

**AN ANALYTICAL STUDY ON E- MARKETING OF TOURISM
INDUSTRY IN NEPAL**

(A THESIS)

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(M.B.S.)**

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RECOMMENDATION

This is to certify that the thesis

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Entitled:
“An Analytical Study on E-Marketing of Tourism Industry 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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DECLARATION

I hereby declare that the work reported in this thesis entitled “**An Analytical Study on E-Marketing of Tourism Industry in Nepal**” submitted to Nepal Commerce Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Masters' Degree in Business Studies (M.B.S.) under the supervision of Prof. Dr. Vishnu Khanal of Nepal Commerce Campus.

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TABLE OF CONTENTS

| | Page No |
|-------------------------|----------------|
| Recommendation | i |
| Viva-voce Sheet | ii |
| Declaration | iii |
| Acknowledgement | iv |
| Table of Content | v |
| List of Tables | vi |
| List of Figures | vii |
| Abbreviations | viii |

CHAPTER: ONE

1.0 INTRODUCTION 1-13

| | |
|-------------------------------|----|
| 1.1 Background of the Study | 1 |
| 1.2 Statement of the Problem | 8 |
| 1.3 Objectives of the Study | 11 |
| 1.4 Significance of the Study | 12 |
| 1.5 Limitations of the Study | 12 |
| 1.6 Organization of the Study | 13 |

CHAPTER: TWO

2.0 REVIEW OF LITERATURE 14-75

| | |
|---|----|
| 2.1 Theoretical Framework | 14 |
| 2.1.1 Concept of Marketing | 14 |
| 2.1.1.1 Marketing Mix | 17 |
| 2.1.1.1.1 Product | 17 |
| 2.1.1.1.2 Price | 18 |
| 2.1.1.1.3 Place | 18 |
| 2.1.1.1.4 Promotion | 19 |
| 2.1.2 Tourism Marketing | 20 |
| 2.1.2.1 Tourism Marketing in Nepal | 25 |
| 2.1.3 Concept of Tourism | 27 |
| 2.1.3.1 Tourism and Five Years Plans in Nepal | 30 |

| | |
|--|----|
| 2.1.3.2 Nepal Tourism Year 2011 | 34 |
| 2.1.4 Tourist | 36 |
| 2.1.4.1. Tourist products | 38 |
| 2.1.4.1.1 Attractions | 38 |
| 2.1.4.1.2 Facilities and Services | 38 |
| 2.1.4.1.3 Accessibility | 39 |
| 2.1.4.1.4 Accommodation | 39 |
| 2.1.5 Travel Agency | 39 |
| 2.1.5.1 Functions of Travel Agency | 41 |
| 2.1.5.2 Nepal Association of Travel Agent (NATA) | 43 |
| 2.1.6 E –Marketing | 45 |
| 2.1.6.1 Types of E-Marketing | 47 |
| 2.1.6.1.1 Electronic mail (e-mail) | 47 |
| 2.1.6.1.2 Search Engines | 48 |
| 2.1.6.1.3 Key Word Optimization | 48 |
| 2.1.6.1.4 Travel Related Directories | 48 |
| 2.1.6.1.5 URL | 49 |
| 2.1.6.1.6 News Letters | 49 |
| 2.1.6.1.7 Google Ad Word | 49 |
| 2.1.6.1.8 Google AdSense | 49 |
| 2.1.6.1.9 Sugar-CRM (Software) | 50 |
| 2.1.6.2 E-Marketing in Nepal | 51 |
| 2.1.6.2.1 History | 51 |
| 2.1.6.2.2 Present state | 51 |
| 2.1.6.2.3 Government Policy of the Internet | 52 |
| 2.1.6.2.4 IT Policy and Internet | 52 |
| 2.1.6.2.5 Internet Market and its Trend | 53 |
| 2.1.6.2.6 Benefits of E-marketing | 54 |
| 2.1.6.2.7 Internet Marketing Saves time, money and resources | 56 |
| 2.1.6.2.8 Possible Areas for E-Marketing in Nepal | 56 |
| 2.1.6.2.9 E-Marketing in the Tourism Industry | 57 |
| 2.1.6.2.10 Challenges of E- Marketing in Tourism in Nepal | 61 |
| 2.2 Review of Previous Studies | 62 |
| 2.2.1 Review of Articles/Reports | 62 |
| 2.2.2 Review of Previous Theses | 71 |
| 2.3 Research Gap | 75 |

CHAPTER: THREE

3.0 RESEARCH METHODOLOGY 76-79

| | |
|--------------------------------------|----|
| 3.1 Research Design | 76 |
| 3.2 Population and Sample | 77 |
| 3.3 Nature and Sources of Data | 78 |
| 3.4 Data Collection Procedure | 78 |
| 3.5 Tools and Techniques of Analysis | 78 |
| 3.5.1 Bar- Diagrams and Graphs | 79 |
| 3.5.2 Pie-Diagram | 79 |
| 3.5.3 Percentage | 79 |

CHAPTER-FOUR

4.0 PRESENTATION AND ANALYSIS OF DATA 81-105

| | |
|--|----|
| 4.1 Analysis of the Respondent's Perception Regarding the Current Situation of Travel and Tourism Industry in Nepal. | 81 |
| 4.2 Analysis of the Respondent's Perception Regarding Nepal as Potential Tourist Destination | 82 |
| 4.3 Analysis of the Respondent's Views on Better Year for Tourism Industry in Last Five Years | 83 |
| 4.4 Analysis of the Respondent's reason for the better inflow in those years. | 84 |
| 4.5 Analysis of the Respondent's Views on the Evil Year for Tourism Industry in Last Five Years. | 85 |
| 4.6 Analysis of the Respondent's Region for Bad Inflow of Tourist in those Years. | 86 |
| 4.7 Analysis of the Respondent's Which Region Does Most Travelers Comes From? | 87 |
| 4.8 Analysis of the Respondents Opionion on Most Suitable Promotion Medium | 88 |
| 4.9 Analysis of the Respondent's Opinion on Factor of Healthy Tourism. | 89 |
| 4.10 Analysis of the Respondent's whether they have website or not. | 90 |
| 4.11 Analysis of the Respondnets' Views Regarding the Objective of Using Website. | 91 |
| 4.12 Analysis of the Respondent's Rating on Own Travel Agency Website. | 92 |
| 4.13 Analysis of the Respondent's How Long Have You Been Using Internet? | 93 |
| 4.14 Analysis of the Respondents Regarding Familiarity with E-Marketing. | 94 |
| 4.15 Analysis of the Respondent's what are the Promotional Tools you are Undertaking for Promoting Your Site | 95 |
| 4.16 Analysis of the Respondent's Which E-mail Marketing Method you are Following? | 96 |
| 4.17 Analysis of Respondents Which Method You Have Used for Submitting Your Website in Search Engines? | 97 |

| | | |
|------|---|-----|
| 4.18 | Analysis of the Respondent's which Pay Inclusion Option are You Using? | 98 |
| 4.19 | Analysis of the Respondent's Focus on Optimizing Keywords or Pages on their Site for Better Positioning their Site in Major Search Engines. | 99 |
| 4.20 | Analysis of the Respondent's Reason for not Implementing Internet as Promotional Tools. | 100 |
| 4.21 | Analysis of the Respondent's rating of Contribution Made by Internet for promotion of Tourism in Nepal | 101 |
| 4.22 | Analysis of the Respondent's Frequency of Using Mail for Getting Touch with Clients | 102 |
| 4.23 | Analysis of the Respondent's Rating the Advantages for using E-Marketing as Promotional Tool. | 103 |
| 4.24 | Analysis of the respondent's whether they have online payment and booking system or not. | 104 |
| 4.25 | Major Problem the Sector Face at Present. | 105 |
| 4.26 | Major Findings | 105 |

CHAPTER-FIVE

5.0 SUMMERY, CONCLUSION AND RECOMMENDATIONS 109-113

| | | |
|-----|-----------------|-----|
| 5.1 | Summary | 109 |
| 5.2 | Conclusion | 110 |
| 5.3 | Recommendations | 113 |

BIBLOGRAPHY

APPENDIX

LIST OF TABLES

| <u>TABLE NO:</u> | <u>PARTICULARS</u> | <u>PAGE NO</u> |
|------------------|--|----------------|
| Table: 3.1 | No of Tourists Visited Nepal | 38 |
| Table: 3.1 | Population & Sample | 77 |
| Table: 4.1 | Distribution of Respondents' Perception Regarding Current Situation of Travel and Tourism Industry in Nepal. | 81 |
| Table: 4.2 | Distribution of Respondents' Perception Regarding Nepal as Potential Destination. | 82 |
| Table: 4.3 | Distribution of Respondent's views on Better Year for Tourism Industry in Last Five Years. | 83 |
| Table: 4.4 | Distribution of the Respondents Reason for Better Inflow of Tourist. | 84 |
| Table: 4.5 | Distribution of the Respondents Views on Evil Year for Tourism Industry in Last Five Years. | 85 |
| Table: 4.6 | Distribution of Respondents Reasons for Bad Inflow of Tourist. | 86 |
| Table: 4.7 | Distribution of the Respondents which Region does Most. Travelers Come From? | 87 |
| Table: 4.8 | Distribution of the Respondent's Choice of Promotional Medium. | 88 |
| Table: 4.9 | Distribution of the Respondents' Opinion on Factors of Healthy Tourism. | 89 |
| Table: 4.10 | Distribution of the Respondents'whether they have Website or not. | 90 |
| Table: 4.11 | Distribution of the Respondents' Views Regarding the Objectiveof Using Website. | 91 |
| Table: 4.12 | Distribution of the Respondents' Rating on their Own Website. | 92 |
| Table: 4.13 | Distribution of the Respondents' Answers Regarding Time Period of Using Internet. | 93 |
| Table: 4.14 | Distribution of the Respondents Regarding Familiarity with E-Marketing. | 94 |
| Table: 4.15 | Distribution of the Respondents' Way of Promoting Site. | 95 |
| Table: 4.16 | Distribution of the Respondents' Answers for E-mail Marketing Method they are Following. | 96 |
| Table: 4.17 | Distribution of the Respondents' Method for Submitting Website in Major Search Engines. | 97 |
| Table: 4.18 | Distribution of the Respondents' Option for Pay Inclusion. | 98 |
| Table: 4.19 | Distribution of the Respondents' Focus on Optimizing Keywords or Pages on their Site. | 99 |

| | | |
|--------------------|--|------------|
| Table: 4.20 | Distribution of the Respondents' Reason for not Implementing Internet as Promotional Tool. | 100 |
| Table: 4.21 | Distribution of the Respondents' Rating about Internet Contribution | 101 |
| Table: 4.22 | Distribution of the Respondents' Frequency of using mail. | 102 |
| Table: 4.23 | Distribution of the Respondents' Rating the Advantages for Using E-marketing as Promotional tool. | 103 |
| Table: 4.24 | Distribution of the respondents whether they have on line Payment and Booking System or not. | 104 |

LIST OF FIGURES

| <u>FIGURE NO:</u> | <u>PARTICULARS</u> | <u>PAGE NO</u> |
|-------------------|--|----------------|
| Figure:4.1 | Distribution of Respondents' Perception Regarding Current Situation of Travel and Tourism Industry in Nepal. | 81 |
| Figure: 4.2 | Distribution of Respondents' Perception Regarding Nepal as Potential Destination. | 82 |
| Figure: 4.3 | Distribution of Respondent's views on Better Year for Tourism Industry in Last Five Years. | 83 |
| Figure: 4.4 | Distribution of the Respondents Reason for Better Inflow of Tourist. | 84 |
| Figure: 4.5 | Distribution of the Respondents Views on Evil Year for Tourism Industry in Last Five Years. | 85 |
| Figure: 4.6 | Distribution of Respondents Reasons for Bad Inflow of Tourist. | 86 |
| Figure: 4.7 | Distribution of the Respondents which Region does Most Travelers Come From? | 87 |
| Figure: 4.8 | Distribution of the Respondent's Choice of Promotional Medium. | 88 |
| Figure: 4.9 | Distribution of the Respondents' Opinion on Factors of Healthy Tourism. | 89 |
| Figure: 4.10 | Distribution of the Respondents'whether they have Website or not. | 90 |
| Figure: 4.11 | Distribution of the Respondents' Views Regarding the Objective of Using Website. | 91 |
| Figure: 4.12 | Distribution of the Respondents' Rating on their Own Website. | 92 |
| Figure: 4.13 | Distribution of the Respondents' Answers Regarding Time Period of Using Internet. | 93 |
| Figure: 4.14 | Distribution of the Respondents Regarding Familiarity with E-Marketing. | 94 |
| Figure: 4.15 | Distribution of the Respondents' Way of Promoting Site . | 95 |
| Figure: 4.16 | Distribution of the Respondents' Answers for E-mail Marketing Method they are Following. | 96 |
| Figure: 4.17 | Distribution of the Respondents' Method for Submitting Website in Major Search Engines. | 97 |
| Figure: 4.18 | Distribution of the Respondents' Option for Pay Inclusion. | 98 |
| Figure: 4.19 | Distribution of the Respondents' Focus on Optimizing Keywords or Pages on their Site. | 99 |

| | |
|---|------------|
| Figure: 4.20 Distribution of the Respondents' Reason for not Implementing Internet as Promotional Tool. | 100 |
| Figure: 4.21 Distribution of the Respondents' Rating about Internet Contribution | 101 |
| Figure: 4.22 Distribution of the Respondents' Frequency of using mail. | 102 |
| Figure: 4.23 Distribution of the Respondents' Rating the Advantages for Using E-marketing as Promotional tool. | 103 |
| Figure: 4.24 Distribution of the respondents whether they have on line Payment and Booking System or not. | 104 |

ABBREVIATIONS

| | |
|-----------------|---|
| CBS: | Central Bureau of Statistics |
| MOCTA: | Ministry Of Culture, Tourism & Civil Aviation |
| MOF: | Ministry Of Finance |
| NATA: | Nepal Association of Travel Agents |
| NATO: | Nepal Association of Tours Operators |
| NPC: | National Planning Commission |
| NRB: | Nepal Rastra Bank |
| NTB: | Nepal Tourism Board |
| PATA: | Pacific Asia Travel Association |
| NTY 201: | Nepal Tourism Year 2011 |
| CPC: | Cost Per Click |
| URL: | Universal Resource Locator |
| NTC: | Nepal Telecommunication Corporation |
| IT: | Information Technology |
| ACA: | Annapurna Conservation Area |
| CEO: | Chief Executive Officer |
| IT: | Information Technology |
| IUOTO: | International Union of Official Travel Organizations |
| Ltd: | Limited |
| LNP: | Lantang National Park |
| NTB: | Nepal Tourism Board |
| Pvt: | Private |
| %: | Percent |
| T.U.: | Tribhuvan University |
| WWW: | World Wide Web |
| WTO: | World Tourism Organization |