

**TOURISM PROMOTION AND MARKETING
IN DIFFERENT MARKET BY
NEPAL TOURISM BOARD**

Submitted By

MAHESH ADHIKARI

Shanker Dev Campus

Campus Roll No. : 1120/063

T.U. Regd. No.: 7-1-278-285-2000

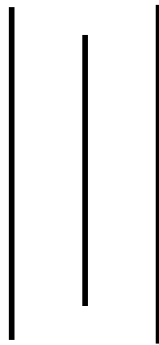
2nd Year Exam Symbol No.: 2636

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)*

Kathmandu, Nepal

March, 2011

RECOMMENDATION

This is to certify that the thesis

Submitted by:

MAHESH ADHIKARI

Entitled:

**TOURISM PROMOTION AND MARKETING IN DIFFERENT
MARKET 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.*

.....
Dr. N.K. Pradhan
(Thesis Supervisor)

.....
Prof. Bishweshor Man Shrestha
(Head, Research Department)

.....
Prof. Dr. Kamal Deep Dhakal
(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

By

MAHESH ADHIKARI

Entitled:

**TOURISM PROMOTION AND MARKETING IN DIFFERENT
MARKET BY 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 (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled “**Tourism Promotion and Marketing in Different Market 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. N.K. Pradhan** of Shanker Dev Campus, T.U.

.....

Mahesh Adhikari

Shanker Dev Campus

Campus Roll No. : 1120/063

T.U. Regd. No.: 7-1-278-285-2000

ACKNOWLEDGEMENT

The present study entitled **“Tourism Promotion and Marketing in Different Market by Nepal Tourism Board’** is a master degree dissertation submitted to the Tribhuvan university Shanker Dev 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. Narayan Krishna Pradhan 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.

Mahesh Adhikari

March 2011

TABLE OF CONTENTS

Recommendation	
Viva Voce Sheet	
Declaration	
Acknowledgement	
Table of Contents	
List of Tables	
List of Figures	
Abbreviations	
	Page No.
CHAPTER – I INTRODUCTION	1-28
1.1 Background	1
1.1.1 History of Nepal	2
1.1.2 Development of Tourism in Nepal	5
1.1.3 Policies and Program under Globalization in Nepal	10
1.2 Statement of the Problem	23
1.3 Objectives of the Study	25
1.4 Methodology	25
1.5 Limitation of the Study	27
1.6 Organization of the Study	28
CHAPTER – II LITERATURE REVIEW	29-59
2.1 Marketing Concept	29
2.2 Concept of Tourism	30
2.3 Tourism Defined	31
2.4 Tourism Marketing and Promotion with General Market	34
2.5 Review Studies of Tourism Promotion and Marketing	40
2.6 Review of Thesis Works	54

CHAPTER – III RESEARCH METHODOLOGY	60-61
3.1 Topic Selection	60
3.2 Nature and Source of Data	60
3.3 Methods Used in Collection of Primary Data	60
3.4 Tools and Techniques Used in Data Analysis	61

CHAPTER – IV DATA ANALYSIS AND PRESENTATION	62-95
4.1 Introduction of Nepal Tourism Board (NTB)	62
4.2 Objectives of NTB	63
4.3. Roles and responsibilities of Nepal Tourism Board.	64
4.4 Organizational Structure of NTB	64
4.5 Resource Allocation	66
4.5.1 Year Wise Allocation of Resource for Tourism Development	66
4.5.2 Plan Wise Allocation of Resources	67
4.6 Tourist Inflow in Nepal	68
4.6.1 Tourist Arrival from different Countries	70
4.6.2 Tourist Arrival from Major Market	72
4.6.3 Tourist Arrival by Purpose of Visit from Major Nationalities	74
4.7 Marketing Tools used by NTB for Destination Promotion	75
4.8 Marketing programs in Different Country for 2008-09	81
4.9 Analyses of Primary Data	90
4.10 Major Findings	94

CHAPTER –V SUMMARY, CONCLUSION AND RECOMMENDATION	
5.1 Summary	96
5.2 Conclusion	98
5.3 Recommendations	100

Bibliography

Appendices

Questionnaire

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
4.1	Year Wise Allocation of Resource for Tourism Development	66
4.2	Allocation of Resource in Various Plans	67
4.3	Tourist Arrivals and Average Length of Stay (1999-2009)	68
4.4	Tourist Arrival from Different Countries	70
4.5	Tourist Arrival from Major Market	72
4.6	Tourist Arrival by Purpose of Visit from Major Nationalities	74
4.7	Marketing Budget Allocation by NTB	80
4.8	Tourist Arrival from India	83
4.9	Tourist Arrival from USA	85
4.10	Tourist Arrival from Srilanka	87
4.11	Tourist Arrival from Japan	89

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
4.1	Total Number of Tourist Arrival	69
4.2	Tourist Arrival from India	83
4.3	Tourist Arrival from USA	85
4.4	Tourist Arrival from Srilanka	87
4.5	Tourist Arrival from Japan	89

ABBREVIATION

NTB	Nepal Tourism Board
NPC	National Planning Commission.
UNO	United Nations Organization.
WHO	World Health Organization.
IUOTO	International Union of Official Travel Organization
SATA	South Asian Travel Commission
PATA	Pacific Area Travel Association
ASTA	American Society of Travel Agent
NGO	Non Government Organization
WTO	World Tourism Organization
IT	Information Technology
TIA	Tribhuvan International Airport
CEO	Chief Executive Officer
UK	United Kingdom
USA	United State America
NA	Nepal Airline