

**TOURISM PROMOTION AND MARKETING BY
NEPAL TOURISM BOARD**

A Thesis

Submitted By:

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Submitted to:

Office of Dean

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Kirtipur

***In partial fulfillment of the requirement for the degree of
Master of Business Studies (MBS)***

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RECOMMENDATION

This is to certify that the thesis

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*has been prepared as approved by this Department in the prescribed format of
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DECLARATION

I hereby declare that the work reported in this thesis entitled **“Tourism promotion and marketing 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. Sushil Bhakta Mathema** of Nepal Commerce Campus, T.U.

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The present study entitled **“Tourism Promotion and Marketing by Nepal Tourism Board”** is a master degree dissertation submitted to the Tribhuvan University Nepal Commerce Campus, Kathmandu. This study is an attempt to give an insight into the tourism marketing initiatives taken by NTB mainly in major Asian market

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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	71
4.6.2	Tourist Arrival from Major Market	73
4.6.3	Tourist Arrival by Purpose of Visit from Major Nationalities	75
4.7	Marketing Tools used by NTB for Destination Promotion	76
4.8	Marketing programs in Different Country for 2008-11	82
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	97
5.3	Recommendations	99

Bibliography

Appendices

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 (2001-2011)	68
4.4	Tourist Arrival from Different Countries	71
4.5	Tourist Arrival from Major Market	73
4.6	Tourist Arrival by Purpose of Visit from Major Nationalities	75
4.7	Marketing Budget Allocation by NTB	81
4.8	Tourist Arrival from India	84
4.9	Tourist Arrival from USA	86
4.10	Tourist Arrival from Srilanka	89

LIST OF FIGURES

Figure No.	Title	Page No.
4.1	Total Number of Tourist Arrival	69
4.2	Tourist Arrival from India	84
4.3	Tourist Arrival from USA	86
4.4	Tourist Arrival from Srilanka	89

Abbreviations

NTB	Nepal Tourism Board
NPC	National Planning Commission.
UNO	United Nations Organization.
WHO	World Health Organization.
UNESCO	United Nations Education, Scientific and Cultural 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