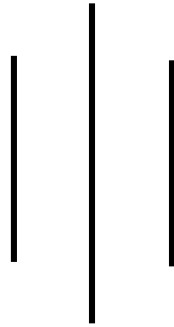


TOURISM MARKETING IN NEPAL

(BASED ON ADVERTISING IN DAILY NEWSPAPERS)



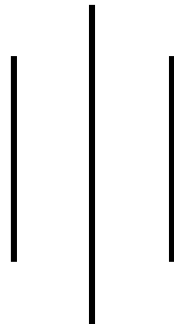
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A Thesis Submitted To:

Office of the Dean

Faculty of Management

Tribhuvan University

*In Partial Fulfillment of the Requirements for the
Masters Degree of Business Studies (MBS)*

Biratnagar, Nepal

September, 2010



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the prescribed format of faculty of management, T.U. We recommend the thesis to
be accepted as partial fulfillment for the requirements of the
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DECLARATION

I hereby declared that the thesis entitled “TOURISM MARKETING IN NEPAL (Based on Advertising in Daily Newspapers) submitted to the Research Department, Post Graduate Campus, Biratnagar, Faculty of Management, Tribhuvan University, is my original work for the partial fulfillment of the requirement of Master’s Degree of Business Studies in marketing under the guidance of Associate Prof. Dr. Shyam Bahadur Katuwal.

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Tourism is regarded as the second largest industry of Nepal for foreign exchange earnings. So, marketing of tourism is very essential to boost the economy of the country. Marketing of tourism is possible in case of Nepal by advertisement to a larger extent. So, advertisement through mass media is essential for tourism marketing of Nepal. So, the indicated newspapers also have a very crucial role for tourism promotion and marketing in case of Nepal.

It is worthy to mention here that the inspiration to carry out this research came to me when I analyzed the tourism industry and the mass media of Nepal. I have personally realized that the mass media especially the newspapers have very poor role in the development and marketing of tourism in the country. So, the topic has been chosen to show and analyze the high tourism potentialities & the role of mass media in tourism marketing in Nepal with special reference to the English daily newspapers.

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ABBREVIATIONS

AAAN	-	Advertising Agency Association of Nepal
ABC	-	Audit Bureau of Circulation
AFP	-	Agence France Presse
AP	-	Associated Press
APCA	-	Asia Pacific Communication Association
Approx	-	Approximately
ASA	-	Air Service Agreement
ASEAN	-	Association of South East Asian Nations
ASTS	-	Adventurous Sports Tourism society
BNMT	-	Britain Nepal Medical Trust
BS	-	Bikram Sambat
CA	-	Constitutional Assembly
CEO	-	Chief Executive Officer
FM	-	Frequency Modulation
HNS	-	Himalayan News Service
IATA	-	International Air Transport Association
ICIMOD	-	International Center for Integrated Mountain Development
JATA	-	Japan Association of the Travel Agents
Memo	-	Memorandum
MOT	-	Ministry of Tourism
MOU	-	Memorandum of Understanding
MP	-	Member of Parliament
N0	-	Number
NAC	-	Nepal Airlines Corporations
NATO	-	Nepal Association of Tour Operators

NATTA	-	Nepal Association of Tour and Travel Agents
NMA	-	Nepal Mountaineering Association
NPC	-	National Planning Commission
NRB	-	Nepal Rastra Bank
NTB	-	Nepal Tourism Board
NTMP	-	Nepal Tourism Master Plan
PATA	-	Pacific Asia Travel Association
PM	-	Prime Minister
PR	-	Post Report
Pvt Ltd	-	Private Limited
RNAC	-	Royal Nepal Airlines Corporation
ROK	-	Resort on Korea
RSS	-	Rastriya Samachar Samiti
SAARC	-	South Asian Association of Regional Cooperation
TAAN	-	Trekking Agents Association of Nepal
TAR	-	Tibet Autonomous Region
TIA	-	Tribhuvan International Airport
THT	-	The Himalayan Times
TKP	-	The Kathmandu Post
TRN	-	The Rising Nepal
TU	-	Tirbhuvan University
TV	-	Television
UAE	-	United Arab Emirates
UK	-	United Kingdom
UNDP	-	United Nations Development Programme
USA	-	United States of America
USD	-	United States Dollor
VDC	-	Village Development Committee