road to Mr. Everest"** in August 21, 2007 in TKP daily. This article focuses on the proposed construction of road by china upto Everest base camp and its negative impacts on environments, ecology and tourism sector. So, this article is about the awareness

generation. According to the writer, a road to the base camp of Everest would mean a flux of tourists and the commercial activities, there by posing a threat to the environment. Tourism of Nepal will be in danger, if so happened, because after that all tourists will move to china for trekking and expedition. This article shows that the less development of the tourism sector of Nepal is due to mismanagement, inability to tap our tourism potential, lack of peace, security and inefficiency of the government and the tourism entrepreneurs as well. It concluded that tourism is potentially a major area for our economy, employment and livelihood. Therefore any detrimental activities over this area should not take place at all.

PR published a news entitling "**Banda affects valley and beyond**" in TKP of August 23, 2007. This is one of the harassing news showing the banda by Maoist for proportional representation based election system and state restructuring to ensure special rights to Dalits and Janajatis. This bandh heavily affected the life of the tourists and their visits.

Krishna Regmi's article entitled "**What's next on NAC?**" Was published on the TKP of 24, August, 2007. This is one of the negative articles showing the problems of NAC and their effect on other foreign private airlines. According to writer, failure of NAC is due to unprofessionally, business autonomy, political interference and corruption and so the tourism industry of the country. To boost the tourism industry of the country, small attempt and cooperation should be done which will give a new lease of life to NAC that is fighting the battle of life and death.

Maria Schwarz sent a letter to the editor of TKP on 25 August, 2007 entitled "**Tourists harassed**" who wrote the problems of taking photo of the bridge of Bote Koshi, during her visit from China to Nepal. So, such news or comment or article will surely deteriorate the tourism industry of Nepal and hence should not be published at all.

Krishna Regmi published an article entitled "**NAC pilots refuse to run fire risk: over 2,000 passengers stranded**" on the front page of August 29, 2007. This shows how the pilots are playing with NAC in regular interval of time by refusing the

flights by not flying the aircrafts. According to writer, aside from denting its reputation the occasional cancellation of flights has worsened air seat shortage, preventing a number of tourists from traveling to Nepal and equally hampering the planned travel of Nepalese. What is happening now? We also know that but these types of news will surely effect negatively the future prospects of tourism in Nepal.

Rosalyn Pandey expressed his comments by the title "**III fated NAC**" in August 29, 2007. He is quite dissatisfied with the cancellation programs of NAC. So, such type of cancellation should be stopped according to him "But how?" He didn't show the recommendations. Is is easy to speak and suggest then to perform. This letter is quite negative and informative which may help to boost or decrease the tourism industry of Nepal.

Aayush Khadka published an article entitling "**The highs and lows of adventure sports**" on August 30, 2007. This is one of the best primitive news ever published in the newspapers for the betterment of tourism industry. This deals with adventure sports v/s tourism, for example, mountaineering, mountain biking, bungee jumping, marathons, ballooning, paragliding, ultra light aircraft and water sports etc. This article also tried to introduce the different tourist destiny of the country.

Gopal Khanal's news "**Tourism minister on Japan visit**" of September 3, 2007 focuses on minister's visit for Japanese support for the construction of international airports and for Lumbini integrated development and Pashupati area development plans. So, this news is quite primitives.

One of the publication published in THT daily by HNS dated July 29, 2007 entitled "**Bilateral tourism**" provided the information of Indian tour operators and Bangladesh too about their steps to promote the bilateral regional tourism and cultural exchanges. So, this can be regarded as news of other country but is quite helpful to learn the lessons.

Similarly, the article "**Going on a holiday**" by Manu Bhandari of THT of July 29, 2007 deals with the thinking of different personalities. Out of cocoon is holiday for Yogendra Shaky and according to him, holiday refreshes mind. Holidaying is a time

to reenergize the bond with the family for Amir Rana and is de-complicating life. Away for sanity is the holiday for Joseph Sebastian. So, all of them prefer internal visits but the poor peoples have to visit their own country rather than the foreign countries because they have no money to do international tours according to them.

One of the job opportunity advertisement published in of July 31, 2007 in a travel agency is information news. Similarly, "**TAAN ex-prez quits**" is nothing news which neither promoted tourism nor given any informations which is published by HNS.

HNS published news entitling "**Nagpokhari fest from Aug 18**" in THT of August 1, 2007. This is tourism informative and promotive news. The aims of the festival, according to HNS are to promote local tourism to conserve monuments with cultural significances by making people aware of our cultural heritage and willing them an opportunity to respect the site.

Manu Bhandari published a publication entitled "**Tourism's tiger**" in THT of dated August 4, 2007. This focused on the first tourism organizations of the country, its problems and prospects. This is adventurous and wildlife tourism organization. So, from the tourism marketing point of view, it is primitive and informative publication in nature.

"**IATA slams Malaysia's tax**" is the news published by AP in THT of August 7, 2007. This is the news of the others country i.e., Malaysia which said that IATA blasted Malaysia's move to cut departure tax at its two budget airline terminals, saying it was discriminatory to other carriers and warning it could hurt tourism in the country. So, Nepal can also learn the lessons from this news.

One of the informative and delightful news published in the THT of August 8, 2007 is "**NAC to be run under public private partnership**" by HNS. This title or these words are told by the minister for culture tourism and civil aviation of Nepal prithvi subba gurung. He also expressed the buying of another new aircraft for regional airport for tourism promotion.

One of the informative and primitive news entitling "**Agriculture tourism starts in Lekhnath**" by Bibhu Bhusal was published on the THT of August 10, 2007. A concept of producing one agriculture item in one village is planned for the development of agriculture tourism in Lekhnath, according to the writer. Tourists visiting certain village are allowed to take advantage from the agriculture product of the village by paying certain charge. So, it can be the lessons to be learnt for other parts of the country who want to promote agriculture tourism in their area.

"**National flag carrier overhaul on the cards: plan purposes public private partnership to non NAC**" is the news published by HNS on THT of August 16, 2007. This news included the proposal of NAC be converted into the public limited company by the minister. According to the news the focus would be on institutional restructuring and reforms upgrading its service to meet international standards making arrangement of the aircrafts, mobilizing internal and external resources and fulfilling its social responsibility to reach to the remote parts of the country. So, it can be regarded as the very positive news to upgrade to tourism industry of Nepal.

Similarly, HNS also published an article entitled "**Conserving biodiversity**" in August 16, 2007. This is very big news for ecotourism in the country. This article also included the reasons of loss of biodiversity and its possible conservation proposals.

Krita Raut published an article in August 16, 2007 in THT entitling "**Exploring synergies in tourism**". This included 'what actually tourism is', what the desires of tourists are', "what the tourism strengths and weakness of Nepal are", what the current plans and programs to promote tourism of Nepal are", "what the role of private sector in tourism is" and "what the prospect of major types of tourism in Nepal is" etc. So, this article can be taken as a very helpful tool for tourism planning in Nepal.

Similarly, vacancy announcement of NTB in THT of August, 22, 2007 can be taken as a good tool for introducing tourism-related steps being taken in Nepal.

"**Tourist van vandalized**" negative but the bitter true news was published by HNS on August, 23, 2007. This included the vandalism of a tourist van during the

bandh call in the city Kathmandu. It is quite harassing news for the tourism industry of Nepal.

Similarly, horrible news for tourism industry was published by Indra Gurug on August 23, 2007 in THT entitling "**NTB runs without CEO**". This included time and vacancy announcement information's and their analysis for the post. If one and the most important one tourism organization of the country run without CEO, what can be the tourism industry of that country, everybody can understand properly.

Manoj Thaps commented on "**NTB Vacancy**" in August, 24, 2007. He told that the only body authorized to handle affairs related to the tourism industry has been operating without a chief. How can the government act so irresponsibly because tourism is one of the pillars of Nepalese economy?

One of the greater news for tourism industry of Nepal was published by Rup Narayan Dhakal in THT of August 27, 2007 entitling "**Hotels in Pokhara fully booked**". The peace agreement is the main reason for such an encouraging trend. Not only the domestic tourists but also the international tourists are booking rooms in pokhara during visit pokhara year 2007.

Another harassing news by HNS was published on August, 29, 2007 in THT entitling "**Hong Kong flights put off till tomorrow. National flag carries management yields to pilot pressure**". Such type of poor air services of Nepal, so, is obviously harassing tourists and stopping them even they want to visit Nepal. The flight was cancelled due to the strike of the pilots, according to the news. The poor conditions of the aircrafts and the very less number of the aircrafts are the major reasons behind that.

Among the tourism contents of "The Rising Nepal", **Eco tourist take to village life in India's Ladakh**" by AFP published in August 2, 2007 is the news of other country than Nepal, i.e., India. The importance of news is that Nepal can learn lesson form this type of news to promote eco-tourism in the country. The news mainly included the way of preserving culture, old life style and environment and its impact on eco-tourism industry and hence in the in come generation of rural poor people.

“**Child sex**” is the publication of TRN dated August 2, 2007, by AFP. This is the news of Philippines, i.e. other than Nepal. This included the help of bigger countries for stopping the child sex tourism in ASEAN countries and hence it can be regarded as a good news for Nepal also for stopping violence and for promoting tourism as a whole.

AFP published news of other countries, i.e., Korea in TRN of August 3, 2007 entitled “**ROK Company unveils tourism project in north**”. This included the various ways of increasing the touristy potential in an area and its sustainability. This also gave the beneficial lessons to the tourism industry of Nepal.

RSS published a news entitling “**Indian pilgrims visiting Muktinath up**” in TRN of August 3, 2007. This gave the real view of religious tourism in Muktinath area and suggestions to improve the religious tourism in various other religious sites. So, this is quite delightful news for religious tourism in Nepal. The news included that the no. of tourists by air increased but by land no change. So, publicity is very much needy to attract the more religious tourists in the area. This news also provided some important information's about Muktinath and hence can be regarded as introductory, informative and tourism primitives article.

RSS published two news subsequently in TRN of August 4, 2007 entitling “**let’s go to Dhorpatan**” and “**Nepali mela in Toronto**”, both can be regarded as a very tourism promotive news. This news not only included the information and introductions about the destiny by organizing a festival but also helps to promote the sustainable tourism industry of Nepal as a whole. The same date paper also included a photo entitling “**Tourists are walking in the pristine city of Bhaktapur**”, by Rajendra.

The news of AFP entitled “**China closes tourist attractions**” published on TRN of August 5, 2007, was the news of other country than Nepal i.e., china. This news showed that china closes tourist visits to the some touristy sites of the nation for planting and conserving environment. So, it can be a good lesson for the country like Nepal where environment is worsening day by day.

Similarly, Arun Ranjit published a promotive article in TRN of August 5, 2007 entitling “**Culture reflects in Nepalese music, food**”. This article wanted to focus on

that traditional Nepalese food and traditional culture should be made available to the tourists to promote tourism industry. This article tried to show the actual wants of the tourists and hence on the basis of that good tourism marketing also. This article concluded that as cultures are being an integral part of promoting peace and friendship among the people and countries, it should be continued to flourish at the people's level.

The news of AFP entitled “**China in line for tourists**”, published on TRN of August 6, 2007 was the news of other country than Nepal, i.e., China. This news showed that there is the continuous growth of tourists in China and might be number one by 2014, if it continued. So, Nepal can learn the lessons from China for the growth of tourism industry.

Ballav Dahal took an interview of Joy Dewan and published that in TRN of August 7, 2007 by entitling “**New vision a must for tourism growth**”. The interview was quite positive from the tourism marketing point of view. If included the present tourism situation of the country, feelings of tour operators and other peoples, the current aviation policy of Nepal, suggestions for tourism development & objective of the Nepal - Sri Lanka friendship association etc. it showed that the peace agreement between Maoists and seven party alliances is quite positive for tourism development but the limited air seat capacity of the country is restricting the tourists from visiting the country. Similarly, conservation thoughts should be discarded by the policy makers not only for the tourism development but also for the overall development of the country, according to the interview.

The news of RSS entitled “**MPs demand Rara lake conservation plan**” published on TRN of August 8, 2007 was quite interesting news from the tourism marketing point of view. This included a demand of master plan for the tourism promotion of Rara Lake by the parliamentarians of Karnali zone to the government. They emphasizes on the importance of local participation for sustainable conservation of the lake & sustainable tourism. The same dated paper also included a photo by Rajendra entitled “**A tourist gazing at ornaments carried by a street vendor in capital**”.

Similarly, one of the comments by AM entitled “**Can we be orderly?**” was published on TRN of August 8, 2007. This included the problems of tourists by the vehicle traffic of the capital. So, it is quite negative news & informative also. So, it should be solved as soon as possible from the tourism point of view of the country.

RSS published a news entitled “**NAC to be privatized**” on August 8, 2007. This included the view of minister of culture, tourism & civil aviation on the privatization of NAC, i.e. semi privatization. So, it can be regarded as neutral news because if it will run successfully, it might be positive otherwise negative or no effect at all. So, it depends on the operation of the private company who will handle NAC for tourism development.

RSS published news entitled “**Tourism, new venture of magsaysay winner pun**” on TRN of August 12, 2007. This included the interest of Mahavir Pun in tourism development via trekking in Myagdi district. So, it is one of the important tourism promotive news for certain area of Nepal.

“**Vienna competes with European capitals for gay tourists**” is the news of other country than Nepal published on August 12, 2007 in TRN by AFP as a major source. It included the way of attracting the homosexual tourists and their benefits, eg. No children spend of more money etc. by an example of Vienna which competes with paris, berlin and Barcelona in attracting the gay tourists. But in case of Nepal this proposal might not be effective because homosexual tourists might not be accepted by society and the country as a whole.

“**Adventure sports tourism society, formed**” by a staff reporter was published on TRN dated August 12, 2007. This is more promotive and development oriented news for Himalayan adventure sports and tourism. The objective of the society is to monitor, promote and market adventure sports and tourism events in Himalayan. Its motto is research, exploration, product development, destination promotion and nature conservation, according to the news.

Ballav Dahal published an article entitled “**Autumn likely to be more favorable for tourism**” in TRN of August 14, 2007. It is one of the tourism primitive and

developing publications. This included the expectation of the more tourist arrivals in incoming days due to the favorable season and increasing air services, as well as the peace agreement between Maoists and then government. The problems are Terai conflict, bandha, strikes, no promotional activities by NTB and government etc. So, these should be solved for the sustainable tourism development in Nepal.

Similarly, “**International adventure sports tourism meets to be held in Pokhara**” is informative news published by a staff reporter on August 14, 2007. This can be regarded as primitive news also. This included the plan of ASTS for the first ever conference of ASTS for the development of adventure sports and tourism in Himalayan with special focus to Nepal.

Ajaya Rana published an article of other country than Nepal, i.e., Japan in Friday supplement of TRN dated August 17, 2007 entitling “**Richness of Japanese religious and cultural heritage**”. According to this, religious life in Japan is rich and varied and their cultures are mixed i.e. both Asian and western. This gave the great view of Japanese religious & cultural heritage including temples etc. So, it is tourism primitives news of Japan and not of Nepal. So, it can be suggested that it might be better for tourism promotion of Nepal, if the writer had wrote the article entitling “Richness of Nepalese religious and cultural heritage” instead of the existing one.

#### **4.7 Major Findings**

1. Among the total newspapers, the most are weekly and the monthly newspapers. And only 7.0 percent of them are daily. Similarly, the most of them are in Nepali language and concentrated in Kathmandu valley. Kantipur publication is the leading publication in all types of newspapers.
2. In terms of tourism publication, the most number of days (47.3 percent) have zero publication and then only one publication (34.7) percent. The Rising Nepal is only one newspaper which publishes one news regarding tourism more than that of zero news comparatively.
3. Among the total publications, 53.7 percent are news and 29.9 percent are comments/ articles. Similar case also applies for the selected newspapers separately.

4. For newspapers, the tourism publication is less than one percent of the total publication except for the 'The Rising Nepal' which constitutes 1.48 percent of the total publication.
5. More than half of the total tourism publications are published in business page. For TKP, 39.3 percent of the publications are published in open page and 32.1 percent in business page.
6. Around 42.0 percent of the publications are published in large font, 29.4 percent in medium font and 23.5 percent in small font similarly, TRN has majority in every size of the tourism publication headlines. It also indicates that, the number of publication is in increasing order according to the increasing size of the fonts.
7. About 63.9 percent of the publications are published neither in boxes nor in colour while 14.3 percent in boxes, 13.4 percent in colours and 8.4 percent in both boxes and colour. TKP uses more boxes and colour separately for tourism publications while TRN uses both combine in large proportions.
8. 47.3 percent of the total days have no tourism publications, 34.0 percent have tourism not as a major publication and 18.7 percent have tourism as a major publication. In the other hand, major tourism publication is mostly published in THT while tourism publication but not as a major one is mostly published in TRN.
9. Among the total tourism publications, 27.7 percent is promoting and informative, 18 percent is about airlines services and 13.4 percent is about introducing destiny. Other types of publications constitute only a negligible proportion. In the other hand, the proportion for every types of tourism publication is highest for TRN excepting negative news and airlines services.
10. The most appropriate and accessible mass media is radio more reliable mass media is television. Newspapers are widely used mass media and more influential.
11. Political leaders are the major sources of news. Similarly, for setting news value, information comes in first priority for the publishers while for measuring news value, society comes in first priority. The publishers are partly satisfied with the trends of measuring news value in Nepali press.

12. Advertisement always compels somebody to visit the area being advertised. It is seen that the good positive role of newspapers but not as much as to be in tourism marketing in Nepal.
13. The major reasons of not including tourism and tourism promoting news, articles and advertisements as much as to be in any newspapers are due to the absence of experts, due to low budget and small market, due to the political instability of the country, due to foreign poor relations, due to poor infrastructural development and so on.
14. Reader's choice is the first priority of news setting about tourism. Similarly, political news story gets first priority in any newspapers.
15. There is seen the positive roles of newspapers in the tourism marketing of Nepal than the negative roles. But, as a whole, the role of newspapers in the tourism marketing of Nepal is very negligible.
16. Interest gets top priority as news and political impact oriented news gets top priority. The publishers are partially independent while setting news priority.
17. The problems in preparation of tourism publications include pressure from media owners, political leader's readers and so on.
18. It has been seen that all indicated newspapers are internally correlated and almost all publications of those newspapers are similar and sometimes topics and photos also match.

## **CHAPTER - V**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

The study is basically related to the role of English daily newspapers of Nepal in tourism marketing. So, for the collection of information, the researcher used the three newspapers and the questionnaire survey of few experts. Efforts have also been made to give the final shape to this dissertation. The objectives of the research study were to analyze the role of mass media in tourism marketing, to find out the quality and quantity of the publication and to recommend for the respective departments etc. The study is limited in terms of budget, time factor, data collection and data analysis process and so on. Similarly the dissertation is organized into five chapters namely “Introduction”, “Review of Literature”, “Research Methodology”, “Presentation and analysis of data”, and “Summary, Conclusion and Recommendations”.

Various literatures like books, theses, dissertations, magazines, newspapers etc. are also reviewed to analyze the problems and to suggest recommendations regarding the study topic. The analytical and descriptive research design is followed for this research study. Both primary and secondary sources are used in terms of quantitative and qualitative aspects of the phenomenon by selecting three newspapers for the case study and few experts also. Judgmental sampling is used for the case study purpose while purposive sampling is used for the selection of key informants. The quantitative data are presented in the form of table by the help of percentage analysis while the qualitative data are analyzed on the basis of descriptive and analytical research design. The study also tries to give a descriptive view of the selected newspapers.

#### **5.2 Conclusion**

Due to the very less number of English daily newspaper and consequently the less number of publications regarding tourism in those papers, the marketing of tourism in the mass media especially newspapers in Nepal is very poor. Lack of business of the papers and lack of the excess readers as much as to be are the two major drawbacks of the process. In the other hand, the limited growth of the tourism and its marketing in

case of Nepal are due to limited air access, poor infrastructure, lack of corporate marketing and promotional strategies, and lack of advertisement in the foreign papers too.

Present study is carried out to analyze the role of mass media in tourism marketing in Nepal with special reference to the English daily newspapers of the country. This study is carried out because the role of mass media in tourism marketing has not been adequately documented yet in Nepal. The study is limited to the three indicated daily English newspapers of Nepal of a certain period and the dissertation is organized into seven chapters.

Various literatures are also reviewed on the basis of the analytical and descriptive research design. Both types of quantitative and qualitative information are also used from the primary and secondary sources of data. Judgmental and purposive samplings are used for the study. Similarly, percentage analysis and descriptive research design are used for the data analysis purpose.

On the basis of the study, it has been seen that the number of daily newspapers is very low and the rising Nepal is the only newspaper which include slightly a greater number of the tourism publications. It has also been seen that, the most of the publications are published in open page and business page in large fonts. Similarly, the most of the tourism publications are neither in boxes nor in colours and the most of them are primitive and informative.

On the basis of the study, it can be concluded that the newspapers are widely used and more influential mass media and there is the good positive role of newspapers but not as much as to be in tourism marketing in Nepal. It can also be concluded that absence of experts, low budget and small market, political instability of the country, poor foreign relations and poor infrastructural development etc are the major drawbacks of the tourism promotion in newspapers in case of Nepal. On the basis of the research, the most of the newspaper owners are business oriented people and not really want to promote the tourism for the country because they believe that they are including enough and they include only if business rises or readers want. This is the very big problem for the tourism marketing in case of Nepal.

### **5.3 Recommendations**

On the basis of the research work, the following suggestions are recommended.

1. A separate page should be devoted for tourism and its advertisement because it is the very bright industry for Nepal for foreign exchange earnings
2. The newspapers should play the roles of informative, political, product awareness, entertaining, introducing destiny, primitive and so on.
3. The negative and harassing news should be minimized and news of other countries, infrastructural development, and airlines services should be included extensively.
4. The newspapers should act as an essential element in the process of democratic politics and a mean of exercising power.
5. The number of newspapers and consequently number of publications about tourism should be increased. Similarly, the publications should be published in large fonts with boxes and colours and as major news.
6. The frequent problems arising due to the pressure from different groups should be minimized as well as the influencing factors and inspirations for news preparation should be maximized.
7. The newspapers should act as a constituent of primary source of definitions and the images of social reality, and the most accepted expression of shared identity and the largest focus of leisure time interest.
8. Entertaining, informative, clear, concise, factual and simple to comprehend advertisements about tourism should be introduced and increased.
9. The sources of news about tourism should be maximized and the reach of newspapers should also be increased.
10. The number of tourism publications as well as the number of days of tourism publications should be enlarged as much as possible with special focus to cover page publications.
11. The positive roles of newspapers in tourism marketing of Nepal should be analyzed and increased and negative roles should be minimized.

12. There should be a strong commitment among people, news publishers, media owners, government and political parties towards the extensive marketing of tourism in Nepal.
13. The newspapers should be free, fair and responsible as well as careful about social responsibility and should provide an appropriate environment for journalists and readers about tourism and its marketing.
14. Understandable, easy and quick advertisements should be introduced about tourism marketing in the daily English newspapers according to the target customer groups.
15. Comparative study about the study topic, i.e. past v/s present should be carried out.
16. At last but not least, similar studies should be launched by focusing different mass media of a large period of time to provide detailed information about the role of mass media in tourism marketing of Nepal.

-----THE END-----