

# **TOURISM MARKETING IN NEPAL: OPPORTUNITY & CHALLENGE**

**A Thesis Submitted To:**

Office of the Dean  
Faculty of Management  
Tribhuvan University

**By:**

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In partial fulfillment of the requirement of the degree of  
Masters of Business Studies (MBS)

Biratnagar, Nepal

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## **RECOMMENDATION**

This is to certify that the thesis

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**TOURISM MARKETING IN NEPAL: OPPORTUNITY & CHALLENGE**

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**

We have conducted the VIVA-VOCE examination of the thesis presented

by

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**TOURISM MARKETING IN NEPAL : OPPORTUNITY & CHALLENGE**

and found the thesis to be the original work of the student and written according to the prescribed format of faculty of management, T.U. We recommended the thesis to be accepted as partial fulfillment for the requirements of the Master's Degree in Business Studies (MBS).

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## DECLARATION

I hereby declare the thesis entitled "**TOURISM MARKETING IN NEPAL : OPPORTUNITY & CHALLENGE**" submitted to the research department, Post Graduate campus, Biratnagar, Faculty of Management, Tribhuvan University, is my original work for the partial fulfillment of the requirement of Master's Degree of business study in Marketing under the supervision and guidance of **Mr. Dev Raj Shrestha**.

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## ACKNOWLEDGEMENT

This research work entitled "**TOURISM MARKETING IN NEPAL : OPPORTUNITY & CHALLENGE**" is submitted in partial fulfillment of requirement for the Degree of Master's of Business Study in Marketing. This study is attempt to help and overall development of tourism and tourism marketing in Nepal and it is hope that it provides an idea to the concerned persons and institutions.

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## **ABBREVIATIONS**

ADS	Approved Destination Status
CAAN	Civil Aviation Authority of Nepal
GDP	Gross Domestic Product
HAN	Hotel Association of Nepal
INGO	International Non-Government Organization
MOTCCA	Ministry of Tourism Culture and Civil Aviation
NARA	Nepal Association of Rafting Agents
NATTA	Nepal Association of Tour and Travel Agents
NGO	Non-Government Organization
NIDC	Nepal Industrial Development Corporation
NMA	Nepal Mountaineering Association
NRN	Non-Resident Nepalese
NTB	Nepal Tourism Board
PATA	Pacific Area Travel Association
TAAN	Trekking Agents Association of Nepal
TIA	Tribhuvan International Airport
UAAA	Union of Asian Apline Association
UIAA	Union of International Apline Association
UK	United Kingdom
UNDP	United Nations Development Programme
UNESCO	United Nations Education Scientific and Cultural Organization
USA	United State of America
VNY	Visit Nepal Year