

**A STUDY OF NEPAL'S STRATEGY FOR
TOURISM MARKETING PROMOTION
(MACRO APPROACH)**

A Thesis

**Submitted to the Department of Rural Development
Patan Multiple Campus, Tribhuvan University
Patan, Lalitpur, Nepal**

*In partial fulfillment of the requirements
for the degree of*

Master of Arts (Rural Development)

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LETTER OF RECOMMENDATION

This thesis entitled “A STUDY OF NEPAL’S STRATEGY FOR TOURISM MARKETING PROMOTION (MACRO APPROACH)” has been prepared by Mr. Raj Kumar Pandey under my supervision. I thereby recommend this thesis for examination by the Thesis Committee as a partial fulfillment of the requirements for the Degree of MASTER OF ARTS in RURAL DEVELOPMENT.

Dr. Keshab Khadka
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Date: July 2007

APPROVAL SHEET

We certify that this thesis entitled “A STUDY OF NEPAL’S STRATEGY FOR TOURISM MARKETING PROMOTION (MACRO APPROACH)” submitted by Mr. Raj Kumar Pandey to the Department of Rural Development, Faculty of Humanities and Social Science, Patan Multiple Campus, Tribhuvan University, in partial fulfillment of the requirements for the Degree of MASTER OF ARTS in RURAL DEVELOPMENT has been found satisfactory in scope and quality. Therefore, we accept this thesis as a part of the said degree.

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Abstract

- *Nepal is a mountainous country except for green plain of lowland Terai and temperate fertile valley spread across the middle of this rectangular country of 885 km. East-west and 193 km. North-south. It includes the eight of the world's fourteen highest peaks and deepest river gorge in the world. The highest peak Mt Everest, as the roof of the world, has been a central tourist's attraction for almost everyone in the tourism markets.*
- *These geographical features offer the climbers and rafting enthusiasts to conquer these majestic mountains, wild rivers and gorges. Besides, the country with a great diversities can please all tourists with their individual cravings for thrilling mountain expedition, trekking and jungle safari with world's largest variety of birds, highly turbulent revering adventures and fascinating romance. For instance, panoramic flight scene and hot air ballooning, taste of uniquely rich diverse culture, geographical miracles bewitching lakes, national parks and hunting reserves, Buddhist monasteries and exceptional natural beauties. Moreover, indigenous knowledge, skills and practices, cast, ethnicity, custom and social values are other attractions for social and anthropological studies in Nepal.*
- *It was only in early 1950s that Nepal came out of its centuries-old isolation and embarked on the path of modern development. One of the most immediate effects was the advent of tourism. The few foreign visitors who wandered during the early days were overwhelmed by the wealth of culture and natural wonders in Nepal. They went back to tell glowing tales of a Shangri-La. The first ascent of Mt. Everest in 1953 further enhanced image and made it known world as an adventure destination, which was inception phase of tourism.*
- *Moreover, at the end of 1996, it was known that almost 47% of the visitors considered scenic beauty and mountains as the most important factor in deciding to visit Nepal. 20% of the tourists considered trekking as their most important factor to visit. Nepal is perceived as an independent tourist destination with more than two third of visitors deciding to visit as holiday destination without considering any countries as destination.*
- *The panoramic natural beauty found in mountain areas with its different eco-systems and country's rich cultural heritage attracts global tourists. Nepal holds a considerably number of places recognized by UNESCO as world heritage sites. We have ten world heritage sites and seven of them are located within Kathmandu. Some of the UNESCO recognized heritage sites are: Kathmandu Durbar Square, Patan Durbar Square, Swayambhunath, Changu Narayan, Lumbini etc. which are not only our monuments but of the all global people who are serious for conservation of the ancient heritages.*
- *Moreover, Nepal has population of approximately 23 million, which consists more than 70 ethnic groups having different cultures and dialects. According to recent census, 80% of the people are Hindu, 15% are Buddhist, 3% are Islam and rest is divided into other religions. Whatever may be the figure, the perfect harmony among all the people, religion and culture are our remarkable characteristics. All*

- most all festivals begin with religious values and moves with spontaneous spirit into a pleasant family feast.*
- *As religions has strong influenced over our cultures so that most of the festivals are celebrated are directed by the religious motives that is a symbol of harmony. To understand beauty and richness of our culture, it is necessary to see them through festivals. During festivals, cultural dances, songs and performances are widely practiced and performed. These cultural treasures make festivals more interesting and entertaining. People find more joy participating in performances and watching others performing the different cultural activities. The festivals are not only idle gatherings but they are also celebrated for the specific purposes in Nepal that can be commercialized for tourism.*
 - ***Due to these cultural norms and values, Nepal is a potential nation for the tourism destination. Every year, thousands of tourists visit Nepal in order to use their holidays for not only entertainment but also for cultural research and studies. Moreover, Nepal can easily use its panoramic views for tourism promotion that can further strengthen cultural preservation. Furthermore, Nepal's traditional cultural values can also be used for the poverty alleviation thorough eco-tourism, religious tourism and destination tourism.***
 - *Nepal achieved much on rising tide of being a fashionable tourism destination. However, that tide is ebbing fast. It is essential that the government, tourist board and the industry should market destination in an integrated strategic way as partners than competitors.*
 - *However, due to internal political conflict, Nepal is loosing its potential visitors, which has negatively influenced the tourism sector in specific and economy in general. Between 1999 and 2002, visitor numbers collapsed by 50%. 2003 sawed some hopeful signs of recovery from some markets, particularly India, due to ceasefire between Government and Maoists. Other destinations, in particular New Zealand, have taken on the mantle of world's leading eco-tourism destination and we have challenge to compete with it.*
 - *At present, apart from the obvious problem of negative media coverage, Nepal seriously lacks credible market research as to why exactly its tourism industry is under-performing and what aspects of product need attention. There has been no sound marketing strategy. Regular surveys of departing visitors are not undertaken, so the country cannot gauge their levels of satisfaction, unsatisfied wants, spending or current propensity to return. Information on potential and in existing markets is only beginning to be gathered and marketing partnerships with the travel trade in these markets are lacking. However, some small attempts have been taken by the NTB and other concerned private sectors about the research on tourism industry of Nepal which is not a sufficient attempt in this business.*
 - *The main objective of this thesis is to analyze and discuss about the strategy of Nepal for tourism marketing promotion. FoH/TU guidelines are followed to complete this thesis. Some methodologies such as survey, collecting relevant data, comparative studies and analysis are used and recommendations are presented as need of FoH/TU.*

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ABBREVIATIONS/ACRONYMS

ADB	Asian Development Bank
CBS	Central Bureau of Statistics
DFID	Department For International Development (UK)
GDP	Gross Domestic Product
GTZ	German Technical Cooperation Agency
GoN	Government of Nepal
HAN	Hotel Association of Nepal
ICIMOD	International Center For Integrated Mountain Development
IUCN	World Conservation Union Nepal
MAN	Management Association of Nepal
MoGA	Ministry of General Administration
MoTT	Ministry of Travel and Tourism
MA	Masters in Arts
NASC	Nepal Administrative Staff College
NATA	Nepal Association of Travel Agency
NDF	Nepal Development Forum
NPC	National Planning Commission
NTB	Nepal Tourism Board
OPMCM	Office of the Prime Minister and the Council of Ministers
RNAC	Royal Nepal Airlines Corporation
RD	Rural Development
SASEC	South Asian Sub-Regional Co-operation
SDC	Swiss Development Corporation
SNV	Netherlands Development Organization
TU	Tribhuvan University
UK	United Kingdom
UN	United Nations
UNDP	United Nations Development Programme
VDC	Village Development Committee

WB	World Bank
WTO	World Tourism Organization
WTO	World Trade Organization