

**TOURISM PROMOTION AND MARKETING
BY
NEPAL TOURISM BOARD**

A Thesis

Submitted By:

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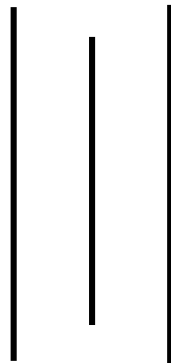
Submitted to:

Office of Dean

Faculty of Management

Tribhuvan University

Kirtipur



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

Kathmandu, Nepal

August 2012

RECOMMENDATION

This is to certify that the thesis

Submitted by:

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Entitled:

**TOURISM PROMOTION AND MARKETING
BY
NEPAL TOURISM BOARD**

*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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VIVA-VOCE SHEET

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NEPAL TOURISM BOARD**

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 requirement for the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**Tourism promotion and marketing by Nepal Tourism Board**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Dr. Sushil Bhakta Mathema** of Nepal Commerce Campus, T.U.

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ACKNOWLEDGEMENT

The present study entitled “**Tourism Promotion and Marketing by Nepal Tourism Board**” is a master degree dissertation submitted to the Tribhuvan University Nepal Commerce Campus, Kathmandu. This study is an attempt to give an insight into the tourism marketing initiatives taken by NTB mainly in major Asian market

I would like to express my sincere gratitude to my thesis supervisor Dr. Sushil Bhakta Mathema for his support and guidance. His valuable guidance has been a great importance to complete this dissertation. I am very much thankful to him for sparing his precious time from his busy schedule to help me during my study.

I am very much thankful to NTB providing me relevant information. I am indebted to all the staff of NTB who helped me a lot despite their pile of work of their desk. I really appreciate their cooperation extended to me.

Finally, I wish to thank to all the tourists, tourism professionals, experts who had helped in filling the questionnaire without any hesitation.

Prajita Koju

T.U. Regd. No.: **7-2-20--646-2004**

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