

**THE ROLE OF MASS MEDIA IN  
TOURISM MARKETING**  
(A CASE STUDY OF ENGLISH DAILY NEWSPAPERS OF NEPAL)

**A Thesis**

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## VIVA VOCE SHEET

We have conducted the viva-voce examination of the thesis presented  
by

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Entitled:

**“The Role of Mass Media in Tourism Marketing: A Case Study of  
English Daily Newspapers of Nepal”**

*And found the thesis to be the original work of the student and written  
according to the prescribed format. We recommend the thesis to be  
accepted as partial fulfilment for the degree of*

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# **RECOMMENDATION**

This is to certify that the thesis  
Submitted by:  
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*has been prepared as approved by this Department in the prescribed format of  
the Faculty of Management. This thesis is forwarded for examination.*

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## DECLARATION

I hereby declared that the thesis entitled **“The role of mass media in tourism marketing: A Case Study of English daily newspapers of Nepal”** for the partial fulfillment of the requirement of Master’s of Business studies in marketing is my original work under the guidance of Assistant Campus Chief and MBS Programme co-coordinator Narendra Raj Pandey.

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## **ABSTRACT**

For the systematic and coordinated efforts to optimize the satisfaction of tourists for sustained growth of tourism there is a great role of mass media, which are the instruments of communication. So, there is always impact of mass media in the tourism marketing. In this regard, the study is basically related to the role of three English daily newspapers of Nepal in tourism marketing. The general objective of the research study is to show and analyze the roles of mass media in tourism marketing. The study is limited in terms of time, data collections and analysis methods and period etc. Similarly, the dissertation is organized into seven chapters.

Various literatures are also reviewed to analyze the problems and to suggest the recommendations. Both primary and secondary sources of information are used on the basis of descriptive and analytical research design. Judgmental and purposive sampling methods are used for case study and key informants respectively. The quantitative data are presented in the tabular form and analyzed by simple percentage analysis while qualitative data are analyzed on the basis of the descriptive and analytical research design. The study also tries to give a descriptive view of the selected newspapers and their publications about the study topic.

On the basis of the research analysis, it is found that only 7.0 percent of the newspapers are dailies and 47.3 percent of total days have zero publication about tourism. Similarly, 53.7 percent of the publications are news and tourism publication constitutes 1.48 percent of the total publication for TRN. The most of the tourism publications are published in business and op. ed page, 42.0 percent of them are in large font and 63.9 percent of them are neither published in boxes

nor in colors. The most of the publications are published not as a major one. Around 27.7 percent are promoting and informative publications. Newspapers are regarded as influential, reliable and widely used mass media.

Absence of experts, low budget, small market, political instability, foreign poor relations and poor infrastructure development are the major drawbacks regarding study topic. It is also seen that all newspapers are internally correlated. On the basis of the findings, it has been concluded that there is the good positive role of newspapers than the negative ones but not as much as to be in tourism marketing in Nepal.

On the basis of the research work, it is recommended that a separate page should be devoted for tourism, the newspapers should play the positive roles, negative and harassing news should be minimized, it should act as an essential element and means of exercising power, the qualitative and quantitative publications and number of newspapers should be increased, pressures should be minimized and inspirations and influencing factors should be maximized, more advertisements should be introduced, the reach and source of newspapers should be maximized, positive roles should be maximized while negative roles should be minimized, there should be the strong commitment among the different organs of the society and at last but not lest, comparative as well as similar studies should be carried out to a greater extent.

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## **ABBREVIATIONS**

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

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