

# CHAPTER - I

## INTRODUCTION

### 1.1 Background of the Study

These have been amazing changes in technology, transportation and communication in the latter half of the twentieth century. The geo-political stability has been accompanied by economic affluence for many citizens in industrialized and developing countries throughout the world. These changes have triggered the development of a number of new industries. One of these industries, tourism has quietly emerged to become an important force in many societies and economies in various parts of the world. Through, not usually thought of as a single cohesive industry, the growth of tourism since World War II has been dramatic (Eadington and Smith, 1994).

Tourism has emerged as an industry which according to World Tourism Organization in 1989, generated approximately 74 Million jobs in its direct and service oriented industries, such as airlines, Hotels, Travel services and publication. Tourism has become a major employer in industrialized countries. Tourism is frequently replacing manufacturing, distribution or extractive industry. In developing countries the shift typically has been from an agrarian economic base to a tourist economic base by passing and industrial pass altogether (Eadington & Smith, 1994: 17).

Tourism is not always an unmixed blessing. Tourism policies are often expensive, capital intensive, given excessive foreign exchange leakage and subject to well documented negative social effects. Yet these same policy mistakes are made over and over again (Kamal Pradhan, 1997: 21).

Tourism is said to be a great industry an industry engaged in people's leisure by creating recreation opportunities for their money. The great age of automation and industry has made it possible for people to have more 'Leisure' and 'Money' to buy 'pleasure' thus tourism thrive.

International Tourism has begun to attract attention as one of the leading growth industries and international instrument of economic development and of international trade of developed and developing countries. This is due to its manifold healthy effects on economic, social, cultural political and educational fields.

Tourism is an Industry which evolves several forms of business activities in the world. The tourists involve the transfer of payment from one country to another and thereby contribute to the national income. The tourism industry has become a major source of foreign currency earning for under developed countries.

Throughout history people have traveled for many different reasons. Tourism as an industry, however, began to flourish after the Second World War, with per capita incomes in the developed countries increasing significantly accompanied by the development of efficient mass air transport. The tourism industry is the largest in the world and is a complex one.

The industry consists of a wide range of enterprises supporting the mass movement of people across varied areas within a country and across international boundaries, including a variety of outlets for hotels, airlines tours operators etc.

The tourism industry sells a unique product often called an invisible import. The product may be sold and consumed locally, but it is consumed by foreigners i.e. the external market. Nepal is one such popular destination for tourists from all over the world (Ajaya Stapit, 1996: 228).

Nepal is a landlocked, developing and agricultural country having an area of 147181 square kilometers. It is situated between China in north and India in east, west and south. It lies between 80°15' - 88°15' east longitude and 26°20' - 30°10' north longitude. The length is 880 km and breadth is 144 km to 240 km. Physically, Nepal has divided into three regions (a) Terai (b) Mountain (c) Himalayan. The total land of Nepal constitutes 15 percent Himalayan region, 68 percent Mountain, 17 percent is Terai.

Nepal has different types of climate. Nepal is popular for its beauty consisting of snowcapped Himalayan, more than 700 varieties of singing birds, jumping river, rivulets wild forest, calm and quiet lakes, healthy and peace climate and lot of friendly smiles and cooperation of Nepalese villager. Nepal has become the center of attraction as a tourist destination due to its beauty and world famous mountain range. Nepal has also various specialty of its own. In fact Nepal's rich culture heritage has been major source for attracting on increasing number of tourist from all over the world.

Nepal has been a unique tourist destination in south Asia region. Nepal is called tourists paradise on earth i.e. Shangri-La. Tourism industry includes business units engaged in tourists lodging, motel, hotel, restaurant, resort, travel agency etc. Tourism was unknown to Nepal till 1950. With the drawn of democracy in 1950 Nepal opened its door to outside visitors. Nepal prepared a master plan for the growth and development of tourism in 1972. The department of tourism was transformed into the tourism development board in 1995 to be operated by the private sector. It is expected this step would greatly enhance the efficiency of tourism promotion activities. Nepal is also the member of the International Union Official Travel Organization (IUOTO) and other world organization. Besides, several tourism related association like Hotel Association of Nepal (HAN), Nepal Association of Travel Agent (NATA), Trekking Agents Association of Nepal

(TAAN) and Pacific Area Travel Associates (PATA) were formed to support tourism industry.

Advertising is both a means of communication as well as an important tool of promotion. Communication is an integral part of daily life of the human beings. In the business world, effective transmission of communication is a vital seed. Advertising is non-personal presentation of marketing message through various media such as newspapers, magazines, cinema, outdoors, posters and signs, direct mail, radio, television, catalogues etc. For the development of tourism sector advertising plays a vital role. So there is no doubt that one of the most important factor for the development of tourism sector in Nepal is advertising which will help the visitor to get the information of different destination in Nepal which will make the flow of visitor and increase the economic sources of the country as well as people of that place not only this but also help in development of infrastructures of that place and many more. Thus this can be done only by the advertising through different ways.

Tourism industry must be planned, marketed and the policy must be regularly implemented within working groups of Nepalese community as a whole. At present due to the rapid development of communication most of the people of would desire to travel. Moreover a high mobility has developed many forms of traveling for recreation, sightseeing, business and education.

Tourism industry has played important role to communicate idea and technology from one place to another. Tourism industry facilitates to setup friendship, exchange views, knowledge, culture and so many things around the world.

## **1.2 Statement of the Problem**

Tourism sector is of great importance for Nepal but there are still lots of problems in tourism industry. A new tourist spots are available for tourists. The spots are not very much developed. There are shortages of infrastructure necessary for proper development of existing as well as feasible tourist places. There are also problems of environment pollution, transportation, communication, sufficient trained manpower, accommodations, publicity, proper medical facilities, hygiene and cleanliness which are hampering the growth of the tourism industry in Nepal. In case of culture tourism, world heritage sites are not properly maintained. In this context, examination to what extent tourism has been effective on advertising activity for its promotion in Nepal.

## **1.3 Objectives of the Study**

The main objectives of the present study are to examine and analyze the advertising activities practiced in tourism sectors by NTB in Nepal.

Especially the objectives of the study are as follows:

- i. To evaluate effectiveness of advertising for attaining and retaining the market on tourism business in Nepal.
- ii. To review the development of tourism sector in Nepal by advertising activities.
- iii. To identify and analyze the main problem of advertising in tourism sector in Nepal
- iv. To give some suggestion and recommendation for improvement of advertising of tourism sector in Nepal.

## **1.4 Research Methodology**

The study is based on library research and the secondary data collected from booklet, bulletin, magazine, newspaper and other research work in the document

section of Tribhuwan University library and some other institutions. But primary data will also be collected and used as per the requirement. Data analysis will be done with help of tables, and their interpretation pie chart, bar diagram so on and so far. Some statistical method will be used to present data and finally these data as are interpreted to reflect the true presentation of the study.

### **1.5 Limitation of the Study**

Each and every study has its own limitation. The study subject to following limitation:

- i. The study is based only in secondary data and information.
- ii. This study deals with tourism industry in Nepal and includes only hotel industry, trekking agency, travel agency and airline business.
- iii. This study deals only with the advertising activities practiced in tourist sector by NTB.
- iv. This study is based on the data available from 1998 to 2005.
- v. This thesis is written for partial fulfillment of requirement of master's degree of business study.

### **1.6 Organization of the Study**

The study is organized in the following chapters:

Chapter I: Introduction

It deals with introduction of the main topic of the study like general background, statement of the problem, objectives and significance with limitation of the study and other introductory frame work.

Chapter II: Review of Literature

It deals with review of available relevant studies. It includes the conceptual review and review of the related books, journals and the published and unpublished research works as well as thesis.

Chapter III: Research Methodology

It deals with methodology of the study i.e. research carried out in this size and shape. For this purpose various financial tool and statistical tool are defined which will be used for the analysis of the presented data.

Chapter IV: Data Presentation and Analysis

It deals with the presentation and analysis of all the relevant collected data. Analysis is done as per described in chapter 3 and the major findings. This chapter is the heart of the study.

Chapter V: Summary, Conclusion and Recommendations

It contains the summary, conclusion and recommendations on the basis of the study.

## **CHAPTER - II**

### **LITERATURE REVIEW**

"The world should no longer regard tourism merely as a business but as a means by which men may know and understand one another, human understanding being so essential in the world at this Time" - Gustabo Ding, Mexico.

#### **2.1 Introduction to Tourism**

The word "Tourism" has been derived from the French word "Tourisme" literally means to travel to the related fields 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. 'Tour' is known as journey from place to place for pleasure. Tourism has been defined in various ways. Some author describes Tourism as system tourism is a system of four inter-related part market, travel destination and marketing, Marketing is service related to the customer. The second segment of Tourism is travel which includes where when and how to go. The definition of Tourism identifies the several characteristics of tourism as mentioned below.

- Tourism involves complex set of interrelationships between people, places and products.
- These interrelationships evolve through the transportation of people of various destinations outside of their normal place of residence and their stay at those destinations.
- The duration of the visit must generally be of a short term nature.
- Tourism is essentially a pleasure activity it's that it doesn't involve related travel even if the associated income is not earned in the destination, region or country.



Herman V. Schullard, an Austrian Economist in the year 1910 gave one of the earliest definitions of tourism. He defined it as 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 a certain country, city or region.”

Tourism an umbrella concept has a history dating back to 1811, or before and continues to change in definitions. The term tourism encompasses travels away from home and the businesses and people who save them by expediting or otherwise making the travel easier or more entertaining.

Similarly Huwmiker Welts and Krab Kart defined tourism as follows “Tourism is the total relationships and phenomena linked with the stay of foreign persons in a locality on condition that they do not settle there to exercise a major permanent or temporary activities of a lucrative nature.” From the above facts tourism is known as a visit by a person from one place to another place for their want.

International Association of Scientific Experts in Tourism (IASET) further added few points to make it clear. Tourism arises from a movement of people and their stay in various destinations. There are two in all Tourism “The journey to the destination and the stay including activities at the destinations.” The journey and the stay take place outside the normal place or residence and work, so that tourism gives rise to activities which are distinct from those of the resident and marketing populations of the places. The movement to destinations is of a temporary short term character, with intention to return within a few days few weeks or months. Destinations are visited for the purpose other than taking up permanent residence or employment.

## **2.2 Important of Tourism**

Tourism is a fundamental and desirable human activating for having satisfaction. Tourism credits friendship and understanding among nations and acts as a medium though which we can share knowledge and create understanding among the people of the world.

The modern tourism is an instrument of human education it is becoming more powerful tool of education and of collective and individual culture. So, tourism provides us an opportunity to understand the society, habits, food dress and the way of life of the people of different countries.

Socially, and culturally, Tourism is a product which encourages intellectually curiosity amongst people and nations and develops a healthy respect for other countries customs. Thus, it keeps a peaceful relation ship between nations. Tourism also play a large part is keeping family an friends us contact, and permits students and teaches to be part of Educational exchange programmers as part of cultural role of tourism the incentive of local crafts and industries an artistic skills of local people is increased because of the demand for local products.

## **2.3 Tourism Development in Nepal**

In the case of Nepal Tourism has a long history. Although history of civilization us Nepal stretches back to thousands of year, but she has been recently opened to visitor from different countries of the world. Nepalese history was confined to the history of Kathmandu Valley. According to legend, today's Kathmandu Valley was a great lake. Later great monk name Manjushree came form Tibet and mediated on the peak of Chover. Having got insight, he cut Chover hill, there by making a gorge so as to empty the lake.

Thus, Manjushree was the first traveler to visit Nepal. Nepal is the holy birth place of Lord Gautam Buddha and he has born in to 245B.C. Lord Buddha and he pupil visited Kathmandu valley around 6<sup>th</sup> century of 7<sup>th</sup> Kirat King named Sthumko. The Emperor Ashok of India visited Nepal as a pilgrim his daughter Charumati married with the king Devpal of Devpatan and the Emperor Ashok has erected four Buddhist Staupes of four corners of Lalitpur. The golden as of Nepal started in 400AD when Lichhivi dynasty came into power. Many foreigners visited Nepal during Lichhivi period at this period the great emperor of Tibet. Strong Tson Gonbu, arrived Nepal during the role of Aushuverma and married the Nepalese princess Bhrikuti. The Chinese visitors Huen Trang described in his travel records the Kailshkut Bhauran, and Mangriha. Where the Malla Dynasty came into power there was a significant development in the field of art and culture. The Krishna Mandir Nayat pol, palace of 55 windows, temple of Pashupati Nath, so many Hindu temples and Stupas of Buddha were built during this period. During Malla dynasty Kathmandu city is renowned as the city of temples. In 1769, the Shah King Prithivi Narayan Shah ascended to the Throne and gave birth to a unified kingdom of Nepal.

Again the period between 1845 - 1945 was gloomy period in the history of Nepal. In this period Rana ruler handled the administration of the country at their own personal will. Rana rulers are totally responsible for non development of tourism industry in Nepal. The Rana feared that tourism might bring political consciousness among the Nepalese people. In this period Jung Bahadur Rana, the first Prime Minister of Nepal, visited England and other European countries in 1850. The Ranas had maintained hard secular policy as regards tourism. At that time foreigners were not allowed to inter Nepal and very few who visited we permitted merely due to political reasons rather than on consideration of developing tourism. Even the Indian people were not allowed to visit Nepal freely. A large number of Indian pilgrims visited Nepal and that only one the occasions of

Shivaratri, Bala Chatudashi, and the permission to stay in the country during that was only for these days. The Rana rulers had maintained good relation with the British Government. At that period some British and King George V of England visit Nepal for hunting purpose.

As a result of popular revolution of 1950 initiated under the leader of late king Tribhuvan a party system of government was set up which gave freedom to Nepal and Nepalese people from the Rana rule. After revolution, the gates of Nepal were opened to all foreigners. In 1952 a sizeable number of tourists visiting Nepal were recorded. In 1953, Tenging Norge Sherpa and Sir Edmend Hillary successfully climbed the highest peak Mr Sagar Matha. Nepal was further intending the diplomatic relations with other world organizations such as UNESECO, WHO, FAO etc. After obtaining membership to the UNO, Nepal gradually became known to the outside world.

Another important happening was the coronation of late king Mahendra on 2<sup>nd</sup> May 1956, which played a vital role to attract the international travelers towards Nepal. Establishment of “Tourism Development Board “in November 1957 can be called as a milestone in the history of Nepalese tourism. Then Nepal gradually became the member of different world tourism organizations such as International Union of Official Travel Organization (IUOTO), South Asian Travel Commission (SATC), Pacific Area Travel Association (PATA) and American Society of Travel Agent (ASTA).

Other factors which are responsible for the development of history of Tourism are Nepal’s vast natural beauty, rich cultural heritage(Kathmandu, Patan, Bhaktpur Durbar Square, Swayambhu Nath, Changunarayan, Bouddha Nath) scenario resorts such as Kathmandu Valley, Lumbini, Pokhara, Tansen, Gorkha, Helambu, Chitwan, Palpa, Surkhet etc.

It has highest snowcapped peaks as Mt Everest, Kanchajanga, Makalu, Dhaulagiri and Annapurna which are 8000 meter in height. Persons who want to visit Nepal usually get opportunity to see distinct places and wild life resources such as one horn rhinoceros, leopard, wild deer and other creatures. We have a wide variety tastes and interests of visiting tourists. There is a high scope of developing tourism industry in Nepal. Today foreigners consider Nepal as a land of Yeti and homes of gods.

Nepal had improved a great deal in industry during 1950 to 1965. The number of tourists increased from 562 in the year 1952 to 9,388 in the year 1965. Similarly the foreign exchange from tourism in 1965/66 was US \$ 399. The tourism sector was transferred from the Department of construction and communication works to the Ministry of commerce and industry in 1967. During the period 1960/1963 the government policy was formulated to increase accommodations facilities, improve transportation system and hotel providing modern facilities. Tourism industry was taken as one of leading foreign exchange earners and sources of government resource. The policies were to follow a regional development strategy for generating employment of local levels and develop market for the exploration of new tourist sport. Follow a liberal policy on entry formalities and make, use of simplified or selected procedure in custom clearance. Safeguard natural environment\_and preserve the geographical cultural and artistic beauty of the country.

Nepal has excellent prospect for tourism development. The rich cultural heritage, enhancing diversity of tribes and communities and heart warming parade of beauty go to prove that there is ample justification for developing this sector.

The history of planned development efforts in promoting tourism by Nepal Government of Nepal started only with the first five years plan in 1956. During the

planning period, the historical, cultural and geographical attractions of the country were emphasized not only to promote tourism but also to spread its growth beyond the valley of Kathmandu, to other part of the country along the lines recommended in the tourism master plan. The fifth plan had therefore incorporated wherever possible the some set of programs contained in the Master plan as a second phase tourism development programs.

## **2.4 Tourism Marketing**

The most important function of marketing is to bring an awareness of the product in the minds of the consumers in the market areas. This is done by way of development in one of the element mix and it is unimportant tool for marketing. The term development is interpreted and defined in many ways. Basically, the purpose of development is to influence the potential customers and as trade intermediaries (travel agents, tours operators reservation services hotels and charter brokers), through communication to think and to act in certain manners. Tourism marketing is defined in a numbers of ways “systematic and co-ordinated efforts inserted by the National Tourist Organizations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, grouped individuals, in view of the sustained tourism growth”. So tourism marketing is the joint effort of the components involved in it. No tourism planning or programmers will be successful without joint efforts.

Marketing is defined as the meeting point between buyer and sell. It is the most convenient place for the buyer and seller. It is the time or place when and where the ownership if the product is transferred. In this way market is used to describe the buyers and potential buyers of each product such as vegetable market, fish market. Tourism market is where the tourism products are sold. As tourism product is intangible and there is no transfer of ownership, it only to provide service. . Tourism product does not move, so in tourism market, only buyer and

seller are possible to meet and transaction is completed as and where they meet. So selling and buying is done where the buyers are. In other words, market in tourism is described as the buyers and potential buyers. The market in tourism is described as the place where customers both potential and actual are located, as USA market, European market.

#### **2.4.1 The Product in Tourism**

A product may be defined as “the sum of the physical and psychological satisfaction it provides to the buyers. Product is the object or item for sale. It is produced modified or processed. This is the thing the customers buy. It is the ideal or object developed by the organization to offer to the customer’s service, facility. Hair cut, mango, a cup of tea etc.

Products are either tangible or intangible. Tangible goods are produced. It can be sum, touched, measured and customers can test before purchasing. In tangible products are services. Here production and consumption are simultaneous and the end result is often simply experience rather than a tangible good. Services are products purchased through an exchange transaction that does not confer ownership but permits access to and use of a service, usually at a specified time in a specified place for a specified purpose.

Tourism product includes tangibles and intangibles. For example hotel room, beds, linen are tangible, while room cleaning security privacy is services. In the same way mountain, people, heritage sites are tangible while security safety, trust, pleasure are intangible, A tourism product is a thing that can be offered to tourist for attention, acquisition or consumption. It includes physical objects, services, personalities place, organizations and ideas. Generally a tourism product is designed as an augmented product, which is the totality of benefits that the tourists services or experience. There, a tourism product is an amalgam of what a tourist

does and experiences. It includes that services he uses and products he purchased during his trip. So the products we deal are tourism is attraction, accommodation transport and sources” (Ananda Ghimire, 2004: 54).

## **2.5 Advertising**

In the modern world, where there is the monopolistic competition, industry cannot be successful without advertisement and publicity. Therefore, tourist industry also cannot progress without attractive advertisement and publicity. For the attraction of tourist arrivals, it is necessary to introduce or advertise the Nepalese history, culture, environment, scene and scenery etc. In the world wise context through the magazine, internet, and other means of publicity and advertisement this can act as stimulant to motivate and attract the tourist, but these means of advertisements are rising in our century. So, most of the tourists around the world are still not familiar about the paradise of Nepal. That is why our country is still unsuccessful in attracting tourists from the countries of the world.

According to American Marketing Association (AMA), “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by identified sponsors”.

“Advertising is the means by which we make known what we have to sell or what we have to buy” (Frank Jefkins, 1980: 3).

“Advertising presents the most persuasive possible selling message to the right prospects for the products or services at the lowest possible cost” (William J. Stanton/Michale J. Etzel/Brue J. Walker, 1978: 304).

Above definitions of Advertising emphasize on the selling objective of the company. It says that the advertising planning and implementation are done to



secure more sales with less cost contribution. But unlike the salesman who sells in a face-to face or even voice-to-voice situation, advertising is just a broadcast fashion to numbers of prospects whose identity may or may not be known, and who may be close at hand or distance.

Advertising includes those all the efforts made to inform and present a non-personal, sponsor-identified message about product, services or the company. This message called advertising can be verbal or visual, and is disseminate through one or more medium. Advertising is a part of promotion. In the word advertising is being pronounced everywhere. The word advertising itself is being advertised

### **2.5.1 Evolution of Advertising**

There was also the need and existence of advertising in the ancient period. The difference is that there were not the mass media at that time. It is said that the development of the advertising started with the civilization and started to communicate with cash other.

Advertising by word of mouth is probably the earliest form of advertising because verbal skills were developed first. Advertising was given the commercial status the day man entered into the process of exchange.

Since the knowledge of advertising and art of printing were not developed, in early days advertising was passive and was in limited use. The earliest forms were signboards and writings on the walls of prominent buildings. Shouting loudly about the price and description of the article to be sold was the only method of attracting public attention. The effect of the old type of advertising was not attractive and dynamic as it is today. With the publication of newspapers and development of the modern techniques in printings work got a boost.

It is said that the first printed advertisement in English appeared in London in about 1473 by the writer William Cocks ton, which was tacked on church doors announcing a prayer book for sale. Similarly the first newspaper advertisement appeared on the back of London newspaper in 1650 offering a reward for the return of 12 stolen horses. Then illustrated advertisements appeared for coffee in 1652, chocolate in 1657 and tea in 1658 and again the direction of the advertisement was limited.

During the 16<sup>th</sup> century, newspaper was the longest form of ferrying advertising and these newspapers were first published in the form of news letters. “The first newsletter was started in 1622 in England. The second half on the 16<sup>th</sup> century witnessed newspaper in the form of news books. It can be said that by the middle of the 17<sup>th</sup> century, there were special advertising periodicals. It has been recorded that excellent news books were published around 1675, by the end of 17<sup>th</sup> century newspapers were well established in England, under carrying advertisements as a regular basis” (C.N. Sontakki, 1976: 29).

“Modern advertising is a product of industrial revolution of the 18<sup>th</sup> century in 1760, before transportation and communication were developed; means of public expression were limited. But the desire to broadcast ideas were analyzed there, although early attempts to influence the action of his follows go back to the beginning the off-recorded history” (Collers’ Encyclopedia 1976:106).

By the year 1920 advertng in America and England had been developed well and professional zed somehow. Another significant milestone in the field of advertising was noticed when advertising was introduced in broadcasting media. Though Macorny invented radio in 1895, broadcasting of advertising in radio hat to wait another 25 years, so, the first radio advertisement had been broadcast in 1920. Then in the same year first professional advertisement has been broadcasted

from the KDKA radio station established in Petersburg. –Modern History of advertising –With Reference from the articles of (Dr. Sunrendra Mohan Joshi, Bigyapan Ko 525 Barsha, AAAN Semrika, Published on AAAN 8<sup>th</sup>General Meeting).

Television was invented in the mid of 19<sup>th</sup> century as the most powerful communication tool. In 1949, first television commercial was located in England. Television was working as the most powerful medium form advertisement until few years back when the computer technology has not been reached to this stage. But today, in the developed country, internet advertisement has become even more popular and it can after some years probably could take the place of television medium. But again, television still more effective medium for advertisement than press and radio due to its audio-visual facility.

Increasing attention and interest in this direction, gave rise to a class of advertising experts who were specialized to advice about the technique of advertising to the businessman regarding their advertising their advertising programmed. Remarkably huge amount of money was spent in both the purchase of advertising place and developing suitable advertising materials. The process was further accelerated by modernization of the newspapers with huge circulation, which created political and social consciousness among the people. Every available space, every form and every form and every opportunity was used for advertising purpose. Illustrations were made to make it aesthetically pleasing.

“The age old principle of “covet emptor” prevailed among the consumers and hence the advertising was thought to be untruthful. People did not believe the advertisement message. Buyers were cautions in buying the advertised goods. To counteract this feeling manufactures highlighted brands to the consumers. So, 19<sup>th</sup> century saw the concept of brand advertising. This facilitated the development of

magazines both weeklies and monthlies the brands. This is the period that welcomed widow and counters display exhibitions and trade fairs” (NTV Introduction Card: 10).

Up to First World War, the newspaper and magazines were considered as the principal media of advertising. During the period of Great Depression of 1930s, there were less business activities and it is known as the slump period. After second world was there was a keen competition between manufactures. On one hand, it tried to generate internal economy and on the other hand it tried to seek newer methods of developing markets. Man new forms involved with advertising came into existence during this period. Advertising was developed on systematic lines. Widespread use was made of modern photography and art printing. The most typical development was cinema slides and electric signs.

“During the Second World War people were informed of war developments thought short films, and thus, a new form of advertising was developed. Now film advertising has become popular and it has got a huge significance in developing countries like India, Burma, and Pakistan and even in Nepal also” (B.N. Ahuja, and S.N. Chhanbra, 1995: 56).

“Television has a powerful means of advertising from 1950. It has grown in its importance with its color presentation and it is going to rule advertising world. There are major indoor colorful advertising media. The outdoor advertising similarly here has been development in traveling displays, sky-writing, in addition to the earlier means like poster, printed displays and sandwiched-men” (C.N. Sontakki,1976: 29).

### **2.5.2 Role of Advertising in Modern Business World**

Advertising is primarily a means by which sellers communicate to prospective buyers about the worth of their goods and services. Advertising is not a game, toy or a racket. It is a basic tool of marketing for stimulating demand and for influencing the level and character of the demand. It has economic, social and psychological functions (S.A. Chunawalla/K.C. Sethia, 1997: 32).

#### **Economic Function**

All the advertisement has to do it to sell a product or service. This the advertisement accomplishes by communicating properly and effectively, by communicating the right message, put across through brilliant and persuasive language, making use of appeals to different human motives. Advertising inclines customers favorably to the products, it affects their attitudes. So advertising performs the economic function by being an art of persuasion.

Advertising not only markets the products, but also a corporate ethos, a corporate philosophy by giving memorable corporate stories reaching deeper into the public psyche than a bare recitation of performance statistics.

#### **Social Function**

Advertising has affected not the core cultural values but the subsidiary cultural values. For example, to get married is a core cultural value. Advertising cannot effectively change it by telling people that you do not marry. Yes, to marry late and not at an early age is a subsidiary cultural value. Advertising can definitely affect it. It can persuade people marry late.

Advertising is a mirror of the society in which it operates. It reflects the cultural values of that society. Successful advertising is consistent with the cultural values of a given society. Yes, it can transfer some cultural value of one society to

another society at a given point of time. Its cross-cultural impact will depend upon the universalization of appeal.

Advertising invests a new product with confidence – confidence about its function, quality, price and availability. Advertising promises a quality and forces manufactures to live up to the promised quality. So advertisement brings about consumer welfare by two-fold method:

- 1) By improving standard of living.
- 2) By improving product quality.

Advertisements for social causes like cancer prevention, anti-dowry campaign, family planning etc. make us socially responsible. Advertising protects the consumers by educating them and by forcing the manufactures to maintain a quality and be fair. Advertising respects the ethics of the prevalent society.

### **Psychosocial Function**

Advertising is closely linked to consumer behaviour. So it affects the personality of the consumer, his concept of self, his attitudes, beliefs and opinions, his life-cycle and life-style etc. advertising appeals to our physiological and psychological motives. Its appeals may be rational or emotional.

The whole job of advertising is to perform certain communication jobs with greater speed, volume and economy that can be done by any other means. This pragmatic approach to advertising is fundamental, and must be accepted before any plans for measurement can be formulated (Rothor, 1999: 190).

Here are the roles of the advertising or what advertising can actually do or why we indeed advertise, which offer a broader idea of the versatility and value of advertising (Frank Jefkins, 1980: 3-11).

- To announce a new product or services
- To expand the market to new buyers
- To announce a modification
- To announce a price change
- To announce a new pack
- To make a special offer
- To invite inquiries
- To sell direct
- To test a medium
- To announce the location of stockiest
- To obtain stockiest
- To educate consumers
- To maintain sales
- To challenge competitors
- To remind
- To retrieve lost sales
- To please stockiest
- To please the sales force
- To recruit staff
- To attract investors
- To export
- To announce trading results

### **2.5.3 Advertising Trend in Nepal**

It is not declared that from when the advertisement trend got started in Nepal. However, it is said that to convey king's addresses to the country from the very

beginning, a media was used. It is assumed that after some time this trend became the media of advertising. Above mentioned trend was the advertisement for the non-business advertisement is gain with the dealer business.

In 1908 B.S. the Prime Minister Unga Bahadur Rana had brought a press in his visit to England, which was called “Gidde Press”. But further this press was used to print envelops, tickets, and government bulletins only so, this press could not run the business in ht field of advertisement. “Nepal Manoranjan Pres” of Thahiti was the beginner press in the field of advertisement in Nepal. In 1919 B.S. advertisement of a book named “Mochasiddi” was printed in this press. This is said to be the first advertisement in the history of Nepal. In 1945 B.S. a book named “Gorkha Hashya Manjari” is published in “Bharat Jeevan Press” of Banarash. In this book an advertisement of monthly Nepali Magazine named “Gorkha Bharat Jeevan” was printed. In the history of Nepalese advertisement another advertisement was printed in 1956 B.S. in the last page of book named “Nalopakhyan” published by “Pundit Kapildev Sharma” an advertisement of monthly magazine “Sudhasager” was printed.

“Gorkhapatra” was started on printed on weekly basis from Baisakh 24<sup>th</sup> 1958 B.S. In the first edition of “Gorkhapatra”, in the editorship of Pundit Nardev Motikrishna Sharma published by “Pashupati printing press”, an advertisement was printed. Then after, different magazines in Nepali language appeared.

Since 20<sup>th</sup> Chaitra 2007 B.S. Nepal Radio now name changed to Radio Nepal started its transmission. After that time transmission of commercial advertisement started. Initially “Ratna Recording Corporation” was providing the advertisement services and used to deposit the accumulated sum of money to Nepal Radio. Nowadays Radio Nepal has its own advertisement services.



From 29<sup>th</sup> Shrawan, 2042 B.S., Nepal Television has started its rail transmission. It may be assumed that day television advertisement is started in Nepal. The time period of trial transmission of Nepal Television was up to 14<sup>th</sup> Poush, 2042 B.S. From this day “Nepal Television Corporation”: was formed and started its transmission regularly. Now “Nepal Television Corporation” is 15 year old and out of its total transmission time 9.5% of time is taken by advertisement. In this transmitted. In these years of time, advertisement in Nepal television has obtained great deal of success.

“Some multinational companies with foreign collaboration have good and attractive advertisement like the advertising of Coca-Cola, Pepsi-Cola, Liril, etc. in Nepal a small percentage of the population own a television set because of their poor economic condition. It can be said that only the 39% of the total population can only watch the national program on N.T.V.” (NTV Viewer Server Record 2051).

Cinema exhibition was started from 2006 B.S. in Nepal. It was not sure that which was the first advertisement slide that was exhibited by cinema hall. But, it is assumed that the exhibition of advertisement slide started after establishment in 2007 B.S. It is assumed that first of all non-commercial advertisement slides was exhibited by cinema hall.

Nowadays, hoarding board, display board, wall advertisement posters and Pamplating, making are the normal media of advertisement. Visiting cards, invitation cards are also the media of advertisement (Mr. Krishna Dahal, Nepal ma Bigyapan ko 136 Barsha, AAAN Smarika AAAN 8<sup>th</sup> General meeting, 2055 B.S.).

#### **2.5.4 Advertisement Effectiveness**

The effectiveness of advertising can be understood by the changing attitudes and behavior of the customers. Advertising has become the powerful device for

increasing sales and at the same time, large sum of money are spent on it. In the face to mounting advertising costs, on the one hand, and a squeeze on profitability, on the other, top managements are increasingly concerned about the cost benefit of advertising in the operation of a business.

“This concern is understandable, for advertising is one of the few, if not only, item of expenditure is a company’s balance sheet that can’t be measured in terms of its specific contribution towards its sales and profitability. An advertising manager, ideally, should be able to do this; but in most cases, he can’t. This apparent lack of accountability of advertising is increasingly becoming untenable today. Advertising, therefore, has to prove its contribution to the total marketing efforts like any other allocation of corporation resources; or else advertising expenditure will run the risk of being set arbitrarily or even slashed drastically” (B.S. Rather,1980:189).

The value of advertising cannot be determined unless its role and function are understood. The unaccountability of advertising, in most cases arises from a lack of appreciation of what advertising can or cannot be.

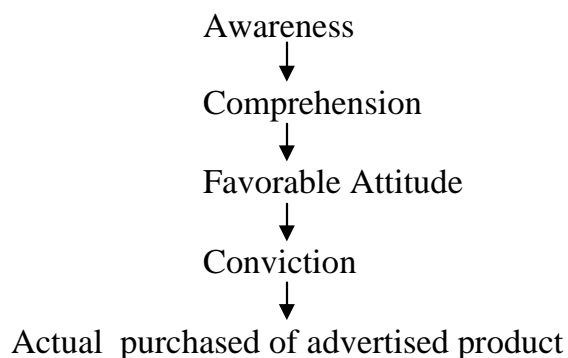
Advertising should be viewed as a part of total marketing effort of a company. The glib answer to the question: why do companies advertise? Is: To sell products. But in recent times, increasing number of advertising personnel has been frankly saying that advertising cannot actually sell products. Supporting this view, the association of national advertisers, U.S.A., defined advertising as a mass paid communication, the ultimate purpose of which is to impart information, develop attitude and induce action beneficial to the advertiser (which may lead to sale of a product or service.) advertising is in fact only one on the series of tools on the marketing communication mix-the other tools are personal selling, retailer recommendation, special sales promotion, publicity etc. the job of advertising is to

perform certain communication jobs with greater speed, volume and economy (B.S. Rather, 1980: 190).

If all promotional tools are coordinated with each other and implemented accordingly, it may sell the product too. The ultimate aim of advertising / promotion is often to help raise the level of immediate sales. However the objective that involves an increase in immediate sales is not operational in nature in many cases for two reasons.

Advertising is only one of the many factors influencing sales and it is difficult to isolate its contribution to those sales. The other forces include price, distribution, packaging, product features, competitive actions, and changing buyer needs and tastes, it is absolutely difficult to isolate the effect of advertising. Evaluating advertising only by its impact on sales is not practical.

“Advertising can be understood as the form of communication which aims at bringing about some change in the behavior of the target audience, particularly the potential buyers or non-buyers towards the product or services advertised. A generally theoretical model seeks to identify a step-wise behavioral progression of non-buyers towards buying action. This is the progression from awareness to comprehension. From comprehension to favorable attitude. From favorable attitude to conviction and finding actual purchase of the product concerned, which can be presented in the diagram to answer how advertising convert from potential customer to actual one.



It is open to question if this model represents what actually happened in the real life for one thing. Actual purchase occurs as a result of many factors and advertising is only one of them. Sometimes advertising can do its job and bring the customer to the retail outlet, but if the distribution plan of the company is uneven and retail doesn't have stocks of the products, purchase may not result. Simply advertising stimulates the potential buyers to go to the stores to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firm and increased sales. To get the maximum result from promotion, all promotional tools have not unique characteristics and are complementary” (R. K. Shrestha, 1998: 124).

It is true that sometimes the effect of advertising can not be measured directly in terms of sales. Therefore, advertising objective could be stated in terms of communication goals, such as awareness of the product or adorability of attitudes towards it.

The advertising is only one part of the marketing mix. It alone can not sell the product. There are many other factors-product quality, price, packaging, and product. Therefore it is rather different to establish a direct link between an advertisement and its effect on the sales on product.

As the Nepalese management is still in underdeveloped stage, Nepalese manufactures are not in a position to spend much amount in the advertising research to judge the effectiveness of advertising on their products. Manufactures feel investing in research is waste of money; instead it can be used for other promotional methods. So no manufacturer here can say definitely that how effective their advertising campaign and promotion are or what are the impact being seen in sales of their product due to promotion / advertising.

Advertising testing can be done either before (pre-testing) or after (post-testing) the advertising has run in ht media to avoid costly mistakes, to predict the relative strength of alternative advertising strategies, and to increase their efficiency (S. A. Chunawalla and K.C. Sethia, 1997: 748).

Testing costs more money to the advertisers and in our country spending of such huge amount on advertising testing is not practical though the amount spent on it will save them from making costly mistakes. Feedback in advertising, advertising research, is very useful, even it means some extra expenditure for the advertiser. It helps to out how and what advertising fails or succeeds.

## **2.6 Research Gap**

This is a research gap between the present research and the previous research. The previous researches generally focus and the growth trends and foreign exchange in tourism sector only but not on the advertising activities practiced in tourism sector.

## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Research Methodology is the over all framework for when how to conduct, process, analysis and present data and diagram to find answer of this research problem /question/ objective research is concerned with secondary as well as primary data.

The main objective of this research is to evaluate promotional activities associated with the Nepalese tourism and its future prospects. Secondary data are presented with suitable table and diagrams to facilitate this research. Research methodology also includes research design, population and sample, nature and sources of data, data collection procedure and statistical procedure of analysis.

#### **3.2 Research Design**

Research design is the plan structure and strategy of investigation conceives so also to obedient answer to research question and control variance. A well settled research design is necessary to fulfill the objective of the study. Research design adopts a definite procedure and techniques that the study and it propound the way for research viability.

In this study a descriptive research design has been followed to make the study more authentic and reliable by way of using the available data in systematic manner.

### **3.3 Population and Sample**

Nepal Tourism Board (NTB)/Government of Nepal Ministry of Culture, Tourism and Civil Aviation, Hotel industry, Trekking Agency, Travel agency and air line business of Nepal in tourism sector are considered as a population and sample of primary and secondary data. For research purpose of a secondary data from fiscal year 1995-2004 is taken as sample random sampling is used to take interview in primary data and hotel industry, Trekking Agency, Travel agency and airline business is taken from Katmandu.

### **3.4 Nature and Sources of Data**

The entire secondary data used in this study are basically of the following nature:

- Tourist arrivals statistical data from 1995 to 2004
- Tourist arrivals statistical data by month from 1995 to 2004
- Tourist arrivals statistical data by Age n Sex from 1995 to 2004

The present study is primarily based upon Secondary data and Primary data. The main sources of secondary data are Nepal Tourism Board (NTB)/Government of Nepal Ministry of Culture, Tourism and Civil Aviation, Hotel industry, Trekking Agency, Travel agency and air line business and various published newspapers and magazines. Primary data are collected from HAN, NATA, TAAN and airline business within the Kathmandu valley.

### **3.5 Data Gathering Instruments**

The present study is based upon the secondary data and primary data, so they are collected directly from the related published materials and magazines as well as from NTB /GN.

### **3.5.1 Data Collection Procedures**

The procedures employed in this study are, first of all bibliography cards are prepared by visiting various libraries and collection of related published materials. The necessary secondary data are collection using appropriate technique.

### **3.5.2 Data Analysis**

In this analysis of data appropriate tools have been used to make the analysis more effective, convenience, reliable and authentic. In the analysis process data will be analyzed using descriptive and graphical methods.

In descriptive analysis the data has been presented in an appropriate way with the help of percentage, tables graphs and chart .The graphical presentation being self-explanatory simplest and the most convenient form. On the basis of analysis and interpretation, major findings conclusions have been draw and subsequently recommendations are made.



## **CHAPTER - IV**

### **DATA PRESENTATION AND ANALYSIS**

In this chapter the data collected are tabulated, analyzed and presented in a reasonable and wise manner. The data presentation and analysis are based on the primary and secondary source of information.

#### **4.1 Marketing Trends of Tourism in Nepal**

The flow of Tourist and length of their stay show the promotion of the tourism and effectiveness of the advertisement in the Tourism sector by NTB and Government of Nepal.

Today in the field of marketing, more priority is given to the needs of customers and satisfies them. The present concept calls for a customer orientation backed by integrated marketing aimed at generating customer satisfaction and long run consumer welfare as the key to attaining success (Kotler, Phillips, 1972: 46-54).

The challenges of marketing go beyond the success of business. It must also serve the goals of society. Marketing share in the problems and goals society and it's contributed extended well beyond the formal boundaries of the firm.

Tourism being the fastest growing and most competitive industry in the world, should be marketing properly. There are a number of destinations competing with each other to get a bigger share of the market (Bhatia, 9994: 137). Hence 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 operation of tourism.

Tourism marketing is defined as the “Systematic and Co Ordinate efforts exerted by the NTO and /or the tourist enterprises at international, national and local level to optimize the satisfaction of tourists group and individuals in view of the sustained tourism growth (Bhatia, 1994:142).

According to Krippendorf “marketing tourism is to be understood as systematic and co-ordinate execution of business policy by tourist undertaking whether private or state , at local , religion ,national or international level to achieve the optimum satisfaction of need of identifiable consumer group and in doing so to achieve an appropriate return”.

Hence, there is a need for tourism marketing with proper planning sound policies. How ever, tourism industry doesn't seem to apply marketing approach for its promotion and development adequately (Anand and Bajracharya, 1985:1).

Because of the competitive global scenario and ever expanding tourism industry, the market of the tourism product needs greater attention. Only those countries which have aggressive marketing strategy have been able to attract a greater number of tourists. Thus effective marketing is a must for the successful running of the tourism industry.

According to Pokharel “We are undertaking very limited marketing actives while other countries with more resource are spending Hugh amount of money on aggressive marketing of their destinations”.

In this regard prominent businessman Mr. Yogendra Shakya commented by saying “We have done practically nothing as far as promotion is concerned. The ministry of tourism has no budget for promotion “in Nepal, even one five star rated hotel spend Rs. 30 million annually for the publicity at international level but

due to lack of budget government is not able to make sufficient publicity even in visited Nepal year 98 also.

The sluggishness in promotional efforts in Nepal further indicated by the fact that “the expenditure made in publicity is too poor to be more effective in both quality and quantity. The ministry of tourism published brochures and booklets about tourism only in a few languages and that also in limited copies, there is a lack of advertisement in the foreign papers. In such a situation, most of the visitors are unknown about Nepal.

“Nepal lacks the most essential market information focused on its product, while the most relevant material is produced at considerable cost and dubious impact, Fair Participation, in the 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 was 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 toward improving matters, but needs help to do so (Ministry, 1984: 102).

Another serious challenge faced by the tourism sector in Nepal is the level of competition. To quote the saying of Alwis “My friend in the travel industry in Nepal talked of the glorious days, barely a decade ago when a trekking tour was sold to 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 (Alwis, 1997: 8).

In view of Alwis “This certainly is not the result of the lack of demand for Nepal’s unique tourism potential or a lack of adequate number of “Un-market” visitors out there in the market place. It is the result of unhealthy competition between the

travel agents, the hoteliers, the tour operators (trekking rafting and other), 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 product and inadequate delivery of quality service “In this respect the government of Nepal should have clear police to discourage cut-throat competition in the hotel industry and thereby attract quality tourist “

Negative report on Katmandu has adversely affected the tourism industry and Nepal’s Image. To counter the negative effects a planned approach is needed which could regain our lost reputation.

In this context Mishra says “Say Good bye to Shangri –La was published in Newsweek of 4<sup>th</sup> October 1993 issue. It has definitely affected the tourism especially qualitative tourist. However, in my opinion, the correct information about Kathmandu valley came in time and we should tack it in a positive way instead of being defensive. Had it not been published in such a renewed journal, it would not have been grave concern to all conscious people of Nepal and abroad.

Air accessibility is also a hurdle in Nepal. Strait expressed,” We need to tack concrete steps with respect to tourism marketing in other to boost arrival. But there is a problem of air seat capacity.

Nepal should allow more international airline to come to Nepal and encourage the national carrier to compete internationally. It would certainly increase the number of tourist arrival.

For the promotion of quality tourism in the country ,infrastructure and services should be improve properly “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 qualified human resources.

All good marketing begins with the costumers and embed with the customer. Nepal's a tourist destination offer a unique product and unparalleled opportunities for marketers who want to tack on the challenge. It just means that both Nepalese operators and their partner in Asia need to work harder and be innovative if they are to achieve yields that Nepal's tourism operation deserves.

While formulating the tourism strategy, it is essential "that our tourism marketing keep abreast with fast changing trends, particularly the changing trends in tourism market ... Tourism marketers should be quick to respond to the changing economic scenario in the world. Hence, development of Nepal should tack in to account promotional and marketing issues as well as deal with the inherent problems and challenges.

#### **4.2 Marketing Efforts for Tourism Development in Nepal**

Nepal has initiated various efforts to promote tourism and market her as a sustainable destination. In other to boost up tourism promotional activities, Nepal has participated in various international fairs/ exhibitions, conferences/seminars /meeting in different countries. Table no 4.1 shows Nepal's Participation in international tourism and trade fairs/ exhibitions meeting etc., science 1987. Nepal g\has actively participated in PATA annual conference and WTO general assembly. Other actively participations of Nepal in international event include ITB fair , Berlin , WTM London BIT Milan ,JATA Tokyo CMT fair Stuttgart , ITE Hong Kong , ATM Singapore etc and travel show held in different parts of neighboring India . In addition, Nepal has organized cultural programmed food festival Nepalese handicraft exhibitions etc in different travel trade exhibitions

held in major cities of Asia, Europe and USA as part of the promotional campaigns.

### **Ad/Promotion Campaign / Sales Mission**

Nepal launched tourism promotional visits in some major cities like Paris, London and Frankfurt in September 1989 with the joint effort of the government and travel trade associations HAN, NATA, TAAN similarly, promotional campaigns were also made in the year 1991 and 1994 “A public private joint sales mission headed by the minister of tourism and civil aviation organized a number of interaction programmes in all major cities of south Africa on May 1996. A similar mission organized a workshop in Madrid to apprise their Spanish counterparts of the Nepalese tourism scenario in November 1996.

### **Familiarizations**

In order to promote tourism more effectively, Nepal has organization familiarizations tour for foreign travel counterparts, tour operator, journalists, film crews, media personal and other important personalities from time to time. Some of these tours were jointly organized with Nepal Airlines and the private sectors. Generally, such Familiarizations tour inviting personalities from Australia, Spain, USA, Thailand, Japan, Germany, France, Tibet, Belgium, UK, Canada, and Hong Kong etc

### **Development of Sales / Promotional Aids**

The government has made promotional film photo and slides of important tourism side/ products of Nepal in various years. Some of these films were prepared under joint ventures with other agency like NTB, NAC,PATA etc, Besides these the government has published a wide range of promotional advertisement introducing Nepal in various media like tourism Asia ,Geo, Washington Post Times of India Navabharat Times , Well Street Journal, Trivial Scene Asia, Safari India, Thai In

flight magazine etc. Similarly, some advertisement through the state TV and ZEE TV has been made especially in 1998 to promote the Visit Nepal Year 1998.

### **Publications/ Brochures**

His Majesty's Government of Nepal has been continuously publishing various types of promotional brochures, posters stickers of important tourism interest place in various years and distributing them both within and outside the country as a major promotional effort.

### **Evolution of Total Marketing and Promotional Efforts**

In terms of expenditure, Nepalese efforts in marketing and promoting the destinations and products and service might look satisfactory. However the pertinent issue is whether Nepal has been promoted adequately in the originating markets. In this respect, there was hardly any satisfactory result. Much of these marketing efforts were made within the country itself which may indicate low effective external marketing. The overall tourism arrival may be growing but in certain segments decline has also been noticed (For Example German tourists were found to be declining in recent years. But Nepal has not done anything to analyze the particular segment and launch promotional measures adequately). Familiarization tours and promotional tours are not conducted on the basis of market potentiality and prospect. In 1997, Nepal made a promotional visit to South Africa but it so far could hardly be termed as a tourism market. Such effort may not be unnecessary but priority should have been accorded to major markets first. The private sector effort also lacked co-ordination and seemed to be done on a haphazard and ad-hoc basis. Nepal's promotional and marketing efforts still lack punch and purposiveness and significant improvement is necessary.

### **Visit Nepal Year 1998**

Officially declared by the Government of Nepal "Visit Nepal 1998" was a policy priority for Nepal to uplift the quality of products and services offered to our visitors (VNY'98, Official

Trivial Manual, 1998: 9) through this effort Nepal endeavored to achieve higher from tourism.

The visit Nepal '1998 campaign was mooted in the early 1992 when Nepal start a planned approach to tourism related infrastructure development and involvement of local communities in resource management. Officially, it was declared in April 1996. It seeks to achieve some specific objectives (Image Nepal, 1998: 3).

- Lengthen the average duration of stay.
- Increase the average spending per visitor.
- Reposition Nepal as unique tourist destination by improving the quality of product and services.
- Involve local people in the management of tourist resources.
- Create widespread local awareness about tourism and its benefits.
- Diversify Eco-Friendly and value based tourism products.
- Establish measure to ensure regional development through tourism and
- Private an impetus to improve and develop infrastructure and effectively deal with environmental issue.

### **Theme and Slogan of VNY 1998**

The theme for the visit Nepal '98 was “A sustainable habitat through sustainable tourist “which reflects the environmental imperative Nepal need to observe while caring out development activities. Similarly, In view of the amazing diversity of nature attraction and living culture heritage Nepal is being promoted as “A world of it own in the international tourism market.

A visit Nepal 1998 (VNY'1998) main committee was constitutes to coordinate policy for the campaign. A special VNY'98 coordinate committee had been formed under it to formulate action plan and strategies as well as ensure



coordinate in the programs to be implemented by six action committees. These programs were in the following areas:

- Infrastructure development.
- Product improvement and development.
- Event and special activities.
- Environmental improvement.
- Publicity and promotion
- Transport

Trend of tourism in Nepal

Modern tourism in Nepal started two

**Table 4.1**  
**Marketing Efforts in Tourism**

No of participant in international meeting	Ad/promotion Campaign sales Mission	Familiarization Tour	Development of Sales /Promotional Aids	Publications /Brochures
14	-	-	1 Video Film	Brochures 1, 85,000 pcs. posters 39,000pcs
12	-	-	-	Broachers 1, 86,000 pcs. Poster 40,000 pcs.
16	yes	-	1. Video Film - Nepal got coverage in various int' travel magazine and newspaper	-
14	-	3	-	-Published travel advertisement in 18 different travel magazine 44,300 brochures booklet poster etc published
14	yes	1	-	Advertised in 6 different national and international print media
11	yes	-	-	Advertised in 14 different national and international print media
8	-	1	-Update innovates and release varieties of tourism info materials in different languages. 1. Video Film	Printing of poster, sticker.
9	yes	1	Made reprint of two promotional video films - A fund for promoting Nepal had been allocated / release to various Nepalese Embassies and mission based in Germany, USA, France, UK,, Belgium, Japan and Thailand	
13	-	5	1. Video Film 2. Video Film Reprint	11 New tourism brochures publication.
17	yes	5	-	

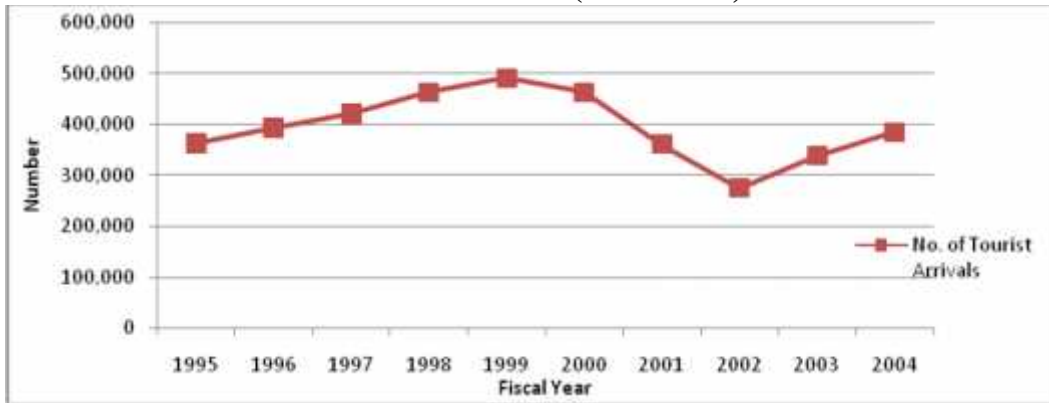
*Source: Department of Tourism Nepal Government*

**Table 4.2**  
**Tourist Arrivals (1995-2004)**

Year	Total			By Air		By Land		Average Length of Study
	Number	Growth Rate %	Index	Number	% of Total	Number	% of Total	
1995	363,395	11.3	5,881	325,035	89	38,360	11	11.27
1996	393,613	8.3	6,370	343,246	87	50,367	13	13.50
1997	421,857	7.2	6,827	371,145	88	50,712	12	10.49
1998	463,684	9.9	7,504	389,008	86	35,676	14	10.76
1999	491,504	6.0	7,954	421,243	86	70,261	14	12.28
2000	463,646	-5.7	7,504	376,914	81	86,732	19	11.88
2001	361,237	-22.1	5,846	299,514	83	61,723	17	11.93
2002	275,237	-23.7	4,458	299,514	79	56,808	21	7.92
2003	338,132	22.7	5,472	218,660	81	62,694	19	9.60
2004	385,297	13.9	6,236	275,438	77	87,962	23	13.51

*Source: Nepal Tourism Statistics 2006 (Government of Nepal)*

**Figure 4.1**  
**Tourist Arrivals (1995-2004)**



From the table 4.2 and the figure 4.1 is in clear that a total number of 363395, tourist listed Nepal during 1995 representing an increase of 11.3% over the year like wise, 393613 during 1996 increasing by 8.3%, 421857 during 1997 increase by 7.2%, 463684 during 1998 increase by 9.2%., 491504 During 1999 increase by 6.0%. In 2000, 2001 & 2002 total number of tourists was decrease by -5.7%, -22.1% & -23.7% respectively. But again is fiscal year 2003 & 2004 a total number

of tourist visited Nepal was 338132 & 385297 with an increase of 22.7% & 13.99% respectively.

**Table 4.3**  
**Tourist Arrivals by Month (1995-2004)**

<b>Year</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>
1995	22,207	28,240	34,219	33,994	27,843	25,650	23,980	27,686	30,569	46,845	35,782	26,380	363.,395
1996	27,886	29,676	39,336	36,331	29,728	26,749	22,684	29,080	32,181	47,314	37,650	34,998	463,684
1997	25,585	32,861	43,177	35,229	33,456	26,367	26,091	35,549	31,981	56,272	40,173	34,116	491,504
1998	28,822	37,956	41,338	41,087	35,814	29,181	27,895	36,174	39,664	62,487	47,403	35,863	463,686
1999	29,752	38,134	46,218	40,774	42,712	31,049	27,193	38,449	44,117	66,543	48,865	37,698	491,504
2000	25,307	38,959	44,944	43,635	28,363	26,933	24,480	34,670	43,523	59,195	52,993	40,644	463,646
2001	30,454	38,680	46,709	39,083	28,345	13,030	18,329	25,322	31,170	41,245	30,282	18,588	361,237
2002	17,176	20,668	28,815	21,253	19,887	17,218	16,621	21,093	23,752	35,272	28,723	24,990	275,468
2003	21,215	24,349	27,737	25,851	22,704	20,351	22,661	27,568	28,724	45,459	38,398	33,115	338,132
2004	30,988	35,631	44,290	33,514	26,802	19,793	24,860	33,162	25,494	43,373	36,381	31,007	385,297

*Source: Nepal Tourism Statistics 2006 (Government of Nepal)*

Table 4.3 gives the picture of month wise tourist flow in Nepal from fiscal year 1999 to 2004. It is found that the month of October, November, December and March is the highest tourists flow month of the year. In which 463,686 & 491,504 (highest) tourists flow at fiscal year 1998 & 1999 respectively and lowest in 2002.

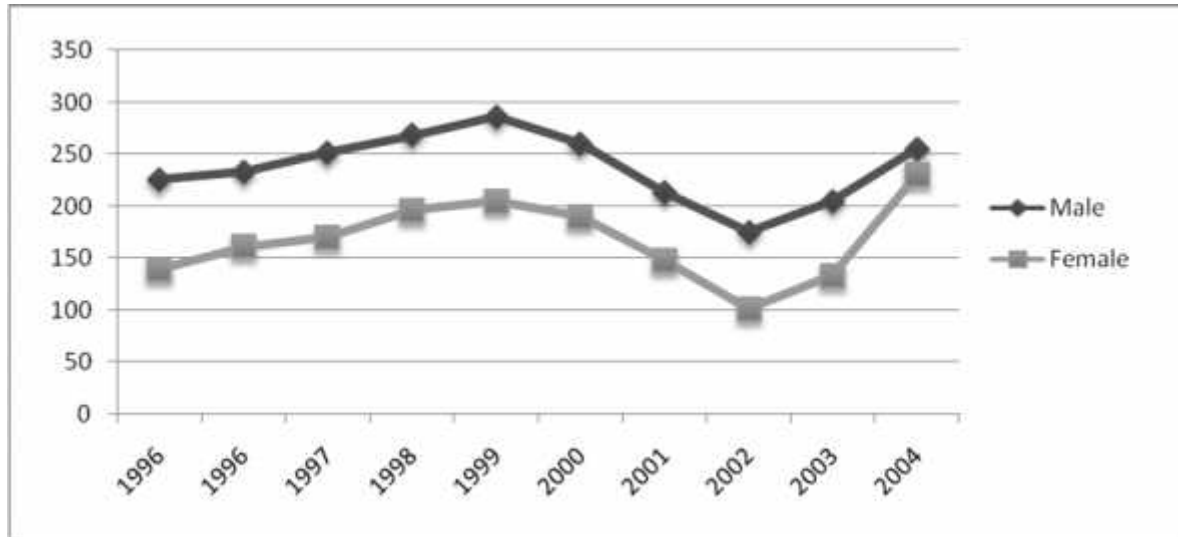
**Table 4.4**  
**Tourist Arrivals by Sex & Age Group (2039/40-2062/63)**

Year	Sex		Total	Age Group				
	Male	Female		0-15	16-30	31-45	46-60	61 & Over
1995	224,769 (61.9)	138,626 (38.1)	363,395 (100)	22,878 (6.3)	106,603 (29.3)	120,212 (33.1)	76,647 (21.1)	37,055 (10.2)
1996	233,055 (59.2)	160,558 (40.8)	393,613 (100)	22,185 (5.6)	94,924 (24.1)	116,307 (29.5)	89,751 (22.8)	70,446 (17.9)
1997	251,358 (59.6)	170,499 (40.4)	421,857 (100)	23,840 (5.7)	121,286 (28.8)	126,828 (30.1)	107,111 (25.4)	42,792 (10.1)
1998	267,871 (57.8)	195,813 (42.2)	463,684 (100)	26,763 (5.8)	122,103 (26.3)	151,846 (32.7)	121,190 (26.1)	41,782 (9.0)
1999	286,161 (58.2)	205,343 (41.8)	491,504 (100)	30,967 (6.3)	150,307 (30.6)	155,985 (31.7)	113,314 (23.1)	40,913 (8.3)
2000	266,937 (57.6)	196,709 (42.4)	463,646 (100)	19,136 (4.1)	119,816 (25.8)	148,063 (31.9)	125,140 (27.0)	51,491 (11.1)
2001	213,465 (59.1)	147,772 (40.9)	361,237 (100.0)	14,608 (4.0)	95,801 (26.5)	115,678 (32.0)	93,621 (25.9)	41,529 (11.5)
2002	174,710 (63.4)	100,758 (36.6)	275,468 (100.0)	12,425 (4.5)	67,774 (24.6)	99,622 (36.2)	67,017 (24.3)	28,630 (10.4)
2003	204,732 (60.5)	133,400 (39.5)	338,132 (100.0)	16,056 (4.7)	78,357 (23.2)	99,740 (29.5)	5,753 (25.4)	58,226 (17.2)
2004	255,303 (66.3)	129,994 (33.7)	385,297 (100.0)	38,734 (10.1)	84,125 (21.8)	128,267 (33.3)	6,920 (25.2)	37,251 (9.7)

*Source: Nepal Tourism Statistics 2006 (Government of Nepal)*

From the table 4.4 and Figure 4.2 it is clear that total number of tourist i.e. Male and Female in fiscal year 1998 & 1999 is the highest flow of age group 31-45.

**Figure 4.2**  
**Tourist Arrivals by Sex (1995-2004)**



**Table 4.5**  
**Tourist Arrivals by Purpose of Visit (1995 - 2004)**

Year	Holiday Pleasure	Trekking & Mountaineering	Business	Pilgrimage	Official	Conv. Conf.	Others	Total
1995	183,207 (50.4)	84,787 (23.3)	21,829 (6.0)	5,257 (1.4)	20,090 (5.5)	5,272 (1.5)	42,953 (11.8)	363,395 (100)
1996	209,377 (53.2)	88,945 (22.6)	25,079 (6.4)	4,802 (1.2)	20,191 (5.1)	5,824 (1.4)	39,165 (10.0)	393,613 (100)
1997	249,360 (59.1)	91,525 (21.7)	27,409 (6.5)	4,068 (1.0)	24,106 (5.7)	5,181 (1.1)	19,565 (4.6)	421,857 (100)
1998	261,347 (56.4)	112,644 (24.3)	24,954 (5.4)	16,164 (3.5)	22,123 (4.8)	5,965 (1.2)	21,271 (4.6)	463,684 (100)
1999	290,862 (59.2)	107,960 (22.0)	23,813 (4.8)	19,198 (3.9)	24,132 (4.9)	5,599 (1.2)	19,574 (4.0)	491,504 (100)
2000	255,889 (55.2)	118,780 (25.6)	29,454 (6.4)	15,801 (3.4)	20,832 (4.5)	0 (0.0)	17,291 (3.7)	463,646 (100)
2001	187,022 (51.8)	100,828 (27.9)	18,528 (5.1)	13,816 (3.8)	18,727 (5.2)	0	22,316 (6.2)	361,237 (100.0)
2002	110,143 (40.0)	59,279 (21.5)	16,990 (6.2)	12,366 (4.5)	17,783 (6.5)	(0.0)	58,907 (21.4)	275,468 (100.0)
2003	97,904 (29.0)	65,721 (19.4)	19,387 (5.7)	21,395 (6.3)	21,967 (6.5)	0	111,758 (33.1)	338,132 (100.0)
2004	167,262 (43.4)	69,442 (18.0)	13,948 (3.6)	45,664 (11.9)	17,088 (4.4)	(0.0)	71,893 (18.7)	385,297 (100.0)

*Source: Nepal Tourism Statistics 2006 (Government of Nepal)*

From the table 4.5 it is clear that total number of tourist arrival in fiscal year 1998 and 1999 is the highest flow for Holiday Pleasure.

**Table 4.6**  
**Tourist Arrivals by Major Nationalities (1995 - 2004)**

<b>Nationality</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Australia	9201 (2.5)	9720 (2.5)	10227 (2.4)	11132 (2.4)	11873 (2.4)	12189 (2.6)	10455 (2.9)	7159 (2.6)	7916 (2.3)	9671 (2.5)
Austria	3852 (1.1)	4162 (1.1)	3986 (0.9)	4603 (1.0)	6377 (1.3)	5221 (1.1)	4164 (1.2)	3140 (1.1)	3025 (0.9)	4341 (1.1)
Canada	5047 (1.4)	5480 (1.4)	6245 (1.5)	7136 (1.5)	7578 (1.5)	8590 (1.9)	7068 (2.0)	3747 (1.4)	4154 (1.2)	4825 (1.3)
Denmark	4629 (1.3)	4454 (1.1)	4322 (1.0)	4781 (1.0)	4577 (0.9)	4847 (1.0)	3854 (1.1)	2040 (0.7)	2178 (0.6)	2633 (0.7)
France	19208 (5.3)	19913 (5.1)	21573 (5.1)	21992 (4.7)	24490 (5.0)	24506 (5.3)	21187 (5.9)	13376 (4.9)	15865 (4.7)	18938 (4.9)
Germany	33971 (9.3)	24963 (6.3)	22374 (5.3)	23862 (5.1)	26378 (5.4)	26263 (5.7)	21577 (6.0)	15774 (5.7)	14866 (4.4)	16025 (4.2)
India	117260 (32.3)	122512 (31.1)	133438 (31.6)	143229 (30.9)	140661 (28.6)	95915 (20.7)	64320 (17.8)	66777 (24.2)	86363 (25.5)	90326 (23.4)
Italy	10267 (2.8)	10258 (2.6)	11034 (2.6)	12864 (2.8)	12870 (2.6)	11491 (2.5)	8745 (2.4)	8057 (2.9)	8243 (2.4)	12376 (3.2)
Japan	25360 (7.0)	28923 (7.3)	35038 (8.3)	37386 (8.1)	28893 (7.9)	41070 (8.9)	28830 (8.0)	23223 (8.4)	27412 (8.1)	24231 (6.3)
Netherlands	8681 (2.4)	8718 (2.2)	9214 (2.2)	14403 (3.1)	17198 (3.5)	16211 (3.5)	13662 (3.8)	8306 (3.0)	8443 (2.5)	11160 (2.9)
Spain	7129 (2.0)	8658 (2.2)	8621 (2.0)	8832 (1.9)	9370 (1.9)	8874 (1.9)	5897 (1.6)	5267 (1.9)	8265 (2.4)	11767 (3.1)
Switzerland	5981 (1.6)	6961 (1.8)	10630 (2.5)	664 (1.4)	8431 (1.7)	6230 (1.3)	5649 (1.6)	3352 (1.2)	3246 (1.0)	3788 (1.0)
Sri Lanka	1172 (0.3)	5758 (1.5)	4021 (1.0)	11031 (2.4)	12432 (2.5)	16649 (3.6)	9844 (2.7)	9805 (3.6)	13930 (4.1)	16124 (4.2)
U.S.A.	24655 (6.8)	25155 (6.4)	30056 (7.1)	35092 (7.7)	39332 (8.0)	40442 (8.7)	32052 (8.9)	17518 (6.4)	18838 (5.6)	20680 (5.4)
U.K.	26768 (7.4)	29466 (7.5)	29998 (7.1)	35499 (7.7)	36852 (7.5)	37765 (8.1)	33533 (9.3)	21007 (7.6)	22101 (6.5)	24667 (6.4)
Others	60214 (16.6)	78511 (19.9)	81080 (19.2)	84388 (18.2)	94192 (19.2)	107383 (23.2)	90400 (25.0)	66920 (24.3)	93287 (27.6)	113745 (29.5)
Total	363395 (100)	393613 (100)	421857 (100)	463684 (100)	491504 (100)	463646 (100)	361237 (100)	275468 (100)	338212 (100)	385297 (100)

*Source: Nepal Tourism Statistics 2006 (Government of Nepal)*



Table 4.6 gives the picture of Nationalities wise tourist flow in Nepal from fiscal year 1995 to 2004. It is found that the India, Germany, France, UK, and USA, are the highest tourist flow Nation in the fiscal year 1998 and 1999.

### **4.3 Marketing of Nepal Tourism Board**

Like wise NTB have done lots of marketing program for the promotion of Nepalese tourism in different foreign countries like Europe, American, Asia etc. such as dream works Nepal in Korea that is Nameste Art exchange exhibition, Nepal participated in vakantiebeurs, Netherlands, Nepal at the daily telegraph advert is travel and sports show is London. Nepal at advertise is travels erupo is Chicago limited states. A Nepalese tourism entrepreneur is Bangkok fair. NTB concludes Nepal promotion compels is south India successfully. NTB also make Nepalese tourism promotion is Russia. For the growth of internal tourism NTB, have done lots of promotion programmed is different part of the Nepal. Such as Nepal open paragliding championship in Pokhara, pokhara marathon, Meghauri Mahotsav Kathmandu Advertise rally shiva Ratri, the night of shiva, Tenzing Hillary Everest Marathon, Ghodejatra festival, Buddha Jayanti Thurn (TAAN) tracking agents association of Nepal mount Bike championship, Bagmati River festival International music day celebration Mithila Mahotsav in Janakpur so on and so for.

NTB came up with a new department in the form of "Public relations and publicity" Since 2006 January onwards NTB came up with a new department in the form of "Public Relations and Publicity". Realizing that public relations, perhaps the most misunderstood part of marketing communication, can be the effective tool, NTB decided to come up with a new department, which previously was being done by a section of the marketing department. NTB wants to develop public relations as a process by which positive image and customer preference for Nepal could be effectively created through third-party endorsement.

The PR and Public department would thus perform the activities related to press relations, publicity and corporate communications. The aim of press relations is to place

newsworthy information into the international and national news media to attract attention to Nepal as a holiday destination. The product publicity wants to secure editorial coverage as opposed to paid space by giving new information on new products, events etc. on Nepal. Similarly promoting understanding of the organization to the stakeholders would also fall into its domain. The department would thus be guided by the objectives of creating publicity about tourism attractions of Nepal in inter/national arena; maintaining good public relations with inter/national tourism stakeholders; and assisting to synergize NTB's overall effort in tourism promotion by helping marketing and promotion department in particular and other department/stakeholders in general.

Under these broad goals the department has four key areas of delivery which are:

- Under these board goals the department has four key areas of delivery which are:
- Facilitating tourist inside Nepal.
- Enhancing the communication
- Publishing the promotional collaterals

#### **4.3.1 New Nepal Tourism Brand**

The new tourism brand with the slogan "Unlash Yourself" tagline "Naturally Nepal" and sub-tagline "Once is not enough" was introduced in early 2006. With a lot of consumer research and trade consultation process the brand was being introduced. The basic thrust of brand development was to develop BRAND NEPAL as an international tourist destination and regain consumer confidence in the international markets by concentrating on marketing the experiential product clusters. Naturally Nepal is a simple expression that repackages Brand Nepal in a positive light.

'Once is not enough' not only accurately captures the tourists' emotions at the airport's departure gate but also serves as a decision making tool that enables the Nepali tourist industry - individually & collectively - to focus on customer retention rather than acquisition. It moreover addresses the composition of our total number of tourists where

nearly 40% are repeat visitors, means Nepal abundance beauties and diversities are for multiple times. It is a destination for multiple reason and prosperous vision.

The Re-launching of Brand Nepal has been done for the five business reasons

- More compelling-repackage the divers, existing product offerings
- More tourist-increasing the number of tourist visiting Nepal
- More money-increase the revenues to the nation.
- More focus-align the NTB's stakeholders and the Nepal tourist industry to a common future.
- More consistency-define branding guidelines and investment vehicles for building a low-cost international consumer brand in the very competitive tourist industry.

Over the next 10 years, Brand Nepal will be promoted as "The next-generation mountain destination for weekend breaks, adventure holidays and lifetime experiences" for 'People' who live cosmopolitan cities and travels internationally.

New Nepal Brand is expected to be instrumental in addressing the needs of all the existing and emerging tourist of our target markets. Series of campaign activities tied up in the branding process will ultimately keep Nepal on great competitive edge. The new branding concept will cover entire activities that Nepal has been offering to the world with a new dimension. The thrust of new brand is to reinvent Nepal's diversity, modernity and cultural heritage. Nepal, country of the highest mountains on Earth as deepest gores, also known as the land of living Goddess and the origin of Buddhism in the world, today shares its abundance beauty with rest of the world, with a New Brand, its natural image called Naturally Nepal- once is not enough.

This new tourism brand is first of its kind created with professional expertise in the tourism history of Nepal. This new tourism brand is absolutely backed by the research

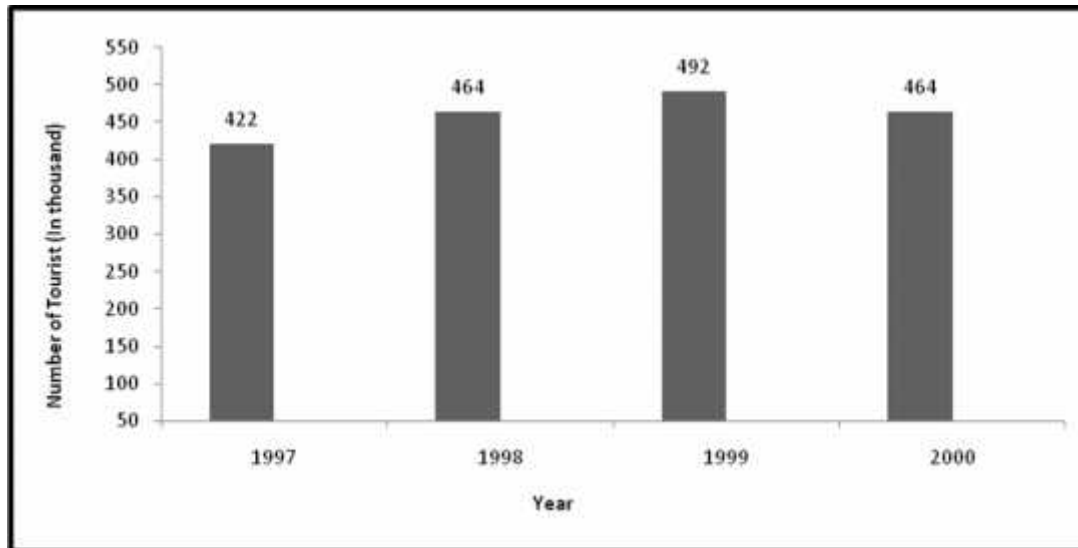
and surveys, hence has lot of ingredients to support for the yield subject to availability of matching resources and requires environment.

This from the above study of responsible for promoting Nepal is domestic and international market is working towards repositioning market is cooking towards repositioning the image of the country as a safe destination. The board is established to works as a professional and dynamic NTO to address the pressing need by designing specific brand image of Nepal as a travel destination and promotional campaigns government of Nepal has established a well defined funding mechanism through collection from the airport to finance the promotional effort of the board.

#### **4.4 The Effectiveness of Adjusting on Tourism Business in Nepal**

We make a great study on the tourist arrivals by year month age & sex as well as the promotional activities done in different place inside and outside the county. But if we go in details about the promotion activities i.e. advertising done by the NTB in tourism sector we can easily find the effectiveness of advertising on tourism business in Nepal. Lets compare the tourist Arrival in year 1997, 1998, 1999 & 2000 we can easily find that the number of tourist in 1998 is greater them the others years become of promotional activities. We know that 1998 was the Visit Nepal 1998. In this year these was lots of promotional activities in and outs of the country. Nepal was known as Visit Nepal 1998 so, the growth rate of tourist was increase by 909% but in 1997 it was increase only by 7.2%. In 1999 it was increase by 6% but in 2000 it was decrease by -5.7% which can be more clear by bar diagram.

**Figure 4.3**  
**Growth Rate of Tourist Arrival**



In the same way if we compare by month we will find in 1998 the increase rate of tourist is higher than in 1997 & 1999 & 2000 is also because of promotion activities i.e. “Visit it Nepal 1998”.

As we compare by sex. The flow of tourist in 1998 & 1999 is greatest than in 1997 & 2000 the reason is the same which can be clearer by the pie-diagram by sex.

**Figure 4.4**  
**Tourist Arrival by Sex**



The effective of growth is the tourist not only become of the promotional activities but also of political situation of Nepal. But more over the effect goes is the promotional activities.

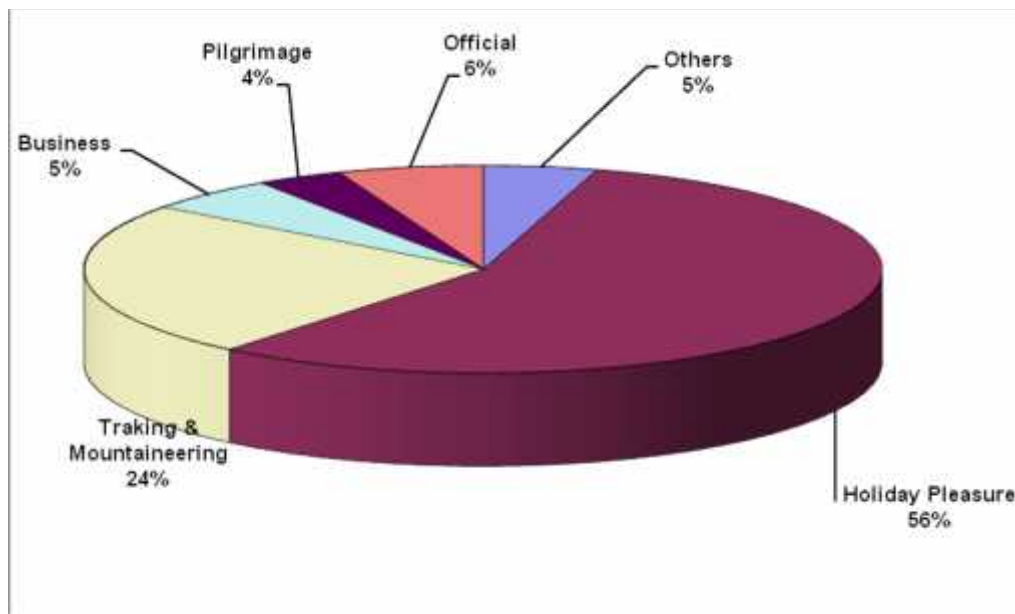
Above study shows that NTB has to make more effeteness on the adjusting & promotion activities for attaining and retaining the market on tourism business in Nepal.

Again if we go through the study of tourist arrivals by nationality from fiscal year 1995 to 2004. The majority of tourist visiting Nepal from India every year USA holds the second position and UK in third place. Similarly Germany and France hold the fourth and fifth position respectively. Similarly Italy Switzerland, Australia, Canada, Japan, China etc held a good position regarding to tourist using to visit Nepal but why rest of other nationals could not hold the good position ? Answer is same become of not good promotion done by NTB in those of the nation by about Nepal the destination of world.

Similarly if we go through the study tourist Arrivals by purpose of visit we can easing find out that low rate of tourist flow the purpose of pilgrimage although Nepal is famous for its culture heritage, history in the world but tourist flow is low because of poor

promotional activities by NTB and Nepal government which can be more clear by pie-diagram.

**Figure 4.5**  
**Tourist Arrival by Purpose of Visit**



Although NTB in lunching the different promotion activities in different, foreign country like Americas, Asia, Europe, and Africa to as well as in different place of Nepal but it seen not to effectiveness so, NTB, Nepal government of ministry of culture, Tourism and civil Aviation must a most to the effective of advertising. NTB and Nepal Government of CTCA must realize that what they are doing for the promotion of tourism in Nepal is not enough. The alternative way must be study by the NTB as well as government.

The main problem of advertising in tourism sector in Nepal is that NTB & Nepal government must focus their advertising in each and every port of the world not is a certain place, so that each and every body of that place can easily know the country Nepal to known as, beauty of nature, kingdom of Himalayan , Birth place of Buddha. Country of Mt. Everest, not as the state of India and part of Tibet. For this, NTB & Nepal

government must select the effect way of advertising. Today world is IT world. So, the electronic media through the Net basis which can be more fruitful and effectiveness.

Thus from the above data analysis and study we come to conclude that NTB have to do excise a lot in the promotional activities i.e. advertise in those area where the advertising is lack behind and it is quit hope full that NTB is typing its best to attract the tourist by lunched different promotion activities in further future.

#### **4.5 Major Findings**

In Nepal, there was no tourism planning till 1956. The history of tourism planning started when the First-Five-Year plan (1956-61) came into existence. The review of first five -year plan to ninth five-year plan revealed that various planned efforts were made for the tourism development in Nepal. Tourism development has continuously been accorded a high priority and as a result, substantial investment in infrastructure and tourism facilities like hostels, airports roads, power, and sanitation were made in destinations attracting the visitors to meet ever-increasing demands. Besides, special promotion programs and use of high tech communications was planned for the promotion of tourism as mentioned in the Ninth Five-Year plan.

The study also attempted to evaluate the overall tourism marketing efforts made by the government of Nepal. The study showed that the overall marketing situation in Nepal is sluggish due to various reasons such as lack of adequate publicity and promotion, lack of marketing information, level of unhealthy competition, lack of air accessibility etc. Hence, in order to boost up the tourism industry of Nepal, infrastructure and services must be improved properly as well as tourism marketers should be kept abreast of the fast changing trends in the world tourism markets and be quick to respond to the changing economic scenario of the world.

Regarding marketing and promotional efforts made by the Nepalese government in the



tourism sector, the study found that, although the marketing and promoting the destinations, products and services looked satisfactory, Nepal's promotional and marketing efforts lack the punch and purposiveness and significant improvement are thus necessary.

Similarly there is an increasing trend regarding tourist arrivals. In 1998 a total of 463684 tourists visited Nepal representing an increase of 9.9% over 1997. Likewise, the tourists arrival rate increased by 7.2% in 1997, 6% in 1999. It decreased by -5.7%,-22.1%, -23.7% in 2000, 2001, & 2002 respectively.

Regarding tourist arrivals by sex in 1998, male visitors comprised 57.8% of the total arrivals while female visitors comprised 42.2% of the total. Likewise in 1999, male visitors comprised 58.2% while female visitors accounted for 42.8% of the total tourist arrivals.

Similarly, regarding tourists arrivals by age groups, in 1998, the highest share was recorded by the 31-45 years age groups (32%), followed by 16-30 yrs (26%) and 46-60 yr. (26%). Tourists of different continents visit Nepal. In 1998, tourist arrivals to Nepal were 52% from Asia, 32% from Western Europe, 9.3% from North America and 3.2% from the Australia and the Pacific. In addition, tourists of different nationals also visit Nepal. In 1998, the highest number of tourist arrival was from India comprising 30.8% of the total and registering an increase of 7.3% over 1997.

Similarly, tourists from overseas visiting Nepal were: Japan (8%), USA (7.7%), UK (7.6%), and Germany (5.1%). In 1998, the arrival of overseas tourists increased by 9.9% in comparison to 1997. In 1997, this increase was only 6.4% over the year 1996.

In Nepal majority of tourists came for Holiday/Pleasure purposes. In 1998, a total of 261347 tourists came to Nepal for recreational purposes, which was an increase of 4.8%

over 1997. Likewise, Trekking and Mountaineering was second in purpose.

Tourist season was found to be in the month of January, February, March, September and October to December. In 1998, October was the month when the highest number of visitors came to Nepal.

Because of the competitive global scenario and ever expanding tourism industry, the market of the tourism product needs greater attention. Only those countries which have aggressive marketing strategy have been able to attract a greater number of tourists. Thus marketing is a must for the successful running of the tourism industry.

NTB undertaking very limited marketing activities while other countries with more resource are spending huge amount of money on aggressive marketing of their destinations.

The ministry of tourism has no budget for promotion in Nepal, even one five star rated hotel spend Rs.30 million annually for the publicity at international level but due to lack of budget government is not able to make sufficient publicity even in Visited Nepal year 98 also.

The sluggishness in promotional efforts in Nepal further indicated by the fact that the expenditure made in publicity is too poor, not more effective in both quality and quantity. The ministry of tourism & NTB published brochures and booklets about tourism only in a few languages and that also in limited copies, there is a lack of advertisement in the foreign papers. In such a situation, most of the visitors are unknown about Nepal.

Nepal lack the most essential market information focused on its product, while the most relevant material is produced at considerable cost and dubious impact, Fair Participation, in the absence of proper information material to flow up interest poorly staged as it often appears less than effective and probably a waste of money. At the same time there was an urgent need for Nepal to work against increasing 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 toward improving matter, but need help to do so.

## **CHAPTER-V**

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

#### **5.1 Summary**

There is no doubt that today's business era is the age of advertisement and publicity. Every corner of the world is filled with shining advertisement posters, hoarding and E-advertising. Any business sector cannot sustain without the sufficient advertisement and publicity. Advertisement starts even before the business concept emerges.

It is true that advertisement plays a big role in the field of marketing of any product or services. Large and very successful organizations are making expenses of huge amounts on advertising of the products and services. A remarkable portion of marketing budget is devoted to advertising. Advertisement has become a means of very easy and prompt mass communication. Any organization can communicate its mission, objective service and product to its target market.

The amazing changes in technology, transportation and communication in recent years throughout the world have triggered the development of tourism industry. Many countries have chosen consciously the path of developing large scale tourism as major national activity.

Tourism has been so much emphasized in Nepal that it is regarded as a means of achieving economic development. Nepal has many tourist destinations and their exploitaties offers a wide range of comparative advantages. There is a great possibility of tourism industry in Nepal due to her specific natural and cultural heritage.

Marketing tourism is to be understood as systematic and co-operative execution of business policy by tourist undertaking whether private or state at local, religion, national or international level to achieve the optimum satisfaction of need of identifiable

consumer group and in doing so to achieve an appropriate return.

There is a need of tourism marketing with proper planning and sound policies. However tourism industry does not seem to apply marketing approach for its promotion and development adequately.

In addition the study also examined advertising activities practiced in tourism sector by Nepal Tourism Board. The study has been completed by using secondary data which were collected from the Nepal Tourism Board & Ministry of Tourism & civil Aviation (Annual Statistical Report 2005).

## **5.2 Conclusion**

The current challenge of marketing Nepal as a holiday destination lies not only in enhancing visitors' number but also equally on improving the destinations image towards a quality destination. Due to the stagnant demand for the Nepalese tourism production since the last half-decade, perception has emerged over Nepal as a low cost destination. The competition among the domestic service providers has in fact given upper hand to the consumers and international operators by raising their bargaining power.

The other reality however is the wide international media exposure this year due to which there has been gradual interest from the market. Ironically, this increased base of consumer awareness and interest towards Nepal has been thwarted by the bottleneck of air accessibility. The growing intention to visit Nepal proves the fact that Nepalese tourism too is resilient in nature. Additionally its product attractiveness is unique and has a strong market appeal. On the positive note, this is in fact an opportunity to build back destination image.

The goal of NTB marketing programs basically lies in enhancing visitors' numbers, increasing the average stay and spends in Nepal. To attain the same the past strategies in

marketing programs has been to approach dozen of markets simultaneously and thinly spread resources so as to averse risk across a range international markets and minimize the impact of any changes in the domestic or a single international travel market.

However with the growing realization for focused and targeted marketing for result, NTB is making certain strategic shifts in its marketing approaches from this year by concentrating more on the comparative advantage markets. This would mean working on those markets where there would be significant and visible return on its marketing investment. For that matter those markets would be selected where there is a high price elasticity of demand.

Similarly a new approach would be to sub-brand a destination with in the country and promote it for the entire year. This is to establish better product market linkage and strengthen the sub-brand image of Nepal.

Due emphasis shall be given for continuation of successful programs of the past by engaging stakeholders and leveraging partnerships with them and equally by consolidating on value and growth markets.

### **5.3 Recommendations**

Based on the findings of the study, the following recommendations are made for an advertising activities practiced in Tourism sector of Nepal.

#### **5.3.1 Tourism Development Policy**

There is a conspicuous absence of long term perspective policy in the field of tourism encompassing all aspects of tourism development. It is of the crucial importance that the NTB and NG should come forward with a long term integrated policy in the tourism sector. The development strategy for the tourism sector should be based on the principles of low cost, higher level of productivity, improvement in efficiency of infrastructure and

promoting competition.

While planning for the future in the tourism sector, it is important to be vigilant of the changing trends of the tourists and their tastes etc. The tourism policy should aim to attract more tourists from Western Europe, the USA and Canada. The visa and permit regimes should be made easier. New tourism projects should be worked out for the quality development of domestic and international tourism in the nation.

### **5.3.2 Tourism Infrastructures**

Tourism in Nepal is constrained by bottleneck of transport development, resulting from the lack of air transportation networks linking it with major tourist originating countries and the capacity limitation of NAC. The immense potentiality of tourists from Japan, Australia and the Pacific Countries and Western Europe demands air links, preferably direct links between those Countries and Kathmandu. Therefore, scheduled flights to these destinations should be increased as much as possible. Further possibility of introducing an open-sky policy should be explored attracting more and more regional and international airlines to operate in the country. Further, the second International Airport should be visualized for landing of large aircrafts.

Airports are literally gateways to the country. The efficiency and facilities provided by the airport form a lasting impression on the foreign visitors. Therefore, services at the Tribhuvan International Airport should be made more efficient and less troublesome. Facilities should be developed to provide at least the minimum level of services as required by the International Standards. Besides, proper policy measures should be undertaken to develop auxiliary services such as taxi and other local transportation systems, cultural centers etc.

Various Hotels and lodges catering to the need of different segments of the tourists must be encouraged by providing the special incentives to them by NG. Further, these hotels

and lodges should be classified and be made mandatory to obtain a license for operation from the ministry of Tourism. This will help to maintain standardization.

For the promotion of quality tourism in the country, infrastructure and services should be improved properly. 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 qualified human resources.

### **5.3.3 Promotional Strategy**

Promotional marketing has a tremendous influence on the foreign visitors' choice of destinations. Nepalese marketing strategy has remained more or less static in terms of innovation, spread, imagination, new techniques and coordination. Lack of aggressive international promotional drive has been as one of the constraints in tourist promotion in the country. So, Nepalese embassies abroad as well as NAC's offices and its sales agents in overseas countries tourism industry. Further, a national image building and dynamic marketing plan in key markets should be launched by pooling resources of the various public and private agencies.

Tourism in Nepal heavily influenced by seasonality factor resulting mainly from the dominance of the country of origin of the tourists. So, to iron out the seasonality factor, strategy should be developed to diversify tourism by country and by purpose other than traditional ones. More and more tourists from South Asia and the Pacific should be attracted, and new areas of tourism should be explored such as cultural tourism, wild life tourism and specific summer and winter tourism. Further the government must give emphasis on the development of new types of tourism sports as Rock Scaling, Gliding, Rafting, High Himalayan Skiing along with new trekking routes, lakeside recreation, curative tourism etc. While diversifying tourism, conscious attention should be paid to the aesthetic, environmental and socio-cultural integration of tourism projects.



### **5.3.4 Manpower Development**

Human resource development is of vital importance in a service industry like tourism. In this context, the establishment of Hotel Management and Tourism Training Centre (HMTTC) in the late 1970's has been an important step towards producing tourism supportive manpower in the country. So, in order to produce more trained manpower, different measures should be undertaken for the improvement of human resources to guarantee professional services in the field of tourism. Since 1998, the HMTTC institute has been recognized by the Tribhuvan University and Pokhara University to offer the complete course of Hotel Management (Bachelor Level) to overcome the expected shortage. The centre should be financially strengthened and functionally expanded to meet the growing needs of manpower for tourism sector.

### **5.3.5 Organizational Structure**

Present organizational structure i.e. The NTB (Nepal Tourism Board) is established for the promotion of tourism in Nepal. It spends a substantial amount abroad for the promotion of Nepal as a tourist Destination. However it is not able to mould itself into a marketing and developmental institution with well-defined targets. It is therefore, recommended that the NTB should give special attention to improve Nepalese Tourism intensively (qualitative) instead of an extensive (quantitative) growth. Further, effort should be made by the NTB to convert Nepal as a prime tourist destination under universal limelight.

### **5.3.6 Research Needs**

Comprehensive knowledge of the pattern of tourist arrival, their length of stay, purpose of visit etc. is extremely important to understand the tastes and demands of the tourists visiting the country. It helps to make crucial decisions regarding the policies to be promoted in the country. Hence, a system should be developed to have a regular sample survey of tourist arrival on an annual basis. In this aspect, the NTB has to resolve establishing a tourism Research and Development Division to carry out research on

various aspects of tourism and to evaluate the tourism impact in the country and abroad.

In addition to the above recommendations, the government of Nepal should promote Domestic Tourism, protect environment, impose friendly regulations in the tourist areas, properly maintain the roads to the tourist areas, and afford convincing incentives to tourism industry.

All good marketing begins with the customer and embed with customer. Nepal is a tourist destination offer a unique product and unparalleled opportunities for marketers who want to tack on the challenge. It just means that both Nepalese operators and their partner in Asia need to work harder and be innovative if they are to achieve yields that the Nepal's tourism operation deserves.

While formulating the tourism strategy, it is essential that, our tourism marketing keep abreast with the fast changing trends, particularly the changing trends in tourism market. Tourism marketers should be quick to respond to the changing economic scenario in the world. Hence, development of Nepal should take in to account promotional and marketing issues as well as deal with the inherent problems and challenges.

## Appendix - 1

### Marketing Efforts in Tourism

No of participant in international meeting	Ad/promotion Campaign sales Mission	Familiarization Tour	Development of Sales /Promotional Aids	Publications /Brochures
14	-	-	1 Video Film	Brochures 1, 85,000 pcs. posters 39,000pcs
12	-	-	-	Broachers 1, 86,000 pcs. Poster 40,000 pcs.
16	yes	-	1. Video Film - Nepal got coverage in various int' travel magazine and newspaper	-
14	-	3	-	-Published travel advertisement in 18 different travel magazine 44,300 brochures booklet poster etc published
14	yes	1	-	Advertised in 6 different national and international print media
11	yes	-	-	Advertised in 14 different national and international print media
8	-	1	-Update innovates and release varieties of tourism info materials in different languages. 1. Video Film	Printing of poster, sticker.
9	yes	1	Made reprint of two promotional video films - A fund for promoting Nepal had been allocated / release to various Nepalese Embassies and mission based in Germany, USA, France, UK,, Belgium, Japan and Thailand	
13	-	5	1. Video Film 2. Video Film Reprint	11 New tourism brochures publication.
17	yes	5	-	

**Appendix -2**  
**Tourist Arrivals (1995-2004)**

Year	Total			By Air		By Land		Average Length of Study
	Number	Growth Rate %	Index	Number	% of Total	Number	% of Total	
1995	363,395	11.3	5,881	325,035	89	38,360	11	11.27
1996	393,613	8.3	6,370	343,246	87	50,367	13	13.50
1997	421,857	7.2	6,827	371,145	88	50,712	12	10.49
1998	463,684	9.9	7,504	389,008	86	35,676	14	10.76
1999	491,504	6.0	7,954	421,243	86	70,261	14	12.28
2000	463,646	-5.7	7,504	376,914	81	86,732	19	11.88
2001	361,237	-22.1	5,846	299,514	83	61,723	17	11.93
2002	275,237	-23.7	4,458	299,514	79	56,808	21	7.92
2003	338,132	22.7	5,472	218,660	81	62,694	19	9.60
2004	385,297	13.9	6,236	275,438	77	87,962	23	13.51



### Appendix - 3

#### Tourist Arrivals by Month (1995-2004)

<b>Year</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>
1995	22,207	28,240	34,219	33,994	27,843	25,650	23,980	27,686	30,569	46,845	35,782	26,380	363.,395
1996	27,886	29,676	39,336	36,331	29,728	26,749	22,684	29,080	32,181	47,314	37,650	34,998	463,684
1997	25,585	32,861	43,177	35,229	33,456	26,367	26,091	35,549	31,981	56,272	40,173	34,116	491,504
1998	28,822	37,956	41,338	41,087	35,814	29,181	27,895	36,174	39,664	62,487	47,403	35,863	463,686
1999	29,752	38,134	46,218	40,774	42,712	31,049	27,193	38,449	44,117	66,543	48,865	37,698	491,504
2000	25,307	38,959	44,944	43,635	28,363	26,933	24,480	34,670	43,523	59,195	52,993	40,644	463,646
2001	30,454	38,680	46,709	39,083	28,345	13,030	18,329	25,322	31,170	41,245	30,282	18,588	361,237
2002	17,176	20,668	28,815	21,253	19,887	17,218	16,621	21,093	23,752	35,272	28,723	24,990	275,468
2003	21,215	24,349	27,737	25,851	22,704	20,351	22,661	27,568	28,724	45,459	38,398	33,115	338,132
2004	30,988	35,631	44,290	33,514	26,802	19,793	24,860	33,162	25,494	43,373	36,381	31,007	385,297

## Appendix - 4

### Tourist Arrivals by Sex & Age Group (2039/40-2062/63)

Year	Sex		Total	Age Group				
	Male	Female		0-15	16-30	31-45	46-60	61 & Over
1995	224,769 (61.9)	138,626 (38.1)	363,395 (100)	22,878 (6.3)	106,603 (29.3)	120,212 (33.1)	76,647 (21.1)	37,055 (10.2)
1996	233,055 (59.2)	160,558 (40.8)	393,613 (100)	22,185 (5.6)	94,924 (24.1)	116,307 (29.5)	89,751 (22.8)	70,446 (17.9)
1997	251,358 (59.6)	170,499 (40.4)	421,857 (100)	23,840 (5.7)	121,286 (28.8)	126,828 (30.1)	107,111 (25.4)	42,792 (10.1)
1998	267,871 (57.8)	195,813 (42.2)	463,684 (100)	26,763 (5.8)	122,103 (26.3)	151,846 (32.7)	121,190 (26.1)	41,782 (9.0)
1999	286,161 (58.2)	205,343 (41.8)	491,504 (100)	30,967 (6.3)	150,307 (30.6)	155,985 (31.7)	113,314 (23.1)	40,913 (8.3)
2000	266,937 (57.6)	196,709 (42.4)	463,646 (100)	19,136 (4.1)	119,816 (25.8)	148,063 (31.9)	125,140 (27.0)	51,491 (11.1)
2001	213,465 (59.1)	147,772 (40.9)	361,237 (100.0)	14,608 (4.0)	95,801 (26.5)	115,678 (23.0)	93,621 (25.9)	41,529 (11.5)
2002	174,710 (63.4)	100,758 (36.6)	275,468 (100.0)	12,425 (4.5)	67,774 (24.6)	99,622 (36.2)	67,017 (24.3)	28,630 (10.4)
2003	204,732 (60.5)	133,400 (39.5)	338,132 (100.0)	16,056 (4.7)	78,357 (23.2)	99,740 (29.5)	5,753 (25.4)	58,226 (17.2)
2004	255,303 (66.3)	129,994 (33.7)	385,297 (100.0)	38,734 (10.1)	84,125 (21.8)	128,267 (33.3)	6,920 (25.2)	37,251 (9.7)

**Appendix - 5**  
**Tourist Arrivals by Purpose of Visit (1995 - 2004)**

<b>Year</b>	<b>Holiday Pleasure</b>	<b>Trekking &amp; Mountaineering</b>	<b>Business</b>	<b>Pilgrimage</b>	<b>Official</b>	<b>Conv. Conf.</b>	<b>Others</b>	<b>Total</b>
1995	183,207 (50.4)	84,787 (23.3)	21,829 (6.0)	5,257 (1.4)	20,090 (5.5)	5,272 (1.5)	42,953 (11.8)	363,395 (100)
1996	209,377 (53.2)	88,945 (22.6)	25,079 (6.4)	4,802 (1.2)	20,191 (5.1)	5,824 (1.4)	39,165 (10.0)	393,613 (100)
1997	249,360 (59.1)	91,525 (21.7)	27,409 (6.5)	4,068 (1.0)	24,106 (5.7)	5,181 (1.1)	19,565 (4.6)	421,857 (100)
1998	261,347 (56.4)	112,644 (24.3)	24,954 (5.4)	16,164 (3.5)	22,123 (4.8)	5,965 (1.2)	21,271 (4.6)	463,684 (100)
1999	290,862 (59.2)	107,960 (22.0)	23,813 (4.8)	19,198 (3.9)	24,132 (4.9)	5,599 (1.2)	19,574 (4.0)	491,504 (100)
2000	255,889 (55.2)	118,780 (25.6)	29,454 (6.4)	15,801 (3.4)	20,832 (4.5)	0 (0.0)	17,291 (3.7)	463,646 (100)
2001	187,022 (51.8)	100,828 (27.9)	18,528 (5.1)	13,816 (3.8)	18,727 (5.2)	0	22,316 (6.2)	361,237 (100.0)
2002	110,143 (40.0)	59,279 (21.5)	16,990 (6.2)	12,366 (4.5)	17,783 (6.5)	(0.0)	58,907 (21.4)	275,468 (100.0)
2003	97,904 (29.0)	65,721 (19.4)	19,387 (5.7)	21,395 (6.3)	21,967 (6.5)	0	111,758 (33.1)	338,132 (100.0)
2004	167,262 (43.4)	69,442 (18.0)	13,948 (3.6)	45,664 (11.9)	17,088 (4.4)	(0.0)	71,893 (18.7)	385,297 (100.0)



## Appendix - 6

### Tourist Arrivals by Major Nationalities (1995 - 2004)

<b>Nationality</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Australia	9201 (2.5)	9720 (2.5)	10227 (2.4)	11132 (2.4)	11873 (2.4)	12189 (2.6)	10455 (2.9)	7159 (2.6)	7916 (2.3)	9671 (2.5)
Austria	3852 (1.1)	4162 (1.1)	3986 (0.9)	4603 (1.0)	6377 (1.3)	5221 (1.1)	4164 (1.2)	3140 (1.1)	3025 (0.9)	4341 (1.1)
Canada	5047 (1.4)	5480 (1.4)	6245 (1.5)	7136 (1.5)	7578 (1.5)	8590 (1.9)	7068 (2.0)	3747 (1.4)	4154 (1.2)	4825 (1.3)
Denmark	4629 (1.3)	4454 (1.1)	4322 (1.0)	4781 (1.0)	4577 (0.9)	4847 (1.0)	3854 (1.1)	2040 (0.7)	2178 (0.6)	2633 (0.7)
France	19208 (5.3)	19913 (5.1)	21573 (5.1)	21992 (4.7)	24490 (5.0)	24506 (5.3)	21187 (5.9)	13376 (4.9)	15865 (4.7)	18938 (4.9)
Germany	33971 (9.3)	24963 (6.3)	22374 (5.3)	23862 (5.1)	26378 (5.4)	26263 (5.7)	21577 (6.0)	15774 (5.7)	14866 (4.4)	16025 (4.2)
India	117260 (32.3)	122512 (31.1)	133438 (31.6)	143229 (30.9)	140661 (28.6)	95915 (20.7)	64320 (17.8)	66777 (24.2)	86363 (25.5)	90326 (23.4)
Italy	10267 (2.8)	10258 (2.6)	11034 (2.6)	12864 (2.8)	12870 (2.6)	11491 (2.5)	8745 (2.4)	8057 (2.9)	8243 (2.4)	12376 (3.2)
Japan	25360 (7.0)	28923 (7.3)	35038 (8.3)	37386 (8.1)	28893 (7.9)	41070 (8.9)	28830 (8.0)	23223 (8.4)	27412 (8.1)	24231 (6.3)
Netherlands	8681 (2.4)	8718 (2.2)	9214 (2.2)	14403 (3.1)	17198 (3.5)	16211 (3.5)	13662 (3.8)	8306 (3.0)	8443 (2.5)	11160 (2.9)
Spain	7129 (2.0)	8658 (2.2)	8621 (2.0)	8832 (1.9)	9370 (1.9)	8874 (1.9)	5897 (1.6)	5267 (1.9)	8265 (2.4)	11767 (3.1)
Switzerland	5981 (1.6)	6961 (1.8)	10630 (2.5)	664 (1.4)	8431 (1.7)	6230 (1.3)	5649 (1.6)	3352 (1.2)	3246 (1.0)	3788 (1.0)
Sri Lanka	1172 (0.3)	5758 (1.5)	4021 (1.0)	11031 (2.4)	12432 (2.5)	16649 (3.6)	9844 (2.7)	9805 (3.6)	13930 (4.1)	16124 (4.2)
U.S.A.	24655 (6.8)	25155 (6.4)	30056 (7.1)	35092 (7.7)	39332 (8.0)	40442 (8.7)	32052 (8.9)	17518 (6.4)	18838 (5.6)	20680 (5.4)
U.K.	26768 (7.4)	29466 (7.5)	29998 (7.1)	35499 (7.7)	36852 (7.5)	37765 (8.1)	33533 (9.3)	21007 (7.6)	22101 (6.5)	24667 (6.4)
Others	60214 (16.6)	78511 (19.9)	81080 (19.2)	84388 (18.2)	94192 (19.2)	107383 (23.2)	90400 (25.0)	66920 (24.3)	93287 (27.6)	113745 (29.5)
<b>Total</b>	<b>363395</b> (100)	<b>393613</b> (100)	<b>421857</b> (100)	<b>463684</b> (100)	<b>491504</b> (100)	<b>463646</b> (100)	<b>361237</b> (100)	<b>275468</b> (100)	<b>338212</b> (100)	<b>385297</b> (100)

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