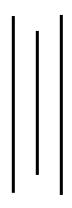
# ADVERTISING ACTIVITIES PRACTICED IN TOURISM SECTOR BY NEPAL TOURISM BOARD IN NEPAL

Submitted By:
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A Thesis Submitted to:
Office of the Dean
Faculty of Management
Tribhuvan University



In partial fulfillment of the requirement for the Degree of Master of Business Studies (M.B.S)

Kathmandu, Nepal December, 2008

#### RECOMMENDATION

This is to certify that the Thesis

Submitted by:

Raja Ramchandra Timilsina

#### **Entitled:**

# ADVERTISING ACTIVITIES PRACTICED IN TOURISM SECTOR BY NEPAL TOURISM BOARD IN NEPAL

has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

Laxman Mohan Dhoj Joshi	Dr. Kamal Deep Dhakal
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#### **VIVA-VOCE SHEET**

We have conducted the viva –voce examination of the thesis presented

by

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

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**Faculty of Management** 

**Shanker Dev Campus** 

#### **DECLARATION**

I hereby declare that the work reported in this thesis entitled "ADVERTISING ACTIVITIES PRACTICED IN TOURISM SECTOR BY NEPAL TOURISM BOARD IN NEPAL" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Study (M.B.S.) under the supervision of Laxman Mohan Dhoj Joshi of Shanker Dev Campus.

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#### ACKNOWLEDGEMENT

This study is the result of my longstanding in tourism. In completing, I am indebted to many individuals and institutions. First and foremost, I am indebted to my supervisor, Laxman Man Dhoj Joshi, for his invaluable scholarly support and his warm-heartedness, a person who is full of inspiration, confidence optimism that enabled me to achieve the goal.

I am grateful to Nepal Tourism Board, Tribhuvan University Central Library, Shankar Dev Campus Library for their institutional support without which this study could not have completed.

Such a Project is not possible without the support of friends and all well wishers. In this respect I am grateful to Mr. Anand Agrawal and Bishal Rayamajhi who provided me with technical and academicals support. In addition I sincerely thank Raja Timilsina for their prompt computer typing & printing.

Raja Ramchandra Timilsina Researcher

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#### **ABBREVIATIONS**

AMA = American Marketing Association

ASTA = American Society of Travel Agent

FAO = Food & Agriculture Organization

GN = Government of Nepal

GNMCTCV = Government of Nepal Ministry of Culture, Tourism

& Civil Aviation

HAN = Hotel Association of Nepal

IASET = International Association of Scientific Experts in Tourism

IUOTO = International Union Official Travel Organization

NATA = Nepal Association of Travel Agent

NG = Nepal Government

NTB = Nepal Tourism Board

NTV = Nepal Television

PATA = Pacific Area Travel Association

SATC = South Asian Travel Commission

TAAN = Trekking Agent Association of Nepal

TU = Tribhuvan University

UNESCO = United Nation Education Scientific & Cultural Organization

UNO = United Nation Organization

VNY'98 = Visit Nepal Year 1998

WHO = World Health Organization

WTO = World Trade Organization