

TOURISM MARKETING IN NEPAL



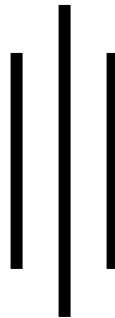
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September, 2012



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VIVA-VOCE SHEET

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DECLARATION

I hereby declare that this thesis entitled 'Tourism Marketing in Nepal' Submitted to Post Graduate Campus, Faculty of Management, Tribhuvan University, is my original work in the form of partial fulfillment of the requirements for the Master of Business Studies (M .B.S.) under the supervision of Mr. Dev Raj Shrestha.

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ABBREVIATIONS

| | | |
|-------|---|---|
| ADB | : | Asian Development Bank |
| BC | : | Before Christ |
| DOT | : | Department of Tourism |
| GNP | : | Gross Net Profit |
| NAC | : | Nepal Airlines Corporation |
| NPC | : | National Planning Commission |
| NRB | : | Nepal Rastra Bank |
| NTB | : | Nepal Tourism Board |
| NTDP | : | Nepal Tourist Development Program |
| SAARC | : | South Asian Association for Regional Co-operation |
| TU | : | Tribhuvan University |
| UNDP | : | United Nations Development Program |
| UNO | : | United Nations Organization |
| US | : | United States |
| WTO | : | World Trade Organization |