

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

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*In partial fulfillment of the requirement for the Degree of  
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## **RECOMMENDATION**

This is to certify that the Thesis

Submitted by:

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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.*

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

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**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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## **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