

## **CHAPTER - I**

### **INTRODUCTION**

#### **1.1 General Background**

##### **1.1 1 Mass Media**

The Term mass media refers to the various means of carrying or communicating information to the people, i.e., they are tools or instruments of communication. Radio, television and newspapers are the examples of some important mass media. The change that we want to achieve is towards the positive realization of plans, programs and policies of the government and it goes without saying the media have a role to play in this process. People in the western countries probably hear more language from media than they do directly from the lips of their fellow human in conversation.

The mass media is a power resource; it is a potential means of influence, control, innovation in society, the primary means of transmission, essential to the working of many social institutions. Mass media is the location or area where many affairs of public life are played out both nationally and internationally. It is also a major source of definition and images of social reality, thus also the place where the changing culture and the values of society and groups are constructed, stored and most visibly expressed. It is the primary key to fame and celebrity status as well as to the effective performance in the public area. Mass media is also the source of an ordered and public meaning system which provides a benchmark for what is normal, empirically and evaluative, deviation are signaled and comparisons made in terms of this public version of normality. At last but not least, the media are the single largest focus of the leisure time activity and means of entertainment. They also organize and interrelate the rest of leisure. As a

result, mass media are the major and expanding industry providing employment and a wide range of potential economic benefits.

There are generally two types of media. They are print media for eye:- newspapers, journals, books, magazines, pamphlets etc.) And broadcast or electronic media (for ear:- radio, television, cinema etc.). Mass media are also classified as print media, audio media, visual media and audiovisual media.

### **1.1.2 Tourism Marketing**

Tourism word is derived from the French word tour meaning a long journey especially one covering the chief sights of a region or country. Tourism is the sum total of the operators mainly of an economic nature, which directly relates to the entry, stay and movements of foreigners inside and outside certain country, city or region.

Similarly, marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, good and services to create exchanges that satisfy individual and organizational objectives. Tourism needs to be marketed just as any other product because it is an industry in which the customer still has an immense variety of choice.

Tourism marketing is defined as the systematic and coordinated efforts exerted by the national tourist organizations and the tourists enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth

It denotes the development of the tourism product to meet the needs to tourists and then applying the techniques of direct sales, publicity and advertising to bring this product to the tourists. Tourism marketing is regarded as a central point of the whole tourism activities. Today all direct and indirect promotional activities to sell destination are related to tourism marketing and it effects all the operations of tourism. For most countries including Nepal, one of the most essential conditions for the successful

promotion and development of tourism, is the existence of adequate infrastructure and the qualified human resources. (Sharma, 1992:6).

### **1.1.3 Role of Mass Media**

There are a lot of the roles of mass media in every sectors including tourism in case of Nepal. Firstly, they inform and help us keep a watch on our world, they serve a surveillance function. Similarly, they guide us in establishing, extending or displaying meanings lead us to approve or disapprove portrayal, they also encourage us to reinforce or replace our system of values, they help structure our lives. They also help us to create and maintain connection with various groups in the society. Similarly, they help to, socialize and educate us and they also persuade us to purchase items or accept certain ideas, i.e., they provide platforms for new ideas & products. At last but not least, they entertain us.

So, the research topic was essentially choose to analyze the roles of mass media (both positive and negative) in the tourism marketing in Nepal by the case study of English daily newspapers of the country of the selected time period. At the same time, there is an urgent need for Nepal to work against increasingly critical world media coverage on ill effects especially on mountain tourism by inviting journalists. Nepal should convey the fact that it is taking serious steps towards improving matters, but needs help to do so.

## **1.2 Statement of the Problem**

In case of Nepal, potentiality of tourism like natural attractions, cultural values and archeological is high but does not seem to have been explored properly. Although Nepal's tourism potential is vast but the factors such as limited air access, poor infrastructure, lack of appropriate marketing and promotional strategies have resulted in limited growth. The absence of proper strategy for the implementation of research based promotional programs and lack of effective publicity in potential segments of the world

market is one major factor that can be attributed for this shortfall of tourism marketing.

In Nepal, very limited marketing activities are being undertaken while other countries with more resources are spending huge amount of money on aggressive marketing of their destinations. Nepal has no coherent overseas marketing. The concerned organizations have a very limited budget for promotion and are short of expert staffs. Most marketing is done by Nepalese private sectors and foreign tour operators. For conventional sightseeing activities, this tends to result in the country being an extension of tour of India or Thailand. Specialist adventure operators are small, with limited marketing budget in their target markets and Nepal had done very little in identifying the target market.

Regarding the number, success and ongoing tourism marketing activities, there are few mass media in the country Nepal. There are only few television stations and focused in the urban regions only which cannot be provided up to grass root level due to various geographical hindrances and absence of electricity. So, radio as a mass media is the most popular one. It has also some kinds of limitations like huge numbers are centered in urban areas and only radio Nepal can reach up to the grass root level. Due to the few numbers of consumers, i.e., small market, the newspapers of all the areas cannot develop properly and cannot able to give all types of services to the customers. Only few recognized daily newspapers present in Nepal and even though, according to the past experience, they cannot able to give much interest to tourism marketing. It has been seen that only very few articles, advertisements and news are published regarding tourism marketing in those newspapers which has been appeared as the greatest problem in the view of this research work. Thus, the study aims at getting the answers on the following questions:

- What are the quantity and quality of news, article and advertisements published in the newspapers that address tourism and its marketing in Nepal?

- What are the roles/impacts of newspaper in the tourism promotion and development in Nepal?

### **1.3 Objectives of the Study**

The general objective of the study is to analyze the role of mass media in tourism marketing in Nepal. The specific objectives of the study are pointed out as below:

- 1) To examine and analyze the quantity and quality of news, articles and advertisements published in the newspapers about tourism and its marketing.
- 2) To evaluate both positive and negative roles/impacts of newspapers in tourism promotion and development in Nepal.
- 3) To analyze mass media and tourism marketing and to find out the views of the experts of the related field about the study subject.
- 4) To suggest and recommend on the basis of major findings.

### **1.4 Significances of the Study**

Though there has been a decline in the total tourist arrivals in the year 2008, compared to the previous year, tourism still continued to be one of the most important aspects of the Nepalese economy. Nepal government is committed for the improvement of exercise situations, policies, plans, strategies and programs are being designed accordingly for the overall betterment of tourism sector.

Tourism marketing and mass media are closely interrelated. In the age of globalization, there is the very powerful role of the mass media. In short, they can introduce heaven as hell and hell as heaven, if they want. So, tourism marketing especially tourism promotion can be put forward for its success by the help of mass media only on a short period. Some important sources of information can even destroy the tourism industry of Nepal because of their popularity and believeness. So, the research study especially analyses both the positive and negative roles of mass media in the tourism industry of Nepal. The recommendations which are suggested in the study

are very helpful for the related agencies and related persons for the goodness of future. Here, it is worth mentioning that the rationale of the study is to find out the existing positive and negative roles of mass media in the tourism marketing. Similarly, the significances of the study are the drawn conclusions, suggested various recommendations of the study. And at last but not least, the importance of the study is in terms of the development of both mass media and tourism marketing in Nepal as well as in strengthening the relationships between mass media and tourism marketing.

Another reason behind the study is that the role of mass media in tourism marketing has not been adequately documented yet in Nepal. This is due to the under developing situation of both mass media and tourism industry in Nepal.

### **1.5 Limitations of the Study**

This study is carried out for the partial fulfillment in the requirements of master's degrees in management. Every type of social research work has its own limitations. In this case time and financial constraints are the main limitations of the study. Some other limitations can be pointed out as below:

- The study does not include all types of mass media. Even in case of newspapers, all newspapers are not included because of the scope of the study.
- Since news, advertisements and articles presented in the media cannot be reachable to illiterate people, this is only for literates.
- The study covers only the newspapers other sources of mass media are excluded.
- Only the mass media of the small period are included in the study. So, generalization cannot be made.
- Some secondary sources are used to support the primary data but they exactly could not support the primary data.

## **1.6 Organization of the Study**

The dissertation is organized into five chapters, “Introduction”, “Review of Literature”, “Research Methodology”, “presentation and analysis of data” and “summary, conclusions and recommendations”.

“Introduction” provides the background information of mass media and tourism marketing, statement of the problem, objectives, significances and limitations of study.

“Review of Literature” gives the information about the published and unpublished documents, clear investigation and revision of those documents related to the study topic. There is the revision of various books, journals, previous theses, dissertations and reports related to the study topic.

“Research Methodology” provides the method of this research work. This chapter describes research design, population, nature and sources of data, sampling procedure and tools and techniques of data collection and method of data presentation and analysis.

“Presentation and analysis of data” includes the tabular representation of collected data and their analysis on the basis of the simple percentage analysis. This chapter provides the tourism news in different newspapers and comparison of the tourism news with total news and so on. This chapter also tries to analyze the response of the key information's by the help of figures. It also includes how the news is published in the newspaper regarding quantity and quality relating to tourism industry of Nepal.

This chapter also includes the analysis of what is actually published in the newspapers during the data collection period.

“Summary, Conclusion and Recommendations” deals with major findings and their reliability, overall significances and main outcomes, overall thesis descriptions and its procedures, and recommendations for respective departments.

## **CHAPTER –II**

### **REVIEW OF LITERATURE**

#### **Conceptual Review**

#### **2.1 Tourism Marketing**

##### **2.1.1 Tourism and its Marketing**

In general, tourism denotes the movement or journey of human beings from one place to another, whether it may be within own country or second countries, for various purposes. The popular word “Tourism” of the present day is derived from the “Tourisme” which originated in the 19<sup>th</sup> century. Later, this word was popularized in the decade 1930s, but its significance was not fully realized until today when “Tourism” has a wider meaning and significance (Satyal 1998).

In the Sanskrit literature, there are three terms for tourism.\, derived from the root ‘atna’, which means going or leaving home for some other place. The three terms are: (Negi, 1920:23).

- Paryatna: It means going out for pleasure and knowledge.
- Desatna: It means going out of the country primarily for economic gains.
- Tirthatna: It means going out to places of religious merits.

Tourism word is derived from the French word tour meaning a long journey especially one covering the chief sights of a region or country. Tourism industry was developed only after second world war. It is the very complex and one of the biggest industry of the world. Demand of international tourists and different faculties working in this field are bridged by tourism industry. The tourism industry sells an invisible product consisting of a wide ranges of enterprises supporting the mass movement of



people across international boundaries including a variety of whole sale and retail outlets for hotels, airlines, tour operators etc.(Baskota & Sharma, 1995: 5).

Tourism is the largest industry in Nepal; the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The Hindu and Buddhist heritage of Nepal, and its cold weather are also strong attractions. Tourism is travel for recreational, leisure or business purposes.

Historically tourism has contributed the economic development of many nations. At the end of World War II, earnings from tourism helped to build the war turned economies of Europe. Today, the tourism industry appears to hold the great potential for the world's developing countries and government all over the third worlds are embracing this industry as a panacea for their development ills. In Nepal, the foreign currency earning by tourism is the largest single item in the balance of payments. Tourism being an invisible export industry like banking and insurance does not need the product to be shipped from one place to another. The buyers (tourists) of the goods and services are present in the exporting country and satisfy their needs in the exporting countries or carry the need satisfying purchases across international borders. The multi-faceted nature of tourism with all the complexities and linkages with the manufacturing and retail sectors, makes it difficult to exactly quantify the size of the business and its scope. (Bhattarai, 1994:7).

Tourism is considered as an activity essential to the life of the nations because of its direct effects on the social, educational and economic sectors of national societies and their international relations. (Murphy, 1981:4). Since tourist visiting a destination require ancillary service like water supply, transportation and retail function, these set ups have to be created or be expanded. Further, being a fragmented product, it is related to the other sectors of the economy, the receipts of which are also distributed to other areas. (Matheson & Wall, 1982:13).

The historical background, geographical situation and socio-cultural wealth are the touristy potentialities of Nepal and the tourism industry has been playing a significant role in the country's economy. Nepal is well known for country of the Mt. Everest, the highest peak in the world and a famous destination for adventure tourism. The world heritage Lumbini (birth place of Gautam Buddha) is also located in Nepal. Natural scenic landscape and biodiversity, high Himalayas, incomparable cultural heritage and other numerous peculiarities have made Nepal a well-known destination in the world tourism map with a distinct image (NTB, 2009). These qualities made Nepal a unique place giving high potentialities for the growth of tourism industry. So far, the pace of tourism industry development could not be considered promising from the perspective of economic development. Even if, this sector is contributing substantial share in foreign exchange receipts with unlimited potentiality. The new government policies have shown greater concerns about the real value of tourism and its role to contribute in economic growth and overall tourism development in the country. Furthermore, tourism industry is considered as a major element for poverty alleviation and social equity. The Nepal Tourism Vision 2020, has been issued from the Ministry of Tourism and Civil Aviation (MOTCA) with the collaboration of Nepal Tourism Board (NTB) and concerned industries targeting to attract two millions of tourist by 2020(Economic Survey, 2009).

Nepal's natural attractions resulting from physical, historical and cultural movements and temples, art treasures and festivals, Himalayas and their scenic beauty, and its wildlife are the most significant attractions for the foreigners. Nepal is the country of Mount Everest, the land of yeti, the birth place of goddess Sita, the country of Bhrikuti and Arniko and the land of Lord Buddha as talked earlier above and its various snow-peaked mountains, rivers and lakes, conducive climate and mysterious charms are inviting the visitors of the world. Hence, Cultural, Religious and Natural resources are the three major attractions of Nepal. It offers nature based tourism activities like trekking, mountaineering, rafting and wildlife sanctuaries as well as culture and people based, and manmade attractions. Tourism is the multi faceted industry which promotes cottage industries,

trade and other services sectors. It is also regarded as the labor intensive industry and it provides good employment opportunities at different levels. Tourism is one of the main sources of the foreign exchange earnings for Nepal. In overall, tourism plays a vital role in the process of national development (Shrestha, 1998: 1-5).

Tourism is voluntary, temporary travelers traveling at the expectations of pleasure from the novelty and change experienced on a relatively long and not recurrent round trip (Cohen, 1947:2). It embraces all the movements of people outside their community for all purposes except migration or regular daily work. The most frequent reason for this movement is for holiday but it also will include, for example, attendance a conference and movement on sporadic or infrequent business purposes. (Lickorish, 1958:5)

“Tourism is the sum total of the operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside of certain country, city or region.”(Satyal,1998:5). According to Khadka, (1993:11) “Tourism is an expanding international activity. It has been observed that by the terms of this country, in terms of international payments, tourism will be the biggest industry in the world.”

The most comprehensive list of factors influencing the growth of tourism is presented as below:

- 1) Tourism is travel for recreational, leisure or business purposes and there is greater affluence & more leisure for an increasing number of people, particularly in the developed countries.
- 2) The emancipation of the young and relatively higher wages they possess (when they have no family responsibilities) enabling them to travel.
- 3) Transport facilities, especially air, very much better and cheaper, and there is high rate of car ownership.
- 4) An enormous growth in international business, necessitating travel.

- 5) Package tours allow people, not used to making their own arrangements, to travel with an easy mind, and are good value because of bulk buying of transport and hotel accommodation.
- 6) Relief from adverse climate conditions in the home country may be found abroad.
- 7) Travel has become a status symbol.
- 8) Conference and business meetings are proliferating.
- 9) Better education has interested a large section of the public in cultural tourism.
- 10) World exhibition and trade fair have become very popular.
- 11) Publicity has become more and more aggressive, whetting the appetite of even the most unwilling to travel.
- 12) Ideological pressure groups (political, cultural, scientific etc.) hold more and more annual conventions etc. (Bhatia, 1994:19-20)

In Nepal, the tourism sector is important for the various reasons. The below printed paragraphs is self explanatory, let us have a glance about Nepal:

### About Nepal



Covering an area of 147,181 sq.km, Nepal shares a border with India in the west, south and east and with the Tibetan Autonomous Region of China in

the north. Kanchan Kalan in Jhapa district is the lowest point at 70m above sea level and the summit of Mt. Everest at 8,848 m is the highest. From east to west, Nepal is 800 km long and only 230 km. north to south at its widest. Within this narrow stretch of land there is incredible diversity in topography ranging from a sub-tropical climate in the terai (plains) to Alpine conditions in the Himalayan regions. Mountains, mid hills, valleys, lakes and plains dominate the landscape of this landlocked country. Eight of the fourteen peaks over eight thousand meters lie in Nepal including Mt. Everest, the highest in the world.

Nepal also has an abundance of rivers most of which originate in the Himalaya. They all flow on to India, many of them joining the holy Ganges. The Himalayas in north are not merely a source of revenue through mountaineering and trekking, they are also mined for quartz, lignite, copper, cobalt and iron ore and also attraction for hordes of trekkers & adventure lovers. Recent physiographic data show that around 4.27 million hectares (i.e. 29 % of total land area) is made up of forests, 1.56 million hectares (i.e. 10.6%) of scrubland & degraded forest, 1.7 million hectares (covering 12% of total land area) of grassland , 3.0 million hectares (21%) of farmland and 1.0 million hectares (7%) of un-cultivated land.

Climatic conditions within Nepal vary in accordance with the geographical features. In the north, summers are cool and winters severe, while in the south summers are sub-tropical and winters mild. Large tracts of forested land have been preserved as national parks and wildlife reserves where endangered species like the Royal Bengal tiger and the Greater one-horned rhinoceros roam freely along with an amazing variety of mammals and reptiles that include bear, leopards, hyenas, wild boar, wild elephants, monitor lizards, crocodiles, pythons, turtles and various species of insects and birds. Nepal is home to almost 10 percent of the world's bird species among which 500 species are found in the Kathmandu valley-alone.

The most abundant natural resource in Nepal is water. Much of the rivers have been harnessed for hydro-power but they also play a crucial role in tourism as most of them are suitable for adventure sports like kayaking and rafting. And Tourism is the another largest industry in Nepal; with highest potential source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers, people seeking adventures and nature lovers.

## **Major Tourism Activities of Nepal**

### **An Overview**

Nepal is well known for country of the Mt. Everest, the highest peak in the world and a famous destination for adventure tourism. The world heritage Lumbini (birth place of Gautam Buddha) is also located in Nepal. Natural scenic landscape and biodiversity, high Himalayas, incomparable cultural heritage and other numerous peculiarities have made Nepal a well-known destination in the world tourism map with a distinct image (NTB, 2009). These qualities made Nepal a unique place giving high potentialities for the growth of tourism industry. So far, the pace of tourism industry development could not be considered promising from the perspective of economic development. Even if, this sector is contributing substantial share in foreign exchange receipts with unlimited potentiality. The new government policies have shown greater concerns about the real value of tourism and its role to contribute in economic growth and overall tourism development in the country. Furthermore, tourism industry is considered as a major element for poverty alleviation and social equity. The Nepal Tourism Vision 2020, has been issued from the Ministry of Tourism and Civil Aviation (MOTCA) with the collaboration of Nepal Tourism Board (NTB) and concerned industries targeting to attract two millions of tourist by 2020(Source: Economic Survey, 2009. MOF,Nepal)

### **Mountain Climbing**

The 800 km stretch of the Nepal Himalayan is the greatest in the world with eight peaks that rise above 8,000m including the highest in the world, Mt. Everest. Ever since the country opened its peaks to climbers in 1994, the Nepal Himalayan has become a great theatre of mountaineering

activity and the drama of success and failure have provided impetus to thousands of men and women to meet the ultimate challenge. The Nepal Himalayan has been an attraction to many people, be they saints, philosophers, researchers or adventures.

### **Trekking**

The best way to experience Nepal's unbeatable combination of natural beauty and culture riches is to walk through them. One can walk along the beaten trails or virgin tracks, along with forests of rhododendron, isolated hamlets, and small mountain villages, birds, animals, temple, monasteries and breathtaking landscapes, you will also encounter friendly people of different cultures offering a fascinating glimpse of traditional rural life.

### **Bird Watching**

Nepal is a paradise for bird lovers with over 646 species (almost 8% of the world total) of birds, and among them almost 500 hundred species are found in Kathmandu Valley alone. The most popular bird watching spots in Kathmandu are Phulchoki, Godavari, Nagarjun, Bagmati river, Taudaha including the National Parks and Conservation areas too. Get your binoculars and look forward to a rewarding experience.

### **Mountain Flight**

Only awe-stricken silence can come close to matching the experience of going on a mountain flight to encounter the tallest mountains on earth. Mountain flights offer the closest possible aerial views of Mt. Everest, Kanchenjunga and the Tibetan Plateau. Mountain flights appeal to all category of travelers and have become a popular tourist attraction of Nepal. For those who are restricted by time or other considerations from going for a trek, these flights offer a panoramic view of the Himalayan in just one hour.

### **Rock Climbing**

For all those cliffhangers out there, Kathmandu offers a roster of stone walls that make for an experience of a lifetime. Now of late, Rock climbing has become a popular sport in Kathmandu, which offers some really terrific places for rock climbing. Nagarjun, Balaju, Shivapuri and Budhanil Kantha are some of the places where you can try this sport.

## **Rafting/Kayaking/Canyoning**

Rafting is one of the best ways to explore the typical cross section of natural as well as ethno-cultural heritage of the country. There are numerous rivers in Nepal which offer excellent rafting or canoeing experience. You can glide on calm jade waters with munificent scenery all about or rush through roaring white rapids, in the care of expert river-men employed by government authorized agencies. One can opt for day of river running or more. So far, the government has opened sections of 10 rivers for commercial rafting. The Trisuli river ( Grade 3+) is one of the most popular of Nepal's raftable rivers. The Kali Gandaki (5-5+) winds through remote canyons and deep gorges for five days of intense rapids. The Bhote Koshi (4-5) is 26 km of continuous white water and the raging Marshyanghi is four days of uninterrupted white water. The Karnali river (4-5) provides some of the most challenging rapids in the world. The Sun Koshi (4-5), 27 km, requiring 8–10 days to complete, is a big and challenging river. Adventurers are provided with world-class services by rafting agents. Agencies here provide life jackets, camping and the standard rafting paraphernalia needed by world-class rafting. An extremely popular sport in Europe, canyoning is now available in Nepal. Canyoning gives you the freedom to explore some of the most ruggedly beautiful, yet forbidden places in the world.

## **Hot Air Ballooning**

Hot air ballooning is very popular with tourists for it affords the most spectacular bird's-eye view of the Kathmandu valley and the Himalayan ranges towering in the background. On a clear day it's a superb way to view the Himalayan (from over 6000m up), and the view of the valley is equally breathtaking.

## **Bungy Jumping**

The ultimate thrill of a bungy jump can now be experienced in Nepal at one of the best sites that this sport can boast of anywhere in the world. Nepal's first bungy jumping site is situated 160m. Over the Bhote Koshi river, inviting you to experience the ultimate adrenaline rush in the surroundings of this amazing place. The jump, at 160m., is staffed and operated by some of the most experienced jumpmasters in the business.



## **Paragliding**

Paragliding in Nepal can be a truly wonderful breathtaking adventure taking you over some of the best scenery on earth, as you share airspace with Himalayan griffins vultures, eagles, kites and float over villages, monasteries, temples, lakes and jungle, with a fantastic view.

## **Ultralight Aircraft**

Ultralight aircraft take off from Pokhara and offer spectacular views of the lakes, mountains and villages. This is an ideal way to see life from a new perspective. The choice of Pokhara Valley for ultra-light aircraft is appropriate chiefly because of the proximity of the mountains, and the scenic lakes. For those who wished they could fly birds when growing up, this flight is a must. Flights are from the Pokhara airport beginning September through June; from sunrise to 11 a.m. and from 3 p.m. to sunset every day.

## **Mountain Biking**

The best way to explore the Kathmandu Valley is on a mountain bike. Nepal's diverse terrain is a mountain biker's dream adventure comes true. Mountain biking offers a best way of exploring this magnificent country, its landscape, topography and living heritage. There are plenty of dirt roads, hurdle and trails in Nepal to meet every mountain biker's wildest fantasy; such as Pokhara and Kathmandu as well as the countryside or adventure seekers may plan trips to such exotic locals as Namche Bazaar, and western Nepal or entire length of Nepal across the plains. Mountain bikes are available for rent by the day or longer in many of the bicycle rental outlets in Nepal and around the city.

## **Jungle Safari**

National Parks located specially in the Terai region in Nepal attract visitors from all over the world. Most renowned one are listed below:

### ➤ Chitwan National Park:

Nepal's first and most famous national park is situated in the Chitwan Doon of the Inner Terai. Covering an area of 932 sq km. the park includes hilly areas of the Siwalik Range covered by deciduous sal forest. One fifth of the park is made up of the floodplains of the Narayani, Rapti, and the Reu Rivers and is covered by dense tall elephant grass interspersed with riverine

forests of silk cotton (kapok), acacia and sisam trees. This ecologically diverse area is the last remaining home in Nepal for more than 300 of the endangered Asian one-horned rhinoceros and harbours one of the largest populations of the elusive and rare Bengal tiger. Besides rhino and tiger, Chitwan also supports a great variety of flora and fauna. There are four species of deer, including the spotted chittal, leopard, sloth bear, wild boar, rhesus monkey, grey langur monkey, wild dog, small wild cats, the white stockinged gaur (the world's largest wild cattle) and many other animals like marsh crocodiles, gharial, or Gangetic crocodile, freshwater dolphins (one of the world's four species). For the ornithologist and the amateur bird-watcher the park offers excellent possibilities with more than 450 species recorded which includes several species of woodpeckers, hornbills, Bengal florican, and red-headed trogons. Winter birds such as waterfowl, Brahminy duck, pintails and bareheaded geese, amongst many other cold weather visitors are drawn by the sanctuary of the park's rivers. In the summer the forest is alive with nesting migrants such as the fabulous paradise flycatcher, the Indian pitta and parakeets.

➤ Sagarmatha National Park ( Mt. Everest )  
Unique among natural heritage sites world-wide is the Sagarmatha National Park, which includes Mt. Everest (8,848 m) and other high peaks such as Lhotse Shar, Cho Oyu, Ama Dablam, Pumori, Kangtega, Gyachung Kang, Thamserku and Kwangde. Located North-east of Kathmandu, Sagarmatha National Park is 1,148 sq km. in area and consists of the upper catchment areas of the Dudh Koshi, Bhote Koshi and the Imja Khola rivers. Much of the park lies above 3,000m. Sagarmatha is rugged, with deep gorges, glaciers and unnegotiable ice and rock faces. Locally known as the 'Khumbu', it is the home of the famous Sherpa people. Trees such as rhododendron, birch, blue pine, juniper and silver fir are found up to an altitude of 4,000 meters above which they give way to scrub and alpine plants. This park was declared a World Heritage Site In 1979. Wildlife most likely to be seen in Sagarmatha are the Himalaya tahr, ghoral, musk deer, pikka (mouse hare) weasel and occasionally jackal. Other rarely seen animals are Himalayan black bear, wolf, lynx and snow leopard. Birds commonly seen are Impeyan pheasant, blood pheasant, snow cock, snow

pigeon, red billed and yellow billed chough, Himalayan griffin vulture and lammergeier.

➤ Others sites are: Bardiya National Park, Khaptad National Park, Langtang National Park, Makalu-Barun, Rara, Shey-Phokundo, Shivapuri National Parks. Wildlife Reserve :Koshi Tappu, Parsa and Sukla Phanta Wildlife Reserve. Conservation Area:Annapurna, Kanchanjunga & Manaslu Conservation Area. And Dhorpatan Hunting Reserve etc.(*TND Yellow Pages 2010*)

### **Religious Sites**

In Nepal, religion permeates every facet of life with festivals, daily rituals, family celebrations and religious observances. At every step one can see temples and shrines, processions and devotional music. Although Nepal is famous as the world's only Hindu Nation, it is an intricate and beautiful tapestry woven of Hinduism, Buddhism and other faiths loving together in tolerance and harmony.

#### **➤ Pashupatinath**

Temple Shiva, the destroyer, is historically the god most worshipped in the country. He may be worshipped as the holy ascetic, depicted with his consort Parvati and holding a trident and a small drum or more often in the form of the linga, an elongated stone representing his generative powers. The most important linga is situating in the holy shrine of Pashupatinath to west of Kathmandu. In front of Shiva temples one usually sees a statue of Nandi, the divine bull " Shiva's vehicle". Another popular form of Shiva in Nepal is the terrifying Bhairav. Different aspects of Bhairav plays major roles in many of the Valley's festivals.

Vishnu, for preservation of the world and all living forms, is believed to have visited the earth ten times, each times as a different incarnation or avatar. In Nepal he is often worshipped in his omnipotent form of Narayan, and in some of his most lovely images is seen astride the man-bird Garuda his vehicle. The temple is of pagoda style of architecture. All the features of pagoda style is founded here like cubic constructions, beautifully carved wooden rafters on which they rest (tundal). The two level roofs are of copper with gold covering. It has four main doors, all covered with silver

sheets. This temple has got gold pinnacle, (Gajur), which is a symbol of religious thought. The western door has a statue of large bull or Nandi, again covered in gold. The deity is of black stone, about 6 feet in height and the same in circumference.

The archetypal mother or female, goddess in of particular importance in Nepal. She is worshipped in many aspects: as Durga, protector and slayer of the buffalo demon, as Taleju, patron deity of the Valley rulers, and as Kumari, and the living virgin goddess. . Other female goddesses include Laxmi, goddess of wealth and Saraswati, goddess of knowledge and arts. Another widely venerated god is elephant-headed Ganesh, the remover of obstacles and the source of good fortune. Other deities such as Red Machhendranath, are special to Nepal alone and are celebrated with unique local festivals.

#### ➤ **Swayambhunath**

There is a variety of Buddhist practices in Nepal, the Buddhism of the endemic Newar people, perhaps related to the ancient Buddhism that passed out of India one thousand year ago; the Buddhism of the Sherpa, Tamang and Tibetan people and the relatively modern incursion of Theravadin or Southern Buddhism.

The central beliefs and practices date back to the time of its founder, Prince Siddhartha Gautam who was born in Lumbini in the southern Terai in about 534 B.C. known as Lord Buddha, the 'enlightened one' he traveled around northern India and southern Nepal preaching the Middle Path to enlightenment. At the age of eighty he passed into the final enlightenment.

#### ➤ **Lumbini**

Lumbini, the birthplace of Siddhartha Gautam ( Gautam Buddha). The Shakya prince and the ultimate Buddha, the Enlightened One, is the pilgrimage destination of the world's millions of people faithful to all schools of Buddhism. UNESCO lists this nativity site, identified by Indian Emperor Ashoka's commemorative pillar as a World Heritage Site.

The main attraction at Lumbini remains the Sacred Garden ,which spread over 8sq km and possessing all the treasures of the historic area. The Mayadevi temple is the main attraction for pilgrims and archaeologists alike. Here we find a bas relief of Mayadevi, Buddha's mother giving birth to him.

Standing west to the Mayadevi shrine is the oldest monument of Nepal, the Ashoka Pillar. Emperor Ashoka erected the pillar in 249BC to commemorate his pilgrimage to the sacred site. To the south of the pillar, we find the sacred pond, Puskarni, where Queen Mayadevi had taken a bath just before giving birth to lord Buddha.

➤ **Muktinath**

It is believed that all miseries / sorrows are relieved once you visit this temple (Mukti=Nirvana, Nath=God). The famous temple of Lord Muktinath lies in the district of Mustang and is situated about 18 km northeast of Jomsom at an altitude of about 3,749m. The main shrine is a pagoda shaped temple dedicated to Lord Vishnu. Set into the wall around it is 108 waterspouts from which pour holy water. It is believed that one should visit this temple after competing pilgrimages of four Dhams in India. This temple held sacred by Hindus as well as Buddhists. The Jwala Mai temple nearby contains a spring and an eternal flame fed by natural gas underground.

➤ **Gosainkunda**

One of the most famous pilgrimage destinations of Nepal is Gosainkunda lake which is situated at an altitude of about 4,36m. surrounded by high mountains on the north and the south, the lake is grand and picturesque. There are other nice nine famous Lakes such as Saraswati, Bhairav, Sourya, Ganesh Kunda etc.

➤ **Devghat**

Devghat is a popular pilgrimage spot situated at the confluence of the Kali Gandaki and Trisuli rivers. It lies just north of the Chitwan National Park. During the Magay Sakranti festival in January, Hindu devotees gather here to take holy dips in the river. There are a number of scared and history sites around Devghat which provide interesting side trips: the Triveni temple and Balmiki ashram where the great sage Balmiki had his retreat, the Someswar Kalika temple and fort, Pandavanag where the protagonists of the Mahabharat once lived and the Kabilaspur fort built by the old kings of Palpa.

➤ **Manakamana**

This temple place at an altitude of 3900 ft. offer very good views of the Ganesh, Manaslu and Annapurna group. The surrounding village though is a

mixture of 20th century Nepali bar rock and 2nd World War aftermath. Every day hundreds make the journey to worship at Manakamana's Bhagwati Mandir. For Nag Panchami, in late July or early August, celebrants construct an entire shrine out of flowers and foliage. Visiting Manakamana is a very Nepali thing to do, and even if you don't sacrifice a goat you'll feel like you've received an initiation into the society.

➤ **Pathibhara (1763 m.)**

Pathibhara situated at the top of Kutidanda and Haaspokhari in Mechi Highway is called as small Pathibhara regarded as the younger sister of Pathibhara in Taplejung. From this hill covered with green forest one can have a view of Terain plains, Mahabharat Range and Mount Kanchanjunga. This place with plenty of transportation facilities seems to have abundant feasibility for Gliding. Thousands of people pay homage to the goddess Pathibhara daily.

➤ **Jaleshwar Mahadev**

This historic of Jaleshwar lies in the city of Jaleswar, the headquarters of Janakpur zone. Jaleswar Mahadev is one of Nepal's prominent places of pilgrimage and is mentioned in the Hindu epic, Padam Purana. Just in front of Jaleshwar Mahadev temple there are two sacred ponds, called Barunsar and Kshiresar. During the Ram Navami Bivaha Panchami festivals, thousands of pilgrims assemble at these ponds.

➤ **Dolakha Bhimsen**

In the upper part of Dolakha Township lies the temple of Bhimeshwar, popularly known as Dolakha Bhimsen. The people of Dolakha regard Bhimeswar as their supreme lord. The roofless temple houses a Shiva Linga, underneath which is a holy pond. Fairs are held at this temple on such occasions as Bala Chaturdashi, Ram Navami, Chaitra Astami and Bhima Ekadashi. During the Dashain festival, goats are sacrificed here.

Approximately 200 meter from the Bhimeshwar temple is the temple of Tripurasundari where devotees assemble during the festivals of Chaitrastami and Dashain. Only the priest of this temple is allowed a glimpse of the image enshrined within.

### ➤ **Swargadwari**

In the western part of the district of Pyuthan (Rapti Zone) lies Swargadwari, a place of Hindu pilgrimage. Swaragadwari lies almost 26 kilometers south of Khalanga Bazar, the district headquarters of Pyuthan. During the festivals of Baisakh Poornima and Kartik Poornima, when pilgrims from different parts of Nepal and India come to pay homage.

### **Main Trekking Regions**

#### ➤ Everest Region - Soul of the World

This uncommonly charming destination is most excellent and suitable introduction to the Nepal's legendary cultural variety and eyeful mountains' vistas including the earth's highest point – Mt. Everest (29035 ft/8848m). Holiday in the Everest region is designed to coincide with close – up view of snow –capped Himalayas view and inspirational trip along the dramatic and beautiful path passing through some of the fine Sherpa villages and definitely present you the absolute benefit of visiting old, artistic Buddhist monasteries, what's more, offering you rare opportunity to summit some of the eye - appealing peaks including Mera peak (21247 ft/6476m), Island peak (20285 ft/6183m), Pokalde peak (19049 ft/5806m) and many more.

#### ➤ Annapurna Region - Journey once in a lifetime!

Globally renowned trekking site in Nepal is no other than Annapurna region which comprises three major trekking routes lying towards the north of central Nepal: Jomsom, Annapurna Sanctuary, and a circuit of the Annapurna Himal itself. The diverse terrain and the communities with varieties of cultures of the region make this area the most popular trekking areas of Nepal. You are definitely rewarded by sensational mountain scenery, tops are Dhaulagiri (8167m), Annapurna (8091m), Manaslu (8156m), Lamjung Himal (6983m), Machapuchhre (6993m), Tukucho Peak (6920m), Tilicho Peak (7134m), Nilgiri (6940m) and complex assortment of traditional cultural. The Kaligandaki passing between Annapurna and Dhaulagiri is the deepest gorge in the world. Cultural variety from Hindu communities to Buddhist, Aryans to Mongols, famous Gorkha soldiers, fortresses, villages, valleys, most rainy areas to the rain shadow areas of

Nepal –all with extreme contrasts from each other make each day's walk a different experience. According to the recent survey held by Modern Maturity (USA), this region has been declared as the world's most spectacular trekking trails. Pokhara "The city of lakes" would be either the starting point or ending point of your trek in the Annapurna region. Naturally enriched and picturesque town located at an altitude of 3000 feet is Pokhara, lying on the lap of great massive Himalayan ranges. One of the best tourist destinations, Pokhara is only 200 km west of Kathmandu valley. It is within easy access by both air and road.

➤ Langtang Region - Best site to explore astonishing Nature!

This is another most exceptional trekking site placed north of Kathmandu in the middle of the Great Himalayan Range on the Tibetan border and is within easy access. This region abounds in natural and cultural blending several vegetations, endangered animal species including Himalayan Red Panda. Pika, Musk deer, Himalayan black bear, common Langur etc. This site has been identified as the alluring holiday destination among tourists from every corner of universe. Helambu, situated north of Kathmandu, offers vast potentials for trekkers with many scenic villages inhabited Sherpa and Tamang. Gosaikunda, a glacier lake, is the most famous one with several other glacier lakes adjoining it. (Source: [www.tourism.gov.np](http://www.tourism.gov.np))

The policy guideline for tourism development in a planned way can be summarized as below:

- 1) To implement phase wise the recommendations obtained in the Nepal tourism master plan (NTMP).
- 2) To establish close contact with the concerned industries for the better use of commodities which come under daily use of tourists and reduce imports.
- 3) To follow a regional development strategy for generating employment at local levels, develop market for local products and conduct the research studies for the exploration of new tourist spots.
- 4) To develop transport and other facilities for old and new tourist resorts.



- 5) To coordinate the activities of various departments and ministries for the infrastructural development of tourist spots.
- 6) To safeguard the national environment and preserve the geographical, cultural and artistic beauty of the country.
- 7) To intensify efforts for making air transportation both safe & regular.
- 8) To participate in various international meetings and seminars to facilitates tourism market and attractions of the country.
- 9) To make use of public sector investments programs for the development of air transport, security measures to the tourists, communication and health facility network and encourage private sector for the development of hotels, lodges, sightseeing and travel tours.
- 10) To follow a liberal policy on entry formalities and make use of simplified and selective procedures in custom clearance(Shrestha, 1994:12).

The legal frameworks of the tourism promotion and development are Tourism Act (1978), Foreign Investment And Technology Act (1992), Industrial Enterprise Act (1992), Municipality Act (1992), VDC Act (1992) and Company Act (1997) etc. Similarly institutional arrangement of tourism promotion and development are presented below:

Ministry of Tourism And Civil Aviation (MOTCA): The Ministry of Tourism & Civil Aviation (MOTCA) gives equal importance to conservation of natural, cultural and human resources. Ministry of Tourism first came into existence in 2035 BS (1978 AD). In 2039 (1982 AD), Civil Aviation was also merged into the Ministry of Tourism and it became the Ministry of Tourism & Civil Aviation. In 2057 (2000 AD), Culture was also integrated in the Ministry and called the Ministry of Culture, Tourism & Civil Aviation (MOCTCA). In August 31, 2008 (B.S. 2065-5-15) the ministry was divided into two ministries, i.e. Ministry of Tourism and Civil Aviation and Ministry of Culture and State Restructuring. Hence, the name of this ministry has now become the Ministry of Tourism and Civil Aviation (MOTCA). The Ministry of Tourism & Civil Aviation is headed by Minister for Tourism & Civil Aviation. Currently Mr. Kishor Thapa has been appointed as Secretary at MOTCA who is also now the chairman of Nepal Tourism Board(NTB)

Ministry of finance: policy matters relating to project financing and recipients of loan from the international funding agencies.

Ministry Of Housing And Physical Planning: approval of changes in town, village and physical development plans.

Ministry Of Local Development: approval of changes to VDC/ municipality by rules.

Ministry Of Forests And Environment: designation of the possible conservation area.

Department Of Roads: maintenance and improvement of roads and drains.

Department Of Civil Aviation: main implementation agency for domestic aviation, airport improvement, operation and maintenance of domestic airports and fee setting and collecting for airlines use of domestic airports(Saxena, 1998: 7).

Nepal Tourism Board (NTB): Was first established in 1998 as per the National Tourism Board Act as a model of public-private-partnership to develop and market Nepal as an attractive tourist destination. It has five departments-PR and publicity; Tourism Marketing & Promotion; Tourism Products & Resource Development; Research, Planning & Monitoring and Corporate Department. Objectives of NTB are listed below:

- To develop & introduce Nepal as an attractive tourist destination in the international market.
- To promote the tourism industry along with working for conservation of natural, environmental & cultural resources.
- To increase the gross domestic products & foreign exchange income by means of promoting the tourism industry.
- To work towards increasing the employment opportunities in tourism industry.

- To work towards serving quality service to the tourist and to develop Nepal as a secure, dependable & attractive travel destination by establishment of a respectable travel trade community.
- To study the threats & opportunities of tourism and find the measures to address the problem along with the promoting & developing institutions for the promotion of this sector.(Source: TND)

Tourism Associations: The Existing Tourism associations are:

➤ **Nepal Mountaineering Association (NMA):**

The Nepal Mountaineering Association (NMA) is the national mountaineering association of Nepal. This association was founded in the year 1973 with its main objectives aiming to promote the mountaineering activities in the Himalayan region, to safeguard the interest and to upgrade the professional and mountaineering skill of Nepalese mountaineers, to popularize mountaineering activities among Nepalese students and youths, to create awareness both in national and international level to preserve the beauty of Himalayan region for future generations.

➤ **Hotel Association of Nepal (HAN):**

Hotel Association of Nepal (HAN) was established in the year 1966, to establish the chain of Hotels throughout Nepal and to protect the interest of the hotel entrepreneurs along with providing best service & hospitality to the tourist visiting Nepal.

➤ **Nepal Association of Rafting Agents (NARA):**

Nepal, with its bountiful water flowing from the peaks of the Himalayas and the high passes from the Tibetan plateau, possesses some of the finest whitewater rivers in the world .With this advantage, the Nepal Association of Rafting Agents in cooperation with Peak UK, has developed a proposal for the introduction of a river running event that has the potential to stimulate interest in Nepal as a tourist destination in general and Nepal's rivers in particular as one of the world's premier river running tourism destinations.

➤ **Nepal Association of Tour and Travel Agents (NATTA):**

Nepal Association of Tour and Travel Agents (NATTA) is putting an additional effort to promote Nepal in the Chinese market through its Discover Nepal-China mission.

➤ **Trekking Agents Association of Nepal (TAAN):**

Trekking Agents Association of Nepal (TAAN) was formed and registered in the Kathmandu CDO Office in 1979 by a handful of trekking agents who realized that it was time to assemble and create an umbrella organization; under which they could work together to meet their common goals and also assist the government by providing suggestions to make trekking business revenue generating industry and also provide employment opportunity to the locals. (Source: [www.welcomenepal.com](http://www.welcomenepal.com)).

The major theories of tourism promotion and development are pointed out as below:

Noronha's theory (1975:16) : it is the summary of much early tourism research and its unilinear in approach. It comprises of three stages. Using the language of the theorist, tourism in Nepal has not yet progressed beyond noronha's stage 2.

It is a multilinear comprising of three stages and different rates of growth. In peck and lepie's terms, Nepal has shifted from transient growth to slow growth rate. (Peck and Lepie's theory 1978:159)

It is a multilinear theory, comprising of three stages and various types of developments like crafts, small industries and large industries. In rodenberg's terms, Nepal is beginning to move from a craft to a small industrial type of tourism. Rodenberg's theory (1980:177)

It is also a multilinear theory, having three stages and different development potentials like having three stages and different development potentials an example of organic development. (Saxena, 1998: 9)

### **2.1.2 Tourism Marketing in Nepal**

The expenditure made in publicity is too poor and not more effective in both quality and quantity according to the past records. The ministry of tourism published brochures and booklets about tourism only in few languages and that also in limited copies. There is the lack of advertisement in the foreign papers. In such a situation, most of the visitors are unknown about Nepal. In the other hand tourism industry does not seem to apply marketing approach for its promotion and development (Shrestha, 1981:34). Nepal lacks the most essential market information focused on its products, while the most irrelevant materials is produced at considerable cost and dubious impact. Fair participation, in absence of proper information material to flow up interest, poorly staged as it often is, appears less than effective and probably a waste of money. At the same time, there is an urgent need for Nepal to work against interestingly critical world media coverage on ill-effects especially on mountain tourism. By inviting journalist, Nepal should convey the fact that it is taking serious steps towards improving matters but needs help to do so(MOT, 1984: 18).

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. (Bennett, 1998:4). Marketing is the management function which organizes and directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service to the final user or customer so as to achieve the profit target or other objectives set by the company. As a business discipline, marketing consists of systematic study of the demand generating or consumer motivation forces, the temporal and spatial considerations influencing economic transaction and the interacting efforts and responses of buyers and sellers in a market. Tourism needs to be market just as any other product, indeed move so, because it is an industry in which the customer still has an immense variety of choice. There are a number of destinations competing with each other to get a bigger, share of market. Tourism marketing is defined as the systematic and coordinated efforts exerted by the national tourist

organizations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals in view of the sustained tourism growth. Tourism marketing denotes the development of a tourism product to meet the needs of the tourists and then employing the techniques of direct sales, publicity and advertising to bring this product to the tourists. Its complexity lies in the fact that tourism promotion in its various forms has to be directed at large number of people in various lands of different socio-economic structures, having different needs, tastes, expectation, attitudes and behaviour pattern. It is only through the efficient marketing strategy that will help understand people's tastes and preferences for travel and hence the need for marketing in the tourism (Bhatia, 1994:14-16).

Tourism marketing is regarded as a central point of whole tourism activities. Today, all direct and indirect promotional activities to sell destinations are related to tourism marketing and it effects all the operations of tourism. An integrated approach, with the twin objectives of environmental protection and sustainable economic development should be based on appreciations of the broader implications of tourism for the environmental, demographic, economic and distributional concerns in mountain ecosystem (Sharma, 1992:8).

We have done practically nothing as far as promotion is concerned. The ministry of tourism has no budget for promotion. Nepalese tourism has been marketed mainly through travel agents and tour operators abroad. We have never been able to go to the consumer. It is simply beyond our reach to in famous media because they could take all our promotional fund. There is also growing trend of under cutting. If we have US\$ 100 as the rack rate we give as much as 50 percent to the tour operators. That has been our marketing strategy because we depend so much on tour operators. We have achieved word of mouth publicity in Europe and India both by travelers as well as tour operators. As the government budget is not large enough to tackle all markets, especially since we are trying to carry consumer oriented marketing, the writer suggested we concentrate on fame tours for tour and travel operators and travel trade journalists from Japan. Luring film and TV

producers should be our strategy for in expensive but wide publicity. For Nepal, USA, Australia and the pacific and other European countries, especially the Scandinavian countries are very potential future markets, South East Asia is emerging to be an economic giant. But, as our marketing resources are not so big, we have to select only a few countries. (Shakya, 1995:13)

We need to take concrete steps with respect to tourism marketing in order to boost arrivals. But there is the problem of air seat capacity for most countries including Nepal, one of the most essential conditions for the successful promotion and development of tourism is the existence of the adequate infrastructure and qualified human resources. (Frangialli, 1996: 6). Historical monuments and cultures of Nepal are an important attractions to many tourists and the better use of these sectors help more for promotion of tourism in Nepal. Intensive care, therefore, should be taken for the protection of the cultural properties. There were substantial increase and improvement of infrastructures, however, shortage of meet with demands, scenic resources of the upland area in the major tourist attractions and it became an important sources of employment for local people(Pollaco, 1986:13).

In the other hand, negative reports on Kathmandu have adversely affected the tourism industry and Nepal's image regarding negative reporting done by some national and international media certainly it has done a lot of harms in the tourism sector of Nepal. For this a planned approach is needed to counter the negative effects and organizing large scale promotional campaigns could regain our lost reputation. "Say good buy to Shangrila" was published in news week of 4<sup>th</sup> October, 1993 issue. It has definitely affected the tourism especially qualitative tourism. However, in the writer's opinion, the correct information about Kathmandu valley came in time and we should take it in a positive way instead of being defensive. Had it not been published in such a renowned journal, it would not have been grave concern to all conscious people of Nepal and abroad (Mishra, 1994:14).

While formulating the tourism strategy, it is essential that our tourism marketers keep abreast the fast changing trends, particularly the changing trends in tourism market. Tourism marketers should be quick to respond the changing economic scenario in the world. Adequate budget, financial and technological resources are needed for effective tourism marketing. But we are undertaking very limited marketing activities while other countries with more resources are spending huge amount of money on aggressive marketing of their destinations (Pokharel, 1995:13).

The government of Nepal should have clear policy to discourage cut throat competition in the hotel industry and thereby attract quality tourists moreover many Europeans and Americans complain about the pollution and the environmental degradation of Kathmandu. Due to which Kathmandu is sending wrong messages about Nepal. We should try our best to solve the problems of pollution and environment. The problem of air seat capacity is one really the single major problem. RNAC has limited number of air crafts and tour operators have to face the problems of air seat. Nepal should allow more international airlines to come to Nepal and encourage the national carrier to compete internationally. It would give new thrust for the tourism development of this country, generate employment and increase the total number of tourist arrivals. For the promotion of the quality tourism in the country, infrastructures and services should be improved properly (Sandhu, 1996:13).

The good images and memories of tourists are more beneficial for the country than the promotional activities like international advertisement, brochures, newspapers, articles etc. So far Nepal is concerned as a tourist destination it offers a unique product and unparalleled opportunities for the marketers who want to take on the challenge. It just means that both Nepalese operators and their partners in Asia need to work harder and be innovative if they are to achieve yields that Nepal's tourism operations deserve. The writer's friends of Nepal of travel industry, talk of the glorious days barely a decade ago, when a trekking tour was sold the visitors for US \$ 80 per day on the average. They now lament, that it is sold for only US \$ 18 per day on the average. This certainly is not the result of the lack of the



demand for Nepal's unique tourism potential or a lack of adequate number of up market visitors out there in the marketing place. It is in the opinion of most the result of unhealthy competition between the travel agents, the hoteliers, the tour operators (trekking, rafting and others), the protection of the sky and the like. They also claim that it is the lack of specialization, lack of product quality improvement, diversification of the product and inadequate delivery of quality service. All good marketing's begin with the customers and ends with the customers. All good tourism marketing, therefore, should begin with the visitors and see through to the end, that we have met all reasonable expectations of that visitor. We must ensure that he or she returns with as much as a positive feeling as possible about Nepal and its people (Alwis, 1997:8).

Though it has been more than five decades that tourism marketing activities began here in Nepal, tourism development is limited only to a handful of areas i.e. it could not go beyond Kathmandu, Pokhara & Chitwan in urban areas and Everest, Annapurna & Langtang regions in rural areas. Perhaps the first initiation taken by the government and the private sectors to promote tourism attractions in the country was the Visit Nepal Year 1998(VNY'98).

### **Some of the national campaigns for promoting Tourism:**

#### **Visit Nepal Year (VNY 98)**



***THE WORLD OF ITS OWN***

#### Introduction

On April 12, 1996, His Majesty's Government declared the year 1998 as **Visit Nepal '98** in order to further enhance the image of Nepal as a special destination for the visitors. To accomplish the program objectives, various organizations and agencies both within and outside the tourism industry, have come together hand in hand to formulate a strategy to make **Visit Nepal '98**, a success.

The program strategy has been formed taking into consideration that:

- more airlines will operate more international flights by 1998 and more airline seat capacity will be available
- there will be an atmosphere conducive for traveling internationally
- there will not be major socio-political instability in the region
- there will be political stability and current tourism policies will continue its direction
- programs and activities so designed shall have an infrastructure to handle the expected number of visitor arrivals

The program demands the undertaking and co-ordination of activities by different organizations in the tourism sector, i.e. government and private, other business sectors of the economy, other sectors of government, municipalities and local governments, NGOs, International organizations, self-help groups and most importantly the involvement of the people of Nepal. Peoples participation is a key factor for the success of **Visit Nepal '98**.

## **Events**

The Himalayan Kingdom of Nepal is known as a unique natural and cultural destination in the Tourism map of the world. The outstanding diversities of nature and culture existing here are second to none. The most exhilarating titles with which Nepal has been admired and praised by various renowned travel authors in recognition of her cultural richness, viz., Living cultural Museum, Shangri-la, Roof of the World, Birth place of the Apostle of Peace, Country of Living Goddess, City of Golden Pagodas & Parasols, Himalayan Pilgrimage, Wildest Dream of Kew, Melting pot of Hinduism and Buddhism, A tiny Kingdom of thirty-six ethnic groups and seventy-five spoken languages, Birth place of Sita, Abode of Shiva, Land of non-stop festivals etc. are explicit and self-explanatory. They tell the world about our incomparable & prosperous culture heritage. Nepal as a nation has resolved

to revitalize her tourism industry. Tourism in Nepal is the most important sector of the economy after agriculture, and contributes substantially to uplifting the quality of life of her people. As a socio-economic activity, tourism touches the life of every Nepali citizen in one way or another.

Officially declared by Government, "**Visit Nepal '98**" was a policy priority for Nepal, to uplift the quality of products and services offered to the visitors. Through this effort, Nepal endeavors to achieve higher yields from tourism. Nepal not only will invite more visitors, but will strive to improve its infrastructure, address issues of environmental degradation and seek to have more quality visitors. It was not just a year when Nepal had festivities. Rather was an industry's combined resolve to work towards a process to ensure that we deliver quality in our products, excellence in service, fully involve all the citizens in tourism and obtain the most yield from it to benefit our country, our people, our business partners and our visitors.

### **Theme and Slogan**

The theme for "**Visit Nepal '98**" was "**A sustainable habitat through sustainable tourism**" and the marketing slogan was "**Visit Nepal '98 - A world of its own**". The theme highlights the need to make tourism work better for Nepal and ensures the development of environmentally sound products, improvement of our service standards and distribution of the benefits of tourism to our people in the cities and the remotest regions alike. The marketing slogan tells you that there is a 'world' in Nepal that you need to discover or further explore for yourself. We remind you that our natural resources are unique and that our heritage is living. Our people are friendly and hospitable and our product range is diverse. We invite you to visit us to discover or re-explore the unique 'world' out here. Together, We Can Do It! we all can be the better Ambassador for Nepal out there in the world arena as all love the country Nepal, care about it and work together, to make "**Visit Nepal '98**" a massive success and focus was to offer the highest priority to "**Visit Nepal '98**" project.

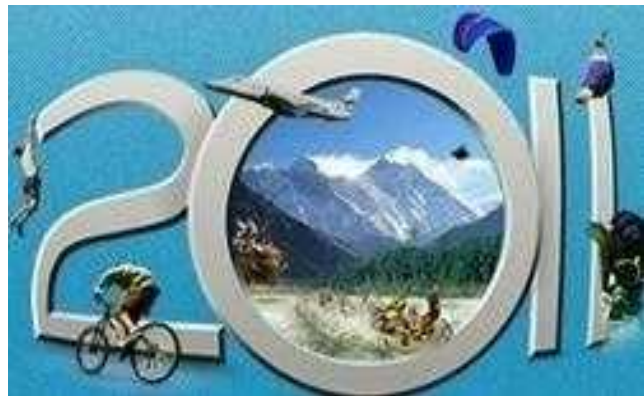
## **Specific Objectives**

The objectives of VNY'98 was:

- Increase the no. of visitor arrivals and lengthen the duration of stay.
- Enhance the image of Nepal by repositioning it as a unique visitor destination.
- Improve and develop diverse eco-friendly and value based tourism products.
- Create intense awareness of the benefits of tourism.
- Establish measures to ensure regional development through tourism and
- Provide an impetus to improve and develop infrastructure and effectively deal with environmental issue.

## **“Nepal Tourism Year 2011” (NTY'11)**

After Successful Example of Visit Nepal Year 1998, The Government of Nepal Has Decided to Launch a National Tourism Campaign as “Nepal Tourism Year 2011” in



Consultation With Private Sector, Tourism Entrepreneur And Media Partners. This Mega Campaign Has Initiated as a Common Goal of All Concern Sector to Take Nepal's Tourism Potentiality in to The New Height.

The concept of NTY 2011 as conceived & the government in consultation with the private sector , declared the year 2011 as Nepal Tourism Year on September 19, 2008.And eventually The Government of Nepal officially launched the national campaign, 'Nepal Tourism Year 2011' on 26th Feb. during a gala ceremony at Army Pavilion, Kathmandu.

## Prospectus of Nepal Tourism Year 2011

Government of Nepal in consultation with Nepalese travel trade sector and concerned organizations/experts decided on October 25, 2008 to launch a national tourism campaign "Nepal Tourism Year 2011". This announcement reflects the government's anticipation to bring into Nepal at least one million international tourists by the year 2011 and tourism industry's exigency to organize a tourism promotion campaign for wider impact.

With the badge of adventure destination glittering and the adage "Atithi Devo Bhava" (Guests are Gods) embedded in our culture, the portfolio of tourism products never cease to mesmerize the visitors. The unparalleled cultural, geographical, ethnic and bio diversities of the country allure visitors to Nepal time and again which truly substantiates the spirit of Nepal tourism brand **'Naturally Nepal, once is not enough!'**



The concept of Nepal Tourism Year 2011 envisions harnessing these opportunities and strengths and bringing together the commitment of the government, expertise and experiences of the organizations like Nepal Tourism Board, aptitude and dynamism of the private sector and communities for further tourism development in the country. Representation and active participation from the major political parties, members of the Constitution Assembly and Right groups is always taken into prominence in order to make the campaign inclusive and participatory in modus operandi and effective in result. The campaign will also focus on mobilizing the networks of the Non-Resident Nepalis (NRN) communities, Nepalese diplomatic missions abroad, INGOs and NGOs, airlines and national and

international media. Similarly, friends and well-wishers of Nepal, tourism academicians and celebrities will be approached in order to highlight the campaign internally as well as internationally.

### **Objectives of the Campaign**

- Establish Nepal as a choice of premier holiday destination with a definite brand image,
- Improve and extend tourism related infrastructures in existing and new tourism sites,
- Enhance the capacity of service renders,
- Build community capacity in the new areas to cater the need of the tourists, and
- Promote domestic tourism for sustainability of the industry.

### **Quantified Targets**

- One million annual international arrivals.
- Dispersal of at least 40% of the international tourists into emerging and new tourist areas.
- Encourage additional investment on tourism infrastructures.
- Develop mechanism to record domestic tourism activities.

### **Promotional Strategies**

- Focusing marketing and promotion activities on regional and emerging markets
- Exploration of new tourism potential market segments
- Highlighting the tourism brand: Naturally Nepal once is not enough!
- Enhancement of air connectivity with the regional, emerging and potential markets
- Lobbying with the government for sufficient budget allocation to improve and expand tourism related activities infrastructures in existing and new tourism areas.
- Attract and encourage private sector for investment in tourism sector
- Capacity building of human resources involved in tourism

- Lobbying with the government for effective intervention in domestic tourism development eg. Amendment in the Transportation Act.
- Promotion of Domestic Tourism by endorsing Leave Travel Concession ( LTC) by the government.
- Organize major sports/events in association with tourism associations and stakeholders through out the NTY 2011.( At least one event in a month )

## **Institutional Arrangements**

### **A. Main Organising Committee**

Considering the magnitude of the campaign, the Government of Nepal has formed the Main Organising Committee under the convener-ship of Hon'ble Minister for Tourism and Civil Aviation. The Committee has Hon'ble Vice Chairman of National Planning Commission as the Joint Convener and Secretaries of various line Ministries; Chief of Metropolitan, Sub-Metropolitan cities and Municipalities; presidents of trade, travel trade and other related associations and institutions are nominated as Members. Chief Executive Officer of Nepal Tourism Board has been designated as the Member-Secretary of the Committee.

### **B. Sub-Committees**

In order to accomplish the objectives of the campaign, the following Sub-committees are formed to prepare specific strategies, programs, activities:

1. Policy Advocacy Sub-committee
2. Physical Infrastructure and Coordination Sub-committee
3. Product Improvement and Development Sub-committee
4. Events, Festivals and Activities Management Sub-committee
5. Marketing, Promotion and Publicity Sub-Committee
6. Human Resource Capacity Building Sub-Committee
7. Aviation and Transport Co-ordination Sub-Committee
8. Resources Mobilization and Monitoring Sub-Committee
9. Nature and Culture Heritage Sub-Committee
10. Legal Affairs Co-ordination Sub-Committee

11. Diplomatic Concerns Co-ordination Sub-Committee
12. Political Affairs Co-ordination Sub-Committee
13. Crises Management and Security Co-ordination Sub-Committee
14. Mountain Tourism Co-ordination Sub-Committee

### **C. Regional Sub-Committees**

1. Eastern Development Region Sub-Committee
2. Central Development Region Sub-Committee
3. Western Development Region Sub-Committee
4. Mid-western Development Region Sub-Committee
5. Far-western Development Region Sub-Committee

### **D. Secretariat**

Nepal Tourism Board (NTB) has been entrusted to function as a secretariat of the NTY 2011.

### **2.1.3 Mass Media**

The term mass media refers to the various means of carrying or communicating information to the people, i.e., in simple word they are any kinds of tools or instruments of communication. Radio, television and newspapers are some of the examples of some important mass media. Mass media denotes a section of the media specifically designed to reach a large audience. The term was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines. However, some forms of mass media such as books and manuscripts had already been in use for centuries.

Mass media includes Internet media (like blogs, message boards, podcasts, and video sharing) because individuals now have a means to exposure that is comparable in scale to that previously restricted to a select group of mass media producers. The communications audience has been viewed by some commentators as forming a mass society with special



characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda.

The term public media is less used and is defined as "media whose mission is to serve or engage a public.

Media: Nepali media has made a gigantic leap ahead in just a few years time and what used to be a controlled and tight knit community, is no more. The government audio and television news networks are Radio Nepal and Nepal Television respectively. However, numerous FM radio stations and regional television stations are dominating the market. Major Nepali daily newspapers are Gorkhapatra and Kantipur, while the English dailies are The Rising Nepal, The Kathmandu Post and The Himalayan Times. A number of other newspapers and magazines are also available.

Various significances of mass media can be pointed out as under:

- 1 A power resource: A potential means of influence, control, innovation in society, the primary means of transmission essential to the working of many social institution.
- 2 The location or area where many affairs of public life are played out, both nationally and internationally.
- 3 A major source of definition and images of social reality, thus also the place where the changing culture and the values of societies and groups are constructed, stored and visibly expressed.
- 4 The primary key to fame and celebrity status as well as to the effective performance in the public area.
- 5 The source of an ordered and public meaning system which provides a benchmark for what is normal, empirically and evaluatively deviations are signaled and comparisons made in terms of this public version of normality.

- 6 The media are the single largest focus of leisure time activity and means of entertainment. They also organize and interrelated the rest of leisure. As a result mass media are a major and expanding industry providing employment and a wide range of potential economic benefits.

There are generally two types of mass media. a). print media (for eye: newspapers, articles, journals, books, magazines, pamphlets, prints etc) and b). Broadcast or electronic media (for ear: FM radio, TV, internet, cinema, local mikings etc).

**The roles of mass media in Nepal are as follows:**

- 1 They inform and help us keep a watch on our world, they serve a surveillance function.
- 2 They guide us in establishing, extending or displaying meaning, lead us to approve or disapprove portrayal. They also encourage us to reinforce or replace our system of values & help structure our lives.
- 3 They help us to create and maintain connections with various groups in society.
- 4 They help to socialize and educate us.
- 5 They persuade us to purchase items or accept certain ideas, i.e., they provide platforms for new ideas and products.
- 6 Last but not least, they entertain us (Pokharel, 2003:16).

**2.2 Introduction To Newspapers**

**2.2.1 News: A Close Look**

What is News? In simple sense:

“News is anything, you did not know yesterday.”

“What is new is News”

“News is the communication of information on current events to mass audience.”

Some of the definitions as listed below:

“News is what somebody somewhere wants to suppress; all the rest is advertising.”- Lord Northcliffe

“What you see is news, what you know is background, what you feel is opinion.”- Lester Markel

“News is any event, idea or opinion that is timely that interests or affects a large number of people in a community and that is capable of being understood by them.”

“News is anything and everything interesting about life and materials in all their manifestation.”

“What is new is news.” - Kamath

“The real news is bad news.”- Marshall McLuhan

“News has been defined as a break in the normal flow of events, an action or statement so important or unusual that it is worth sharing with others.”

“News is the communication of information on current events which is presented by print, broadcast, Internet, or word of mouth to a third party or mass audience.”

News is timely, it is about very recent and current. It is unsystematic, it deals with discrete events and happenings and the world seen through news alone consists of unrelated happenings which is not the primary task of news itself to interpret. News is perishable, it lives only when the events themselves are current and for the purpose of record and later reference other forms of the knowledge will replace the news. Events reported as news should be unusual or at least unexpected qualities that are more important than their real significance. Apart from unexpectedness, news events are characterized by other news value that are always relative and involve subjective judgements about likely audience interests. News is mainly for orientation

and attention direction and not a substitute for knowledge. And news is predictable.(MC Quail, 1994:12).

The dominating actors found in news are government conflicts and disagreement, government decisions, proposals and ceremonies, government personal changes, protest violent and not violent, crime, scandals and investigations, disasters, actual and adverb, innovation and tradition and national ceremonies.(Onta and Parajuli, 2001:18).

### **2.2.2 Newspapers in Nepal**

According to government figures, in Nepal upto 2004, the newspapers registered by different developmental regions with Nepal press council was 3688. (this number was 2604 upto 1999). Out of which only 259 were daily newspapers (181 in 1999). The remaining 93 percent of the total newspapers were dormant. (93 percent in 1999 too). The total circulation was about 2 million (1 million in 1999) and the print media market was about 600 million. Central developmental region mainly Kathmandu accounts for more than 50 percent of the total circulation. It is believed that 12 percent of the total literate population read newspapers. The government owned Gorkhapatra is the oldest newspaper around one century old. It allocates 20 percent of the newspapers space for advertisement purpose. The Kantipur has the largest daily circulation of about 1,60,000 copies (60000 copies in 1999). The private newspapers are growing in recent years.

Rural areas have largely remained illiterate and therefore have remained unserved by the print media. Newspapers are widely used by Nepalese marketers for advertisement.

**Table 2.1**  
**Total Number of Registered Papers**

Type	Number	Percent
Dailies	259	7.0
Weeklies	1289	35.0
Forthrightly	256	6.9
Monthly	1090	29.6
Bi-monthly	256	6.9
Quarterly	386	10.6

Four monthly	19	0.6
Half yearly	57	1.6
Yearly	67	1.8
Total	3688	100.0

*Source: Bhatta & Adhikari, 2005.*

### **2.2.3 Print Media Structure**

Almost all of the print media are concentrated in Kathmandu and their reach in upto all Nepal. The Gorkhapatra corporation, Kantipur publications Pvt. Ltd, international media network Pvt. Ltd and news media Pvt. Ltd. etc. are the major publishers. The major newspapers published from Kathmandu are: The Rising Nepal (Daily) - English, The Kathmandu Post (Daily) - English, The Himalayan Times- English , Gorkhapatra (Daily) - Nepali, Kantipur (Daily) - Nepali. Besides a number of other local and international newspapers and magazines are also available in the book stalls. Some of the popular English language magazines published from Nepal are Nepali Times Weekly, Frontline, Business Age, Boss, Spotlight and Wave magazines. Gorkhapatra is the oldest newspaper and among the three major English dailies The Rising Nepal is the oldest one and the Himalayan times is the youngest one who has joined in the family of Nepalese print media recently. The owner of the Rising Nepal is government of Nepal Gorkhapatra Corporation. Similarly, the owner of Kathmandu post is Kantipur Publication Pvt. Ltd. (Chairman Kailash Sirohiya). And, the owner of the Himalayan times is the International Media Network Private Limited.

This is a list of **newspapers** in Nepal are:

- Arghakhanchi Times
- Republica (Nepal)
- Nagarik Daily
- Karobar Economic Daily
- Bhudhabar Weekly
- Gorkhapatra
- The Rising Nepal

- Jana Aastha National Weekly
- Kantipur National Daily
- Kantipur Publications
- Annapurna Post
- The Himalayan Times
- Nepal Samacharpatra
- Rajdhani Daily
- Nepali Times
- Naya patrika
- Chhalphal Weekly
- Suryodaya Weekly
- Sambhodhan
- Saptahik

Some of the popular online news and magazine sites on Nepal are NepalNews.com; Kantipur Online ; Nepal Mountain News; Yahoo | News | Nepal Full Coverage; Gorkhapatra; The Himalayan Times; The Kathmandu Post; The Rising Nepal; Telegraph etc. Magazines includes: Boss; Business Manager; Himal; Nepali Times etc.

Some of the tourism related newspapers published in Nepal are: Nepal Travel Trade Reporter; Image Nepal tourism News Digest; Tourism News; Gantabya Nepal; Nepal Traveler; TN News Tourism News; Sun Rise Nepal Tourism Activities etc.

**Table 2.2**  
**Print Media Structure**

Name	Date of start	Nature	Ownership	Concentration	Reach
The Rising Nepal	2022 B.S (1965 A.D.)	English daily	Government of Nepal/Gorkhaptra corporation	Kathmandu	All Nepal
The Kathmandu Post	2049 B.S. (1993 A.D.)	English daily	Hem Raj Gyawali and Kailash Sirohiya/ Kantipur Publications Pvt. Ltd.	Kathmandu	All Nepal

The Himalayan Times	2001 Nov. 23	English daily	International Media Network Pvt. Ltd.	Kathmandu	All Nepal
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## 2.3 Background Information of Selected Newspapers

### 2.3.1 The Kathmandu Post

This English daily is being produced by Kantipur Publications, (Pvt.) Ltd. which is based in Kathmandu, the capital city of Nepal. The newspaper Kantipur, The Kathmandu Post is published from this firm. The Kathmandu Post and Kantipur were the two private newspapers which were launched first in Nepal. The Kathmandu Post is a daily broadsheet which is published from Kathmandu, Bharatpur and Biratnagar at the same time. It is a daily broadsheet which is published in English language. Kantipur was established in 1993 (2049 Falgun 7) by a businessman Shyam Goyanka. It was the first broadsheet daily after the restoration of democracy in 1990. Two years later Goyanka sold his share to Hem Raj Gyawali (who was former land reform officer as well) and Kailash Sirohiya (A business person deals with garment factory). On the very beginning of Kantipur, it had kind of blame that it was close to Nepali congress or guided by the congress principles. This is only media house which is getting its success and have around 26 crores of annual turnover. Kantipur FM has 4-5 crores of annual but the data regarding on Kantipur television are not available and also not included here. Basically there is an international practice that all types of media having a single media house are unethical and it creates bad practice. But the loopholes on the governmental policy, it is practiced here. The English daily Kathmandu post was also started on 1993. Its owners are Hem Raj Gyawali and Kailash Sirohiya. It is concentrated on Kathmandu and its reach is all over Nepal. It is categorized as "A" class newspaper by press council Nepal and its daily circulation is around 50,000. This is the only one all color, English Kathmandu newspaper. Kantipur Publications is the first media house in Nepal to become a member of World Association of

Newspapers(WAN).It is said as Nepal's largest selling English daily and usually covers eight plus four pages in its one copy. Its current cost is Rs. 3 per copy. One of the crucial moment in the history of Kantipur Publicaitons Pvt.Ltd. was June , 2001, when the Director, Managing Director and then Editor of Kantipur Daily were arrested by the government on the pretext of having printed allegedly one controversial article written by a leader of underground Maoist Political Party, following the Royal Massacre of 1st June 2001. The subsequent release and withdrawal of all the charges established a "landmark" for Nepali Press World. Hence it made Kantipur a pioneer in advocating and establishing the role of Free Press in Nepal. The editor of Kathmandu post is Akhilesh Upadhyay and directors are Binod Raj Gyawali and Swastik Sirohiya.

Its address is given below:

Kantipur publication Pvt. Ltd, Kantipur complex,  
Subidhanagar, Kathmandu, Nepal  
Phone : 4480100 Fax : 977-1-4466320  
e-mail : kpost@kantipur.com.np  
Regd. No. : 32/048/049  
Website : www.ekantipur.com

### **2.3.2 The Himalayan Times**

In the history of Nepali press this is the most debatable paper. This is so-called because of foreign investment, i.e. Indian investment. Legally there is no provision of the foreign investment in any kind of media in Nepal. In January 2004, the debate over this paper was got into the peak with the huge support of Nepal media society (a organization of five reading paper publishers: Kantipur, Rajdhani, Spacetime, Nepal Samacharpatra and Himalaya Times). It has even been disturbed various times by various groups. Then, the publishers took a news piece titled "Buddha was born in India". Then they advocated that such type of news can make only that paper which has foreign investment. At that time this paper was publicly avoided type of news were published in these papers that were in jointly campaign.



Then, the government gathered all the publishers and concluded this event. The owner of this paper is international media network Pvt. Ltd., Nepal in association with Asia Pacific Communication Association (APCA) House, New Delhi. This name was the main controversial to the Nepali publishers. This is one of the famous English daily of Nepal come into action from 2001 November 23. It is also concentrated in Kathmandu and its reach is also all over Nepal. It is also categorized in "A" class by press council Nepal and its circulation is 35000 per day (Approx). It is distributed 60 percent in Kathmandu valley and 40 percent regional distribution. It is now a days, regarded as Nepal's no.1 English daily. It generally possesses 12+ pages and costs 3 rupees per copy. The editor of this newspaper is Ram N. Pradhan.

The address of this newspaper is given below:

International Media Network Pvt. Ltd., APCA House,  
Vaidya Khana Road, Anamnagar, Kathmandu, Nepal  
P.o.Box 11651, Phone: 977-1-4-771489  
Fax : 977-1-4-771959, E-mail : editorial@thehimalayantimes.com  
Website : www.thhimalayantimes.com  
Regd. No. 143/051/052 Postal Regd. 13/058/059

### **2.3.3 The Rising Nepal**

The Rising Nepal is the first and the foremost English daily newspaper of Nepal. This newspaper was firstly published in the year of 1965. The owner of this paper is government of Nepal Gorkhaptra Sansthan. The Rising Nepal is a general Interest Newspaper which aims at providing unbiased news to the readers. The newspaper contains political news. The paper also publishes news on various social and national events like the festivals, which take place in Nepal every year. It is also concentrated in Kathmandu and its reach is also all over Nepal. The current executive chairman of this newspaper is Om Sharma and The Editor-in-chief of the daily broadsheet The Rising Nepal is Yuba Nath Lamsal. The Chief Reporter of The Rising Nepal is Amber Mainali. The marketing department looks after the circulation of the newspaper, while the finance department takes care of the

business made by the newspaper. Out of the indicated three English daily newspapers, this is the one that promotes tourism better than other two English newspapers. The Rising Nepal is also categorized in "A" class newspaper by Press Council Nepal. The circulation of this paper is around 30,000 per day. This has a ratio of 3:2, i.e., 60 percent of the total is distributed in Kathmandu valley and rest 40 percent is distributed outside the valley. It usually constitutes of eight pages and costs Rs. 4 per copy.

The address of this newspaper is given below:

Gorkhapatra Corporation, Government of Nepal  
Dharmapatha, New Road, Kathmandu, Nepal  
Phone : 4223902/ 4222279/ 4227493/ 4220638  
Fax : 977-1-4244428  
E-mail : gtrn@mos.com.np  
Website : www.gorkhaptra.org.np

## **2.4 Review of Related Studies**

Anand carried out a doctoral research work which is based on an empirical study carried out both in India and USA. The central problem of this is the examination of reason for the poor tourist traffic in India and it also offers a system approach for arriving at key decision areas. The major objectives of this study were to isolate and identify the various types of travelers, study the main framework of tourists, decision making process of a visitor, analyze the nature of the tourist market and the character of tourist plan and determine the significance of the tourist industry. Regarding product strategy, Anand suggested need for the integrated development of selected places, product strategy to be meaningful must be based on adequate marketing information and be market oriented. In marketing communication strategy area, he suggested for the promotional efforts focused on travel agents, joint regional advertising, and promotion of the convention, business and Buddhist market. A highly differentiated communication strategy should be designed and appeals made in consonance with latest developments in marketing communications he suggested for creating an efficient and creative organizational structure contributes to growth of tourism by

delineating their roles and functions clearly especially to the ministry, India tourism board and other related agencies (Anand, 1976:88).

Berger who did firstly Ph.D. in Nepalese tourism confined to economic impact of tourism through an input output analysis. The main objectives of the study were to analyze the impact of tourism on the economy of Nepal and to present information to Nepal's development planners which would aid them in making decisions with regards to the contribution of tourism industry to national goals and in devising policies and strategies such that Nepalese society can derive the maximum possible benefits from associated with tourism. The major findings of the study were tourism in Nepal was shown to be an effective and the promising instrument for earning foreign exchange, but also one that requires high investments, both public and private, while providing relatively few jobs and offering little scope for the improvement of personal and regional income distribution. Therefore, it suggested to develop tourism to the extent that foreign exchange is needed for the development purposes but to concentrate society's resources in other fields where benefits of development are shared more widely (Berger, 1978: 116).

According to McDonald, the originality of the area is being disturbed due to upland hotel development, unattractive development of new buildings and dwellings in the town of Pokhara. The study further stated that the continuation of this development would badly effect the natural environment of the entire area with the development of tourism. It is very necessary to take adequate precautions to protect the natural beauty of Phewa lake area. (McDonald, 1986:118) Dhungel made an attempt to analyze the economic impact of tourism in Nepal. The objectives of the study were to analyze the trend, structure and composition of tourist arrival, to estimate the interdependence of the sector with some to the other sectors of the economy, to estimate leakages within the sectors in terms of import contents of both goods and factor services, and foreign currency, it estimates the impact of the sector on employment income and output of the economy to estimate the demand for tourism and to estimate the item wise expenditure elasticity of tourism expenditures in Nepal. The major findings were portico economic

crisis in affecting the number of tourists, seasonality factor has been found, negative correlation between length of stay and average per capita per day expenditure, expenditure in food is inelastic while in travel is elastic and direct, indirect and induced effects of the tourism sector on value added have been found relatively larger than those of the non tourism sectors (Dhungel, 1981: 84).

Nepal Rastra Bank carried out an econometric study with an objective to study and estimate the levels and patterns of tourist expenditure in Nepal to estimate the value added and import contents thereby not foreign exchange earnings from tourism in Nepal and to estimate income and employment generation in the tourism sector of Nepal. The major findings of the study included tourism demand to be income inelastic in both dependent variables, i.e., tourist expenditure and number of tourists. The ratio for import contents for hotels, travel agencies, trekking agencies and airlines were estimated at 53.45 percent, 74.51 percent, 54.04 percent and 67.05 percent respectively. The value added for the tourism sector was estimated at 37.74 percent as compared to 44.66 percent for tourism related sectors and 42.82 percent for the overall sector. The ratio of direct import content when the induce and indirect effects were taken out was estimated at 35.45 percent, 15.12 percent, 10.79 percent and 57.60 percent for hotels, travel agencies, trekking agencies and airlines respectively (NRB, 1989:44).

The doctoral study of Pradhananga analyses the changing pattern of tourist's consumption and its economic impact on employment, exports and national revenue were made. The basic objectives of the study were to examine the consumption pattern of tourists to analyze the use of local resources in tourist consumption and their effects on employment to probe into capacity utilizations of hotels in relation to the tourists numbers and length of stay and to examine the change in government revenue from the tourist export. The major weaknesses of the tourism industry are leakage of foreign exchange earnings, high import contents, seasonal fluctuations in demand for tourism and the over dependence on seasonality factor. He suggested that different tourism related policies and sectors like infrastructure, open sky policy, planning of new tourism project, opening of

the new destination in the country, tourism market strategy, management of travel agencies, full capacity utilization of the hotels etc. should be planned properly (Pradhananga, 1993:182).

The doctoral work of Tuladhar, (1993:125) aimed to study the development of international tourism in kingdom of Nepal from the view of resources, the level of its explorations, utilization and possibilities of its improvement. This study has been done against the background of the overall conditions and its development including natural and anthropological resources, economic development of the country, tourists demands and tourists supply. The major findings of the study included the use of dispersion as a basic for the balancing of progresses may promote foreign visitors quality and possibilities for attempt and contribution for the future development of international tourism in Nepal should workout alternative prognostic situations in unison with the extracted priority of the tourist supply and direction for their improvement. The various suggestions of the study were to promote charter flights with RNAC by tour operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for the tourist travel to Nepal, to provide more cultural shows and other types of suitable entertainment, to increase the length of stay of tourists and to increase their expenditure, to establish summer resorts like suitable tourist hotels and villas on the banks of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education etc.

The objective of the doctoral work of Khadka was to analyze the outcome of tourism development in Nepal in the late 1980s. This study was confined in two specific areas the performance and efficiency of hotel investment in generating foreign exchange and the economic impact of tourism under limited supplying capacity. The major findings of the study were hotels bed occupancy rate, double bed room price and marketing activities are found to be important factors for the performance of the hotel industries. However, the economic impact of tourism was found to be lower than that of the other foreign exchange generation sectors. The economics impact of tourism can be enhanced by promoting standard hotels instead of

low-quality hotels serving low paying tourists. Impact can also be increased by developing impact substitutable industries and increasing the supplying capacity of the critical sectors (Khadka, 1993:88).

The objectives of Bhattarai in his research study entitling “A study on tourism for the formulation of marketing strategy in Nepal” were to analyze the trends of tourist arrivals in Nepal to project future arrivals, to identify promotional activities already underway, to assess whether the Nepali product meets the tourist’s expectations, to assess how much about Nepal the tourists known before deciding to travel, to bring into debate the vulnerability of the industry in terms of environmental degradation, political upheavals and other similar problems and to suggest affordable measures for promoting Nepal effectively. The researcher concluded in terms of typology and arrival trends, seasonality, promotional activity, tourist’s travel information and sources, tourist’s destination information levels, product information, repeat visits, publicity and promotional positioning, and marketing objectives etc. He also suggested in terms of the selective e-marketing, creative destruction, promotional focus, promotional themes, promotional mix and positioning, India focus and so on (Bhattarai, 1994:84).

Pokharel has also prepared the separate review article entitled “summary of past marketing strategies and plans for tourism in Nepal” with the description of the studies & seminar reports related to Nepalese tourism marketing encompassing the important studies and seminar proceedings with an emphasis on marketing of Nepalese tourism Pradhan also observed the concepts and theories of tourism and efforts made by the planners the legal framework and institutional arrangements for tourism development in Nepal. This study also conducted a case study to determine the problems and prospects of tourism in Nagarkot (Pradhan, 1997:14).

Saxena carried out research work on the topic entitled “A study on the promotional aspects of tourism marketing in Nepal”. The major objectives of the study were to explain the significance of tourism in the economic development of the country, to show the tourist inflow in the country, to evaluate the network of tourism related institutions within the country and to

provide recommendations for its development, to show the development of tourism in each plan period and to make the suggestion on the basis of the findings. The major findings of the study were foreign exchange earning is increasing year after year, significant relationship between foreign exchange earnings and number of tourists arriving in the country, travel trade bureau had played a significant role in the development of tourism in the country, in each and every development plan, government has formulated various policies and guidelines to implement the tourism plan successful, and the tourist arrivals in the country is increasing in number but the rate of growth is fluctuating. The suggestions of the study were in terms of publicity and the promotional measures, protection of ancient arts and monuments, transportation and communication facilities, improvement in the infrastructures, promotion and development of new destinations, promotion and development of small areas, linkages between tourism and other industries, duration of tourist stay, travel trade bureaus, encouragement of Indian tourists incentives through legislation, participation of private sectors, periodic reviews of tourism master plan and single governmental agency for tourism development (Saxena, 1998: 75).

According to Shrestha in his doctoral work entitling “Tourism marketing in Nepal”, the objectives were to enquire and to assess the tourism market of Nepal, to evaluate the environmental necessary to develop tourism in Nepal, to assess the contribution of tourism in Nepalese economy and to enquire various hindrances and problems encountered for the development of tourism marketing and its promotion. The various recommendations of the study were new products/ packages should be developed, appropriate positioning as per the strength and demand of our products and the competitive situation of the industry should be made, temples, idols, cultural and religious sites should be maintained and preserved properly for the sustainable growth of the industry, the influx of the international visitors should be managed in accordance with the receiving capacity of the area, emphasis should be given to increase air seat capacity, an alternative international airport should be developed, RNAC should make its flights regular and reliable, the government should give the due attention to

develop and improve road transportation, pollution should be controlled and solid waste should be managed, professional approach should be incorporated in marketing Nepal and its products, tourism marketing should be done jointly by the government and private sector, conducive strategies and the programmes should be designed, publicity should be made at international levels, continuous and sustained promotion through appropriate media to the existing market and potential markets is needed, e-marketing should be continued, Nepal should target and position in the medium income market for tourism promotion, the government should provide adequate safety and security to the visitors, and the policies of government should be focused on continuous improvement of tourism in the country as per market needs and to meet emerging challenges and so on (Shrestha, 1998: 11,18, 225).

The objectives of Adhikari in his study topic entitling “Development of tourism in Nepal with the special reference to the foreign currency earnings” were to observe the growth trends of tourist inflow and growth trend of foreign currency earnings from it, to examine the contribution of tourist industry in relation to the foreign currency earnings, to trace out the problems of tourist industry in Nepal, to recommend appropriate policies for tourism development and to highlight the visit Nepal year 1998. The major findings of the study were annual inflow of tourists is increasing every year, tourist arrivals through air transportation is always higher than land transportation, October, November, December are more favored months, then January, February, March, and April, May, June and lastly, July, August, and September. Indian tourists have dominant percentage in the tourist arrivals in Nepal number of female tourist arrivals is lower than the male tourist in Nepal, trekking and mountaineering tourism has become a special attraction for tourists, there is no doubt that tourism has been recognized as the second most important industry in Nepal, tourism development facilities have also been developing year after year qualitatively and infrastructural aspects of tourism are also growing, tourism potentiality possessed by Nepal have not been utilized properly. So, Nepal’s share in world tourism market is not significant tourism support facilities are



not sufficient etc.. Similarly, the recommendations of the study were both government and private sector should try to increase its share in tourism, air and land transportation should be improved, political intervention and corruption in the airlines operations should totally be avoided, government should try to improve the length of stay of tourists through promotional campaign like extending visa, opening more places for tourists etc., off season tourist inflow should be solved by offering an attractive package programs, reasons for decline in female tourists number must be identified, trekking and mountaineering tourism should be enhanced and the pleasure purpose tourists must be motivated, the earnings from tourism industry can be increased either by increasing tourist influx in the country or by lengthening duration of stay, government should try to increase tourism infrastructures and other facilities as well and rules regarding foreign currency control must be tightened etc (Adhikari, 1999: 1, 88).

According to Shrestha, a prospect of tourism development in any destination is highly controlled by different geological and cultural elements. They are natural products, scenic beauty, Himalayas, blue mountains, river basin, jungles, sun rise and sunset, pleasant climate, wildlife, caves, rocky slopes, cultural products, historical monuments, colorful festivals, traditional ceremonies, travel villages, caste groups and economic activates etc. (Shrestha, 1999: 44).

Ghimire in her study topic entitling “International promotional efforts of VNY 1998” set the objectives as to assess the various international promotional measures undertaken in VNY 1998 program, to assess the impact of VNY 1998 on tourism promotion of Nepal, to assess the strengths and weaknesses of VNY 1998 campaign and to suggest for the sustainable tourism promotion in Nepal. The major findings were the triangular coordination and participation of the government, private sector, and the local communities successfully launched VNY 1998 program, unavailability of adequate budget and adequate homework, in the context of international publicity, mostly the print media like brochures, booklets, journals, magazines, newspapers etc. were published and distributed, rules, regulations and policies regarding tourism are sufficient but the

implementation is lacking, manpower and other resources are not sufficient, lack of clear vision and planning regarding tourism development and its positive impact on tourist arrivals was found etc.. The major recommendations were more extensive promotional programs should be launched, both domestic and international tourism should be promoted equally, low volume high yield tourism should be the centerpiece of our tourism policy, meetings, incentives, holidays, convention and the exhibition tourism should be promoted, enhancement of local participation, use of decoration materials for long terms should be done, budget for tourism marketing and promotion should be increased new quality tourism destination should be developed, environmental pollution should be controlled, the government should make comprehensive action plan of tourism promotion in domestic / international level, hassles should be controlled and promotion as well as marketing should be backed up properly by the product development within the country etc. (Ghimire, 2000: 5, 83).

The objectives of Shrestha in the research work entitling “Tourism in Nepal with special Deference to trekking services” were to focus the inflow of tourism especially with respect to trekking, to analyze the socio-economic impacts as well as future prospects of tourism development and to recommend the policies for the improvement of tourism as a trekking destination etc. The researcher concluded and found out the problems like lack of guidance and control lack of identification of tourism destination, less exploration into these trekking areas, lack of preservation and conservation of potential touristy areas, lack of sufficient infrastructure to many tourism areas, inadequate encouragement for tourists to visit the country and inadequate flights in and outside the international cities connecting to Nepal. The major recommendations were in terms of physical infrastructures (trails, roads, bridges, communications, helipad, airstrip, campsite development, hotels, lodges and touristy facilities), health and sanitation (health centers, village sanitation programs, drinking water supply scheme, family planning and hygiene), education and tourism awareness (education facilities, tourism awareness and development) energy, household economic activities, conservation of natural attractions, natural resource

conservation and development (tourist attractions, tourism development sites, tourism village, tourist information centers) and conservation and development planning (planning process, the technical committee and other organizations) etc. (Shrestha, 2000: 65).

Shrestha has tried to cover the important aspects of the Nepalese aviation and tourism in his book “Nepalese aviation and tourism”. He has tried to explain the aviation history and the role of aviation in tourism. He further discussed the economic significance and the benefits of tourism in the economy of the host country which is measured mainly in terms of foreign exchange receipt from tourist and its multiplier effects on different activities, contribution to regional balance. Tourism development will also induce new business opportunities by opening markets for local products, promote new skill and encourage positive change in land use and production system (Shrestha, 2000:42).

The objectives of Sharma in his research work “Tourism marketing in Khumbu area” were to overview the role of Nepal’s tourism in general and mountain tourism in particular, to analyze the mountains as the products for tourism marketing, to examine the general policy system and procedure affecting Khumbu tourism area and to recommend for promoting mountain tourism in the Khumbu area. The major findings and the recommendations of the study were in terms of Solukhumbu region, policy legal provisions, official procedure and others like security (Sharma, 2000:5).

Sharma in 2001 presented a paper “Mountain environment and tourism : Nepal’s experience”. The paper assesses the nexus of tourism, mountain environment and livelihood of the mountain people with reference to Nepal. The rapid growth of mountain tourism has impacted mountain environment through the increased demand for fuelwood and timber, through the generation of garbage, change in land use and the growth of settlement. Tourism has also improve seasonal employment in pottering and lodges. The impact of tourism on society and culture has not all been positive. Key concerns related to mountain tourism in Nepal include broader sharing of tourism benefits and revenues, local institution building

alternative energy, participatory planning manpower development and diversification of tourism through supply side planning (Sharma, 2001:8).

Chand in his publication “Nepal’s Tourism: Uncensored Facts” stated that even during the regular days transporting tourists from Tribhuvan International Airport to downtown Kathmandu is a problem which has never been handled efficiently till date (Chand, 2002:6).

Kunwar in his book “Anthropology in tourism” has made an effort to analyze the ways in which tourism is contributing to changes in value system, individual behaviour, family related ships, ethics and moral conduct creative expression, traditions ceremonies and so on (Kunwar, 2002:6).

Hirachan in his research topic entitling “A study on e-marketing prospects practiced in tourism sectors by travel agencies in Nepal” set the objectives as to survey the current market situations of the travel agencies, to find and examine travel agencies perception regarding e-marketing to find out the popularity of internet as marketing tools among travel agencies, to find out the internet based tourism marketing and its needs, wants and preferences, to explore the prospects and the problems of e-marketing and to supply appropriate recommendations. The major recommendations of the study were education about e-marketing is must for travel agents and travel agencies also can submit its sites using pay inclusion etc. (Hirachan, 2003:4, 18, 65).

In a guide book published by NTB, it is written that of all the various activities participated in by visitors to Nepal, trekking is by far the most community undertake. Nepal’s wealth of scenery, her diverse flora and fauna her complex mix of cultures make a perfect formula for traveling through the country side on foot. There are two separate styles of trekking namely fully organized trekking and tea house trekking/ lodge trekking. These two styles offer quite different experiences with the former, the trekkers are fully independent of local accommodation and food since they sleep in tents and have their own staff guide them and prepare their meals (NTB, 2003:11).

The major objectives of the research study carried out by Rai entitled “A study on potential religious tourism marketing : a case study of Haleshi Mahadevsthan area, Khotang” were to assess the religious tourism market of Haleshi Mahadevsthan, to identify the present religious tourism situations in Haleshi Mahadevsthan, to identify the major problems associated with religious tourism in Haleshi Mahadevsthan to identify the perceived of religious tourism impact on society and environment by religious tourism market in Haleshi Mahadevsthan and to make recommendations for the marketing strategy for the promotion of religious tourism marketing activities in the study area. The major outputs of the study were identification of the potential religious tourism destination, critically analyze and find out the opportunity and constraints for the religious tourism development in the study area and the recommendations are made for the marketing strategy and the promotion of religious tourism in the study area. The study recommended that preservation of temple cave, monastery, natural beauty, flora and fauna, improvement in road transportation facilities, tower construction for viewing sunrise and sunset effective publicity and advertisement, provision of professional guide services, sound marketing and promotional efforts, enhancement in medical facilities, maintenance and cleanliness, security of guests, cable car facility, establishment of tourism service center, management of water resources and so on (Rai, 2003:83).

According to the study made by Seth, (2006) in his book titled, ”Successful Tourism: Volume I: Fundamentals of Tourism”-Tourism is the world's second largest industry employing on an average one out of twenty adult men and women world-wide and the ratio is one out of ten when it comes to the developed countries like USA. The growing ranks of international leisure travellers are being influenced by business travellers who, are flooding into India as a result of economic liberalisation. It is thus imperative that our professional tourism corps be trained to meet these exacting requirements. Both in public and private sectors, the increasing understanding of these needs is leading to the development of institutes, training centres and academic programmes in tourism management. There is

thus a great need for comprehensive professional literature. This two-volume series volume tells readers all that they want to know about tourism -- its history, networks and intricate operations. Volume Two discusses in detail how different tourism sectors operate and market themselves -- travel agencies, tour operators, hotels, restaurants, airlines -- as well as the impact of changing technology on their activities.

Agrawal & Upadhyay's book entitled "Tourism and Economic Development in Nepal " had been prepared keeping in mind rapid changes taking place in the land-locked economy of Nepal placed in the lap of Great Himalaya where tourism is expected to contribute in a great way. The salient features include: analyses of economic impact of tourism growth on various aspects of the Nepalese economy; explores the role of tourism on globalization of this backward economy; attempts to incorporate important studies undertaken in this context; includes opinions of leading experts on tourism promotion and economic development; reviews contours of changes in tourism policy; incorporates good documentation in terms of source of tourism information, institutions and chronological highlights, etc. In view of the above, this piece of work would be of immense use to policy makers, planners, researchers, and practitioners and also to students (Agrawal & Upadhyay, 2006).

The study by Gautam in his book "Opportunities and Challenges of Tourism Financing: A study on demand and supply; status, structure, composition and effectiveness of tourism financing in Nepal" , examines the tourism and tourism financing in triangular form. The first is the impact of tourism and tourism financing is on the economic growth and development of the country, second is the response of the tourism business enterprises (demand side) about the pattern and effectiveness of tourism financing and the third one is the views of the banks and financial institutions (supply side). By using both primary and secondary data and applying various mathematical and statistical tools such as ratio analysis, correlation coefficient, phi-coefficient, chi-square test, t-test for two sample means and regression analysis (ols) concluded that there is significant impact of tourism and tourism financing in the economic development of the country.

Furthermore, it also found that there is a significant variation in the structure of financing among various types of business (accommodation, travel, adventure and other business) and ownership forms of businesses (proprietorship firm, partnership firm, private limited and public limited) based on the common size statements. It incorporated the magnitude of tourism financing, structure, pattern and the indicators of financing as well as the effectiveness of tourism financing in Nepal (Gautam, 2008).

## **2.5 Research Gap**

Although there is the presence of extensive documents and lots of studies regarding tourism and its marketing, mass media and newspapers, there is always the absence of the literatures regarding the role of mass media in the tourism marketing. So, the present study tries to fulfill such requirement of students by doing the research work on role of mass media in tourism marketing by a case study of the selected daily newspapers of Nepal. The main focus of the study is to analyse the roles (both positive and negative impacts) of the mass media (selected daily newspapers) in tourism, its, marketing & its promotion.

After reviewing a lot of literatures, it is seen that the most of them are tourism or its marketing oriented or mass media or advertisements oriented and no analysis of the role of mass media in tourism marketing was seen. So, this research tries to fulfill that research gap by analyzing the role of mass media in tourism marketing in Nepal. In almost all of the past studies, the descriptive and analytical research design was followed to fulfill the objectives of the study and hence the studies cannot able to compare mass media with tourism marketing, i.e. either they deal with tourism marketing or mass media but not both at a time. Only few researches try to find out the role of mass media from advertisement point of view. But this research is quite different from the others not only because of its recent information but also due to its topic reliability and validity. This type of research was never seen in my overall review of literature.

## **Chapter – III**

### **RESEARCH METHODOLOGY**

Research methodology is the method that describes the process and tools that are applied by the researcher to conduct the research. It is the mechanism used by the researcher by which the objectives of the study are empirically tested and some kind of information is drawn. The main objective of this study is to dig out the role of mass media in tourism marketing of Nepal. Therefore this chapter mainly focused on research design, population and sampling procedure, sources of data, sampling procedures, tools and techniques of data collection and presentation and analysis of data.

#### **3.1 Research Design**

This study was based on the micro study of mass media, tourism marketing & the role of mass media in tourism marketing by selecting selected daily English newspapers of the country. This study was mostly descriptive and analytical in nature. So, descriptive research design was used in this study by a case study survey. That is why, this research deals with more qualitative than the quantitative aspects of the phenomenon.

#### **3.2 Population**

The population here for this study is numbers of newspapers, magazines, newspapers in Nepali Language available in Nepal. However, this study is mainly concentrated to English dailies. Thus, the population of this study consists The New Business Age, Boss, VOW, Nepali Times Weekly, Frontline, Business Age, Boss, Spotlight, Wave magazines, Arghakhanchi Times, Republica (Nepal), Nagarik Daily, Karobar Economic Daily, Bhudhabar Weekly, Gorkhapatra, The Rising Nepal, Jana Aastha National Weekly, Kantipur National Daily, Kantipur Publications, Annapurna Post, The Himalayan Times, Nepal Samacharpatra, Rajdhani Daily, Nepali Times,



Naya patrika, Dristi Weekly, Chhalphal Weekly, Suryodaya Weekly, Sambhodhan, Sapthahik etc.

### **3.3 Nature and Sources of Data**

The research study was mainly based on secondary data according to the context of news published, articles written and advertisement announced, the data were gathered from the respective newspapers. The sources of secondary data were published and unpublished documents as well as official records of The Kathmandu Post, The Himalayan Times, The Rising Nepal, Martin Chautari, National Planning Commission, Centre Bureau of Statistics, Nepal Tourism Board, and library materials etc.

The primary sources of data were used in the form of key information. The key information was selected from the respective newspapers departments. The experts were consulted as the sources of data and their views were collected by the help of structured questionnaire.

### **3.4 Sample and Sampling Procedure**

This study has adapted multi-stage random sampling to select the sample for the study. At the first stage the researcher has collected the name list of different print media from the record of Press Council Nepal. In the second, the researcher has divided the materials into three groups as: magazines, newspapers in Nepali and newspaper in English. In the third stage of sampling only the news paper in English language has been considered for the group of sample selection.

Three daily newspapers (English) of “A” class categorized by Press Council Nepal of Nepal were selected as the sample for the case study. The major reasons behind their selection were (a) they are the most selling daily English newspapers of the country, (b) they are more famous and having international reach and coverage, (c) they can also be read from websites (internet) and so on.

Thus, the judgemental sampling was used because of the limitations of individual researcher. Some other reasons of selecting the daily

newspapers are described below: Kathmandu Post is an English daily published by Kantipur Publications Private Limited. This all color, English Kathmandu newspaper has a circulation of 50,000 copies. Kantipur Publications is the first media house in Nepal to become a member of World Association of Newspapers (WAN). The Kathmandu post” is regarded as the Nepal’s largest selling English daily. Moreover, its reach is not only all over Nepal but outside the country also. Similarly, “The Himalayan Times” is the most recent English newspapers amongst the three newspapers. It is published by the International Media Network Pvt. Ltd. It is the most debatable newspaper because it is said that its operation is by foreign investment and this Nepalese newspaper is said to have a very bold outlook and always presents the news as it had happened in the reality. It is regarded as the Nepal’s no.1 English daily and its reach cover also national and international levels. “The Rising Nepal” is the first and foremost as well as one and only one English daily newspaper of the country under the investment of the government. Out of the indicated three English daily newspapers, it is believed that “The Rising Nepal” is the one that markets tourism better than others. The Rising Nepal is also a general Interest Newspaper which aims at providing unbiased news to the readers. This newspaper is pretty popular within the masses of the country. These are some of the major reasons of selecting these three newspapers as case study and selecting the study topic as well.

Similarly, for the selection of key informants, purposive sampling was used. According to the study context and purpose of the study, the key informants were selected from the respective publication house. They were drawn with view to their position, knowledge and experience in the field. Thus, reporters, editors and directors were constructed as key informants for this study.

### **3.5 Tools and Techniques of Data Collection**

Here, the tool of data collection from key informants was mailed questionnaire. The questionnaire was tested for validity and reliability by consulting with the supervision of an expert. And the final questionnaire was mailed to the respective people and they were requested to send that back to

the researcher after the completion of the questionnaire. No personal contact or interview or discussion was performed.

Similarly from the daily newspapers, the data was collected by the observation and reading of the newspapers. The number of published news, articles and advertisements etc. about tourism were simply reviewed, compared and analyzed. In this case, every newspaper was reviewed for 50 days regularly.

### **3.5.1 Key Information**

To gather more knowledge and information on the study subject, different personals and experts from the newspaper publisher's committee were taken according to their sector, position, knowledge and experience. They were also consulted for their recommendations. In this case one key informant from "The Himalayan Times" (editor), two from "The Rising Nepal": and five from "The Kathmandu Post" were selected purposively.

### **3.6 Method of Data Presentation and Analysis**

The collected data were firstly, reviewed properly and the unnecessary information and data were eliminated by data processing method. Similarly, the remaining information was interpreted by descriptive research design and presented in tabular form for quantitative data, if necessary. The number and quality of news, articles and advertisements etc. published in the newspapers were reviewed and compared with the total number and were also analyzed by the help of simple statistical tools like simple percentage analysis (for quantitative data) and simply qualitative methodology on the basis of descriptive research design (for qualitative data).

Similarly, the inside story of the published document was analyzed by the researcher by her own knowledge, by the help of her thesis supervisors, teachers and experts under the circumstances of descriptive research design. The response of the key informants was also analyzed on the basis of the descriptive research design and pie chart presentation. And their information was mainly used for putting forward the summary, drawing conclusions and eventually suggesting the recommendations.

## CHAPTER – IV

### PRESENTATION AND ANALYSIS OF DATA

Presentation And Analysis of Data includes the tabular representation of collected data and their analysis on the basis of the simple percentage analysis. This chapter provides the tourism news in different newspapers and comparison of the tourism news with total news and so on. This chapter also tries to analyze the response of the key information's and also includes the analysis of what is actually published in the newspapers during the data collection period. Thus, this chapter is all about the presentation and analysis of collected data during the research period.

#### 4.1 Analysis of the newspapers

##### 4.1.1 Tourism News in Different Newspapers

The different English newspapers were analyzed on the basis of the type of news published, their number, their devoted page, their size, their coloring and boxing and so on. The three newspapers analyzed here are The Kathmandu Post (TKP), The Rising Nepal (TRK) & The Himalayan Times(THT).

**Table 4.1**

#### **Tourism Publication in Different Newspapers**

Newspaper	The Kathmandu post		The Himalayan times		The rising Nepal		Total	
	Number (days)	Percent	Number (days)	Percent	Number (days)	Percent	Number (days)	Percent
Zero	28	56.0	28	56.0	15	30.0	71	47.3
One	17	34.0	16	32.0	19	38.0	52	34.7
Two	4	8.0	5	10.0	11	22.0	20	13.3

Three or more than three	1	2.0	1	2.0	5	10.0	7	4.7
Total	50	100.0	50	100.0	50	100.0	150	100.0
Percent	33.33	-	33.33	-	33.33	-	100.0	-

*(Respective newspapers, 2010)*

The data clearly indicates that The Kathmandu Post and The Himalayan Times publish very few number of tourism-related news but The Rising Nepal Publishes slightly more news than the other two newspapers. Out of the total days, 56.0 percent of days have to tourism news in the Himalayan times and Kathmandu post while only 30.0 percent of the total of the days have no news regarding tourism in ‘The rising Nepal’. Similarly, 34.0 percent of the Kathmandu post, 32.0 percent of the Himalayan times and 38.0 percent of The Rising Nepal publish only one news. And, 8.0 percent of The Kathmandu Post, 10.0 percent of the Himalayan times and 22.0 percent of The Rising Nepal publish two news. At last but not least, 2.0 percent of The Kathmandu Post, 2 percent of The Himalayan Times and 10.0 percent of The Rising Nepal publish 3 or more news. By combining all of them, 47.3 percent days have zero news, 34.7 percent of days have one news , 13.3 percent of days have two news and 4.7 percent days have 3 or more news. So, increasing number of news publishing in decreasing number of days. In the other hand, out of zero news publishers, 39.4 percent are TKP, 39.4 percent are THT and only 21.2 percent are TRN. Similarly, out of the one news publishers, 32.7 percent are TKP, 30.8 percent are THT and 36.5 percent are TRN. And, out of two news publishers, 20.0 percent are TKP, 25.0 percent are THT and 55.0 percent are TRN. At last but not least, out of three of more news publishers, 14.3 percent are TKP, 14.3 percent are THT and 71.4 percent are TRN. So, it indicated that ‘The Rising Nepal’ publishes more news than ‘The Kathmandu post’ and ‘The Himalayan Times’ regarding to the tourism industry.

#### 4.1.2 Tourism News, Articles, Interviews, Advertisement, comments and Vacancies in Different Newspapers

**Table 4.2**  
**Tourism News, Articles, Interviews, Advertisement, Comments and Vacancies**

Newspapers	TKP		THT		TRN		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
News	15	53.6	18	56.3	30	50.8	63	53.7
Comments/Article	10	35.7	8	25.0	17	28.8	35	28.9
Interview	1	3.6	0	0.0	5	8.5	6	5.0
Advertisement/ Vacancy	2	7.1	6	18.7	7	11.9	15	12.4
Total	28	100.0	32	100.0	59	100.0	119	100.0
Percent	23.1	-	28.1	-	48.8	-	100.0	-

( Respective newspapers, 2010)

Out of the total published documents in “The Kathmandu Post”, 53.6 percent are news, 35.7 percent are comments/articles, 3.6 percent are interviews and 7.1 percent are advertisements/vacancies. Similarly, 56.3 percent are news, 25.5 percent are Articles/comments and 18.7 percent are advertisement/vacancy in “The Himalayan times”. And, out of the total published documents in the “The Rising Nepal”, 50.8 percent are news, 28.8 percent are comments/ articles, 8.5 percent are interviews and 11.9 percent are advertisement/vacancy. And, at last but not least out of the total published documents 53.7 percent are news, 28.9 percent are comments/ Articles, 5.0 percent are interviews and 12.4 percent are advertisement/vacancies. So, it shows that the most of the published documents in those newspapers regarding tourism are news.

In the other hand, out of the total news published, 23.1 percent from “The Kathmandu Post”, 30.8 percent form “The Himalayan times” and 46.1 percent form “The Rising Nepal”. Similarly, out of the total

comments/Articles published, 28.6 percent from “The Kathamndu post”, 22.9 percent from “The Himalayan Times” and 48.6 percent from “The Rising Nepal”. And out of the total interviews published, 16.7 percent from ‘TKP’ and 83.3 percent from ‘TRN’. At last but not least, out of the total advertisements/vacancies published, 13.3 percent from ‘TKP’, 40.0 percent from ‘THT’ and 46.7 percent from ‘TRN’. As a whole, 23.1 percent publications are in ‘TKP’, 28.1 percent in “THT” and 48.8 percent in ‘TRN’. So, it indicates that, most of the publications are belonging to ‘The Rising Nepal’ separately or as a whole.

#### 4.1.3 Total Publications VS. Tourism Publications

**Table 4.3**  
**Total Publications VS. Tourism Publications**

Newspapers Publications	TKP (12 pages Approx)	THT (12 pages Approx)	TRN (8 pages Approx)
Total publications (approx) (10/page × 50 days)	6000	6000	4000
Tourism publications	28	32	59
Percentage of total publications	0.47	0.53	1.48

*(Selected newspapers, 2010)*

Out of the total news published in TKP, only 0.47 percent includes tourism publications during data collection period. Similarly, in THT, 0.53 percent of the publications are tourism -oriented. And in TRN, 1.48 percent (slightly greater extent) is tourism oriented publications. So, it shows that there is the very less number of publications regarding tourism in the English daily newspapers of Nepal.

#### 4.1.4 Page Wise Distribution of Tourism Publications

**Table 4.4**  
**Tourism Publications in Different Pages**

Newspapers Page	THT		TRN		TKP		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Cover page	3	9.4	6	10.2	2	7.1	11	9.2
Business page	14	43.8	23	39.0	9	32.1	46	38.7
Op.ed page	8	25.0	5	8.5	11	39.3	24	20.2
Sports page	0	0.0	1	1.7	1	3.6	2	1.7
Others	7	21.8	24	40.6	5	17.9	36	30.2
Total	32	100.0	59	100.0	28	100.0	119	100.0

*(Selected newspapers, 2010)*

Table no. 4.6 indicates that, in ‘THT’, the proportion of news published in cover page, business page, op. ed page, sports page and others pages equals to 9.4 percent, 43.8 percent 25.0 percent, 0.0 percent and 21.8 percent respectively. Similarly, in TRN, the proportion of publications in cover page, business page, op. ed. Page, sports page and other pages, equals to 10.2, 39.0, 8.5, 1.7 and 40.6 percent respectively. And, in TKP, the proportion of publications on cover page, business page, op. ed. Page, sports page and other pages equals to 7.1 percent, 32.1 percent, 39.3 percent, 3.6 percent and 17.9 percent respectively. At last but not least, out of the total publications of the newspapers, the proportion of publication in cover page, business page, op.ed. page, sports page and other pages equal to 9.2 percent, 38.7 percent, 20.0 percent, 1.7 percent and 30.2 percent respectively. Hence it concludes that the most of the publication about tourism is usually published in the business page.

Out of the total publication of cover pages, 27.3 percent, 54.5 percent (highest) and 18.2 percent are in THT, TRN (highest) and TKP respectively. Out of the total publications of business pages, 30.4 percent, 50.0 percent (highest) and 19.6 percent are in THT, TRN (highest) and TKP respectively. Similarly, out of the total publications of op. ed pages, 33.3 percent, 20.8



percent, and 45.9 percent (highest) are in THT, TRN and TKP (highest) respectively. And out of the total publications of sports pages, 0.0 percent, 50.0 percent and 50.0 percent are in THT, TRN and TKP respectively. And at last but not least, out of the total publications of other pages 19.4 percent, 66.7 percent (highest) and 13.9 percent are in THT, TRN (highest) and others respectively. So, it can be concluded that every page of TRN (except op. ed page for which TKP) publishes more tourism related news than any other paper.

#### 4.1.5 Size Wise Distribution of Tourism Publications

**Table 4.5**  
**Tourism News in Different Size**

Newspapers	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
Large font	13	40.6	24	40.7	13	46.4	50	42.0
Medium font	9	28.1	16	27.1	10	35.7	35	29.4
Small font	10	31.3	15	25.4	3	10.7	28	23.5
Other (Photo etc)	0	0.0	4	6.8	2	7.2	6	5.1
Total	32	100.0	59	100.0	28	100.0	119	100.0

*(Selected newspapers, 2010)*

The proportion of news titles in large font, medium font, small font and others is 40.6 percent, 28.1 percent, 31.3 percent and 0.0 percent respectively for THT. Similarly, in TRN, their proportion is 40.7 percent, 27.1 percent, 25.4 percent and 6.8 percent for large font, medium font, small font and others respectively. In TKP, the proportion of large font, medium font, small front and others news titles equals to 46.4 percent, 35.7 percent, 10.7 percent and 7.2 percent respectively. So, as a whole 42.0 percent publications are large fonted, 29.4 percent are medium fonted, 23.5 percent are small fonted and 5.1 percent are others. So, the font size is directly proportional to the number of publications.

Similarly, 26.0 percent, 48.0 percent (largest) and 26.0 percent of large font publications; 25.7 percent, 45.7 percent (largest), and 28.6 percent of medium font publications, 35.7 percent, 53.6 percent, (largest) and 10.7 percent of small font publications, and 0.0 percent, 66.7 percent (largest) and 33.3 percent, of other publications are in THT, TRN and TKP respectively. So, TRN has majority in every size of tourism publications headlines.

#### 4.1.6 Tourism Publication in Boxes and Colours

**Table 4.6**  
**Tourism Publication in Boxes and Colours**

Newspapers Publications	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
In boxes	4	12.5	6	10.2	7	25.0	17	14.3
In colours	5	15.6	4	6.8	7	25.0	16	13.4
Both	1	2.8	7	11.9	2	7.1	10	8.4
None (Others)	22	68.7	42	71.1	12	42.9	76	63.9
Total	32	100.0	59	100.0	28	100.0	119	100.0

*(Selected newspapers, 2010)*

Out of the total publications of THT, 12.5 percent are in boxes, 15.6 percent are in colours, 2.8 percent are in both and 68.7 percent are in none. Similarly, 10.2 percent are in boxes, 6.8 percent are in colours, 11.9 percent are in both and 71.1 percent are in none for TRN publications. And, out of the total publications of TKP, 25.0 percent are in boxes, 25.0 percent are in colours, 7.1 percent are in both and 42.9 percent are in none. And at last but not least, among the publications of all newspapers, 14.3 percent are in boxes 13.4 percent are in colours, 8.4 percent in both and 63.9 percent in none. So, it can be concluded that the tourism publications are in boxes and in colours in very few numbers and most of them are neither in colours nor in boxes.

Similarly, out of total news in boxes, 23.5 percent are from THT, 35.3 percent from TRN and 41.2 percent (highest) from TKP. Out of the total news in colours, 31.3 percent are from THT, 25.0 percent from TRN and 43.7 percent (highest) are from TKP. Similarly, out of the total publications

both in boxes and colours, 10.0 percent from THT, 70.0 percent (highest) from TRN and 20.0 percent from TKP. So, TKP usually uses more boxes and colours for tourism publications than the two other English dailies. And, at last but not least, out of the total publications neither in boxes nor in colour, 28.9 percent from THT, 55.3 percent from TRN and 15.8 percent are from TKP.

#### 4.1.7 Tourism as a Major Publication

**Table 4.7**  
**Tourism as a Major Publication**

Newspapers Types	THT		TRN		TKP		Total	
	No days	Percent	No days	Percent	No days	Percent	No days	Percent
Tourism as a major publications	12	24.0	9	18.0	7	14.0	28	18.7
Tourism not as a major publication	10	20.0	26	52.0	15	30.0	51	34.0
No tourism publication	28	56.0	15	30.0	28	56.0	71	47.3
Total	50	100.0	50	100.0	50	100.0	150	100.0

*(Selected newspapers, 2010)*

Table no. 4.9 shows that out of the total publications of THT, 24.0 percent of days have tourism as a major publication, 20.0 percent of days have tourism not as a major publication and 56.0 percent of days have no tourism publications. Similarly, out of the total days of TRN, 18 percent of days have tourism as a major publication, 52 percent of days have tourism not as a major publication and 30 percent of days have no tourism publication. And, out of the total days of TKP, 14.0 percent of days have tourism as a major news, 30.0 percent of days have tourism not as a major news and 56.0 percent of days have no tourism publication. So, as a whole, out of the total days of newspapers, 18.7 percent of days have tourism as a major news, 34.0 percent of days have tourism not as a major publication and 47.3 percent of days have no tourism news. Hence, it can be concluded that the most of the

days have no tourism news and out of the tourism news published days, tourism is mostly published as not as a major news.

In the other hand, out of the total publications of “tourism as a major publication” 42.9 percent (highest) are THT, 32.1 percent TRN and 25.0 percent are TKP. Similarly, out of the total days of “tourism not as a major publication”, 19.6 percent are from THT, 51.0 percent are from TRN (highest) and 29.4 percent are from TKP. And out of the total days of “no tourism news”, 39.4 percent are from THT, 21.2 percent from TRN and 39.4 percent are from TKP. Hence, major tourism news is mostly publishing in THT while the other news (not major tourism news) are mostly publishing in TRN.

#### 4.1.8 Types of Tourism Publications

**Table 4.8**  
**Types of Tourism Publications**

Newspapers Types	THT		TRN		TKP		Total	
	No	%	No	%	No	%	No	%
Promoting/ informative	8	25.0	21	35.6	4	14.6	33	27.7
Introducing Destiny	4	12.5	9	15.3	3	10.7	16	13.4
Harassing/ negative news	4	12.5	3	5.1	3	10.7	10	8.4
News of other countries	3	9.4	10	16.9	1	3.6	14	11.8
Infrastructure	1	3.0	3	5.1	0	0	4	3.4
Airlines services	6	18.8	4	6.7	12	42.8	22	18.5
Others	6	18.8	9	15.3	5	17.9	20	16.8
Total	32	100.0	59	100.0	28	100.0	119	100.0

*(Selected newspapers, 2010)*

Out of the total tourism publications of THT, 25.0 percent are promoting/ informative, 12.5 percent are introducing destiny, 12.5 percent

are harassing/ negative news, 9.4 percent are news of other countries, 3.0 percent are infrastructure and their development, 18.8 percent are related to airlines services and 18.8 percent are others. Similarly, out of the total tourism publications of TRN, 35.6 percent are promoting/ informative, 15.3 percent are introducing destiny, 5.1 percent are harassing/ negative news, 16.9 percent are news of the other countries, 5.1 percent are infrastructure and their development, 6.7 percent are airlines services- related and 15.3 percent are other. And, out of the total tourism publications of TKP, 14.3 percent are promoting/ informative, 10.7 percent are introducing density, 10.7 percent are harassing/ negative news, 3.6 percent are news of other countries, 42.8 percent are related to airlines services and 17.9 percent are other. So, as a whole, 27.7 percent of news are promoting/ informative, 13.4 percent are introducing destiny., 8.4 percent are harassing/ negative news, 11.8 percent are the news of other countries, 3.4 percent are infrastructure news, 18.5 percent are airlines services news and 16.8 percent are others. Hence, it can be concluded that the most publications of the papers are promoting/ informative, airlines services, introducing to destiny and news of other countries.

In the other hand, out of the total promoting/ informative publications, 24.2 percent, 63.7 percent (highest) and 12.1 percent belong to THT, TRN (highest) and TKP respectively. Similarly, out of the total introducing destiny publications, 25.0 percent, 56.2 percent (highest) and 18.8 percent belong to THT, TRN (highest) and TKP respectively. Out of the total harassing/ negative news, 40.0 percent (highest), 30.0 percent and 30.0 percent belong to THT (highest), TRN and TKP respectively. Similarly, out of the total publications about other counties, 21.4 percent, 71.4 percent (highest) and 7.2 percent belong to THT, TRN (highest) and TKP respectively. Out of the total infrastructure publications, 25.0 percent and 75.0 percent (highest) belong to THT and TRN respectively. And, out of the total airlines services publications, 27.3 percent, 18.2 percent and 54.5 percent (highest) belong to THT, TRN and TKP respectively. At last but not least, out of the total other publication, 30.0 percent, 45.0 percent (highest) and 25.0 percent belong to THT, TRN (highest) and TKP respectively. So, it

shows that the promotion of every publication is highest for TRN excepting negative/ harassing news (THT) and airlines services publications (TKP).

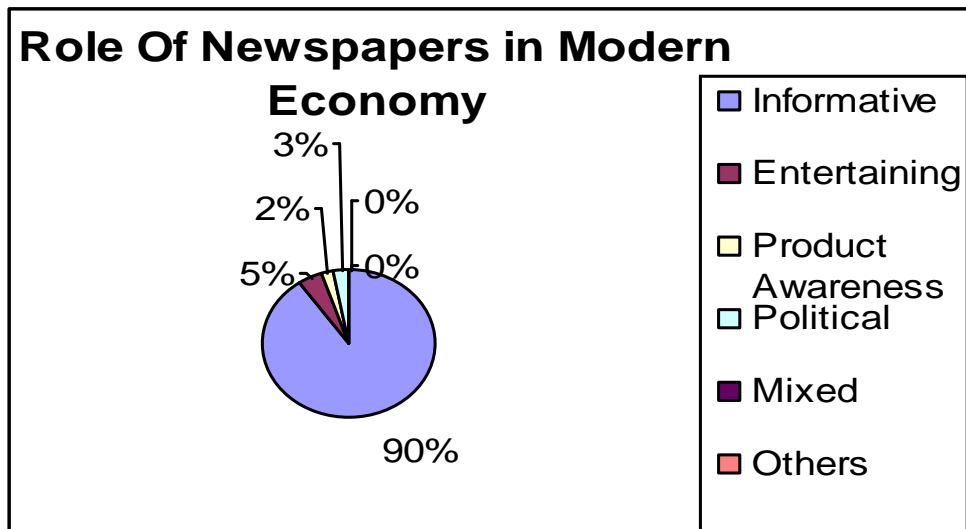
## 4.2 Presentation and analysis of issues from Questionnaire

### 4.2.1 General Question

To explore the more reliable and accurate conclusion the researcher has made structured questionnaire and distributed to various respondents such as editors of the media, employees of the Nepal tourism Board, Businessman who are engaged in tourism sectors, employees of NGOs and INGOs those are concerned with the tourism market in Nepal and general people. The following section represents the analysis of view's and information in the same order as they were asked in the questionnaire.

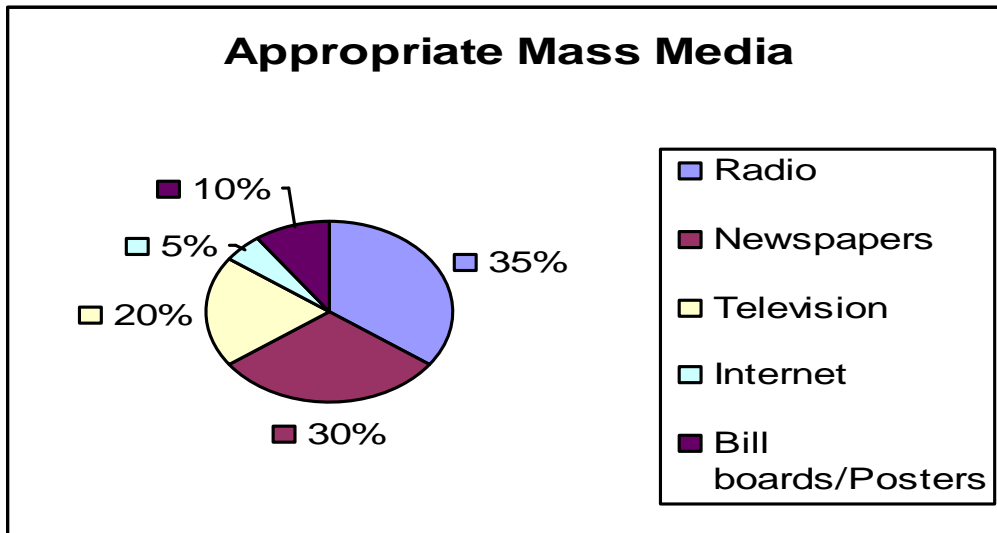
The First question asked to the respondents was "what role you think newspapers should play in the modern economy" They were provided six options, a Informative b Entertaining c Product awareness d Political e Mixed f Others. After these 90 percent respondents told that Informative, 5% told entertaining, 2% told that product awareness and 3 percent told that political. From this the researcher can conclude that the role of newspaper is to make informed to the public. The Following is the Diagrammatical Presentation of this question.

Figure 4.9



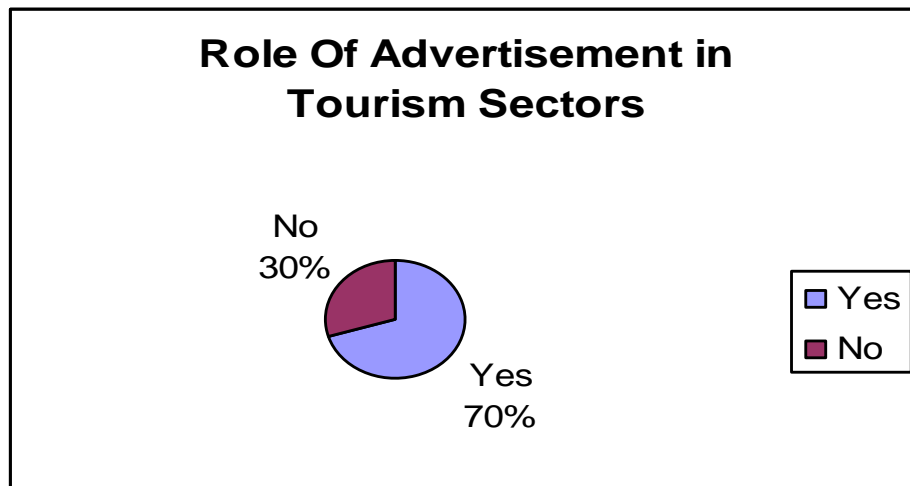
The second question asked to the respondents was "In your opinion which is the most appropriate mass media" The option was radio, television, Newspapers, bill boards/ posters, internet. 35% respondents told that radio, 30% told that Newspaper, 20 % told that television, 5% told that internet and 10% told that bill boards/ posters. It means that most appropriate mass media is radio and newspapers.

**Figure 4.10**



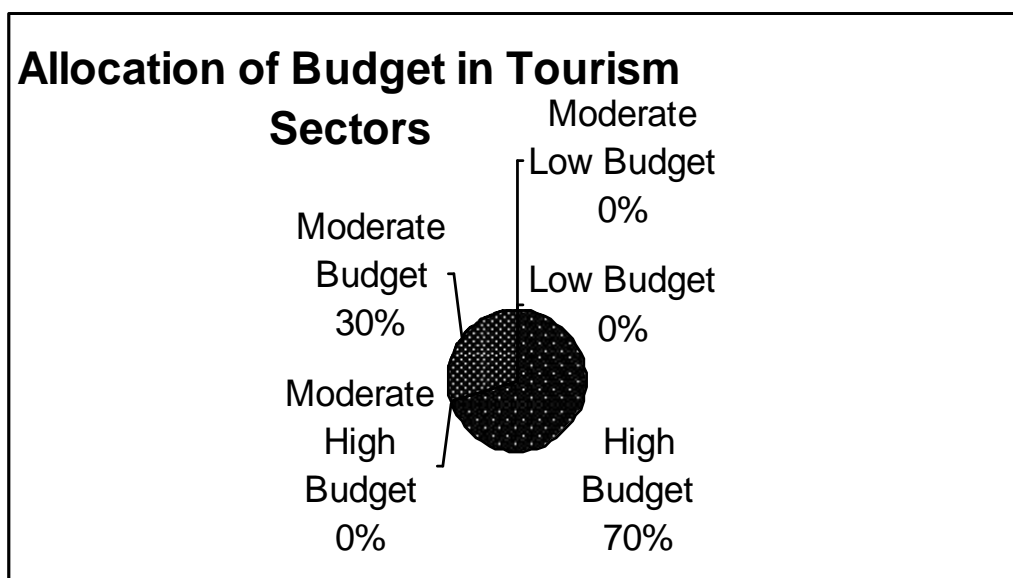
The third question asked to the respondent was "Do you think advertisement helps in tourism promotion more than other things" and the option was yes and no. 70 percent respondents told that yes and 30 percents told that no. From this it can be concluded that the advertisement plays crucial role for the promotion of tourism market in Nepal.

**Figure 4.11**



Another question was asked to the respondents was " In your opinion how much money should be allocated purely for the advertisement purpose in newspapers for tourism promotion" and the option was (a) high budget (b) moderate high budget (c) moderate budget (d) moderate low budget (e) low budget. 70 percent respondents told that high budget and 30 percent told that moderate budget. From this it can be concluded that most of the respondent are in favors of promotion of the tourism market in Nepal.

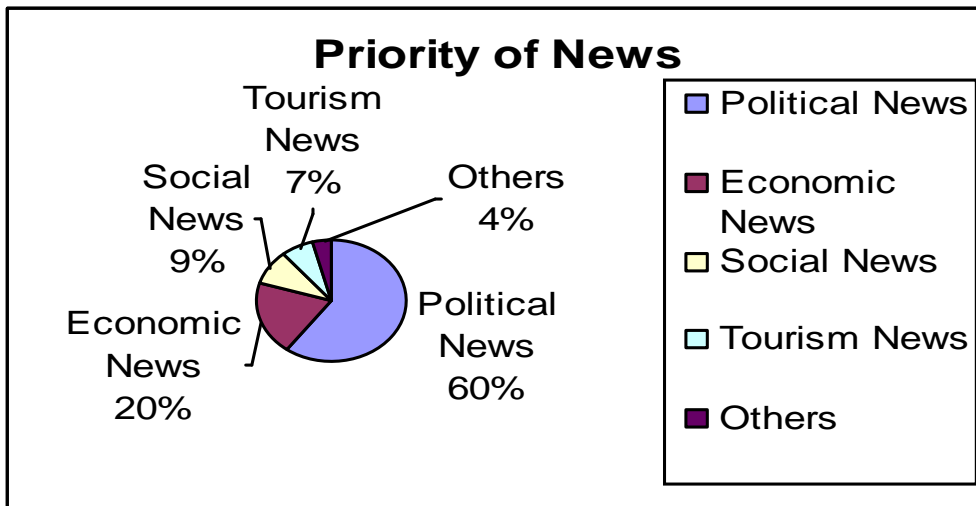
**Figure 4.12**



Another question was " What type of News story gets first priority in newspaper" option was (a) Political news (b)Social news (c) economic news (d) tourism news (e) others. 60 percent respondents told that political news, 20 percent told that economic news, 9 percent told that social news, 7 percent told that tourism news and 4 percent told others. From this the researcher can conclude that the tourism news gets less priority and political news get high priority.

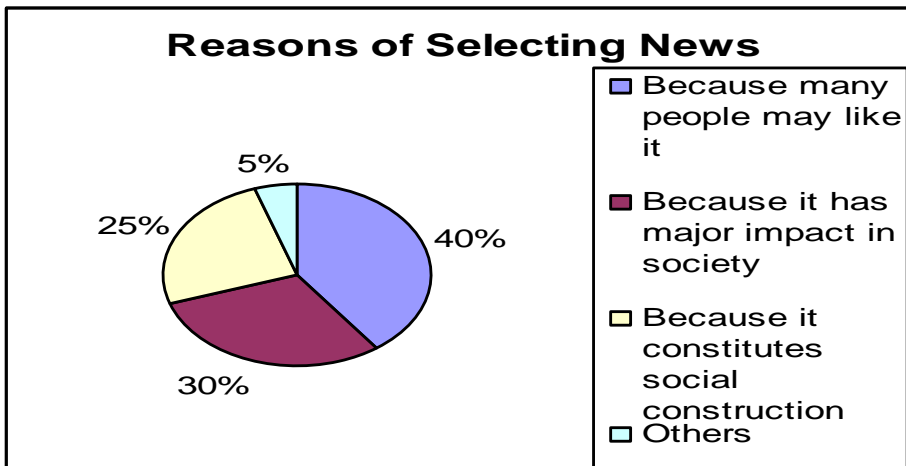


Figure 4.13



Another question asked to the respondents was "what could be the reason" option was (a) Because many people may like it (b) because it has major impacts in society (c) because it constitutes social construction of reality (d) others. 40 percent told that because many people may like it, 30 percent told that it has major impacts in society, 25 percent told that it constitutes social construction of reality and remaining 5 percent told that others. This means political news is liked by most of the people so that this news gets high priority then other news.

Figure 4.14

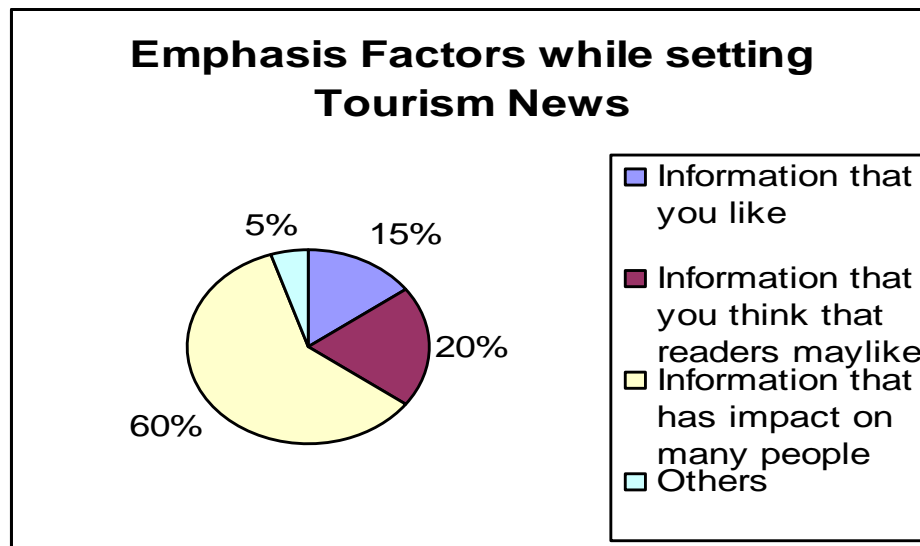


#### 4.4.2 Specific question

The researcher wants to explore the core things about the role of mass media in tourism marketing from the media person. For that the following question was distributed to the media person only.

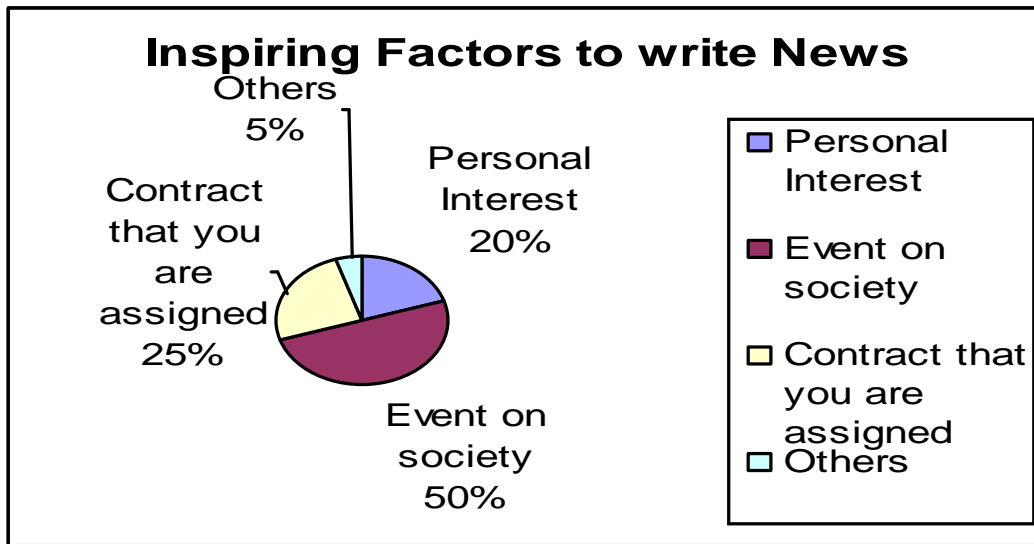
The first question asked to the media person was "What is your first emphasis while setting priority news about tourism" Option was (a) the information that you like (b) the information that you think that readers may like (c) the information that has impact on many people (d) others. 60 percent told that the information that has impact on many people 20 percent told that the information that you think readers may like 15 percent told that the information that you like and remaining 5 percent told that others. From this it can be concluded that most of the media person emphasis on the news that has impact on many people.

**Figure 4.15**



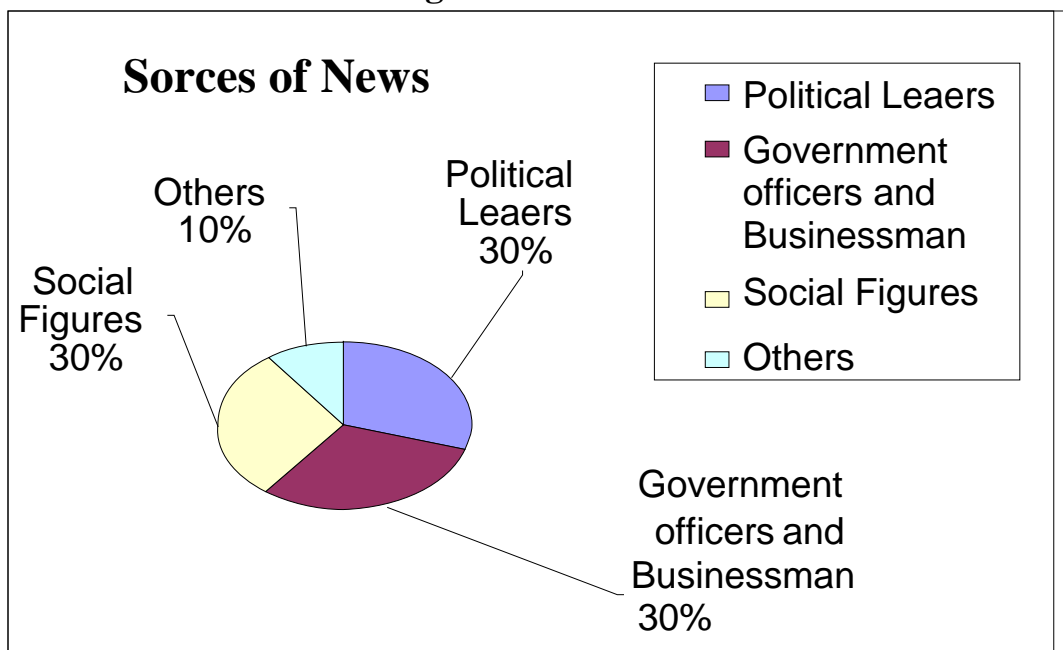
The second question was "What inspires you to write news" Option was (a) Personal Interest (b) the event on society (c) the contract you are assigned for (d) others. 50 percent of the respondents told that the event in society, 20 percent told that personal interest, 25 percent told that the contract you are assigned for and 5 percent told that others.

Figure 4.16



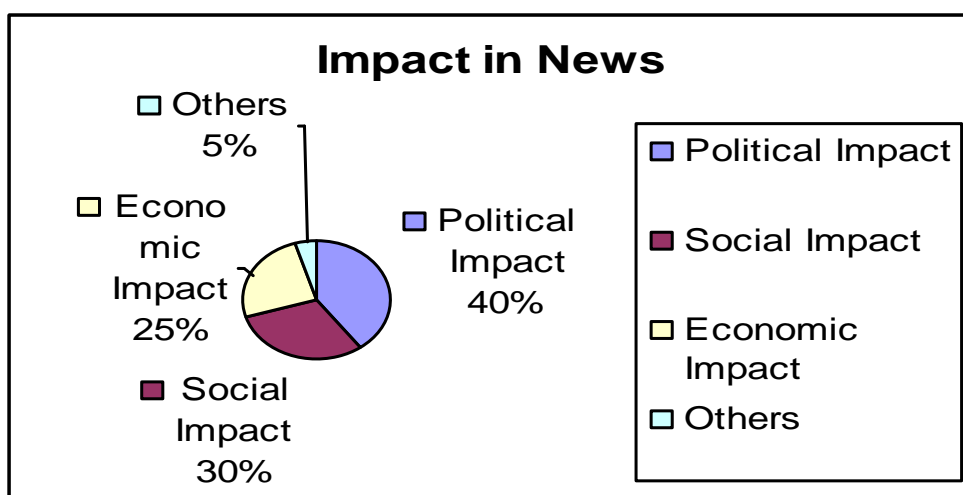
Another question was " What are the frequent sources of your news" Option was (a) Political Leaders (b) Government officers and business man (c) social figures and people (d) others. 30 percent told that political Leaders, 30 percent told that Government officers and businessman, 30 percent told that social figures and 10 percent told that others. It means the frequent sources of news are according to the situation.

Figure 4.17



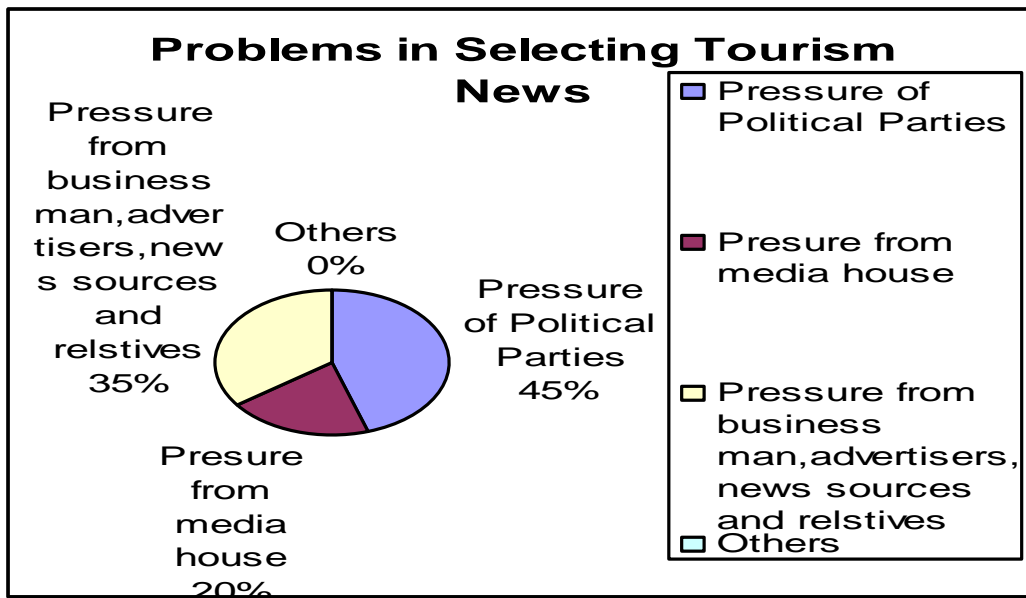
Another question was "What type of impact oriented news gets top priority" option was (a) Political impact (b) social impact (c) Economic impacts (d) others. 40 percent respondent told that political impact, 30 percent told that social impact, 25 percent told that economic impact and remaining 5 percent told that others. This means political news gets high priority then other news.

**Figure 4.18**



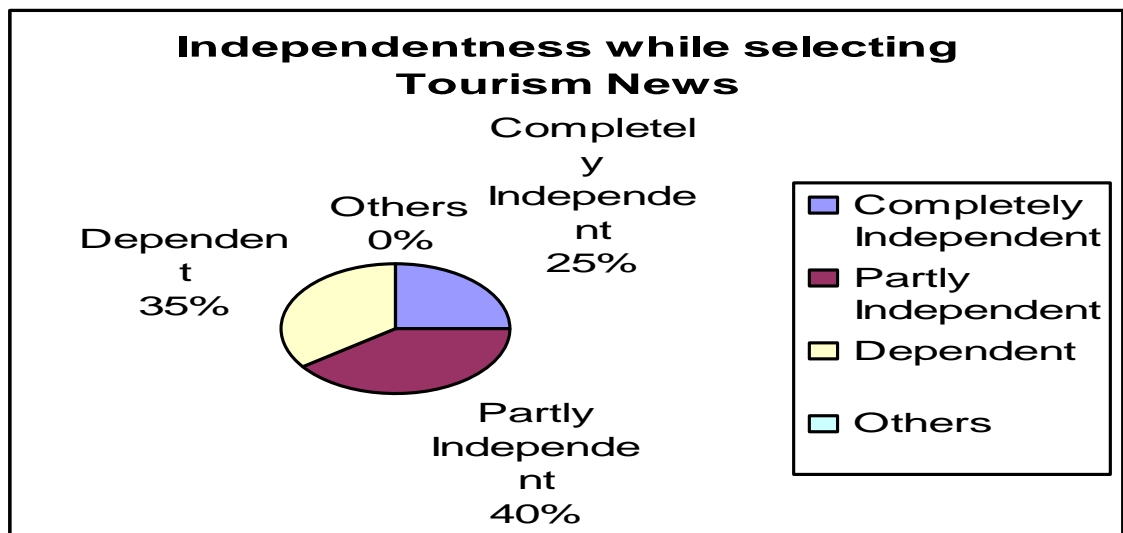
The next question asked to the respondent was "What is the frequent problem and influencing factors in tourism related news preparation" Option was (a) pressure of political parties (b) pressure from media owners (c) Pressure from business groups, advertisers, news sources and relatives (d) Others. 45 percent respondent told that pressure from political parties, 20 percent told that pressure from media house, 35 percent told that pressure from the business groups, advertisers, news sources and relatives. It means pressure from the political parties and businessman affects the tourism related news preparation.

**Figure 4.19**



The last question asked to the respondent was " How far you independent while setting priority to tourism and related news articles or advertisements" Option was (a) Completely Independent (b) Partly Independent (c) Dependent (d) others. 25 percent respondent told that completely independent, 40 percent told that partly independent and 35 percent told that dependent. It seems that most of the respondents are not independent to write the news related with tourism.

**Figure 4.20**



### **4.3 Analysis of the Key Information Drawn From the above Questionnaire**

#### **4.3.1 Appropriate Mass Media**

Radio is regarded as the most appropriate mass media as it is reachable to both the illiterate and literate population. Similarly, billboards, posters, television and internet are regarded as other important mass media. According to the responses, the frequently used and accessible mass media included television, newspapers, internet and radio. But there is the little access to bill boards and posters. But for the population, radio and newspapers are widely used mass media. The information of destination is mostly known from television and internet while newspapers, bill boards, radio and posters provide a little information. The more reliable and influential mass media is television because it not only shows the facts but also tells about facts. Besides that radio, newspapers, internet, billboards and posters are also reliable and influential mass media. But, as a whole, for the population, newspapers, radio and internet as well as television have their more importance respectively.

#### **4.3.2 Sources of News and News Value**

The frequent sources of news for the publishers are political leaders firstly, then social figures and people, and then, government officials and businessman. Besides that some specific news are published from the respective sources. So, according to the context and the body part of the news, there are different sources of news for the publishers. Similarly, for setting news value, information comes in first priority for the publishers. Besides that content, structure and language etc. also get top priority while setting the news value. Similarly, during the measurement of news value, society comes in first priority for the publishers. Readers, self etc. also get certain priority for the publishers while measuring news value. The publishers are neither completely satisfied nor unsatisfied with the trends in measuring news value in Nepali press, i.e., they are partly satisfied.

In the other hand, people usually visit the destination being advertised on the media. Sometimes they use their own intuitions and sometimes they listen to other's suggestions while visiting the area. They normally used to listen the suggestions from, hotel owners, local people, experts, friends tourists, family members and tour, travel operators etc. So, all of the them have certain impotency in tourism marketing like mass media. In the opinion of the publishers, advertisement always compels somebody to visit the area being advertised.

### **4.3.3 Role of Newspapers**

In the modern economy, the newspapers should play the roles of informative, political, product awareness, entertaining, introducing destiny, promotive and so on. The negative and harassing news should be minimized. News of other countries, infrastructural development and airlines services should be included extensively.

People usually chose the newspapers to other mass media because they provided factual data, they are educational, they provide product information, they are more reliable source of information, they are entertaining, they are accessible and they are within the budget of every people etc. It can be seen that there is more positive role of newspapers than the negative one. And sometimes newspapers play a neutral role in the tourism marketing of Nepal. But, as a whole, there is the good role of newspapers but not as much as to be in the tourism marketing in Nepal.

In our society, the newspapers should act as an essential element in the process of democratic politics by providing an arena and channel for wide debate and for distributing diverse information and opinion. Similarly, they should act as mean of exercising power by virtue of the relatively privileged access that politicians and agents of government can generally claim for the media as a legitimate right. And, newspapers should act to constitute a primary source of definitions and image of social reality and the most accepted expression of shared identity. At last but not least, they should act for the largest focus of leisure time interest, providing shared cultural

environment for the most of the people and more so than any other single institution and so on. It is seen that the most of the tourists are being influenced with the tourism promotion strategy especially via mass media, local people, experts, hoteliers, friends and family members etc.

#### **4.3.4 Advertisement for Tourism Promotion**

Advertisement is one of the best way for the tourism promotion in the country like Nepal. There are many articles and advertisement about tourism marketing activities in almost every papers and can be recalled to some extent too. Such advertisements are helping in tourism promotion of Nepal more than any other things. The various kinds of advertisements helping to boost the tourism promotion of any particular area include purely informative or entertaining and informative or clear, concise and factual, or simple to comprehend etc. but the most important one is entertaining and informative. Especially moderate budget should be allocated purely for the advertisement purposes in newspapers for tourism promotion. But, according to the tourism marketing strategy, high budget or low budget or moderate high budget or moderate low budget can also be allocated. The major reasons of not including tourism and tourism promoting news, articles and advertisements as much as to be in any newspapers are due to the political instability of the country, due to foreign poor relations, due to poor infrastructural development and airlines development, due to the absence of elements and components of tourism and so on.

#### **4.3.5 Priority of Publications and Media Tasks**

The first emphasis while setting priority of publications about tourism is the information that readers may like. The second emphasis is the information that has impact on many people. Similarly another emphasis is the information that the publishers like and so on. Similarly, political news story gets first priority in any news papers. Similarly, the other news stories getting priority in newspapers include social news, business news, sports news, entertainment news and miscellaneous etc. respectively. The major reasons behind setting such priority are its major impact on society, it



constitutes social construction of reality and many readers may like the news story.

Interest gets top priority as news, and impact and others get slightly less priority than the interest. Similarly, political impact oriented news gets top priority and social impact, economic impact, sporty impact and entertaining impact etc. get low priority respectively. Similarly, the priority of media task include correlation (explaining, interpreting, and commenting on the meaning of events and information), information (providing information about events, conditions in society and in the world) and mobilization (campaigning for social objective in the sphere of politics, war, conflict, economic development and other activities) etc .. respectively. It has been seen that the publishers are neither completely independent nor completely dependent while setting priority to tourism and related news, articles or advertisements, they are partially independent. This is the major problem in setting the priority of publications and it results in the negative social impact.

#### **4.3.6 Inspirations and Problems**

The most of the publishers have no specific principles that they follow while measuring the value of news. But, according to the power, impact and popularity of the news story, the publishers usually follow the different principles but no specific one every times. Similarly, the inspirations of the publishers while writing news come from personal interest, the events in the society, the beat they are assigned for and so on respectively.

The influencing factors in tourism- related publications preparations are interests from political parties and leaders, interests from media owners, and interests from business groups, advertisers, consumers, news sources and relatives etc. Similarly, the frequent problems in tourism related publications preparation include pressure from media owners, political parties and leaders, readers, relatives, advertisers, news sources and business groups etc.

#### **4.4 News Published in Different News Paper**

**"Asia Invest Seminar of Tourism Professionals"** Himalayan Times August 21, 2010 Kathmadnu : International Regional Seminar of Small & Medium Accommodation Providers (SMAPs) was held on August 19. Hotel Association Nepal (HAN), International School of Tourism & Hotel Management (IST), Sri Lanka Tourism Development Authority (SLTDA), Institute of Tourism and Hotel Management (ITH), Sri Lankan Institute of Tourism and Hotel Management (SLITHM) and Salzburg University, Austria, participated in the seminar. European Union's (EU) Asia Invest project has established Training Academies in Nepal and Sri Lanka under the supervision of the local partners Hotel Association of Nepal (HAN) and Sri Lanka Tourism Development Authority (SLTDA). Prasadha Bahadur Panday, president of HAN spoke about the role of HAN in tourism promotion in Nepal, other tourism related activities, SMAPs sustainability and its contribution for the overall development in Nepal. Many of the top personnel relating to the above mentioned associations spoke about the role of their associations in contribution to the tourism related activities and overall development of tourism sector.

One of the publication published in THT daily, **"Souvenir related to Nepal published in China"** Himalayan Times Aug 18, 2010. It was published by The Commercial Express of Embassies and Overseas Agencies with the support from the Nepali Embassy here on the occasion of the 55th anniversary of the establishment Nepal-China diplomatic relations. The souvenir that contains historic and religious ties between Nepal and China, bilateral relations existing between the two countries, economic and commercial understandings, history of Nepal, its political structure, education, culture and religion, tourism attraction and trade, among others. And the interviews of Nepali Ambassador to China Tanka Prasad Karki and Chinese Ambassador to Nepal, Qiu Gouhang were included both in Nepali and Chinese languages in that souvenir. Beijing: A souvenir 'The Passage to Nepal' has been published with a view to giving information about Nepal-China relations to the people of China and other countries. Diplomatic relations between Nepal and China were established on 1 August 1955.

**"Tourist arrivals in June up 16 percent"** is the article published in The Kathmandu Post dated July 01, 2010 - Tourist arrivals in June have increased by 16.3 percent to 26,997 compared to the same period last year, according to figures released by the Immigration Office, Tribhuvan International Airport (TIA). The cumulative number of visitor arrivals in the first six months of this year has reached 196,319, an 18.1 percent increment compared to the same period last year. In June, all the markets registered a growth. Arrivals from South Asia, except Sri Lanka, have grown 22.2 percent with Bangladesh posting a 51.4 percent gain, Pakistan 13 percent and India 20.9 percent. China, another major source market for Nepal, also recorded a double-digit growth of 13.5 percent. Southeast Asia showed a mixed reaction in terms of visitor arrivals. Malaysia and Singapore witnessed dramatic growth with arrivals soaring 59.6 percent and 100.4 percent respectively. The number of visitors from Japan went up 2 percent while South Korea and Thailand registered a negative growth of 35.3 percent and 26.5 percent respectively. Europe posted an overall positive growth of 6.2 percent. Arrivals from Austria, France, Spain, Italy, Czech Republic, Russia and Poland were up 50.8 percent, 34.7 percent, 13.7 percent, 59.4 percent, 105.3 percent, 49.3 percent and 19.6 percent respectively. However, visitor arrivals from the UK, the Netherlands, Germany and Switzerland declined by 2.4 percent, 15.4 percent, 9.1 percent and 1.4 percent respectively. Arrivals from Canada and the US also registered gains of 21.1 percent and 16.7 percent respectively. However, Australia and New Zealand were down 4.2 percent and 12.9 percent respectively.

**"Need Of The Hour"** by Prem Khattry is an editorial published in The Rising Nepal- which emphasizes on developments of road networks in Nepal. According to him road network is like the nervous system of living beings without which the body cannot make a move, nor can the brain function effectively. He also highlighted the different purposes that make road development a necessity here in a small county like Nepal. For news and all, also to bridge the gaps of the people & keep them connected from

east to west for closer ties among the people from different ethnic, cultural and social backgrounds and most important of all to promote tourism with better connectivity of roads in the upper north region to bring Makalu, Sagarmatha, Langtang and Annapurna together for attracting tourists in those region. This plan can be also to expand to the western region up to Karnali (For people undertaking nature treks, adventure tourism, river rafting, national park treks and other forms of tourism). The mid hill road will be an asset ranging from east to west. The road will also promote pilgrimage and domestic tourism. Holy lakes, shrines and river confluences of different parts of the region will come to one single but large loop through this road. Today such a situation has changed to some extent but there are still regions, peoples and cultures that have little or no knowledge of the world that exists outside their sphere of experience and imagination. It also visualizes the road construction & development as an opportunity for local youths in there and new markets for entrepreneurs and consumers. People of mid-hill Nepal have raised their hopes high. The new government must work hard to address this hope and help people be self reliant through the medium of road networks.

**"Home stay tourism could be panacea for rural economy"** By Prasun Timilsina Kathmandu, June 27,2010 TRN states that Home-stay tourism seems to be gaining currency and the latest trend here in our country and also shows that this particular tourism has emerged as a productive means to uplift the rural economy. Sirubari and Ghalegaon are the pioneer villages where the home-stay tourism flourished over a decade ago and recently, Tara Gaon Development Board (TGDB) also conducted a research to find unexplored destinations to develop this programme. Rajendra Duwal, a resident of Bhaktapur, started a home-stay at his place in 2008, which is a first of its kind in Bhaktapur-The City of Culture. The article talks about the success story, Mr. Duwal's 'Om Bhaktapur Home-Stay' at Thulo Byasi, Bhaktapur who has managed to receive about 40 visitors at his place(offers chatamari, bara, Nepalese food set, beddings of Sukul--a traditional mat--, hike to Changu Narayan and Nagarkot at reasonable price.) "Bhaktapur is known for its culture and we have different ethnic and indigenous

communities so with our cultural heritages we can surely attract tourist."If we want to promote sustainable tourism here, then we have to enhance the quality, preserve cultural heritages and aware people to understand, conserve and promote the legacies of the city. Apart from this we can also promote agro-tourism in the rural villages. Mr. Rajbhandari N.K. ( president BTDC) , said that they had chosen Bhaktapur city and VDCs like Katunje, Nangkhel and Sipadol as favourable destinations to promote home-stay tourism. "Home-Stay Tourism is a long-term activity, which needs a lot of publicity and quality service for better return in future " .

An editorial published in TRN, May 28, 2010 entitling : "**Lumbini's Development** "A news story regarding the Lumbini Development Master Plan facing a financial crisis, which has caused delay in completing the development of infrastructure and other works at the birthplace of Lord Buddha, the apostle of non-violence and peace. This Plan was designed by a Japanese architect almost 40 years ago. Several donors also extended support for the development of Lumbini. Lumbini is a sacred pilgrimage for Buddhists from all over the world, and many Buddhists would like to visit this place once in their lifetime. People of other faiths also make trips to the sacred place. Thus, has been an important attraction for visitors from across the world. And the year 2011 has been designated as Nepal Tourism Year, with an ambitious plan to bring in at least one million tourists a year. The article urges the development of infrastructure and services in and around Lumbini as it is one of the major tourism potential site. A better connectivity must be updated to Lumbini to make visit to Lumbini effortless. This would not only help bring more visitors from across the world but also diversify Nepal's tourism industry.

An editorial entitled "**Tourism Prospect**" publish in TRN highlights on the recovery of the largest industry of Nepal i.e. Tourism. The tourism industry appears to be rebounding, which is, indeed, heartening news for all. Tourist arrivals in Nepal have registered growth following the peace process that began three years ago. Tourism entrepreneurs are now optimistic there will be a quick revival of their business. Entrepreneurs in Pokhara, a major

tourist destination, are particularly thrilled these days by the growing number of tourists visiting this resort city. This indicates that Nepal's tourism business has a bright future. In fact the tourism industry is the backbone of Nepal's national economy. The contribution of tourism to Nepal's national income, foreign currency reserve and employment opportunities is, no doubt, very important. It has seen a heavy setback due to the political instability & other reasons, but now the situation has changed, and the tourism business is in the process of bouncing back and we need to be very careful and serious to keep this momentum going. The Government has announced Tourism Vision-2020 and launched 2011 as Visit Nepal Year with an ambitious target of bringing one million tourists a year.

**"NTY success is our goal:"** an editorial in TRN includes the important information's regarding the concrete plans to promote tourism and had revealed that the government has decided to sign a Memorandum of Understanding (MoU)



with a Korean company for the construction of the second international airport in Bara as said by Mr. Bhandari Minister for Tourism and Civil Aviation . It also includes attempts regarding how the preparations are going on for NTY-2011 in light to its objectives and ambitious target. Similarly, this article also includes a wide range of issues related to the country's tourism industry, with special focus on the mega tourism event NTY-2011 discussed in the National Tourism Council held after the launch of NTY-2011 leading by Prime Minister Madhav Kumar Nepal, for coordinating with line ministries, private sectors and other tourism related organizations and eventually making the NTY-2011 a success. It also talks about focusing on the working for identifying new destinations within the country, to diversify tourism, which is now limited to certain areas, to every nook and

corner of the country and uplift the grassroots level. The overall goal of the discussions was to make NTY a success.

**"Illam locals unite for tourism development"** an article published in The Rising Nepal on March 17, 2010 talks about the tourism destination scope of Illam and its nearby areas. Furthermore, it highlights the active involvement to of local peoples to develop the tourism sector spread in their areas. The locals have kept tourism development as the highest priority and creating environment for it from village to the headquarters. Festivals have been organized annually after the Tourism Development Centre was formed. The festivals have helped in the publicity of tourist destinations, development of the culture of tourism and also shown possibilities of infrastructure development. Festivals have been regularly held in Shriantu and Samalwung of Illam. Antu which was once in disorder has become a tourist destination due to the festival. Antu is considered as the best site for view of sunrise in the country. The locals involve themselves in physical infrastructure development and arranging for residence places for tourists. They themselves have developed infrastructures to accommodate 300 to 3000 tourists. Arrangements for Paying Guests have been made in Antu for the tourists. Similarly , locals from Kanyam are also active in its tourism development.

**"Tourism on the road to recovery"**, is the article published in The Kathmandu Post dated March 08, 2010 which explains that Nepal's tourism industry is recovering from a six-year slump. The Last year the tourist arrivals numbered 509,752 including 378,712 by air and 131,040 by land. In 2008, arrivals stood at 500,277 including 374,661 by air and 125,616 by land. It also revealed that the figures released by PATA recorded a 3 percent decline in arrivals in 2009. However, arrivals rebounded strongly for Nepal during the period resulting in full-year gains of 1 percent. Similarly, the preliminary



data of the Ministry of Tourism and Civil Aviation for 2009 shows that arrivals increased by 1.1 percent compared to the previous year.

Tourism entrepreneurs said that the gradual growth was a sign that tourism was getting better with an improvement in the political situation. All of the positive signs help conclude that the Tourism is on the road to recovery said Yogendra Sakya, coordinator of the NTY implementation committee and the focus will be on international events and activities rather than on new products and contributions from the neighbors' are highly expected. Aiming for 265,000 visitors from India and 100,000 from China and "With the commitment made by the political parties, there will be a substantial improvement in the travel advisories about Nepal," Shakya added that . "We can assure international visitors that Nepal is a safe destination to visit through the travel advisories."

The news article on The Kathmandu Post dated Feb 26, 2010 entitled "**NTY 2011 starts amid glow, gaiety**" talks about the launching of Nepal Tourism Year 2011 (NTY-2011). Prime Minister Madhav Kumar Nepal launched the formal beginning of NTY-2011 by lighting a peace lamp brought from Lumbini



in front of thousands of people from various sectors assembled at the Army Pavilion ground in Tundikhel. Nepal urged to make the campaign successful, to all the political parties, business community and other contributors to support the campaign in every ways as per their respective fields.



**"Nepal's new strategy for Tourism Promotion "Nepal Tourism Year 2011" Launched "**

By Shreedeeep Rayamajhi published on February 26, 2010 also talks about the launching of Nepal Tourism Year 2011 (NTY-2011).According to the news: - The campaign has theme



“Together for Tourism” which is expected to draw more than one million tourists during its period. Speaking at the launch program, Prime Minister Nepal said, “Tourism has played a key role in the economy where it acts as a strong pillar of development. With creating better opportunities of employment, community development, and income generation, this sector has propounded a new economic revolution which can and has the power to bring change.Nepal also called upon all the political parties to come on a common ground to stop calling strikes (Bandhas), during the campaign period. Nepal also mentioned that Nepal is rich in Natural beauty and resources, which needs to be further explored and properly channelized for the development of tourism and the country. Sharat Singh Bhandari, Ministry (MoTCA) said, “The NTY 2011 Campaign is launched with the theme of Together for Tourism aiming at economic revolution through different measure of tourism where the entire sector including the political parties should play a crucial role in creating better future prospects.

**"Promote home tourism"** an article in The Kathmandu Post, dated Feb 13, 2010 escalates various opinions of experts, that tourism stakeholders should promote domestic tourism in order to forge a national integrity.Kedar Bhakta Shrestha, former secretary at the Ministry of Foreign Affairs, said that the national campaign should at least mobilise 15 percent domestic tourists & further added, that there are about 30-35 percent population in haves category. Mobilisation of these people to different places will provide economic and income generating opportunity to the rural areas. “The Nepal

Tourism Year 2011 (NTY-2011) should not only concentrate on bringing in foreign tourists but also focus on attracting domestic tourists that will help integrate people and strengthen national sovereignty,”

**"NTY Promos Held In India"**, FEB 15 - 2010 on The Kathmandu Post. The main news of this article is that, The Nepal Tourism Board (NTB) organized a press conferences in Pune and Ahmedabad on Feb. 9 and 12 respectively to promote Nepal Tourism Year 2011, talking about Nepal's security situation and air connectivity between these two countries. The press meet was organised as part of a sales mission in India in which seven travel agents from Nepal participated.

**"Stress on diversifying of tourism industry"** By A Staff Reporter was published in The Rising Nepal on Feb. 12, 2010. According to this article- Nepal's travel trade leaders, organizers of adventure and sporting events, and tourism experts Friday emphasized the need to hold various adventure activities to make the upcoming Nepal Tourism Year 2011 a success. They also called for diversifying the tourism industry. President ASTS and leading adventure tour operator Bikrum Pandey said that organizers of the different adventure events needed to work together in order to make Nepal an eventful destination. Nepalese tourism industry is renowned for the adventure segment; so we need to explore additional avenues of adventure and sports tourism to promote the country as one the world's most important adventure tourist destinations- said Mr. Pandey. We need to send a positive message about the country through various events as Golden Jubilee celebration of the first human ascent of the world's highest mountain—Mt. Everest, Tenzing-Hillary Everest Marathon which had a very significant tourism event in past for its promotion. Many of the related personals discussed and shared their opinion regarding on diversifying of tourism industry and said that we should come up with new adventure areas and the government also needed to show its strong commitment to organizing and promoting such activities.

A news post in The Kathmandu Post , dated Feb-02-2010 highlighted on :**This year too Bird Mahotsav** will be organised in Koshi Tappu Wildlife Reserve, considered as the haven and capital of Siberian birds facing extinction and other nomadic birds. The bird fair is organised every year in Koshi Tappu. According to statistics, wetland of Koshi Tappu is home to 489 species of birds including the Praniya species found in 2008.This articles in TKP has marketed regarding one of the prime destination of purwanchal area situated on Koshi zone.

**"Closure of Chitwan Resorts Determental to Tourism"** by Ballav Dahal Article published in The Rising Nepal dated July 21, 2009. The main theme of this article is the decision taken by the government to closure of those tourist hotels may tarnish Nepal's destination image in the international tourism market and hit the country's tourism industry hard. Because Chitwan National park is the home to a variety of floral and faunal species, the park has been an important tourist attraction of the country with more than 100000 foreign tourists visiting it annually. After the decision taken by the government that many hotel room cancelled after the closure of the resorts. As the information regarding closure of the resorts has been circulated across the world, this will have a long term negative effect on our Tourism Business. These kinds of news harnessing whole tourism sectors and makes bad effect among the tourist by which government and the tourism sector directly affected.

**"Tourism Bosses Discuss problems"** article published in The Rising Nepal dated July 24, 2009. The main focus of this article is that Nepal is going to celebrate year 2011 as Nepal Tourism Year. For this the people engaged in tourism sectors discusses the problems and solutions to promote and develop Nepal as tourist destination in the world They highlighted the role of the government and the people engaged in tourism sectors to promote the tourism sectors.

Some of the Tourism promotion, information related news in old posts are:

**"Tourist Arrivals up 10 percent"** is the article published in The Kathmandu Post dated August 3; 2009.This article explains the increment flow of the tourist from different countries.

**“Bells to from Swoyambhunath”** is the article by PR publishes on city post, it is informative news about bell festival to boost the tourism industry including its whole timetable.

**"Promotion of Shuklafant Urged"** article published in The Rising Nepal dated July 21,2009.

Manu Bhandari published a publication entitled **"Tourism's tiger"** in THT which focused on the first tourism organizations , its problems and prospects. Its infomtive & pomotive.

Ajaya Rana published an article of other country than Nepal, i.e., Japan in Friday supplement of TRN dated August 17, 2008 entitling **“Richness of Japanese religious and cultural heritage”**. According to this, religious life in Japan is rich and varied and its culture are mixed i.e. both Asian and western. This gave the great view of Japanese religious & cultural heritage including temples etc. So, it is tourism promotive news of Japan.

**"International airlines sell higher fare tickets : NAC flights from next week"** by Krishna Regmi is the article published in August 7, 2008. It included the resume of flights of NAC.

**"July tourist arrivals up by 25 percent"** is one of the article by PR published in TKP daily dated August, 3, 2008. It provided information on tourism growth including the number of visitors and continent wise distribution of tourists.

Aayush Khadka published an article entitling **"The highs and lows of adventure sports"** on August 30, 2007. Very promotive news to promote Himalaya adventure sports - the breath takings one for which Nepal is known.

Gopal Khanal's news **"Tourism minister on Japan visit"** of September 3, 2007 is promotive one.

HNS published another news entitling "**Nagpokhari fest from Aug 18**" in THT of August 1, 2007- Promote local tourism to conserve monuments with cultural significances.

News entitling "**Indian pilgrims visiting Muktinath up**" in TRN of August 3, 2007. This gave the real view of religious tourism in Muktinath area and suggestions to improve the religious tourism in various other religious sites.

RSS published two news subsequently in TRN of August 4, 2007 entitling "**let's go to Dhorpatan**" and "**Nepali mela in Toronto**", both can be regarded as a very tourism promotive news.

Promotive article in TRN of August 5, 2007 entitling "**Culture reflects in Nepalese music, food**".-Arun Ranjit. This article wanted to focus on that traditional Nepalese food and traditional culture should be made available to the tourists to promote tourism industry.

" Krishna Regmi published an article in TKP of 8th August, 2007 entitled "**New outbound air route proposed**". In this, the different air route information for shorter way are presented from the different parts of India to Nepal and vice versa.

One of the tourism promoting news published in 16th of August, 2007 by PR in TKP titled "**Government allows foreign airlines to add flights**". This news focuses on the increment in flights for touristy season in Nepal for four months but for some airlines only.

Promotive article by Dr. Trilochan Upreti entitling "**Road to Mr. Everest**" published in TKP daily. This article focuses on the proposed construction of road by China up to Everest base camp and its negative impacts on environments, ecology and tourism sector. So, this article is about the awareness generation.

News entitling "**Banda affects valley and beyond**" in TKP is one of the harassing news showing the banda by Maoist and highlighted effects of this bandh heavily affected the life of the tourists and their visits.

An article entitled "**Conserving biodiversity**" published in THT, talks about very big news for ecotourism in the country. This article also included the reasons of loss of biodiversity and its possible conservation proposals.

Ballav Dahal took an interview of Joy Dewan and published that in TRN entitling "**New vision a must for tourism growth**". The interview was quite positive from the tourism marketing point of view. Another article of the same person was entitled "**Autumn likely to be more favourable for tourism**", It is one of the tourism promotive and developing publication.

Thus, some of the articles published in the various newspapers of Nepal were presented above for making this study commendable.

## **Chapter – V**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

The study is basically related to tourism marketing and the role of English daily newspapers of Nepal in tourism marketing. So, for the collection of information, the researcher used the three newspapers and the questionnaire survey of few experts. Efforts have also been made to give the final shape to this dissertation. The objectives of the research study were to analyze the tourism potential of Nepal & role of mass media in tourism marketing, to find out the quality and quantity of the publication and to recommend for the respective departments etc. The study is limited in terms of budget, time factor, data collection and data analysis process and so on. Similarly the dissertation is organized into five chapters namely “Introduction”, “Review of Literature”, Research Methodology”, “Presentation and analysis of data”, and “Summary, Conclusion and Recommendations”.

Various literatures like books, thesis, dissertations, magazines, newspapers etc. are also reviewed to analyze the problems and to suggest recommendations regarding the study topic. The analytical and descriptive research design is followed for this research study. Both primary and secondary sources are used in terms of quantitative and qualitative aspects of the phenomenon by selecting three newspapers for the case study and few experts also. Judgmental sampling is used for the case study purpose while purposive sampling is used for the selection of key informants. The quantitative data are presented in the form of table by the help of percentage analysis while the qualitative data are analyzed on the basis of descriptive and analytical research design. The study also tries to give a descriptive view of the selected newspapers.

## **5.2 Major Findings**

Among the total newspapers, the most are weeklies and the monthly newspapers. And only 7.0 percent of them are dailies. Similarly, the most of them are in Nepali language and concentrated in Kathmandu valley. Kantipur Publication is the leading publication in all types of newspapers.

1. In terms of tourism publication, the most number of days (47.3 percent) have zero publication and then only one publication (34.7 percent). The Rising Nepal is only one newspaper which publishes one news regarding tourism more than that of zero news comparatively.
2. Among the total publications, 53.7 percent are news and 29.9 percent are comments/ articles. Similar case also applies for the selected newspapers separately.
3. For newspapers, the tourism publication is less than one percent of the total publication except for the 'The Rising Nepal' which constitutes 1.48 percent of the total publication.
4. More than half of the total tourism publications are published in business page. For TKP, 39.3 percent of the publications are published in open page and 32.1 percent in business page.
5. Around 42.0 percent of the publications are published in large font, 29.4 percent in medium font and 23.5 percent in small font similarly, TRN has majority in every size of the tourism publication headlines. It also indicates that, the number of publication is in increasing order according to the increasing size of the fonts.
6. About 63.9 percent of the publications are published neither in boxes nor in colour while 14.3 percent in boxes, 13.4 percent in colours and 8.4 percent in both boxes and colour. TKP uses more boxes and colour separately for tourism publications while TRN uses both combine in large proportions.
7. 47.3 percent of the total days have no tourism publications, 34.0 percent have tourism not as a major publication and 18.7 percent have tourism as a major publication. In the other hand, major tourism



publication is mostly published in THT while tourism publication but not as a major one is mostly published in TRN.

8. Among the total tourism publications, 27.7 percent is promoting and informative, 18 percent is about airlines services and 13.4 percent is about introducing destiny. Other types of publications constitute only a negligible proportion. In the other hand, the proportion for every types of tourism publication is highest for TRN excepting negative news and airlines services.
9. The most appropriate and accessible mass media is radio more reliable mass media is television. Newspapers are widely used mass media and more influential.
10. Political leaders are the major sources of news. Similarly, for setting news value, information comes in first priority for the publishers while for measuring news value, society comes in first priority. The publishers are partly satisfied with the trends of measuring news value in Nepali press.
11. Advertisement always compels somebody to visit the area being advertised. It is seen that the good positive role of newspapers but not as much as to be in tourism marketing in Nepal.
12. The major reasons of not including tourism and tourism promoting news, articles and advertisements as much as to be in any newspapers are due to the absence of experts, due to low budget and small market, due to the political instability of the country, due to foreign poor relations, due to poor infrastructural development and so on.
13. Reader's choice is the first priority of news setting about tourism. Similarly, political news story gets first priority in any newspapers.
14. There is seen the positive roles of newspapers in the tourism marketing of Nepal than the negative roles. But, as a whole, the role of newspapers in the tourism marketing of Nepal is very negligible.
15. Interest gets top priority as news and political impact oriented news gets top priority. The publishers are partially independent while setting news priority.
16. The problems in preparation of tourism publications include pressure from media owners, political leader's readers and so on.

17. It has been seen that all indicated newspapers are internally correlated and almost all publications of those newspapers are similar and sometimes topics and photos also match.

### **5.3 Conclusion**

Due to the very less number of English daily newspaper and consequently the less number of publications regarding tourism in those papers, the marketing of tourism in the mass media especially newspapers in Nepal is very poor. Lack of business of the papers and lack of the excess readers as much as to be are the two major drawbacks of the process. In the other hand, the limited growth of the tourism and its marketing in case of Nepal are due to limited air access, poor infrastructure, lack of corporate marketing and promotional strategies, resources and lack of advertisement in the foreign papers too.

Present study is carried out to analyze the role of mass media in tourism marketing in Nepal with special reference to the English daily newspapers of the country. This study is carried out because the role of mass media in tourism marketing has not been adequately documented yet in Nepal. The study is limited to the three indicated daily English newspapers of Nepal of a certain period and the dissertation is organized into five chapters. Various literatures are also reviewed on the basis of the analytical and descriptive research design. Both types of quantitative and qualitative information are also used from the primary and secondary sources of data. Judgmental and purposive samplings are used for the study. Similarly, percentage analysis and descriptive research design are used for the data analysis purpose.

On the basis of the study, it has been seen that the number of daily newspapers is very low and The Rising Nepal is the only newspaper which include slightly a greater number of the tourism publications. It has also been seen that, the most of the publications are published in open page and business page in large fonts. Similarly, the most of the tourism publications are neither in boxes nor in colours and the most of them are promotive and informative.

On the basis of the study, it can be concluded that the newspapers are widely used and more influential mass media and there is the good positive role of newspapers but not as much as to be in tourism marketing in Nepal. It can also be concluded that absence of experts, low budget and small market, political instability of the country, poor foreign relations and poor infrastructural development etc are the major drawbacks of the tourism promotion in Nepal. On the basis of the research, the most of the newspaper owners are business oriented people and not really want to promote the tourism for the country because they believe that they are including enough and they include only if business rises or readers want. This is the very big problem for the tourism marketing in context of Nepal.

#### **5.4 Recommendations**

On the basis of the research work, the following suggestions are recommended.

1. A separate page should be devoted for tourism and its advertisement because- Tourism is the highly potential industry in Nepal; the largest source of foreign exchange and revenue.
2. The newspapers should play the roles of informative, political, product awareness, entertaining, introducing destiny, promotive etc.
3. The negative and harassing news should be minimized and news of other countries, infrastructural development, and airlines services should be included extensively.
4. The newspapers should act as an essential element in the process of democratic politics and a mean of exercising power.
5. The number of newspapers and consequently number of publications about tourism should be increased. And should be published in large fonts with boxes and colours and as a major news.
6. The frequent problems arising due to the pressure from different groups should be minimized as well as the influencing factors and inspirations for news preparation should be maximized.
7. The newspapers should act as a constituent of primary source of definitions and the images of social reality, and the most accepted expression of shared identity and focus of leisure time interest.

8. Entertaining, informative, clear, concise, factual and simple to comprehend advertisements about tourism should be introduced and increased.
9. The sources of news about tourism should be maximized and the reach of newspapers should also be increased.
10. The number of tourism publications as well as the number of days of tourism publications should be enlarged as much as possible with special focus to cover page publications.
11. The positive roles of newspapers in tourism marketing of Nepal should be analyzed and increased and negative roles should be minimized.
12. There should be a strong commitment among people, news publishers, media owners, government and political parties towards the extensive marketing of tourism in Nepal.
13. The newspapers should be free, fair, easy access and responsible as well as careful about social responsibility. It should provide an appropriate environment for journalists and readers about tourism and its marketing.
14. Understandable, easy and quick advertisements should be introduced about tourism marketing in the daily English newspapers according to the target customer groups.
15. Comparative study about the study topic, i.e. past v/s present should be carried out.
16. Similar studies should be launched by focusing different mass media of a large period of time to provide detailed information about the role of mass media in tourism marketing of Nepal.

And lastly, as my whole thesis is about the "Tourism Marketing In Nepal" I still want to conclude , " Tourism is the largest industry in Nepal; the largest source of foreign exchange and revenue. So, all of us join our hands & work together to promote it from our respective fields. And eventually make the recently launched national campaign "Nepal Tourism Year 2011" a grand success in the year to come.

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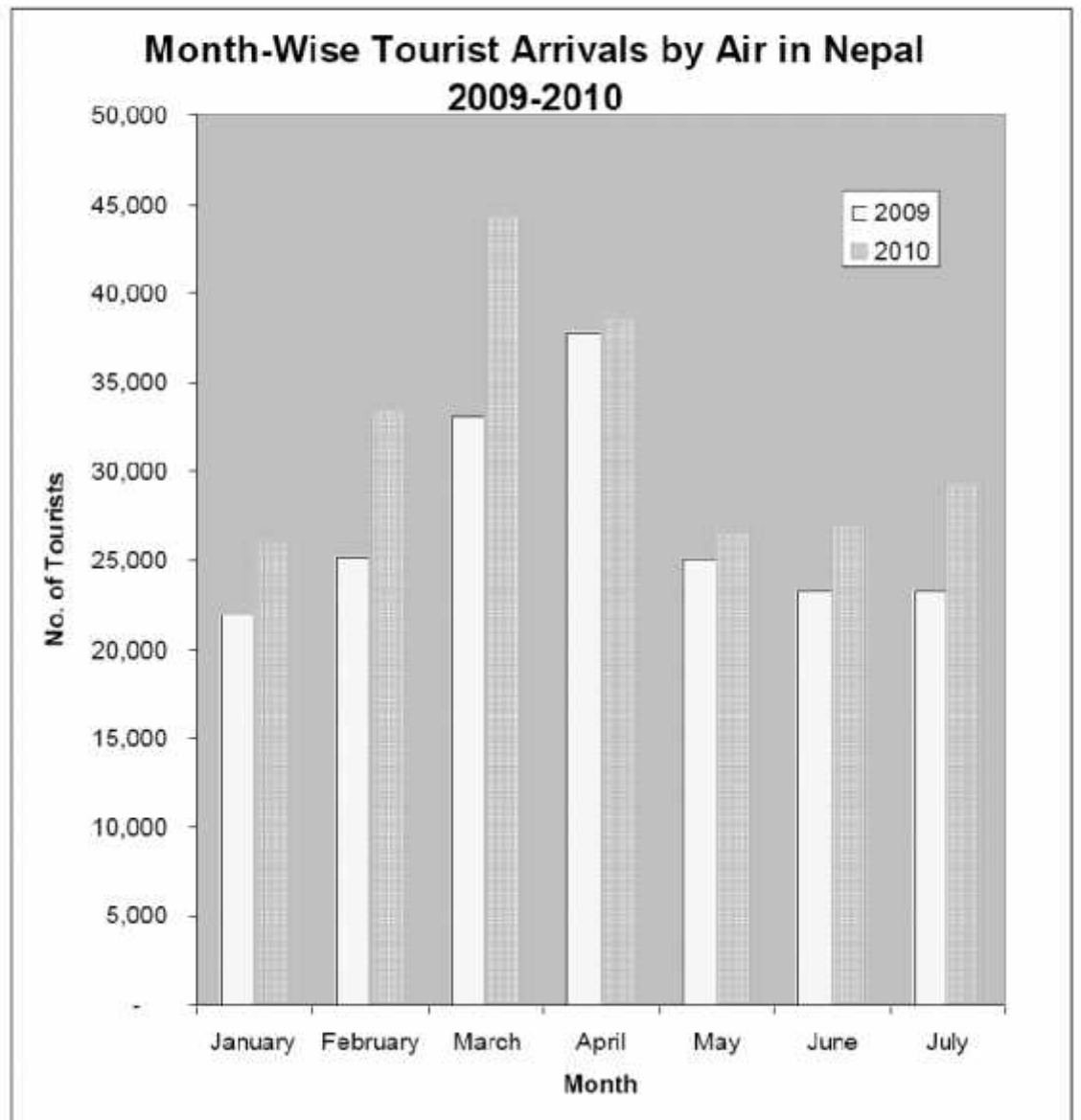
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## APPENDIX B

**Table : 1 . Tourist Arrivals by Month, 2009-2010**

<b>Month</b>	<b>2009</b>	<b>2010</b>	<b>% change</b>
January	21,944	26,071	18.8
February	25,181	33,492	33.0
March	33,005	44,431	34.6
April	37,819	38,694	2.3
May	25,129	26,634	6.0
June	23,222	26,997	16.3
July	23,266	29,338	26.1
<b>Total</b>	<b>189,566</b>	<b>225,657</b>	<b>19.0</b>



**Table : 2 . Tourist Arrivals by Major Nationality, 2009-2010 (by Air Only)\***

Nationality	July			January-July		
	2009	2010	% change	2009	2010	% change
1 India	7,664	9,696	26.5	52,942	60,010	13.4
2 <b>Third Country Total</b>	<b>15,602</b>	<b>19,642</b>	<b>25.9</b>	<b>136,624</b>	<b>165,647</b>	<b>21.2</b>
3 Australia	458	462	0.9	5,751	6,096	6.0
4 Austria	106	115	8.5	1,062	1,395	31.4
5 Bangladesh	730	1,379	88.9	5,750	9,331	62.3
6 Belgium	283	322	13.8	1,871	2,389	27.7
7 Canada	373	466	24.9	3,682	4,436	20.5
8 China	711	1,452	104.2	8,034	13,563	68.8
9 Denmark	120	188	56.7	1,731	1,946	12.4
10 France	806	1,047	29.9	8,116	9,341	15.1
11 Germany	462	900	94.8	7,159	8,699	21.5
12 Israel	142	50	-64.8	1,762	1,589	-9.8
13 Italy	294	464	57.8	2,672	3,546	32.7
14 Japan	821	909	10.7	8,765	9,813	12.0
15 Malaysia	181	360	98.9	2,151	2,854	32.7
16 Netherlands	561	743	32.4	3,110	4,631	48.9
17 Newzealand	61	42	-31.1	855	1,044	22.1
18 Norway	57	66	15.8	1,035	1,127	8.9
19 Pakistan	311	343	10.3	2,108	2,488	18.0
20 Singapore	178	222	24.7	2,179	2,406	10.4
21 Srilanka	76	113	48.7	956	809	-15.4
22 Switzerland	171	244	42.7	1,857	1,983	6.8
23 Spain	1,079	1,325	22.8	3,741	4,221	12.8
24 Sweden	61	93	52.5	861	1,105	28.3
25 South Korea	1,310	1,282	-2.1	6,665	8,325	24.9
26 Chinese Taipei	470	410	-12.8	2,463	3,255	32.2
27 Thailand	360	198	-45.0	4,045	2,672	-33.9
28 U.S.A.	1,720	1,941	12.8	14,879	17,060	14.7
29 U.K.	1,908	1,980	3.8	14,535	15,761	8.4
30 Other	1,792	2,526	41.0	18,829	23,762	26.2
31 <b>Grand Total</b>	<b>23,266</b>	<b>29,338</b>	<b>26.1</b>	<b>189,566</b>	<b>225,657</b>	<b>19.0</b>

\*Provisional

Source: Immigration Office, TIA.

## APPENDIX C

### Land Total 2010

#### Arrival

Nationality	January	February	March	April	May	June	Total
Australia	181	162	137	251	217	149	1,097
Austria	10	18	21	40	50	20	159
Bangladesh	128	30	59	124	116	19	476
Belgium	26	195	49	43	24	26	363
Canada	63	124	145	180	102	68	682
China	866	988	854	1,336	967	1,072	6,083
Denmark	17	36	83	63	40	7	246
France	168	245	294	283	129	153	1,272
Germany	110	173	280	220	273	157	1,213
Israel	20	27	172	87	17	28	351
Italy	77	56	63	56	114	65	431
Japan	202	351	322	151	135	109	1,270
Malaysia	12	29	108	7	10	89	255
Netherlands	142	197	377	200	152	96	1,164
Newzealand	29	27	28	35	36	34	189
Norway	22	19	21	20	5	17	104
Pakistan	-	-	-	-	-	-	-
Singapore	15	16	27	12	7	25	102
Srilanka	106	6,331	7,508	599	146	66	14,756
Switzerland	36	61	69	61	60	27	314
Spain	56	69	98	114	44	61	442
Sweden	24	32	56	39	13	38	202
South Korea	1,141	457	485	254	214	131	2,682
Chinese Taipei	303	75	330	53	29	66	856
Thailand	2,036	3,114	3,993	515	86	155	9,899
U.S.A.	280	304	353	251	282	410	1,880
U.K.	220	289	343	413	251	215	1,731
Others	1,202	2,396	2,344	1,360	626	630	8,558
India	-	2	1	4	1,756	2,337	4,100
<b>Total</b>	<b>7,492</b>	<b>15,823</b>	<b>18,620</b>	<b>6,771</b>	<b>5,901</b>	<b>6,270</b>	<b>60,877</b>

Source: Immigration Offices.

# APPENDIX A

## QUESTIONNAIRE

Dear Respondents,

I am a student of Master Degree of Business Studies and I am constructing a thesis entitled “TOURISM MARKETING IN NEPAL” Based on Advertising in Daily Newspapers. In fulfillment of some relevant data to explore the Role of Mass Media in Tourism Marketing in Nepal this questionnaire is designed. The data provided by you will be used only for the research purpose as a partial fulfillment of Master's Degree of Business Studies (MBS). I assure that your responses and view will be kept completely confidential. So I hope you will provide accurate information. I cordially request you to answer the following questions mentioned below:

1. What role do you think newspapers should play in the modern economy?
  - a. Informative
  - b. Entertaining
  - c. Product awareness
  - d. Political
  - e. Mixed
  - f. Others (specify)
2. In your opinion, which is the most appropriate mass media?
  - a. Radio
  - b. Television
  - c. Newspapers
  - d. Bill boards/ posters
  - e. Internet
  - f. Other (specify)
3. Do you think advertisement helps in tourism promotion more than any other things?
  - a. Yes (Reason .....)
  - b. No (Reason .....)
4. In your opinion, how much money should be allocated purely for advertisement purpose in newspapers for tourism promotion?
  - a. High budget
  - b. Moderate high budget
  - c. Moderate budget
  - d. Moderate low budget
  - e. Low budget
  - f. don't know
5. What type of news story gets first priority in your newspaper?

- a. Political news
  - b. Social news
  - c. Economic news
  - d. Others (specify)
6. What could be the reason?
- a. Because many readers may like it
  - b. Because it has major impact on society
  - c. Because it constitutes social construction of reality
  - d. Others (specify)
7. What is your first emphasis while setting priority news about tourism?
- a. The information that you like
  - b. The information that you think readers may like
  - c. The information that has impact on many people
  - d. Others (specify)
8. What inspires you to write news?
- a. Personal interest
  - b. The event in society
  - c. The beat you are assigned for
  - d. Others (specify)
9. What are the frequent sources of your news?
- a. Political leaders
  - b. Government officials and businessman
  - c. Social figures and people
  - d. Others (specify)
10. What type of impact oriented news gets top priority?
- a. Political impact
  - b. Social impact
  - c. Economic impact
  - d. Others (specify)
11. What is the frequent problem and influencing factor in tourism-related news preparation?
- a. Pressure or interest from political parties and leaders.
  - b. Pressure or interest from media owners.
  - c. Pressure or interest from business groups, advertisers, news sources and relatives.
  - d. Others (specify)

12. How far you independent while setting priority to tourism and related news, articles or advertisements?
- a. Completely independent
  - b. Partly independent
  - c. Dependent
  - c. Others (specify)

\*\*\*\*\**Thank You*\*\*\*\*\*