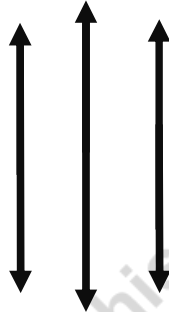


**A Thesis**  
**On**  
**Potentiality of Tourism Market In Nepal**  
**To Grow Nepalese Economy**



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**Submitted To:**

**Office of the Dean**  
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**In Partial fulfillment of the requirement for the degree of**  
**Master of Business Studies (M.B.S)**

**February 2012**

## RECOMMENDATION

This is to certify that the thesis

Submitted by:

**GOURAV SHRESTHA**

Entitled:

**POTENTIALITY OF TOURISM MARKET IN NEPAL  
TO GROW NEPALESE ECONOMY**

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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And found the thesis to be the original work of the student and  
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## **DECLARATION**

I hereby, declare that the work reported in this thesis entitled **“POTENTIALITY OF TOURISM MARKET IN NEPAL TO GROW NEPALESE ECONOMY”** Which is submitted to Makwanpur Multiple Campus, faculty of management, Tribhuvan University. It is my original work done in the form of partial fulfillment of the requirement for the master’s degree in business studies (M.B.S) under the supervision of subject teacher Mr. Yam Bdr. Silwal, Makwanpur multiple campus.

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.....

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## ABBREVIATIONS

<b>ASTA</b>	-	<b>American Society Of Travel Agent</b>
<b>ATOAI</b>	-	<b>Adventure Tour Operators Association Of India</b>
<b>CBS</b>	-	<b>Central Bureau Of Statistics</b>
<b>CMT</b>	-	<b>Caravan, Motors &amp; Tourism Fair</b>
<b>DNC</b>	-	<b>Destination Nepal Campaign FAM</b>
	-	<b>Familiarization</b>
<b>GDP</b>	-	<b>Gross Domestic Product</b>
<b>GON</b>	-	<b>Government of Nepal</b>
<b>IUOTO</b>	-	<b>International Union Of Official Travel Orgn.</b>
<b>MOCTA</b>	-	<b>Ministry Of Culture, Tourism &amp; Civil Aviation</b>
<b>MOF</b>	-	<b>Ministry Of Finance</b>
<b>NAATA</b>	-	<b>Nepal Travel &amp; Tourism Association</b>
<b>NAC</b>	-	<b>Nepal Airlines Corporation</b>
<b>NATO</b>	-	<b>Nepal Association of Tours Operators</b>
<b>NPC</b>	-	<b>National Planning Commission</b>
<b>NRB</b>	-	<b>Nepal Rastra Bank</b>
<b>NTB</b>	-	<b>Nepal Tourism Board</b>
<b>NTO</b>	-	<b>Nepal Tourism Organization</b>
<b>PATA</b>	-	<b>Pacific Asia Travel Association</b>
<b>SAARC</b>	-	<b>South Asian Association for Regional Co-operation</b>
<b>SATC</b>	-	<b>South Asian Travel Commission</b>
<b>TAAN</b>	-	<b>Trekking Agencies Association Of Nepal</b>
<b>TIA</b>	-	<b>Tribhuvan International Airport</b>
<b>TTF</b>	-	<b>Travel &amp; Tourism Fair</b>
<b>UNO</b>	-	<b>United Nations Organizations</b>
<b>VNY 1998</b>	-	<b>Visit Nepal Year 1998</b>
<b>WTM</b>	-	<b>World Travel Mart</b>
<b>WTO</b>	-	<b>World Tourism Organization</b>