

TRIBHUVAN UNIVERSITY

Role of Media in Tourism Promotion



A thesis submitted to Tribhuvan University

Faculty of Humanities and Social Sciences

Central Department of Journalism and Mass Communication

Ratna Rajya Laxmi Campus,

Exhibition Road, Katmandu.



By

Pramod Kumar Giri

November, 2006

Tribhuvan University
Faculty of Humanities and Social Sciences

This thesis, entitled **Role of Media in Tourism Promotion** submitted to the Central Department of Journalism and Mass Communication, Tribhuvan University, by Mr. Pramod Kumar Giri, has been approved by the undersigned members of the Research Committee.

— —————

Parsuram Kharel

Internal Examiner

—————

Gokul Prasad Pokhrel

External Examiner

—————

Badri Paudel

Head\ Coordinator

Date: _____

RECOMMENDATION

This is to certify that this dissertation entitled '*Role of Media in Tourism Promotion*' by **Pramod Kumar Giri** has been prepared for the partial fulfillment of the requirement for the degree of Master's of Arts in Journalism and Mass Communication. It has prepared according to the required format of Tribhuvan University. I therefore, forward this to the dissertation committee for approval.

Date:

Parsuram Kharel
Supervisor

ACKNOWLEDGEMENTS

I am highly obliged to my supervisor, Parsuram Kharel, Lecturer, Central Department of Journalism and Mass Communication. He provided a lot of constructive comments and precious suggestions for the preparation of this dissertation despite his heavy schedule. Without his constant supervision and intellectual guidance, this dissertation would have never taken its present shape.

I am equally grateful to all respective teachers of the central department for their valuable suggestions.

Similarly, I would like to extend my gratitude to seniors Rajan Sharma and Jeevan Rai, friends Shiva Nepal, Anuj Acharya, Yadav Raj Joshi, Sabin Chandra Acharya and Amrit Manandhar for their support.

I am grateful to my elder brother Padam Giri, and sister-in-law Rekha Giri for their relentless encouragement and kind cooperation. I shall never forget those individuals and organizations that assisted me for data collection. In the same manner, I thank all my batch-mates for their help and encouragement.

Pramod Giri

Master's Degree 2nd

2006

CONTENTS

PART ONE

INTRODUCTION

1-5

- 1.1.1 Tourism journalism
- 1.1.2 Problem identification
- 1.3 Objectives of the study
- 1.4 Importance of the study
- 1.5 Limitations
- 1.6 Hypothesis

PART TWO

6-13

LITERATURE REVIEW

- 2.1. Introduction
- 2.2. Newspapers and tourism Journalism in Nepal
- 2.3. Media campaign and familiarization trips
- 2.4. Tourism related newspapers
- 2.5. Covering status of tourism news
- 2.6. Reporters and writers involved in tourism
- 2.7. Tourism journalism in electronic media

PART THREE

14-18

METHODOLOGY

- 3.1 Research procedure
- 3.2 Questionnaire
- 3.3 Sampling technique
- 3.4 Nature of the data
- 3.5 Presentations of data
- 3.6 Analysis of data

PART FOUR **19-25**

MEDIA AND NEPAL TOURISM BOARD

- 4.1 Introduction
- 4.2. Marketing and budget allocation for media campaign
- 4.3 Tourism news productive events
- 4.4 Tourism journalism and prizes

PART FIVE **26-27**

IMPACT OF TOURISM JOURNALISM

- 5.1 Introduction
- 5.2 Facts and analysis of sample cases
- 5.3 Other events

PART SIX **28-34**

MEDIA AND SUPPORTING TOOLS

- 6.1 Information technology policy-2057
- 6.2 Media environment
- 6.3 Tourism planning and practices in Nepal
- 6.4 International context
- 6.5 Development communication in tourism
- 6.6 Communication affect gap

PART SEVEN **35-36**

SOURCES OF TOURISM NEWS

- 7.1 Introduction
- 7.2 Government and non-government organizations
- 7.3 Private organizations

PART EIGHT

37-45

A RESEARCH ON TOURISM NEWS COVERAGE IN ENGLISH DAILIES

- 8.1. Introduction
- 8.2 Content analysis
- 8.3 Media for tourism promotion
- 8.4 Relevance of published stories
- 8.5 News and views in English dailies
- 8.6 Priority
- 8.7 Tourism for rural poverty alleviation
- 8.8 Potentiality and media coverage
- 8.9 Hygiene issues in media
- 8. 10 Environmental issues

PART NINE

46-64

DATA COLLECTION AND ANALYSIS

- 9.1 Necessity of media in tourism
- 9.2 Role of media in tourism promotion
- 9.3 Media impact
- 9.4 Media -tourism relation
- 9.5 Nepalese media and tourism promotion
- 9.6 Journalists in tourism
- 9.7 Perception on journalists
- 9.8 Daily English newspapers and tourism news
- 9.9 Article and editorial in newspapers
- 9.10 News placement status
- 9.11 Impact of news
- 9.12 Information access
- 9.13 Training provided to journalists
- 9.14 Training journalists need
 - Media Tourism Prospects and Challenge
 - Importance of Communication

PART TEN	65-70
FINDINGS, RECOMMENDATIONS AND CONCLUSION	
10.1 Findings	
10.2 Recommendations	
10.3 Conclusion	
Appendixes	71-83
Acronyms	84
Bibliography	85-86