

A STUDY ON E- MARKETING OF TOURISM INDUSTRY IN NEPAL

(A THESIS)

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(M.B.S.)**

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RECOMMENDATION

This is to certify that the thesis

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Entitled:
“A Study on E-Marketing of Tourism Industry in Nepal”

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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DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on E-Marketing of Tourism Industry in Nepal**” submitted to Nepal Commerce Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Masters' Degree in Business Studies (M.B.S.) under the supervision of Asso. Prof. Keshav Prasad Pandey of Nepal Commerce Campus.

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ABBREVIATIONS

CBS:	Central Bureau of Statistics
MOCTA:	Ministry Of Culture, Tourism & Civil Aviation
MOF:	Ministry Of Finance
NATA:	Nepal Association of Travel Agents
NATO:	Nepal Association of Tours Operators
NPC:	National Planning Commission
NRB:	Nepal Rastra Bank
NTB:	Nepal Tourism Board
PATA:	Pacific Asia Travel Association
CPC:	Cost Per Click
URL:	Universal Resource Locator
NTC:	Nepal Telecommunication Corporation
IT:	Information Technology
ACA:	Annapurna Conservation Area
CEO:	Chief Executive Officer
IT:	Information Technology
IUOTO:	International Union of Official Travel
Organizations	
Ltd:	Limited
LNP:	Lantang National Park
NTB:	Nepal Tourism Board
Pvt:	Private
%:	Percent
T.U.:	Tribhuvan University
WWW:	World Wide Web
WTO:	World Tourism Organization