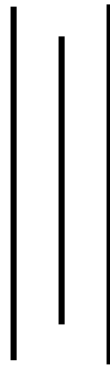


**A STUDY ON MARKETING OF
TOURISM IN NEPAL**

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A Thesis Submitted to:
Office of the Dean
Faculty of Management
Tribhuvan University



*In partial fulfillment of the requirement for the degree of
Master of Business Studies (MBS)*

Kathmandu, Nepal
June 2011

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

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Entitled:

A STUDY ON

MARKETING OF TOURISM IN NEPAL

Has Been Prepared as Approved by this Department in the Prescribed Format of the Faculty of Management. This thesis is forwarded for Examination.

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And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Degree of Master of Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work reported in this thesis “**A STUDY ON MARKETING OF TOURISM IN NEPAL**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Degree of Master of Business Study (M.B.S.) under the supervision of **Dr. N. K. Pradhan** of Shanker Dev Campus.

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.....

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ABBREVIATIONS

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