

**ROLE AND IMPACT OF E-MARKETING ON THE TOURISM SECTOR  
PRACTISES IN TRAVEL AGENCY IN NEPAL**

**A THESIS**

***Submitted By:***

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***Submitted To:***

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Tribhuvan University

In partial fulfillment of the requirement for the degree of  
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## **RECOMMENDATION**

This is to certify that the Thesis

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*Entitled:*

**ROLE AND IMPACT OF E-MARKETING ON THE TOURISM SECTOR  
PRACTISES IN TRAVEL AGENCY IN NEPAL**

Has been prepared as approved by this Department in the prescribed format of Faculty of Management. This Thesis is forwarded for examination.

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## **VIVA – VOCE SHEET**

We have conducted the viva – voce of the thesis

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### **ROLE AND IMPACT OF E-MARKETING ON THE TOURISM SECTOR PRACTISES IN TRAVEL AGENCY IN NEPAL**

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

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## **DECLARATION**

I hereby declare that the work done in thesis entitled “Role And Impact Of E-Marketing on the Tourism Sector Practises in Travel Agency in Nepal” submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University, is my own created work reported in the form of partial fulfillment of the requirement of Master’s of Business Studies (M.B.S.) course under the guidance of respected teacher supervisor Asso. Prof. Laxman Dhoj Joshi of Shanker Dev Campus.

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## ABBREVIATION

A.D.	:	Anno Domini
ACA	:	Annapurna Conservation Area
&	:	And
B.S.	:	Bikram Sambat
CEO	:	Chief Executive Officer
I.e.	:	That is
IT	:	Information Technology
IUOTO	:	International Union of Official Travel Organizations
Ltd.	:	Limited
LNP	:	Lantang National Park
M.B.S.	:	Master's of Business Studies
NTB	:	Nepal Tourism Board
No.	:	Number
Pvt.	:	Private
%	:	Percent
S.N.	:	Symbol Number
SNP	:	Sagarmatha National Park
T.U.	:	Tribhuvan University
USA	:	United States of America
WWW	:	World Wide Web
WTO	:	World Tourism Organization