

A STUDY ON ROLE AND IMPACT OF E-MARKETING ON THE  
TOURISM SECTOR PRACTISES IN TRAVEL AGENCY IN NEPAL

**A THESIS**

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Submitted To:

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In Partial Fulfillment of the Requirements for the Master's Degree of  
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## VIVA- VOCE SHEET

We have conducted the Viva- Voce examination of thesis prepared by

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*Entitled*

A STUDY ON ROLE AND IMPACT OF E-MARKETING ON THE  
TOURISM SECTOR PRACTISES IN TRAVEL AGENCY IN NEPAL

and found the theses to be the original work of the student and written according to  
the prescribed format. We recommend the thesis to be accepted as partial fulfillment  
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## **RECOMMENDATION**

**This is to certify that the thesis**

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Has been prepared and approved by this department in the prescribed format of faculty  
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## DECLARATION

I hereby declare that the work reported in this thesis entitled (**a study on role and impact of e-marketing on the tourism sector practices in travel agency in Nepal**) submitted to Nepal Commerce Campus, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirements for the Master of Business Studies (M.B.S.) under the supervision and guidance of Associate Prof. Dr. Sushil Bhakta Mathema of Nepal Commerce Campus.

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## **ABBREVIATIONS**

%	: Percent
&	: And
A.D.	: Anno Domini
ACA	: Annapurna Conservation Area
B.S.	: Bikram Sambat
CEO	: Chief Executive Officer
I.e.	: That is
IT	: Information Technology
IUOTO	: International Union of Official Travel Organizations
LNP	: Lantang National Park
Ltd.	: Limited
M.B.S.	: Master's of Business Studies
No.	: Number
NTB	: Nepal Tourism Board
Pvt.	: Private
S.N.	: Symbol Number
SNP	:Sagarmatha National Park
T.U.	: Tribhuvan University
USA	: United States of America
WTO	: World Tourism Organization
WWW	: World Wide Web