

**LONG TERM MARKETING STRATEGY OF NEPAL
TOURISM BOARD**

Submitted By:-

PAWAN KUMAR SHRESTHA

Bhairahawa Multiple Campus

Campus Roll No.: 40/060

T.U. Regd. No.: 43562-88

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)*

January 2013

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RECOMMENDATION

This is to certify that the thesis

Submitted by:

PAWAN KUMAR SHRESTHA

Entitled:

**LONG TERM MARKETING STRATEGY OF 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.*

.....
Mr. Prakash Bhattarai
(Thesis Supervisor)

.....
Mr. Narendra Raj Pandey
(M.B.S. Co-ordinator)

.....
Mr. Prem Bahadur Gurung
(Head, Research Department)

.....
Dr. Ghanashyam Neupane
(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva-voce of the thesis presented

By

PAWAN KUMAR SHRESTHA

Entitled:

**LONG TERM MARKETING STRATEGY OF 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

Master of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled “**Long Term Marketing Strategy of 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 Lecturer Prakash Bhattarai, Bhairahawa Multiple Campus, T.U.

.....
Pawan Kumar Shrestha
Bhairahawa Multiple Campus
Campus Roll No.: 40/060
T.U. Regd. No.: 43588-88

..

..

..

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MBS

Bhairahawa Multiple Campus

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ABBREVIATIONS

ASTA	:	American Society of Travel Agent
C.V.	:	Coefficient of Variation
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
WHO	:	World Health Organization
WTO	:	World Trade Organization