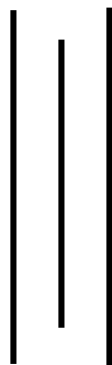


**MARKETING STRATEGY OF NEPAL
TOURISM BOARD**

**By
RAJAN K.C.
Shanker Dev Campus
Campus Roll No.: 820/063
T.U. Regd. No.: 7-1-32-716-2000
2nd Year Exam Symbol No.2722/065**

**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:

RAJAN K.C.

Entitled:

MARKETING STRATEGY OF 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

RAJAN K.C.

Entitled:

MARKETING STRATEGY OF 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 (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled “**Marketing Strategy of 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** and of Shanker Dev Campus, T.U.

.....
Rajan K.C
Shanker Dev Campus
Campus Roll No.: 820/063
T.U. Regd. No.: 7-1-32-716-2000
2nd Year Exam Symbol No.2722/065

ACKNOWLEDGEMENT

I express my profound gratitude to my thesis supervisor Dr. N.K. Pradhan Shanker Dev Campus for his patience, valuable guidance and kind support to me all the way through this thesis.

I would also like to express my special thanks to library staffs of SDC and TU and all the other staffs of Nepal Tourism Board, Hotel Association of Nepal, Nepal Association of Tour operator, Nepal Association of Travel Agents etc for their continuous help in providing me necessary data concerning my study.

I also owe deep gratitude to all reputed authors whose writings have provided me the necessary information and invaluable materials for the enrichment of my research papers in all possible ways.

Last, but not least, my special thanks to Parbindra Dhoj Kunwar and Krishna Raj Pandey who have helped me directly or indirectly during the time of my report preparation.

Rajan K.C.

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ABBREVIATIONS

ASTA	:	American Society of Travel Agent
C.V.	:	Coefficient of Variation
FAM	:	Familiarization Tours
FAO	:	Food & Agricultural Organization
GDP	:	Gross Domestic Product
GON	:	Government of Nepal
HAN	:	Hotel Association of Nepal
Hon'ble	:	Honorable
IUOTO	:	International Union of Official Travel Organization
LTC	:	Leave Travel Concession
MICE	:	Meeting, Incentives, Conference, exhibitions
MOTCA	:	Ministry of Tourism and Civil Aviation
MOU	:	Memorandum of understanding
NAC	:	Nepal Airlines Corporation
NATA	:	Nepal Association of Travel Agents
NATO	:	Nepal Association of Tour Operators
NRB	:	Nepal Rastra Bank
NRN	:	Non-Resident Nepali
NTB	:	Nepal Tourism Board
NTY	:	Nepal Tourism Year
PATA	:	The Pacific Area Travel Association
SATC	:	South Asian Travel Commission
TIA	:	Tribhuvan International Airport
UFTAA	:	United Federation of Travel Agents Associations
UNESCO	:	United Nation Educational, Scientific and Cultural Organization
UNO	:	United Nations Organization
VNY	:	Visit Nepal Year
WHO	:	World Health Organization
WTO	:	World Trade Organization