

**TOURISM SERVICE MARKETING
IN
NEPAL**

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**FOR THE AWARD OF THE DEGREE OF
DOCTOR OF PHILOSOPHY
IN MANAGEMENT**

BY

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2009

RECOMMENDATION OF THE SUPERVISORS

I certify that the thesis entitled “*Tourism Service Marketing in Nepal*” submitted by Bagala Basnet to the Faculty of Management, Tribhuvan University for the degree of Doctor of Philosophy was completed under my supervision and guidance. This thesis is the candidate’s original research work. I have carefully read her final work and I am fully satisfied with the language and substance of her thesis.

To the best of my knowledge, the candidate has also fulfilled all other requirements of the Ph.D. programme of the Faculty of Management, Tribhuvan University.

I, therefore, recommend that this thesis be considered and approved for the award of the Ph.D. degree.

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Recommendation

We hereby recommended that this thesis entitled *“Tourism Service Marketing in Nepal”* Prepared by *Mrs. Bagala Basnet* be accepted by the Research Committee for the final examination in the fulfillment of the requirement for the Degree of Doctor of Philosophy in Management.

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DECLARATION

I hereby declare that the present study entitled “*Tourism Service Marketing in Nepal*” is based on my original research work. The results presented in the study have not been submitted elsewhere for the award of any degree.

Bagala Basnet (Pandey)

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Abbreviations

ACAP- Annapurna Conservation Area Project

ADB-Agriculture Development Bank

ALS- Average Length of Stay

AI- Appreciative Inquiry

AIPC-Average Income Per Capita

ANGRA-All Nepal River Guide

AOAN- Airline Operators Association of Nepal

APPA- Appreciative Participatory Planning and Action

Apr.- April

ARP- Annual Rate of Percentage

Aug.- August

BCP- Bardia Conservation Project

BHM- Bachelor in Hotel Management

BTM- Bachelor in Travel and Tourism Management

CAAN- Civil Aviation Authority of Nepal

C.B.S.- Central Bureau of Statistics

CEDA- Center for Economic Development and Administration

DCA- Department of Civil Aviation

Dec.- December

DF- Degree of Freedom

DFID- Department of International Development

DTDMP- District Tourism Development and Management Plan

DNC- Destination Nepal Campaign

DNPWC- Department of National Park and Wildlife Conservation

DOI- Department of Immigration

DOT- Department of Tourism

DRCG- Development Research and Communication Group

ES- Economic Survey

ESCAP- Economic and Social Commission for Asia and the Pacific

EU- European Union

Feb.- February

FDI- Foreign Direct Investment

FNCCI- Federation of Chambers of Commerce and Industry

FXET- Foreign Exchange Earning from Tourism

F.Y.- Fiscal Year

GDP- Gross Development Product

GDPN- Gross Domestic Product Nominal

Govt.- Government

GTZ- German Agency for Technical Cooperation

HAN- Hotel Association of Nepal

HMG- His Majesty's Government (then)

HMTTC- Hotel Management and Tourism Training Center

HRA- Himalayan Rescue Association of Nepal

HTTJ- Himalayan Travel Trade Journal

ICIMOD- International Center for Integrated Mountain Development

ILO- International Labour Organization

INGO- International Non-Government Organization

IT- Information and Technology

ITB- International Tourism-Borse

IUCN- International Union for Conservation Agency

IUOTO- International Union of Official Travel Organization

Jan.- January

JICA- Japan International Corporation Association

KEEP- Kathmandu Environment Education Project

L.O.N.-Leagues of Nation

Mar.- March

MFSC- Ministry of Forest and Soil Conservation

MoCTCA- Ministry of Culture, Tourism and Civil Aviation

MOF- Ministry of Finance

MOI- Ministry of Industry (then HMG/Nepal, (1992) Foreign Investment. (Promotion Division, Nepal

Foreign Investment Opportunity, Kathmandu)

MOU- Memorandum of Understanding

MTRC- Mountain Tourism Resource Centre

NA- North America

NAC- Nepal Airlines cooperation

NARA- Nepal Association of Rafting Agents

NATA- Nepal Association of Travel Agents

NATHM- Nepal Academy of Tourism and Hotel Management

NATO- Nepal Association of Tour Operators

NCA- Nepal Canoeing Association

NCAC- Nepal Civil Aviation Authority

NCAP- Nepal Civil Aviation Policy

NGOs- National Government Organizations

NICA- Nepal Incentive Convention Association

NJJR- Nepal Janakpur-Jayanagar Railway

NMA- Nepal Mountaineering Association

NOB- Number of Beds

NOH- Number of Hotels

NPC- National Planning Commission

Nov.- November

NRB- Nepal Rastra bank

NRCT- Nepal River Conservation Trust

NTB- Nepal Tourism Board

NTC- Nepal Tourism Council

NTS- Nepal Tourism Statistics

NTDP- Nepal Tourism Development Board

NTMP- Nepal Tourism Master Plan

NTMP- Nepal Tourism Marketing Program

NTOs- Nepal Tourism Organizations

NTTR- Nepal Travel trade Reporter

Oct.- October

OECD- Organization for the Economic Cooperation and Development

PATA- Pacific Asia Travel Association

PTC- Pokhara Tourism Council

PQTP- Partnership for Quality Tourism Project

RNAC- (then) Royal Nepal Airlines Cooperation

SAARC- South Asian Association for Regional Cooperation

Sept.- September

SNV- Netherlands Development Organization

STDF- Sustainable Tourism Development Fund

STOL- Short Take Off and Landing

TAAN- Trekking Agents Association of Nepal

TAXR- Tax Revenue

TCNTB- Tourism Council and Nepal Tourism Board

TEAP- Tourism Environment Awareness program

TFEET- Total Foreign Exchange Earning from Tourism U.S.\$ in million

TGDB- Tara Gaon Development Board

TIA- Tribhuvan International Airport

TMP- Trained Man Power

TNB- Total Number of Beds

TNH- Total Number of Hotels

TNTA- Total Number of Tourist Arrival

TRPAP- Tourism for Rural Poverty Alleviation

TSF- Tourist Service Fees

TTV- Total Trade Volume

TURGAN- Tourist Guide Association of Nepal

TXR- Total Tax Revenue

UK- United Kingdom

UN- United Nations

UNDP- United Nations Development Program

UNESCO- United Nations Educational, Scientific and Cultural Organization

VAT- Value Added Tax

VDC- Village Development Committee

VNY- Visit Nepal Year

Vol.- Volume

WE- Western Europe

WHS- World Heritage Sites

WTO- World Tourism Organization