

PART ONE

1.1 Introduction

Media have been playing an important role in the growth, development and promotion of tourism industry by creating a better awareness and understanding to catering the need of domestic and international tourists. We know that every traveler is a potential tourist. That is why it depends lot upon how the campaign of professionals (media professionals and tourism experts) of the industry to tap the potential and convert the potential into a reality. In a country like Nepal travel journalists, media experts on travel, tourism hospitality newspapers and news portals mainly from Katmandu, attractive and popular magazines and electronics media always informs the readers\ audience about the places of tourists' interest, tourism products, tourist season (peak and lean), image, scope of shopping, resources hospitalities, peoples, culture and heritage to cater to the needs of prospective and actual tourists.

In this paper an attempt has been made to explore the role of the Nepalese media in the creation of three significant stages of tourists. They are (i) travelers, (ii) excursionist psychology and (iii) behaviors from a marketing management perspective.

Stage 1: Media create positive and negative image about the tourists' destination. This stage may be treated as the 'pre-primary' or 'pre- visit 'stage of the visitor experience.

Destination can influence this process through communication campaign and information provisions. In this stage, the tourists will be in a very good mental condition because he has collected information and necessary details of the 'Dream Destination'.

Tourism can be promoted through destination awareness with the help of the following strategies:

- Experienced travelers, who already made a visit to our destinations.
- Report published by travel journalists describing the destination in prestigious newspapers and news portals.

Stage 2: Final selection of the tourists' site\destination and make a plan to visit the site to procure the package and the presence of tourists in the destination.

Stage 3: To compare between the actual attractions of the site with the image built by the media (print, visual and electronic). Nepal is the country of the highest mountain and the deepest gorges. The third pole of the planet earth is the Mt. Everest. Nepal is chief abode of 'Eight Thousanders' (mountains above 8000 meters). It has the largest number of the Everest summiteers. Some of the highest lakes, including Tilicho are found in Nepal. Nepal has the highest number of frequent visitors than any countries in South Asia. Nepal offers the best eye hospital service in South Asia. In this regard, media can play a leading role to attract the foreigners by disseminating information about the distinctive features of Nepal, even though the government has not identified the media strategy to sell Nepali products in the international market.

1.1.1 Tourism Journalism

The history of tourism in Nepal is rather short. It has crossed only a period of fifth decade. The history of tourism in Nepal starts when government allowed foreigners to visit Nepal for the first time in 1952. However, the entire history of journalism in Nepal was started in the 1880s. In those days when communication was still out of reach for a country like Nepal, the only way of related incidents and describing the countries' idiosyncrasy was done by travelers and adventures. The entire destiny of newly visited countries depended upon the manner in which these people would present it. The most vivid analysis and description of modern Nepal have been manifested by Colonel Kirkpatrick in his historical mission report in Nepal, 'An

account of Kingdom of Nepal in the year 1793'. Information flow started with the restoration of multiparty democracy in 1990, after when number of media increased and they disseminate various news and views about tourism.

Regarding print journalism, the new practice of promotion by providing separate space in newspaper has recently started. It is a notable development that the media have started considering tourism journalism as development economics.

1.2 Problem Identification

The media have drawn some criticism from tourism industry as well as government sectors as they are raising negative issues rather than positive ones. During the insurgency period in the past 10 years, the Nepalese media played both positive and negative role for tourism promotion. Negative in the sense that the media frequently covered the news of insurgency i.e. clash, killing and abduction rather than positive. However, this issue is not only the problem of 'media and tourism' in Nepal. Nowadays terrorism is being a common issue, which had direct and indirect impact on the declining performance of the tourism industry across the world. Despite the unfavorable situation, tourists from India, America and European countries are visiting but the number is decreasing compared to the previous years. Entrepreneurs have been criticizing foreign media for their negative publicity at times projecting Nepal as an unsafe tourist destination that has damaged our industry to a great extent. Dissemination of wrong information about Nepal's Maoist problems and security has been the major reason for decrease in tourist arrivals, according to industrials. It is a fact that the media at times give importance to negative news to increase the sales of papers probably to fulfill the demand of the audience\readers.

Even Nepal Tourism Board (NTB), an institute established by the Ministry of Tourism, Culture and Civil Aviation, which has an autonomous power to boost tourism in the country, is being accused at times for its weak role. Mostly, the Nepalese tourism industry depends on foreign tourists for their survival as domestic tourism promotion is yet to gain momentum. So the English newspapers

play a crucial role to boost and or damage tourism here. In this connection, there is a gap of credibility between media and industrialist say tourism professionals.

1.3 Objectives of the Study

The research will flourish to analyze and evaluate the role and relation between media and tourism. For that purpose daily English newspapers have been used as a key tool. The study has extensive objective of finding media's role in the promotion of tourism sector. Based on the abroad objective '*to find out the role of media in the promotion of tourism sector*' the study has three specific objectives, which is the main focus of the study.

The specific objectives of the study are as follows:

1. To find out the role of media in tourism promotion
2. To find out significance of the tourism -related stories/articles published in daily English newspapers for tourism promotion.
3. To analyze news and views published in English newspapers.

Importance of the Study

The outcome of the study will help to understand the scenario of the role of media in tourism promotion and the way ahead. This will help the media to reevaluate their strategies.

Limitations

The study will be limited to daily English newspapers of the Katmandu valley .However it may not be sufficient to see the overall picture of the national tourism press. This dissertation will try to find out the role of media in tourism promotion. The electronic media like television and radio can play an important role to promote tourism but this research is based only on English newspapers. In order to make this research specific, only English dailies have been selected.

Hypothesis

-) Tourism industrialists depend on media for promotion.
-) English newspapers play a vital role to attract inbound tourists.
-) Media on tourism are rather imaginative in nature rather than facts and analytical-based.
-) Most of the stories are based on the figure provided by NTB and Ministry of Culture Tourism and Civil Aviation.
-) Data of tourists' arrival differ from one organization to another.
-) Media can play a key role for the promotion of tourism.
-) Media are of particular interest to the travel and tourism industry.

PART TWO

REVIEW OF LITERATURE

2.1. Introduction

Since the tourism journalism started off late in Nepal, there has been insignificant study about it. There is no long history even on the part of government of effective strategies to boost tourism in Nepal. The role of the media has not been considered in government tourism policy of 2052 BS. The State-owned Nepal Tourism Board is yet to do an effective research on role of media in tourism promotion. However, some other non-governmental organizations have done some mini/minor researches and have presented them in seminars and other occasions.

Subash Nirolam director of Nepal Tourism Board presented a paper on *Media and Tourism Promotion* in a workshop organized by Nepal Tourism for entrepreneurs and media people on 25 August 2005 ,and in it he has tried to outline the importance of media for tourism promotion .The paper enlisted the “Role of Media in Tourism Promotion” as follows:

-) To help a travelers with reliable information about tourism destination, services & facilities.
-) To help develop linkage between a traveler and service providers.
-) To help know about ‘dos & don’ts’ for both the guest and the host.
-) To help create interest among the travelers through publicity –hype.
-) Can act as the most effective and easiest tool for tourism promotion.
-) Can play an important role to introduce, identify, develop, diversify & promote new tourism product and service of the country.
-) To help create tourism awareness at all levels of its stakeholders.
-) Can help generate sense of ownership among its key agencies both in the government and private sector.
-) Can help provide a common platform for creative ideas through their respective means of communication e.g. electronic and print media.
-) Act as a watchdog for sustainable development of tourism in country.

-) Can help motivate travelers (both domestic and international) to engage themselves in longer and wider tourism activities.
-) Can help aid group visitors to plan their travel itinerary and budget in advance i.e. through online media.

In his conclusion, the key area of involvement of the media is as follows:-

- Promotion
- Awareness
- Information

Likewise a research work entitled *Tourism Journalism in Nepal* by Bison Sapkota, 2005 has somehow tried to portray the surface picture of tourism Journalism in Nepal. The key findings of his work were:

-) Development journalism is essential for developing process of any sector of the nation.
-) Tourism journalism is in the initial phase in Nepal. Only the largest dailies and a few weekly newspapers have started covering tourism as an essential part of news coverage.
-) There are around 50 active journalists, columnist and writers in Nepal.
-) Tourism Journalism was introduced only after 1970 through some basic information magazines.
-) Due to the lack of specialization and lack of in-depth knowledge, only trivial and event-based news on tourism is found in print media.
-) Tourism news reporter's need special training on reporting tourism related news or articles.

The work of Mr. Bhimsen Sapkota also has made some recommendations:

It highlights the need of well trained tourism reporters. Media are practicing to develop tourism-related news in their publication and they are also broadcasting tourism related issues, but the need to include mass communication study as well is felt.

Related organization like publishing house should make environment for media personnel to play the role of intermediary between the people and the concerned authorities to publish and make the public, entrepreneurs and tourist aware of tourism issues. Freedom is most essential for the media. Therefore, they should have easy access to publish records and media personnel should base themselves on data and fulfill their duty and responsibilities of keeping the nation informed on all matter of public concern related to tourism.

In 2003, Nepal Tourism Board had done a research on *Shining in the Media Spotlight: A communication Manual for Tourism Professional*. Likewise NTB had done another research in *Media Coverage Received in Nepal Tourism Board 2002*. An Indian company Rediffusion Dentus Young and Rubicam Private Limited, New Delhi a year ago had done a survey on *Media Coverage Received on Nepal*. There has not been any effective research on finding out the overall situation of tourism and role of media for further promotion of this sector in Nepal.

In a United Nations conference, “on crisis communications and the role of the media in tourism” held in Indonesia on May 20, 2005, after the tsunami, WTO sdd Deputy Secretary-General Dawid de Villiers said: ‘Tourism communication creates an opportunity for tourism and the media to listen to and learn from one another. “The view of media professionals on improved communications, on the one hand, and explanations from the tourism sector on the workings of the tourism industry on the other hand, can contribute to constructive discussions and a better mutual understanding.”

Prince Sultan ibn Salman, secretary-general of the Supreme Commission for Tourism (SCT), and Culture and Information Minister Iyad Madani of Saudi Arab launching a program on *Media Campaign for Tourism* 1 June, 2005 said, " The campaign will be carried out with the support of Saudi and foreign media including satellite channels.”

Saudi Arabian Television as well as other media organizations would give special coverage for tourism events in various parts of the country, he said. “Be Closer to Your Family Know the Kingdom” is the title of the campaign, Prince Sultan said, adding that the campaign was aimed at promoting a culture of tourism.

“We target to reach 80 percent of the public through this campaign,” the SCT chief told a ceremony held at the Saudi television center in Riyadh. He emphasized the role of media in promoting domestic tourism and highlighting tourist attractions in various parts of the country.

Various opinions have been published through news and views regarding tourism in Nepal. The authors who have highlighted the need of more action to develop Nepal as the best destination of the world but they have not yet given the concrete vision about what the action is? An article published in *The Rising Nepal* on 12 March, 2006 on

“Nepal Promotion: Once is Not enough” an article written by Ananda Prasad Shrestha has raised serious concern over the ongoing conflict and security as the main problems of Nepal’s tourism. Nepal Tourism Board has made a little effort to promote Nepal as the destination of local and foreigners. However, it will be worth nothing that Nepal’s case is different, in that it has had the misfortune since 1996 in facing heaps of disinformation, negative publicity and adverse travel advisories issued by respective embassies to their compatriots planning a visit to Nepal.

Nepal Tourism Board has mainly focused on developing three destinations Katmandu, Pokhara and Chitwan. However, we have a lot of potentialities to development tourist destination through out the nation.

‘Nepal’s *Tourism Uncensored Facts*’, 2000, a book by Diwaker Chand depicts the picture of the overall scenario of tourism in Nepal; especially efforts made by

government and entrepreneurs. This book talks about Nepal's history and development of tourism. The main focus of Chand is on religious tourists and he has highlighted the needs of quality in service and exploration of new destination. Tourism in the context of Nepal emerges as one of the major economic sectors which unlike the other sector have managed to sustain it. It has covered half a century and therefore has accomplished maturity by now. Tourism has contributed to the overall growth of the economy. Therefore, any measure that tends to negatively affect to the tourism sector will affect the performance of the tourism sector. If better plans with more enduring support from the government, more investment are ploughed into this sector it can further enhance its area of influence.

2.2 Newspapers and Tourism Journalism in Nepal

Nepal's print media was started in July 1889 with the publication of "Sudha Sagar" a literary magazine. After that historical period the number of weekly newspapers began their publication and number of new newspapers increased gradually. However, the newspaper was basically a literary journal. It also laid emphasis on political issues, rather than tourism. Tourism began in 1952 in Nepal.

Tenjing Norgay Sherpa and Sir Edmund Hillary made history by scaling the highest peak of the world, Mr. Everest on May 29, 1953. After this newspapers had started to write news and articles about tourism. But it took a long period for developing regularity and professionalism in tourism and media coverage.

1950s was a historical period for Nepal. Democracy had recently been established for the first time in Nepal. Entertaining the democratic regime between 1950s and 60s dozens of newspapers registered .But tourism reporting is yet to get maturity.

After the 1970s the flow of tourists and length of their stay increased as a result of democracy and development of professionalism in tourism i.e. hotels, trekking, travels/ tours and airlines. By this moment tourism industry was also increased. Professionals have written various books about tourism like 'Kingdom of Nepal',

'Himalayas', 'Holiday Nepal', and 'The Paradise' etc. They introduce Nepal across the world as a key tourist destination. Some of the hotels and airlines started to publish their own magazines including various information of Nepal and her cultural diversities. For example the Royal Nepal Airlines started to publish its own magazine from 1973, about its own activities and achievements. Similarly, Nepal Traveler started to publish from the early the 1980s having a little bit of information about Nepal. The purpose of this magazine was to provide basic information of Nepal. Books, bulletins and magazine focused on target tourists only.

After the re-establishment of multiparty democracy in 1990 the nation's environment became liberal and many private media came into existence. Some of the largest selling national daily newspapers like Kantipur, Nepal Samacharpatra, Space Times, The Katmandu Post, The Himalayan Times and Annapurna post were registered after 1990s.

Most national daily newspapers started to give priority to beat journalism. So, the 1990s decade was the era of tourism beat journalism properly. Nowadays we can see every newspaper has some tourism related news. And every publication house has more than one tourism beat reporter.

The tourism reporters' forum with more than 40 member journalists in Nepalese tourism (JOINTOUR) itself is an example of tourism reporting specialization. In the last decade, there has been some progress in the field of tourism journalism. In recent years as the media industry grew many young aspiring and mid-career tourism journalists taken training in India, Europe and North America.

2.3 Media Campaign and Familiarization Trips

Especially before and after ITB 2004 and CMT 2004, the familiarization trips for the press and tour operators was organized in close collaboration with the Royal Nepal embassy (Berlin) in Germany. The aim of the familiarization trips was to focus on the unique attractions of Nepal like the elaborate woodcarving in house

and garden or meditation, Himalayan herbs, Dhaka fabric etc. The same kinds of media campaign were made in some European and Chinese Markets. (Annual Operational Plan 2003\04, Nepal Tourism Board)

2.4. Tourism Related Newspapers

These days we see no newspaper without news of tourism. It shows the trend of tourism news coverage. Except some few weekly papers most of the newspapers have tourism reporters to cover the tourism news. About a dozen of magazines and newspapers are being published in Katmandu focusing on tourism. However the circulation of those newspapers is not big. Most of tourism related magazines are monthly. According to entrepreneurs such publications do not have sufficient role for tourism promotion.

Beside these newspapers and magazines, there are many books and regular news bulletins. But such types of news bulletin cover news of their own institutions' or organizations activities. For example Nepal Tourism Board brings out a news letter, Travel Agents Association of Nepal's directory and of Trekking Agents Association Nepal newsletter.

2.5 Covering Status of Tourism News

Most of the national daily, weekly and fortnightly newspapers have been given priorities to tourism news. It can be seen in practices. However, they don't have any special journalist to collect the tourism related news. There have been coverage like destination, promotion, tourism related formal news, seminar, etc. In the beginning there was no concept of domestic tourism but at present the importance of domestic tourism is being considered as an essential part of tourism promotion.

Some of the newspapers have recruited separate reporter for the tourism related news. (See Appendix)

2.6. Reporters and Writers involved in Tourism

The concept of the separate journalist for tourism reporting was developed in the late of 1990s, in Nepal. Tourism, as it enters a new millennium with the prospects of continued expansion and greater importance, has to be accepted as “one of the largest industrial complexes and item of consumption in modern western economy” (Britton, 1991:45). This statement also proved that even in Europe the importance of tourism had been recognized only in the beginning of 1990s. It is generally stated that the magical change in technology, transportation and communication. If we go back to the history of Nepal separate beat reporting on tourism was conceptualized only after the end of the decade of 1990s.

According to the latest data, the writers and reporters who are contributing in tourism are about forty and the number is being increased. Particularly, most of the daily newspapers have recruit separate reporters for tourism. (See Appendix)

2.7. Tourism Journalism in Electronic Media

The history of electronic media in Nepal is not as old as print media. The electronic media started from 2007B.S. in Nepal. However, tourism reporting didn't get preference as political and economic have been receiving. Tourism Radio program was started only after 2040 B.S. in Radio Nepal, After 2050 B.S. various TV channels and FM stations were established. However, tourism related reporting got very low priority.

Nevertheless, the tourism journalism is gradually taking more time and space in electronic media, which is very positive but not sufficient. Radio Nepal and Nepal Television are frequently broadcasting tourism activities targeting the local and international potential tourists. Likewise Kantipur Television, Channel Nepal and Image Television have been giving priority to tourism news. Following TV channels, FM also have been broadcasting tourism related programs.

PART THREE

METHODOLOGY

3.1 Research procedure

The following methodology has been adopted in the study:

The study has been done by using qualitative and quantity techniques. Three English newspapers from 1 to 31 March, 2006, were taken for the study .All the tourism related issues of these newspapers have been monitored and evaluated. Besides these the survey method was applied for data collection. Primary data were collected from newspapers and questionnaires. Secondary data were collected from library and the internet.

The following variables were looked into:

-) Date of publication
-) Article placement
-) Orientation of the article
-) Presentation of the article
-) Primary contents in the article
-) Character of the reporting
-) Types of source
-) Feedback from entrepreneurs

Research methodology determines activities to achieve the main objectives of the study. To make this study more valuable and reliable, different research methodologies have been adopted in the periphery of qualitative and quantities methodology. However, to make the above mentioned research design successful, the thesis focuses on content analysis and questionnaire method. The sources of data included are primary and secondary.

3.2 Questionnaire

This study has been conducted by questionnaire, which was used for obtaining description, comparisons and measurement of the tourism news published in

various newspapers. All questionnaires are in a structured form and have included either closed form or selective type of questionnaire and open-end or inventive type of questionnaire. Both kinds of questionnaires are included in this research for the obtainment of quantitative and qualitative descriptions of the study.

3.3 Sampling Technique

The sampling for the questionnaire covered 100 personnel i.e. hoteliers, adventurer, travel representatives, government officials and journalists those who are directly being involved in tourism. For content analysis of the tourism related issues, three newspapers were accepted. These papers are *The Katmandu Post*, *The Himalayan Times* and *The Rising Nepal*. The content related to tourism related news, views and letter to the editor published in those newspapers, were used to analyze the impact of media on tourism. Some journalists who have written on tourism magazines and newspapers and those people who have been practicing professional journalism and those who are related to tourism entrepreneurs and government officials have filled in the questionnaires. However, the journalists who are working in radio and television were also included in this sampling of the study.

The Three English daily newspapers:

The Himalayan Times:

This is a private English newspaper which is known as the newest English language daily newspaper in Nepal. It has adopted different innovative features compared to other newspapers regarding page layout, varieties and placing of news, articles, etc. It has just followed the model of Indian newspapers rather than Nepalese local newspapers. This is Katmandu-based newspaper and was first published in 2002.

Target readers:

Youth, especially students of secondary, higher secondary and campus level. Along with these, politicians, teachers, diplomats, high-ranking governmental officials and other general public are the target group of the newspaper.

Circulation:

Circulation is high among the English daily newspapers published in Nepal which is known as the largest selling English daily in Nepal. It is available in major cities and district headquarters across the kingdom of Nepal. According to the publication house, an average selling of this newspaper is more than forty thousand copy per day. It comes in 12 pages.

Editorial and Special Supplement:

This is professionalism-oriented newspaper rather than influence of prerequisite journalism. The editorial is guided by press freedom, democracy, social justice, gender equality and human rights-related issues. It comes with special supplements one day in a week. The focus of supplement is on participatory approach; from information to entertainment, from disable to disadvantages and low social profile to high-ranking which covers the issues of different social phenomenon like politics, corporate profile, brand equity, agenda etc.

The Katmandu Post

The Kathmandu Post is the second largest selling English daily newspaper after The Himalayan Times in Nepal. It has already completed a decade of its publishing. This is general newspaper which doesn't focus on any certain sector or group. However, priority has been given to political news and articles rather than social and economic issues. It has not adopted any special innovative features as The Himalayan Times has adopted to draw the attention of readers.

Target readers:

General public like politician, teachers, students, business men and diplomats are the target readers of this newspaper.

Circulation:

Regarding to the circulation, it is in a second position after The Himalayan Times. The subscribers of the newspapers are government offices, tourist industry,

embassies, diplomatic missions, schools, universities etc across the country. It is also available in the major cities of the country. It is said that about 20 thousand of the copies is being sold daily across the country.

Editorial and Special Supplement:

These segments are also guided by democratic norms and press freedom. In every democratic movement, *The Kathmandu Post* has been playing a crucial role to make the movement a success. It seems that the main motto of the newspaper is to disseminate the information on behalf of public support rather than government. Despite this entire positive facet, sometimes it has been running mission journalism; even the editorial goes beyond professionalism. As an entertainment page, a page comes up with colorful photographs and articles under the heading of City Post. The entire focus of special supplement is on youth, primarily students of universities.

The Rising Nepal

As a state- owned media, this paper has no autonomy. The main motto of this newspaper is to write, to consultant and protect the government through news and views. In the history of English newspaper in Nepal, this is the oldest one which was published in 2022 BS for the first time. The primary concern of The Rising Nepal is to disseminate positive activities performed by the government rather than public welfare. It is simply known as the mouthpiece of the government.

Target Reader:

Government officials, policymakers and diplomats are the target readers of this newspaper. It covers contents like political, social, economic, gender, educational and diplomatic regarding to the news.

Circulation:

Due to the lack of content diversity; general public easily do not like this newspaper. As a result hardly 10 thousand copies sold in a day across the country.

Editorial and Special Supplement:

Democracy, press freedom and professionalism are being practiced in media in the recent days. However The Rising Nepal is sightlessly support to the government. It seems that the main maxim of the newspaper is to support the government even in its fatal flaws. Special supplement published every Friday mainly include social and cultural issues. To provide information through entertainment is central theme of the supplement. The target readers are mature people of society like retired persons, officials, and social activists rather than students and youth.

3.4 Nature of the Data

The data obtained from the study have included both primary and secondary sources of data. The data related to tourism journalists, tourism news, are taken from The Ministry of, Culture Tourism and Civil Aviation, Nepal Tourism Board and JOINTOUR. For the primary sources of data, the survey method has used questionnaires, and content analysis. As a whole the study has done both quantitative and qualitative studies. The questionnaires have included subjective and objective questions.

3.5 Presentation of Data

Editing, coding and classification of the acquired data are included in the presentation of data. The data have been presented on diagrams, pictures, and table to display the clear scene of the study.

3.6 Analysis of Data

In the data processing, the questionnaires have been carefully checked to remove the possible errors and inconsistencies for editing of raw data. After editing the raw data, the necessary data are tabulated and remaining qualitative data are kept in the text. The computer is used for the presentation of data in different figures such as bar-diagram, pie chart, histogram etc. Finally the summary and conclusion are drawn and required recommendations have been stated.

PART FOUR

MEDIA AND NEPAL TOURISM BOARD

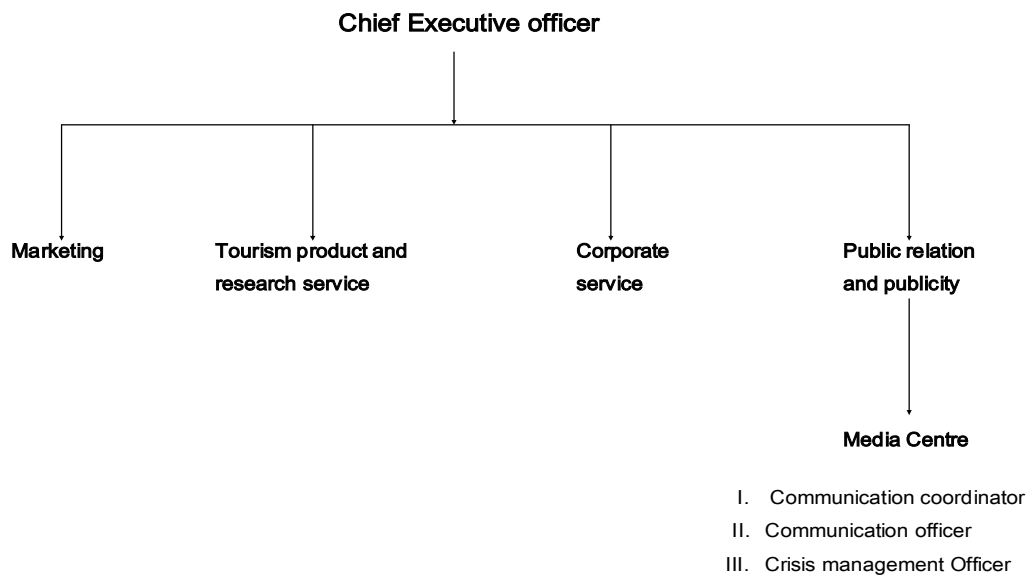
4.1 Introduction

Nepal Tourism Board is a national organization established in 1998 by an act of parliament in the form of partnership between Nepal Government and private sector tourism industries of Nepal to develop Nepal as an attractive tourist destination.

NTB was emerged as a unique institution responsible for introducing planning concept based on modern model .It started to formulate marketing plans and operational plans year wise based on mission statement and methodology. The statement of Mission of NTB is as follows ‘Long term marketing plan based on sound market research and analysis action plan, and estimation of required funds is prepared. NTB is also an implementing, formulating public agency, and product identification.’ To achieve these goals NTB has established a media cell to disseminate the information to media and entrepreneurs about tourism activities.

NTB has rightly identified needs as follows: ‘Lack of sound tourism marketing planning process, lack of proper research base, and lack of sound linkage between product and target markets, government instability and bureaucratic process, tourism was hardly treated as a professional business sector that need comparative market strategy. For the fulfillment of this plan NTB has established Media Centre through which various information are disseminate to media houses, entrepreneurs and other concerned organizations and persons.

The structure Of Nepal Tourism Board



Media center

Since the inception in 1999, Nepal Tourism Board (NTB) has been in the forefront in promoting the Nepalese tourism with its continuous efforts in the international tourism arena. Despite best efforts put together by NTB, Nepal Government and the private sector, its objective to make Nepal most premier holiday destination has not been achieved as desired due to the series of adverse socio-political & global socio-economic turn of events. With the growing impact of media on international travelers felt lately, the idea of developing the Media Center emerged as a forum to disseminate correct and reliable information about Nepal's tourism.

Recognizing media's role in influencing public opinion throughout the world, Nepal Tourism Board in consultation with various stakeholders has established Media Center within its existing setup. The media center aims to facilitate Nepal based foreign journalists as well as national media community by disseminating accurate information related to Nepalese tourism products and activities. This center also plays an active role by interacting with the international media in promoting Nepal and its image as premier destination.

Media Center is well equipped with human resources and electronic gadgets to support media community. It acts as a catalyst between news source and media will provide accurate version of the news. It has been operated under the supervision of *public relation and publicity* department of NTB.

Working Modality:

The Media Center plays a central role in NTB within its existing infrastructure. It regularly disseminates information related to Nepal's tourism to Nepalese and Nepal based foreign journalists. Membership card is being provided to all Nepal based foreign journalists and Nepalese journalists representing foreign media interested in Nepalese tourism. The membership of NTB Media Center enables individuals in getting access to news source and will avail of facilities provided by Nepal Tourism Board and Nepal's tourism industry.

-) It organizes FAM trips from time to time for Media Center Members.
-) Details Tore for joining Membership Roster will be provided upon request.

Eligibility to be member:

The following individuals, organizations and institutions can avail of the following facilities:

-) Media representatives (National + International)
-) Visiting Media representatives
-) Scholars from the international sector who wish to undertake research on Nepal's history, geography, culture and the prospects of tourism industry
-) Individuals from resident representatives (Diplomatic mission & aid agencies)
-) Professionals who can contribute to promotion of Nepalese tourism industries

Facilities that Media Center offers

-) Internet Service to media person

-) Photocopy
-) Scanner
-) Laser print
-) Fax and telephone
-) Logistic support required to cover tourism related news

Service to be provided:

-) Information dissemination during the crisis in close coordination with crisis response, Action Unit in cooperating victim, families of the victims and media.
-) Media center provides updated information about Nepal's tourism and related issues to all media and travel related organizations.
-) Provide travel related brochures ,CD Rom, posters and other reading materials printed by Nepal Tourism Board
-) Liaison with government and non- government organizations in relation to facilitating their reporting assignment within Nepal.
-) Data update for the use of media.
-) Extends facilities in obtaining visa and trekking permit to special areas.
-) Recognized outstanding media persons for their contribution to Nepalese tourism

4.2 Marketing and Budget Allocation for Media Campaign

Nepal Tourism Board has given primary focus on media as an effective tool for market expansion. In the Fiscal Year 2062\063 B.S. Nepal Tourism Board has spent a huge amount of money on FAM trip for print and electronic media to boost Nepal's tourism market in the international level for the media people of primary and secondary market. According NTB one million rupees has been allocated for India; it was for media FAM Trip from satellite and south Indian cities.

Similarly seven hundred thousand rupees for China, four hundred thousand rupees for Thailand, Malaysia and Singapore, two hundred and 25 thousand rupees for Bangladesh and 1.5 million rupees for other countries had been allocated. In primary markets like India, China, UK and USA media have been using the key

tool for the promotion of Nepal's tourism in International market. In India an amount of RS six lakh was spent on media campaign in fiscal 2062\063. It was especially for advertising in print and electronic media, FM \ cable stroller. A FAM Trip is 10 times more effective advertisement regarding information dissemination and build up confidence among the target tourists. The budget allocated for the FAM Trip is seven percent of the total annual budget of NTB. NTB has been promoting Nepal's tourism through FAM Trip rather than advertisement and other activities. (See appendix II)

4.3 Tourism News Productive Events

4.3.1 There has been several tourism events conducted during the period of 1990s and after. They have created more news and movement of tourism. This has resulted in f more papers focus on promotion of tourism. Some of those events are as follows:

a. *Visit Nepal Year 1998*

The Visit Nepal Year campaign was announced in 1996 with the sole objectives of creating public awareness towards tourism, promoting domestic tourism and mobilization of private sector in the field of tourism. It aimed to attract at least five hundred thousand tourists during the VNY-1998 campaign. Most of its objectives were met.

b. *Destination Nepal Campaign Nepal 2002-2003*

This campaign was based on the long- term concept of government which had been announced in 2002. Government and private sector organized various program for the target of this campaign. During this period various programs were organized through media and other formal activities. Some of the major programs incorporated with the DNC are the 'International Year of Mountain 2002', International Year of Eco-Tourism' etc.

c. *Mt. Everest Golden Jubilee Celebrations 2002*

The Mt. Everest Golden Jubilee celebrations campaign 2002-2003 was organized to commemorate the first conquest of Mt. Everest in 1953 by late Tenjing Norgay Sherpa and Sir Edmund Hillary. The event began in

June 2002 and ended in May 2003. The events organized were international Rock Climbing Competition, Golf Tournament, Cricket Tournament, Everest Maraton, White Water Rafting, Elephant Polo Tournament etc. At that campaign it was all set to organization a honor program to all the Mount Everest summiteers in Katmandu. The campaign became a multiple source for tourism news. Most of the media covered news of the arrivals of Everest Summiteers all over the world. More than one hundred journalists from abroad gathered in Katmandu to take part in the events and news coverage. The event developed tourism reporting in new stage. The event was covered by media in various countries.

d. Golden Jubilee of others above Eight Thousand Meter height Himalaya of Nepal

From the day of Mt Everest Golden Jubilee celebration, government has developed a trend of celebrating golden jubilee of all eight thousand meter high mountains of Nepal. Such events are definitely going to be the bread and butter for journalists covering tourism news. Some of the events organized were golden jubilee of Mt. Makalu and Mt. Kanchanjunga 2005, golden jubilee of Mt.Manslu 2006 etc. Likewise, many other national and international events also produced tourism news are as follows:

- Tourism Festival of different places.
- NATTA International Travel Mart.2005
- Fame- Trip of different places organized by TRPAP 2003-2005.
- Lumbini International Buddhist Convention 2005.

Such events are very important to boost the tourism locally and globally. In Nepal tourist activities have been increased following the events. Events create positive environment for both internal and external tourist, which had been proved by the Visit Nepal 1998. Likewise village festivals like Shree Antu Mahoshab in Illam and Ghale Guan Mahoshab in Lamjung became very effective to attract the internal tourists in these areas; it was made possible by Media. Media coverage was one of the key factors to make a success to such activities.

4.4 Tourism Journalism and Prizes

For the past seven years, many awards and prizes have been introduced established to inspire tourism journalists. The percentage of tourism news covering has increased. Similarly, essay writing competition and other tourism quiz competition have also helped generate interest in news and information. Those award and prize are given below:

a. Travel writer award

The award was established by Nepal Tourism board in 1995.

b. DNC award

The DNC award was declared by celebrating committee in 2002 with handsome prize of RS 50 thousand to three persons.

c. FNJ Tourism Fellowship

Federation of Nepalese Journalists (FNJ) announced this fellowship for 10 persons in 2005.

d. Other institutional prizes:

Beside above mentioned prizes and awards, some of the tourism related GO's, NGO's and INGO's have established tourism journalism prize. For example "Best Tourism Journalist of the Year"- has been established by Association of Everest Summiteers, "TAAN Award", "JOINTOUR Award" etc are the examples of media tourism relation and role of the media in tourism promotion. These kinds of award and prizes have been helping to write more news and articles in tourism. Journalists are being encouraged by these awards. It has also helped maintain the quality of writing.

PART FIVE

IMPACT OF TOURISM JOURNALISM

5.1 Introduction

The impact of tourism journalism cannot be measured visually. However, there has been increase in tourism news coverage by media successfully. Various past events have provided that the media are the key instrument for promotion and making those campaigns a success. In the case of domestic tourism, one traveler can easily find out his required information of any destinations by the help of coverage news of media.

5.2 Facts and Analysis of Sample Cases

Visit Nepal 1998 campaign: there was an increase in domestic tourism due to the wider coverage that the campaigning received from the media. More than two hundred internal festivals were organized throughout the nation. The number of foreign tourists stood at 4,63,600 four lakh , sixty three thousand and six hundred during the period of visit Nepal Year 1998 which was 9.9 percent higher than the previous year. The tourist arrival by air and land was 3, 98,600 respectively. The foreign exchange earning was US \$ one lakh 52 thousand and five hundred during the year. The male and female tourists were 2, 67,871 and 1, 95, 813 respectively in the period. The figure of tourists' arrival is presented here to show the impact of events in tourism industry.

Tourist Arrival

Table No-1

Year	Total tourists arrival	Foreign Exchange earning in US\$	Percentage change in US\$
1997	428157	115904	
1998	46384	152500	31.6
1999	49150	168100	10.2

Source: Nepal Rastra Bank

This table is an example of tourists flow in Nepal during the end of 1990s. It has proved that campaign is a must to attract the tourists in Nepal. The year 1998 is an example when different programs were organized under the name of Visit Nepal 1998. The Number of tourists went up by 31.6 percent.

Mt. Everest Golden Jubilee, 2002-2003

Mt. Everest golden jubilee campaign was celebrated on the occasion of 50th anniversary of human ascent on the top of the world. On that period many more activities were organized. More than one hundred media personnel from various parts of the world attended the event. Nepal became the source of news across the world. To make a success to this event print media played a key role throughout the world.

5.3. Other Events

Likewise, other golden jubilee of eight thousand meters above mountains and different festivals organized to mark the events also became attractions for tourists. To make a those events a success the media played vital role by giving regular coverage. Mainly print media had played a key role to disseminate the information make the various programs a success. Regarding the Mt. Kanchanjunga and Mt. Makalu golden jubilee celebration 2005, more than ten Press meets were held by various organizations including Nepal Tourism Board. On the same events more than five hundred articles and news were written in different print media.

In this regard the role of media has been remarkable for tourism promotion. The role can be analysis as following ways:

-) Creating massive awareness about tourism events inside the country.
-) Effective international promotion of Nepal by responding Nepal's image as reliable, safe and attractive destination.
-) Creating awareness among civilians and developing better understanding between entrepreneurs and policy makers about tourism.

PART SIX

6.1 Information Technology Policy- 2057

The Major policies of Information technology 2057 are:

1. Bring one-window system for research and development of information technology.
2. Establish national information centers.
3. Encourage the use of computer
4. And develop offices with computerized record offices.

The main Long-term Policy of information and communication sector related to tourism is:

1. Develop information and communication sector in rural areas by using newly developed means of appropriate modern technology and communication with competition and co-ordination
2. Extend local telecommunication services and reliable trunk and call service in important places of Nepal. By the end of twelve plans, it is aimed to reach 15 people per 100 with the aim to extend the services to the village level.
3. Develop information department as a centre of flow of information to the common people and inside and outside the nation.
4. Develop Radio Nepal and Television as national institutions of communication by developing necessary infrastructure.
5. Encourage private sector to conduct Nepal as an international center of lively activities by giving priority to the construction of movies in national languages.

The objectives are directly or indirectly related to tourism development such as encouraging private sector to involve activities and making an international centre of activities and relevant to what is mentioned in tourism policy. Strengthening communication sector will positively affect the tourism activities of Nepal.

National Communication Policy 2049 B.S. designed various policies, as regard to newspapers, a policy of prohibiting in the publication and distribution of newspapers irrelevant, emotional and likely to bring adverse effect in the society.

Under propagation of information, in case of propagation of foreign programs, time will be allowed for educational and recreational program under strict conditions and process to avoid adverse effect against the national interest. Make communication a channel, functioning, to promote international cooperation, good attitudes and understanding and arrange to publish books that introduce Nepal.

These policies are very supportive to the development of tourism. The implementations of these policies will positively help the tourism sector very much. The tourism policy clearly states the necessity of infrastructure building. So the telecommunication is directly related with the infrastructure as it is also an important part of infrastructures. The development of such infrastructure comes under the key responsibility of the government.

Local telephone service, like ISTD, STD, telex services have come under the basic telephone services and global system services will be provided in giving licenses and value added services through the internet, email. Voicemail, fax mail, VSAT, Audio conference, pay Phone etc. PCO (public Call Office) will be operated and the telephone services will be extended to the rural and urban levels.

The policies mentioned will facilitate the tourism development of Nepal. Accessibility of telephones of various kinds will help tourists to communicate with their families' and friend.

6.2 Media Environment

The NTB has been participating in international tourism fairs and organizing familiarization trips for travel writers, journalists, tourism entrepreneurs as well as producers and distributors of television programs with the aim of introducing Nepal's

tourism attractions to them and thereby promoting Nepal. The NTB will produce brochures and guide books in several international languages in the future. Keeping in view the role of electronic media in the field of communication, the NTB has produced electronic publicity materials in order to highlight and enhance the image of Nepal in the world tourism market. A website on Nepal, CD-ROM, multi-media presentation and promotional video documentaries have been produced and heavens through international channels like Zee TV and Discovery Channel, Publicity materials are regularly dispatched to embassies, consulates and PR agents abroad for distribution and travel traders and tourists who have an interest in promoting and knowing about Nepal. The NTB has also produced and distributed market specific multi-media in the US, Switzerland, Japan and India successfully. The NTB also has its own website which is in the process is being linked with various search engines (Shrestha, V.P, 1999)

Consumer oriented newspapers; travel trade magazines and TV networks in India will be targeted to launch advertising in India. Nepal promotion in the rest of the up-and-coming markets in Asia, Europe, North America, Australia etc. will be mainly covered through travel trade

(Tour operators, tour operators' guidebooks, manuals\ brochures, travel-trade fairs, travel trade magazines etc.) Nepalese travel trade magazines and journals dedicated to promote Nepal internationally will also be a part of advertising campaign. It is imperative that the service of a professional and experience media consultant with global contact be used.

The scenario of tourism environment in Nepal is in critical and dwindling condition due to a number of causes. A series of incidents took place in the country. A number of times and on various occasions' media misguided and misinterpreted the news at the international and national and levels. Due to the lack of counter media to correct and give the actual stories about the incidents, tourists from various countries have cancelled their planned to come to Nepal repeatedly.

6.3 Tourism Planning and Practices in Nepal

Nepal to this date adopts technique of national planning similar to the Soviet style economic planning model of the 60s and the 70s though with some modifications. National plans are prepared through a scanty consultative process with each sector, led and coordinated by the national planning commission. The plans thus prepared identify priority sectors and allocate funds accordingly through the government's annual budget. The private sector in some instances is given a hearing during the process, but plans in the main reflect the socio\ economic priorities mirrored through political considerations.

Nepal is currently in its 10th planning cycles and the tourism sector was supposedly identified as a priority area in the current plan. The draft plan has recognized the changes taking place in the tourism sector visa- verse new institutions and has highlighted the potential tourism in the regional development cities and Village Tourism development. In Nepal there was no tourism planning till 1956. The history of tourism planning started when the first five-year plan came (1956-1961) came into existence. The first five year plan seems to have realized the potential of tourism when it mentioned. It was necessary to for the development of 'travel profession' in a country blessed with rich tradition, history, religious harmony and rich natural wealth. Development of such activity would not only lead to popularizing Nepal but it would be equally instrumental in bringing in foreign currency necessary for the economy development of the country. The government for the first time decided to form the Tourism Development Board (NTBB) in 1957. The tourism planning had increased much more in its scope and size over a period of time. Tourism planning had been done by NPC, taken as a part of the Five- year plan from 2013 BS. Tourism could not get priority due to the political instabilities till the beginning of the first five -year plan in 1956 BS. Tourism planning has never received so much attention from the planners in Nepal than recent time.

Foreign experts were invited to prepare the Master plan for tourism development in a planned way as emphasized in the Fourth FYP (1970-75). The six plans

formulated a second tourism Master Plan, tourism survey & research. But, till the early 1990s communication was not use as the key tool to disseminate the tourism -related information. Only tourism- related organizations and travelers were the source of entire information.

6.4 International Context

Nepal's international target market is primarily confined to a top ten countries in rank i.e. India, Japan, USA, UK, Germany, France, The Netherlands, Italy, Australia, Spain which contributed 74.4% of tourist arrivals in 1998. There are many more countries to be explored for the market which is possible only through media campaign.

An in-depth understanding of the major tourists generating markets and their motivation for travel to Nepal is important to design product improvements and to focus promotional efforts in an effective manner. Major markets for Nepal are West Europe, India, United States of America, Canada, Japan and Australia. During the period of conflict, especially after 2003, the number of tourists from these countries declined because the government of these countries urged not to travel Nepal citing the security problems. They also published regular travel advisories against Nepal's security problems.

Growth of visitors from other non-traditional markets has shown an average growth of 10.5 % per annual during the last 30 years. The shares of other market have gradually grown from 11.8% of total arrivals in 1970 to 19.2% in 1998. Market mix has thus shown a dramatic change from traditional to new emerging markets, thus indicating the need to diversify tourism products to appeal to the taste of emerging new markets as well.

Departure survey 1997 indicated that the majority of respondents (68%) decided to visit Nepal on their own and only 32% made their travel arrangements through travel agents. This speaks of the needs to switch over our marketing focus from

travel trade to direct consumers. The market can be segmented into traditional, neighboring and newly emerging for the purpose of adopting promotional strategy.

According to the survey findings, the most important threat to tourism development in Nepal as stated by departing a visitor is the reality and the perception of the country's fast deteriorating environment quality. The most pressing problem is air pollution within the Kathmandu valley. The others include poor quality of roads, garbage disposal problems, attention to better standards of hygienic at restaurants and improvement standards of lodging outside of the main tourism centre (NTB, 2000)

Dr. Hari Prasad Shrestha (1999) quoted in his thesis that Dependra P Dhakal remarks that "Though Nepal shares about 0.06 percent in the world tourism market, its share in south Asian market is steadily increasing" of tourists in the country. To achieve the goal of tourism promotion media should fulfill the role of watchdog by bringing out the hurdle of its promotion.

6.5 Development Communication in Tourism

The communication needs as identify by UNESCO (1978) in the 'New Paradigm' are open dialogue between the people and the government. The open dialogue reflects diverse views and experiences. Secondly, multidirectional communication flow is necessary. This multidirectional flow calls for top-down as well as horizontal communication and bottom-up communication. The horizontal communication is across society horizontally- from person to person village to village to village and rural to urban. The bottom- top is from people to government and top-down the other way around. In order to achieve the development goals by establishing mutual understanding and good relation between stakeholder and government media can play an effective transitional role. In Nepal, due to the lack of availability of media especially newspapers and Television there is communication gap among government, stakeholder and people.

UNESCO further contends that for participatory rural communication it is necessary that media be available in rural areas, that there should be reception, access to consumption of media and that there should be linkage between development initiative and communication channels.

6.6 Communication Affects Gap

The communication affect gap concept has suggested that there is not only a gap in the socio- economic gap between the 'have' and the 'have-nots'. This could seriously affect the direction of development. Regarding tourism development in Nepal communication gap is being one of the major challenges which need to solve as soon as possible.

PART SEVEN

SOURCE OF TOURISM NEWS

7.1 Introduction

An increase in tourist flow automatically increases tourism related events, festivals and organizations. After the successful Visit Nepal 1998 festival, it has increased the culture of organizing events aimed for tourism promotion. In these connection festivals, Golden Jubilees of mountains ascent and other national events are being organized now. This has dramatically increased the tourism related activities and the tourism news coverage by the Media.

In 1990s various firms have been established by governmental and non governmental institutions and organizations. Interaction, seminar, workshop, anniversary, pressure building programs for policy making are some example of activities organized which help to produce tourism news.

7.2 Government and Non-Government Organizations

GO's & NGO's both have been playing vital role for tourism activities and movements. They organized pressure meet events and other activities which help to formulation of news. Similarly, they provide information to the media persons as a reliable source. So, GO's & NGO's and INGO's are directly or indirectly playing vital role for the development of tourism journalism in Nepal. INGO' and NGO' are playing a leading role to operate tourism promotion activities in Nepal by providing economic and technical support as well. (See Appendix)

7.3 Private Organizations

Globalization and liberalization have been leading the world. Private sector is more powerful and it has a key responsibility for nation building. Most of the democratic governments have already been privatized government organizations following the liberalism and participatory approach. In this connection private sector is also

engendering various issues for tourism news. Private institutions like Hotel Association of Nepal, Trekking Agents Association of Nepal and Tourist Guide Association Nepal etc are creating more tourism news through their activities.

Some International Inter- Governmental Organizations

United Nations Development Program

1. ICIMOD
2. The Mountain Institute
3. Expatriate Community Service
4. SNV
5. Department for International Development(DFID)

These are more powerful organizations which are spending a huge amount of money to promote Nepalese tourism market locally and globally. Initiation taken by these organizations is quite positive to push up promotional activities of tourism. Except above mention GO's NGO's and INGO's there are some other taskforces as backbones of tourism news.

PART EIGHT

A RESEARCH ON TOURISM NEWS COVERAGE IN ENGLISH DAILIES

8.1 Introduction

Prominent Mass Communication theorists Mc Quail said that media should accept and carry out positive development task in line with national policy. In this regard tourism is also a field of development journalism. While doing the development journalism we should take care of Asian Values, which are rooted in the Asian context. These values were identified as truth, objectivity, Social Equity and Non violence. While writing the news we never care about the above mentioned Asian values.

8.2 Content Analysis

Content of three daily English Newspapers: *The Himalayan Times*, *The Katmandu Post* and *The Rising Nepal* have been analysis during the period of one month (from March 1 to 30) 2006. It is assumed that media can play a vital role in tourism promotion through news and views but those news and views published during the 31 days is not sufficient to achieve the goal. Very few numbers of news and views have been published related to tourism as found in this research. More articles have been published in *The Rising Nepal* Compared to the remaining two. In a bid to give special focus issue wise, in the late 1990s almost all the daily newspapers changed their stereotype strategies and have started separate pages to different issues i.e. Sports, Business, National, entertainment etc which was positive sign of professionalism. However, tourism news is yet to get a separate page in those newspapers. It shows that media do not give priority to tourism related news. A glimpse of 31 days coverage:

Table No – 2

Name of newspaper	News	Articles	Letters	Interviews	Editorial
The Kathmandu Post	7		–	1	1
The Himalayan Times	11	1	–	–	–
The Rising Nepal	8	2	1	1	1
Total	26	3	1	2	2

The above table shows how English newspapers have given low priority to tourism related News. The Rising Nepal as a state owned media has given more space. Diversity is also there. Volume of news, views, article, editorial and interviews is very scarce. However, this newspaper has tried to keep up balance by writing in different forms.

During the periods of two weeks, three news and one interview were published in The Kathmandu Post, neither editorial nor letter to editor and articles were published on tourism. Likewise *The Himalayan Times* has no diversity in coverage. It has been found that only light news stories have been published during the period. Tourism is not in the priority of English newspapers.

The quality of news published in newspaper during the period of 15 days is very low. News stories which are based on the press release and quotation of entrepreneurs and Nepal Tourism Boards officials. News stories having the headlines like *Air India & Indian airlines merge this year, Ensure air service to remote areas, Yeti Airlines Sales office at Thamel* were published in *The Kathmandu Post* during the research period. There is a bit different in Rising Nepal's perspective. However, effective news stories are also not there. Stories having headlines like; *Nepal Safe Destination: Sherpa, Nepal Tourism Brand Launched in Germany, Berlin Tourism meet fruitful says Sherpa* published in Rising Nepal. In *The Himalayan Times* too the same categories news stories were published. News having Headlines like *Nepal Launches New Tourism Brand at Berlin, Tourists Visit in Manang increased, Lumbini Lures more Tourists,*

Tourism Promotion in Russian Federation Urged, Tourism Bodies Protest, had been published in 31 day period.

Here is a sample of tourism news which was published in different newspapers on the same subject. Placement of article differs from one newspaper to another. The state- owned newspaper has given more priority to the same news comparing to private newspapers. Regarding hygienic and environmental issues these newspapers are almost silent. However, these issues are very crucial in term of tourism promotion.

The Rising Nepal

Berlin tourism meet fruitful, says Sherpa

RSS

KATHMANDU, Mar. 15: Minister of State for Culture, Tourism and Civil Aviation Yangkila Sherpa has said that the International Tourism Bourse (ITB) 2006 held in Berlin, Germany proved fruitful to expose rumours about Nepal spread in the international sector.

Speaking briefly to the media persons upon her arrival at the Tribhuvan International Airport today following her participation in the tourism fair held at Berlin from March 8th to 12, Minister of State Sherpa said that during the fair, the participating international community, officials of World Tourism Organisations, media persons as well as ministers of different countries were informed about the ground reality of Nepal and shed light on the fact that no tourists have ever been troubled because of the ongoing conflict in Nepal.

Stating that all the foreign counterparts were contented by her

presentation and provided assurance in connection with promotion of tourism sector in Nepal, she added, "the fair proved productive in eliminating misconception spread about Nepal and they are optimistic about Nepal."

Minister of State Sherpa also stated that Nepali 'product' called 'Naturally Nepal, Once Is Not Enough' has been launched with the objective of attracting foreigners who had already visited Nepal once during the fair.

In response to a query, Minister of State Sherpa expressed confidence that the arrival of tourists would increase in forthcoming season and she is working on initiating various programmes in promotion of service sector of the Royal Nepal Airlines Corporation (RNAC) near in future. Answering another question, she stated that His Majesty's Government is moving forward in collaboration with private sector in the field of cultural, religious and sports promotion.

Source: The Rising Nepal

The given news was written on the same issue that is a formal program held in Germany and attended by Yankila Sherpa, Minister for Culture, Tourism and Civil Aviation. However, the priority for this news differs in different newspapers. In the state-owned newspaper *The Rising Nepal* the credit of the success of Fair and its impact in tourism promotion has given to Minister Sherpa by saying that *Berlin Tourism Meet Fruitful: Sherpa* and has published in front page giving high priority. The key message of the story is what minister said during her visit rather than what international community said about the Nepal. So, the minister received more priority compared to her message. The source of the story is minister. However, it seems that the source has manipulated the message by saying that she found no negative comments abroad regarding the ongoing conflict in Nepal.

Nepal launches new tourism brand at ITB

Himalayan News Service

Kathmandu, March 12

Ms Yankila Sherpa, state minister for Culture, Tourism and Civil Aviation, launched "Naturally Nepal—Once is not Enough" — the new brand developed by Nepal Tourism Board (NTB) to promote Nepal — at ITB Berlin, Germany yesterday.

According to a press release issued here today, NTB chose ITB as its venue for launching new tourism brand internationally, realising its capacity to bring together the world's important stakeholders, tourism leaders and journalists.

"NTB is very confident that the brand image will be instrumental in increasing the number of tourists to Nepal," states the release.

The official tourism brand launching ceremony for the international media and tour operators took place at the ITB Complex. The grand ceremony was attended by more than hundred and fifty delegates from different parts of the globe.

Ms Sherpa emphasised that the government was making all efforts to promote the Nepali tourism industry by any means.

Royal Nepalese ambassador to the Federal Republic of Germany Dr Madan Kumar Bhattarai also highlighted the tourism potentials and abundance of Nepal's bio-diversity.

Tek Bahadur Dangl, chief executive officer, NTB, made a comprehensive presentation on the extensive research process behind the new tourism brand.

NEWSLINE

'Berlin fair helped in tourism promotion'

KATHMANDU, March 15 (PR) - Minister of State for Culture, Civil Aviation and Tourism Yankila Sherpa on Wednesday said Nepal's participation at the ITB Berlin, a major tourism fair, helped to reinforce the country's tourism industry's image in the international market. Speaking to reporters at the VIP lounge of Tribhuvan International Airport (TIA) on her return from Berlin, Germany, she said the event was a tool for Nepali tourism industry to portray the true picture of the industry and to encourage tourists to visit Nepal. "During our interactions with visitors at the event, we found that Nepal's image as a tourist destination had eroded severely," said Sherpa, who was leading the Nepali delegation at the event.

Source: *The Himalayan Times*

Source: *The Kathmandu Post*

The headline in *The Himalayan Times* itself shows that priority is given to the message rather than to person. The key message of the story is what Nepal did for the promotion of tourism in international market but not what ministry said about the international community as *The Rising Nepal* has focused on. This news item has not got more priority as the government media. Placement and the message of the news have differed from one newspaper to another, despite the fact that the source of the news is the same.

The Kathmandu Post' news entitled *Berlin Fair helps in Tourism Promotion* portraits the importance of fair and its outcome in the days ahead.

The government Media is yet to learn about bona fide journalism. Government media are following the traditional culture of news placing, priority, focus etc.

8.3 Media for Tourism Promotion

According to the Mac Bride Commissions (1977), the media should pursue three aims:

- a. Increase in understanding of development problems
- b. Build-up of a spirit of solidarity in a common effort
- c. Enlargement of the capacity of man and woman to take change of their own development

These aims are determined especially for the development of a developing country. Media should develop positive thinking in human society. But they rarely care about these aspects of society, and publish the news as per personal interest. What the matter published during the research period seems that every thing is only for filling in the space. Media have a vital role to attract the tourists by providing different information; what they are seeking too. But the research didn't find media fulfilling this role. Media as advisor, consultant and social representative should play a key role for tourism promotion. Only news is not sufficient to know the over all situation of tourism related issues what they are intended.

8.4 Relevance of Published Story

All events are not news. It is the responsibility and duty of journalist to identify the relevance of events whether that has news value or not. News should also have something new and informative. Regarding to the tourism news published during the period of one month (March) nothing except event based news. Recent five years are a very critical period for the tourism industry. Due to the eleven years continue conflict this sector has suffered badly. So this is the time to make an effort for reconstruction and stability. To achieve the goal media should publish investigative news which can help positive exercise in terms of infrastructure development, to enhance capacity building, and attract the foreigners to visit Nepal. In this regard, media can play a key role. Out of 26 tourism news published in three English daily newspapers during the research period not a single one was investigative. Policy and long-term vision were not considered while writing the news.

8.5 News and Views in English Daily

Coverage of tourism news is not satisfactory in English daily newspapers as we assume that media can play a vital role in its promotion. Both quality and quantity is not strong compared to other political and social issues. During the period of one month only 26 news stories have been published in three papers which are not sufficient to achieve the goal of tourism promotion through media campaign. On the other hand all the news items are ritualistic and events-base. The situation of article is also the same. During the period of one month only three articles were written on tourism. It is said that editorial is the heart of any newspaper because it guides mass through independent expression and ideology. But newspapers do not care about tourism in this regard.

8.6 Priority

Very low priority has been given to tourism news in private newspapers. Regarding *The Himalayan Times* and *The Kathmandu Post* no tourism news has been published on the front page during the period of one month. The state-owned

newspaper *The Rising Nepal* has Published two tourism news giving priority on the front page. However, the priority has been given to person rather than news values and its importance. Ultimate focus is on the speech of Yankila Sherpa, Ministry for Culture Tourism and Civil Aviation. But other usual stories which carry out the meaningful message have not given priority on the front page.

8.7 Tourism for Rural Poverty Alleviation

Rural Tourism is one of the important features of the ninth plan (1997 -2002) which put emphasis on the development of a Model tourism Village in each development region. The ongoing tenth five -year plan (2002-2007) has also given continuity to the concept of rural tourism with its declared policy of poverty alleviation. The tenth plan has spent out various rural development programmers and policies to be completed within its time frame.

In tune with committed policies of government of Nepal different INGO' such as UNDP, DFID and SNV\N have come forward with financial and technical support. In this regard a unique and pilot program called Tourism for Rural Poverty Alleviation program (TRPAP) is jointly initiated by the Nepalese government together with above mentioned INGO's with the objective to address poverty alleviation through pro-poor sustainable tourism in Nepal since September-2001. In this connection it can be obtained that the government and the planners have become conscious about the relative advantage of developing the tourism sector in Nepal for including others sectors of economy while reducing regional disparities, poverty and unemployment through proper policy strategy in a dynamic framework.

In this connection it is essential to identify the potentiality to achieve the entire goal of poverty reduction through tourism. Role should be identified and include in policy and program. But, It is a great weakness of government and policy makers that no where media has considered as an effective tool to make program a success. Press statement and press conference only is not sufficient to disseminate the

information to public in our country like Nepal where most of the people are still facing the problems of hands to mouth.

However its strategic practice to create awareness in local level towards the development of tourism in remote district cannot be ignored. Again it is also the only project in tourism in, which has address issues like pro- women, pro-poor, pro-community and pro-environment The TRPAP model could, prove vital for the country's poverty alleviation by developing rural tourism. Therefore the phase out of the project would be unfair for the district where it has not reached.

8.8 Potentiality and Media Coverage

Tourism still largely concentrated on special riverbanks, lake and mountain resort areas and in to major urban and cultural centre. It has proved to be a power engine for economic growth-transferring capital, income and employment form industrial, urban and developed areas .In recent years, the rise of independent travelers, seeking a non resort based or rural holiday has now added a new dimension to the travel industry. This trend towards holiday in the country side has considerable potential as a tool for economic generation. That is one of the major reasons why government, which have rural remits has begun to develop an interest in tourism development.

Media coverage in not encouraging converting the potentiality of village tourism into opportunity as we have been saying in public speech and mentioned in policy. During the period of one month village tourism related news were hardly been published in English dailies.

Rural tourism is a complex multi-faceted activity. It is not just farm- based holidays but riding, adventure, sport, health, hunting, educational travel, art heritage and ethnic tourism It is difficult to qualify the growth of village tourism because few countries collect statistics, which separates purely rural from other form of tourism. In fact rural tourism is not a new concept. The rural tourism of the 1970s is, however different in several aspects. It is revealed that over 70 percent of all

Americans now participate in rural recreation. Likewise, many other developed countries also exhibit similar levels of participations.

8.9 Hygiene Issues in Media

Media is the watch dog of society which needs to think over about both negative and positive issues at the same time to guide for the sustainable development.

The hygiene issue is also a serious factor that needs to be covered by media coverage. According to tourism entrepreneurs most of the tourists are easing the question about the hygiene issues especially in the remote areas where we are trying to develop village tourism. Media should promote remote and new destination giving the tourists positive message but it is also the duty of journalists to bring out the weaknesses and make stakeholders aware in serious issues like hygienic issues. This research has proved that journalists are not serious over such key issues which are a major factor of village tourism development.

NTB should play an important role in guiding journalists' interest in tourism news.

8.10 Environmental Issues

The rapid environment crisis in urban areas mostly in Kathmandu has been further widening the scope of rural tourism outside the urban areas .It may be positive to achieve the goal of rural tourism but in the long term vision it may have negative impact on the tourism industry. In this connection media should always make people aware of environment. As we assume that media can play a key role for the enhancement of tourism activities which is regarded as the backbone of Nepalese economy. This is also investigative kind of journalism which requires time, money and patience at the same time. In recent days it is a rising social issue therefore Nepal should development its tourists' destinations in the potential rural areas such as to move our tourism from where it could be. To achieve the goal media should be mobilized as much as possible. In this direction is the only preferable option to market our industry in the true sense and to our maximum advantage. Hopefully the idea will be looked upon favorably by the planers, policy makers and decision makers.

PART NINE

DATA COLLECTION AND ANALYSIS

The data collection has done through the questionnaire technique which is based on the views of the one hundred of respondents those who participated in the research campaign. The respondents were tourism entrepreneurs, government officials and journalists. Findings of the data collection are as below:

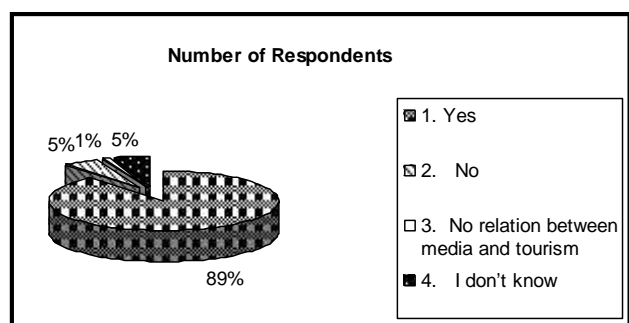
9.1 Necessity of Media in Tourism

‘The medium is the message’ McLuhan Professor at the University of Toronto who is also known as the first thinker of communication has written in his book *Understanding Media (1964)*. We even cannot imagine the world without media and information. Every body knows what made possible world as a village. If we ask to even a lay person he would response that globalization has become possible through media. In this situation tourism development without media is almost impossible in any of the part of the world. In this connection a survey has done about the need of media for tourism promotion. Without having knowledge about need of media no journalist performs his or her duty neither a governmental official nor entrepreneurs can operate their service effectively. Study can't be done without the knowledge of these all. So knowledge of respondent about the necessity of media in tourism promotion is as follows:

Table No-3

Option	Number of Respondents	Percent
1. Yes	89	89%
2. No	5	5%
3. No relation between media and tourism	1	1%
4. I don't know	5	5%
Total	100	100%

Most of the respondents preferred the option 'yes' while answering the questions: need of media in tourism promotion. Almost all respondents were very conscious about the media tourism relation and no one has neglected the issue of the important of media in tourism. Some entrepreneurs who were not satisfied with the media as always focus choose the Government employees in Board saying that media on negativity option no 2. officials and Nepal Tourism Unanimously preferred the necessity of media in tourism. It has proved that there is no option of media for promoting tourism in international market.



9.2 Role of Media in Tourism Promotion

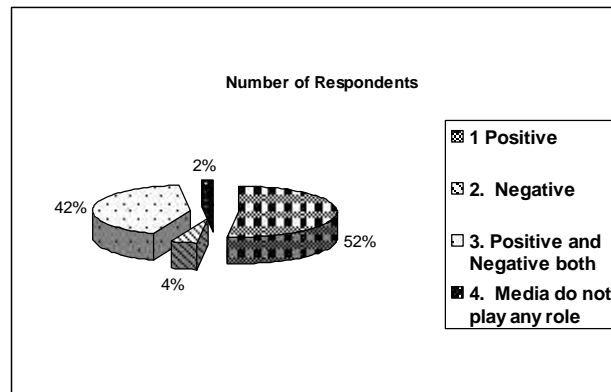
This is the age of globalization and communication. A person always seeks information through media. No one can be isolate from media neither they ignore the media message. Role can be summarized as follows:

- Awareness programs to the population at large;
- Special campaigns to promote responsible tourism initiative;
- Promotion of domestic tourism through press reports on different destinations;
- Provide important link to the national public relations efforts in overseas markets.

Table No-4

Option	Number of Respondents	Percent
1 Positive	52	52%
2. Negative	4	4%
3. Positive and Negative both	42	42%
4. Media do not play any role	2	2%
Total	100	100%

No doubt media can play positive role in tourism promotion. More than 50 percent of respondents have supported the idea. Media is medium and it should disseminate the information that it finds and think useful for people and society. So the information or negative might be positive according to context and situation. Respondents have chosen the negative and



positive both roles of media in promotion of tourism. Especially government officials and tourism entrepreneurs have expressed their views on this perspective. Journalists' view is a little bit different with them. They believe that media play positive role rather than negative. Some entrepreneurs who are not satisfied with media have chosen the option negative in tourism promotion. Out of 100 respondents four of them have different perspectives on media as they have bitter experience of its negative role that is why they choose the option 'negative'. 42 respondents are on the favor of negative and positive role. In order to clear their views on media two respondents have totally rejected the media by saying that media has no role at all neither negative nor positive.

9.3 Media Impact

The media are unique business enterprises, because they have a dual responsibility to owners and to public. But at the same time the media are also businesses with aim of making money. In this situation, impact may differ according to interest of media houses and publisher.

However, tourism development is not possible without effective campaign. Tourists do not find the new destinations unless media give coverage about it. In this connection, it has been asked that which newspapers may be more effective for tourism promotion in Nepalese context.

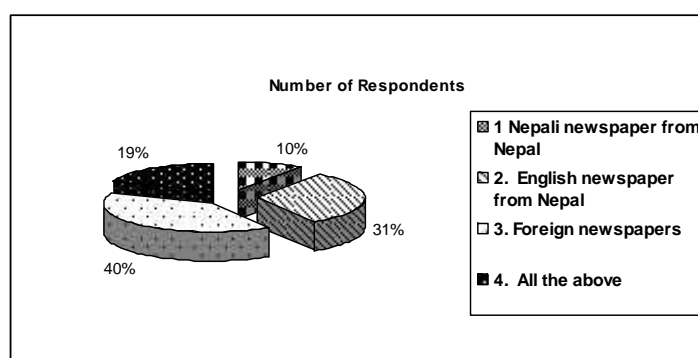
Table No-5

Option	Number of Respondents	Percent
1 Nepali newspaper from Nepal	10	10%
2. English newspaper from Nepal	31	31%
3. Foreign newspapers	40	40%
4. All the above	19	19%
Total	100	100%

There are various media which write different news about the tourism. However tourism entrepreneurs do not believe easily to Nepali newspapers as per it's effectiveness for tourism promotion. Except internal tourism local media has no impact for promotional activities.

They say that the concept of internal tourism has yet to be developed in least developed country like Nepal. Out of hundred respondents only five were in the favor of local newspapers.

People who are being involved in tourism believed on international and English newspapers rather than local newspapers for promotional activities.



are being involved in international newspapers local newspapers for promotional activities.

In the survey 40 supported to International English Newspapers, 31 were in favor of English Newspapers from Nepal. It is sure that entrepreneurs do not believe in Nepali newspaper as they can use for tourism promotion. Only 10 percent of the respondents relies the need of Nepali newspaper. What we should not to forget is that most of the international media use local media as the reference to develop news story in any of the issue.

9.4 Media Tourism Relation

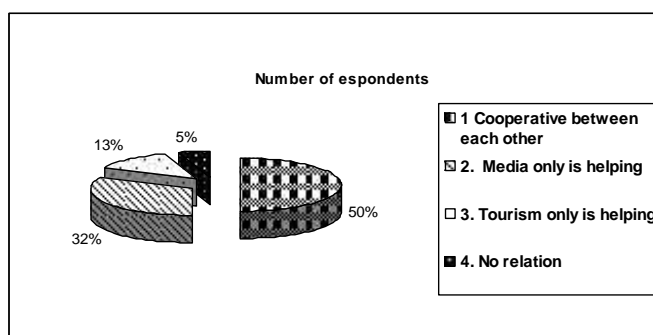
Unity is power. It is strongly felt that the development is never possible without unity and cooperation among stakeholders and other social organs. Most of the

democratic government of the world now has been accepted the participatory and inclusive approach to achieve the goal of development either human or Physical infrastructure. So is the case in between media and tourism. However, this theory has not materialized in tourism. Tourism industry always seeks positive support from media but rather hesitate to provide the information as media need to develop the story.

Table No-6

Option	Number of respondents	Percent
1 Cooperative between each other	50	50%
2. Media only is helping	32	32%
3. Tourism only is helping	13	13%
4. No relation	5	5%
Total	100	100%

This chart shows that cooperation between media and tourism is quite satisfactory. 50 respondents have express their satisfaction out of hundred. Majority of the participants have confident that there is good relation and mutual understanding between media and tourism. One sided support is very few. Only 32 respondents are in favor of one sided support of media in promotion. There is no



alternative of cooperation go achieve the goal in any of institution. But very interesting thing is that tourist industries alone are not supporting to media. However, entrepreneurs often criticize to media and accuse of their negative role. Some of people are still indifferent about the relation between media and tourism. Most of them are tourism entrepreneurs.

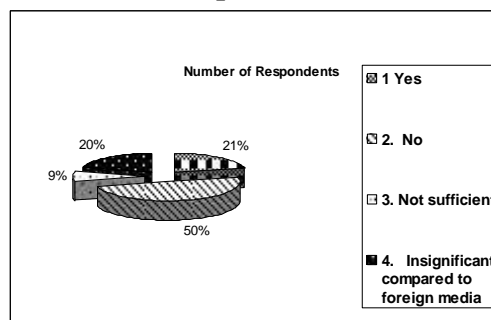
9.5 Nepalese Media and Tourism Promotion

Overseas markets are very competitive, particularly in the case on Nepalese tourism we always competing against countries that provide similar products as well as competing against other international destination. Therefore, marketing Nepal internationally has always demanded a different approach by using different distribution channels and promotional mediums in the most cost effective way. Nepal's main volume market is India, which when combined with the growing pilgrimage market from Sri Lanka provided over 26 % visitors in 2004. Nepal has been losing market share in India for many years due to the conflict. Nepal's other market in Europe; Asian and American countries are not satisfied in the recent days. Promotion is not possible unless media involvement became strong. The travel advisory issued by American and European countries played a vital role to decrease the number of tourists during the last three year. Beside this foreign media frequently wrote the news against the Nepal's instable political situation, security and safety. However Nepalese media were not on that front.

Table No-7

Option	Number of Respondents	Percent
1 Yes	21	21%
2. No	50	50%
3. Not sufficient	9	9%
4. Insignificant compared to foreign media	20	20%
Total	100	100%

Despite the importance of media in promotional activities; government officials and tourism believe on media. fifty percent of the satisfied with the activities



entrepreneurs rarely This table shows that respondents are not media in promotional

That means they do not believe on media. However Nepalese newspapers have been writing tourism related issues more or less regularly. Journalists and a few number of respondents from government official choose the option 'Yes' or media are positive in promotional activities. Some 20 say that the role of Nepalese media is not sufficient comparing to foreign media. And nine respondents urged the need of media to be more effective in promotional campaign. The table has proved that Nepali media is yet to be effective.

9.6 Journalists in Tourism

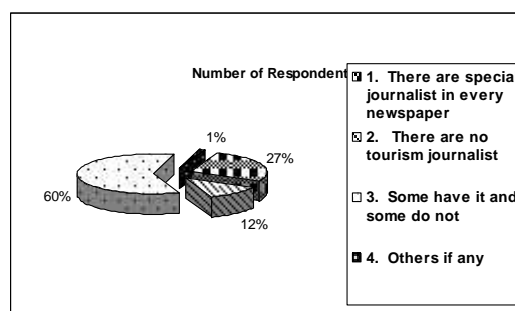
Tourism is one of the best potential sectors for economic development in Nepal. But we have yet to explore new destination and make it public. Media can play a vital role for the exploration of destination. It is not an easy task for journalists to attract readers towards the new destination. To fulfill this goal they need quality and knowledge concurrently. They need economic and technological support at the same level.

Table No-8

Option	Number of Respondents	Percent
1. There are special journalist in every newspaper	27	27%
2. There are no tourism journalist	12	12%
3. Some have it and some do not	60	60%
4. Others if any	1	1%
Total	100	100%

This table shows that Professionalism is not fully developed in tourism journalism.

More than sixty percent respondents have chosen has it and some do not are still in preschooler 28 percent of the



of the the option some that means we stage. However respondents

have expressed their confident supporting to special tourism journalist in every newspaper. Except in some daily broadsheet newspapers, there is no special tourism Journalist. This genre is associated with economic journalism; in fact tourism is the separate issue which has fundamental different with other economic agendas.

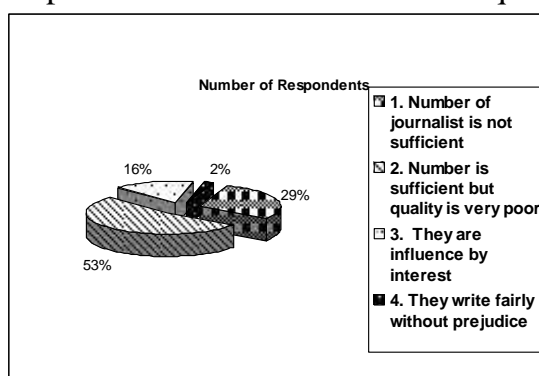
9.7 Perception on Journalists

Journalism profession is challenging and very responsible. Therefore, it requires journalists having professional skill and good academic qualification. Only large number of journalists without adequate capacity to embark upon the professional challenges is not sufficient to promote the tourism in international market. Journalists having proven quality, indifferent and sincerity in profession can uphold the goal of perfect journalism.

Table No-9

Option	Number of Respondents	Percent
1. Number of journalist is not sufficient	32	32%
2. Number is sufficient but quality is very poor	58	58%
3. They are influence by interest	18	18%
4. They write fairly without prejudice	2	2%
Total	100	100%

The statistic shows that there is lack of quality in journalists. Maximum numbers of respondents are raising the question of quality. Fifty eight percent participants have been chosen the option ‘number is sufficient but quality is very poor’. This very serious matter and journalism .Journalists are from the various saying they are influence and lack



for tourism sector professional itself being criticized sector of society by bias, personal of quality. Yet, 32

percent of respondents are in favor of increasing the number of tourism journalists. Journalists influence and diverts' the fact and misguides the society. So journalist should be free from any of such influences. Only two percent of participants selected the option of whether, journalist writes fairly without prejudice. This shows that some stake holders in the field of tourism do not believe on the fairness of tourism related news.

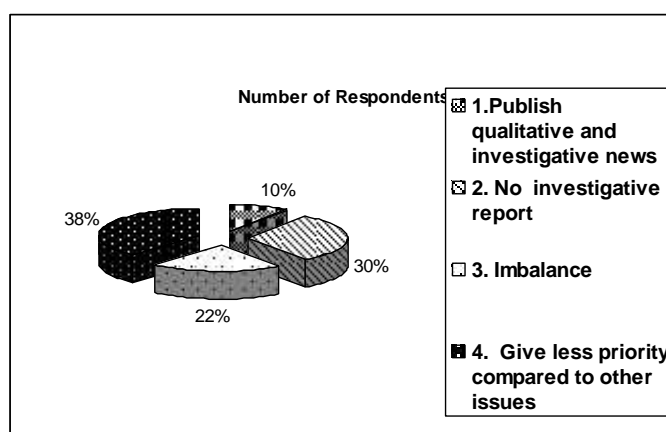
9.8 Daily English Newspaper and Tourism News

In many countries, tourism has become the largest single earner of foreign exchange. In Nepali contest tourism means to attract to the foreigners. So, English Newspapers can be more effective medium in convincing in the message about the beauty and tourism destination of Nepal. But due to the lack of uniformity among newspapers, tourists are in dilemma whether media is giving the write or wrong information.

Table No-10

Option	Number of Respondents	Percent
1.Publish qualitative and investigative news	10	10%
2. No investigative report	31	31%
3. Imbalance	22	22%
4. Give less priority compared to other issues	39	39%
Total	100	100%

The table shows related news is priority other issues i.e. other social the respondents express their



that tourism getting less compared to political and issues. 39 of out of hundred dissatisfaction

about the priority given in newspaper for tourism news. Tourism news is under the shadow of politics even in the very serious issues. Despite this tourism news is neither investigative nor effective to create the positive environment.

They rarely go for the investigation and write what other manipulates in their own interest. 31 participants have chosen the option “No” in the investigation shown by journalist in their report.

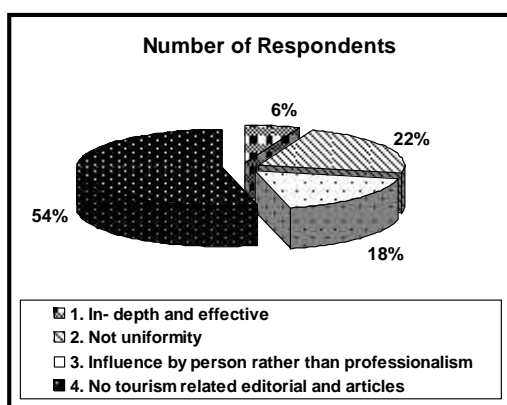
9.9. Articles and Editorials in Newspaper

A good theory can guide the society. The knowledge that expands and accumulates is of several kinds, we know more today about how nature works than we knew a hundred years ago and that is because of media. Article and editorial undoubtedly gives the very strong message to readers. This writing can easily influence the people because it includes reason and vision at the same time.

Table No-11

Option	Number of Respondents	Percent
1. In- depth and effective	6	6%
2. Not uniformity	22	22%
3. Influence by person rather than professionalism	18	18%
4. No tourism related editorial and articles	54	54%
Total	100	100%

The table portrait the picture of overall situation of tourism related article and editorial published in newspapers. This shows how government officials and tourism entrepreneurs observe media matter. More than fifty percent or 54 percent of the respondents have



chosen option 'No' regarding tourism related editorial and articles published in newspaper. In this situation, how can they believe that media can play a vital role in tourism promotion? Different facts about the same issues can create dilemma and confusion to people.

In this connection 22 percent of participants are in dilemma that there is no uniformity in message and one that they can follow, which has created much confusion. There is also problem of professionalism as 18 percent refers to personal influence rather than professionalism in writing. Very few or six percent believe in newspaper that have message is depth and effectiveness.

9.10 News Placement Status

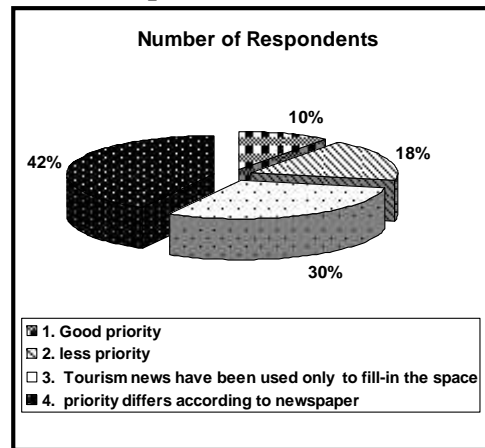
There is a beautiful saying that "morning shows the day". So, the perspective of newspaper can be evaluated by how tourism news gets its priority in newspaper. No doubt tourism news has been given less priority compared to political issues even when tourism had important issues to be covered. This is because of no provision/l policy about tourism in media.

Table No-12

Option	Number of Respondents	Percent
1. Good priority	10	10%
2. less priority	18	18%
3. Tourism news have been used only to fill-in the space	30	30%
4. priority differs according to newspaper	42	42%
Total	100	100%

The above chart portrays the vivid picture of placement of tourism news in newspapers. Newspapers give priority according to interest rather than value of news. Forty two respondents have chosen the option priority differs according to

newspaper. One third of the respondents believe that newspaper do not care about the impact and boost the tourism related news is used filler of their pages special political or cover. Only 10% priority issue, by sufficient. Even



importance of news to industry. Tourism by news papers only as when they don't have business issues to responded on the saying that it is journalists themselves

do not believe that they have given proper placement for tourism news.

9.11 Impact of News

Early mass communication research was mainly pre-occupied with media effects, especially in children and young people and with an emphasis in potential harm. Nearly every research study has give importance to audience in which the audience is conceptualized as exposed to influence or impact. The typical effects model was one way process in which the audience was conceived as an unwilling target or a passive recipient of media stimuli. The second main type of behavioral audience research was in many ways a reaction from the model of direct effects. Media use is now central and audience is viewed as a more or less active. So the effect depends on the level of audience or recipient.

Table No-13

Option	Number of Respondents	Percent
1. Negative	19	19%
2. Positive	14	14%
3. Both of above	62	62%
4. I don't know	5	5%
Total	100	100%

The research has found that impact of media is diversified. Mainly it has negative and positive both impact. More than 60 percent respondents openly that media

impact can be both negative and positive. Very few of them believe on media as it can have positive impact. Entrepreneurs are not positive with the media. They say that media always focus on negativity rather than positive aspects. Yet, it is the matter of sadness that some professional have no idea whether media play positive or negative role.

9.12. Information Access

The constitution of the kingdom of Nepal has guaranteed that every citizen shall have the right to demand and receive information on any matter of public importance. But, in Nepalese context to get the information is not an easy task. We rarely get the desired information. Every thing follows by the interest. We never say and accept what we do in fact.

Table No-14

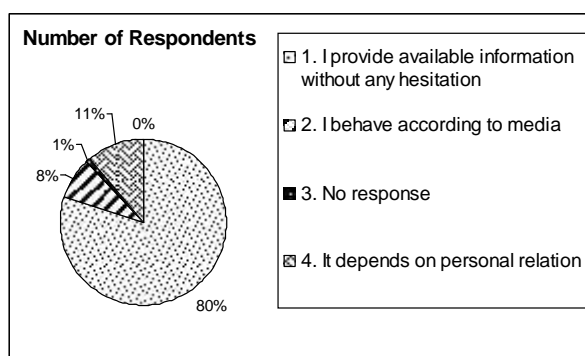
Option	Number of Respondents	Percent
1. I provide available information without any hesitation	80	80%
2. I behave according to media	8	8%
3. No response	1	1%
4. It depends on personal relation	11	11%
Total	100	100%

The diagram shows that most of the professionals are ready to provide the available information without any

hesitation. Eighty respondents out of positive sign about access.

Some few say that

either on media or person on the basis of personal relation. Personal relation is



without any percent hundred give the information

they believe on

another important part of the information which makes very to receive the desired information. Despite the exercise of democratic republic a large number of people are not ready to provide the information to media. The government and private both sector have yet to develop the concrete system of information dissemination on the basis of value and public concern.

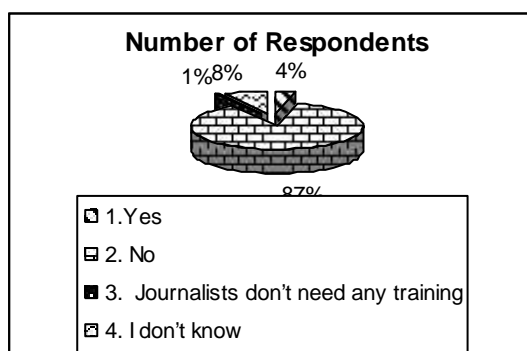
9.13. Training Provided to Journalists

Professionals need training to achieve the more knowledge and confidence building. There is a saying that practice makes a man perfect. But training is an essential for the good practice. In this connection we need to find out the answer of; what is the situation of Nepalese journalists? Are they getting proper training? No, answer is option less.

Table No-15

Option	Number of respondents	Percent
1. Yes	4	4%
2. No	87	87%
3. Journalists don't need any training	1	1%
4. I don't know	8	8%
Total	100	100%

The chart has clearly shown that they are not getting proper training. Officials of each and every sector say training is a must for a quality reporting. But, neither government nor organizations have them. Eighty seven respondents out of the option 'No'; which means they don't care about training. However, they seek positive, depth and feature reporting to promote the Nepalese tourism in international market. Eight percent of the respondents said that they have given training for journalists.



Due to the lack of in-depth knowledge in journalism crafty men are getting opportunity to manipulate even in the serious issues. This has created great challenge towards the entire journalism profession.

9.14. Training Journalists Need

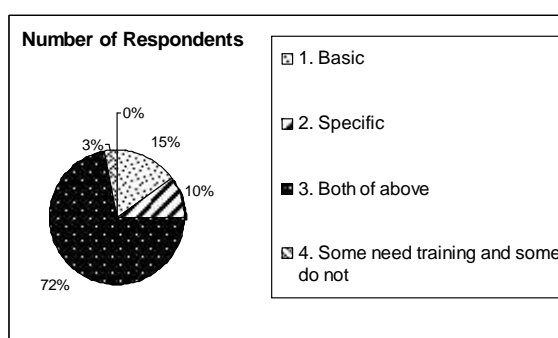
In Nepalese media very few numbers of journalists are capable to accomplish the duty and responsibility of professional journalism. The majority of journalists are from other general background rather than mass communication. Due to the extraneous schooling they are very poor in theoretical knowledge and have no idea about the news value. This is very serious matter which is disturbing to bring the journalism in right track. So, training is a must either basic or specific.

Table No-16

Option	Number of respondents	Percent
1. Basic	15	15%
2. Specific	10	10%
3. Both of above	72	72%
4. Some need training and some do not	3	3%
Total	100	100%

The research data shows that without the professional training news writing can not achieve the goal. People do not believe media easily because they think that journalists are not capable in subject and write what other says.

This is true even on the small research that I have done. This is mainly not only due to importance of journalism in also due to the readers also. The



given by the political issues but trend of news people mostly give

importance to political issues rather than cultural and tourism related issues and media personnel move according to demand of the general public. There should be established a separate organization which can bring change in the existing trend by providing proper training to working journalists. So, 72 percent of the respondents have chosen the option that journalist need both general and specific training. Yet, 15 percent of respondents highlight the needs of basis training to them. In deed, it is a fact that training a must to journalists to make them more responsible and capable.

Media, Tourism Prospects and Challenges

Nepal has no extremity of resources and opportunities for tourism development are it for international or domestic \ village tourism. Tourism today has become not only a comprehensive phenomenon but also the backbone of the economy for the countries like Nepal and many more. As Nepal is overwhelmingly rural dominant country. Rural tourism promotion and development can be an important measure to escape and fight with poverty, the national challenge. The scope of tourism potentialities (natural and human resources) are in immense extent, however they are mostly unexplored, minion in use and are not brought as the screen of dissemination-nationally and internationally. It should be done because the 21st is the age of communication and Information Technology. However, unhealthy competition and personal influence in media are being the barriers of fair communication. In Nepali context society it self is not easy. Both government and entrepreneurs hardly exercise to hide the serious issues for their personal benefit. It is very challenging to media to bring out the hidden issue for public information.

As a fact, international tourism promotes international relation and helps familiarize, people, culture and many more information among the nations, people and resources and helps to create unity or enhance relation among the people across the country and understand the problems and potentialities of their own country.

Similarly the village tourism first attracts domestic tourists and gradually it links and upgrades to international tourists. It helps get acquainted with different potentialities of their society and nation. Here is a question, how it is done through media? What about the investigative reporting?

By nature tourism is defined as ‘travel for recreation’. Who does travel? The affluent that possesses money and is in leisure. The term ‘recreation’ ranges and covers a wide area and item of pleasures and entertainment. Therefore, a tourist spot must meet the aim and desire of the tourists. For instance, pleasing weather scenic attraction, historical and archaeological, heritages, cultural treasures, accessibility, amenities, accommodation, and hospitality, biological and psychological desire are the key factors. And, media is bridge between tourists and these diversities.

As china has been declared 2005 AD as Year Red for economic development of rural areas .It had planned 30 destinations for tourist’s visit where Maoist movement took place. The purpose of it is to acquaint people with heroic deeds and place where most poor will get income generation opportunities (Annapurna Post 2061-12-14) on the above light, the concept of village tourism can be attributed toward the desire of urban prosperous whose life is mechanized and mostly attracted by artificial amenities. Whether we have that situation and phenomena or not? Village tourism mostly attracts the middle level income people. Such urban environment must have tended towards the change. In European countries, the village is in prosperous form. For Example in Austria, many village communities run small cottages, inns and breakfast (paudel.2000). In Israel, the cooperative (Kibutz and Mashav) sponsors and manages the village tourism. Even she has unique family visit tourism. Since the school life many students in Israel are accustomed preferring traveling. The village tourists are guided to the agro- farm, local products, diary farm and acquaintance with the rural life setting. The local products are sold as souvenirs. The village tourism at Sirubari, Illam and Ghalegaon Ghanapokhari (a model of multi- facets

destination) Madanpokhara and Madhubasa can be regarded to some extent for it (Annapurna Post 2061-1-30)

The potentiality can be materialized only after the strong support of media. In Nepal various tourist destination have explored in 1990s due to the development of media both print and electronic.

The government plan needs an action plan with specific programs. Observing the role of Nepal Tourism Board over the past few years, It can do more than what it is designed today in the days ahead if it is entrusted, empowered and authorized more responsibility and resources. But the role of private sector is more important than that of government.

It is said that the SASEC (South Asia Sub-regional Economic Cooperation) region is very rich in nature and human resources but have many challenges for development.

Asian Development Bank has interventions which has formed the South Asian growth Triangle that comprised Bangladesh, Bhutan, India and Nepal commonly known as BBIN(Banyan 2005:20). But there are very few international supporting agencies (ICIMOD, SNV) for village tourism in Nepal. The international agencies always seek support from media to gain the goal and advertise about the most tourism related program through media.

Nepal Tourism Board has been disseminating information about the various tourist destination of Nepal through international Television Channel i.e. Indian and Chinese TV channels.

The tenth plan (PRSP) also visualize the tourism sector can be an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and economy through the expansion of tourism activities and generation of

employment opportunities(NPC 2003) rural tourism development is income generating activity where poor will have employment opportunities. Due to the lack of capable manpower, infrastructure, professionalism, and positive thinking in media the role of media is not being effective for the promotion of tourism as it has potentialities.

Importance of Communication

Communication is a key factor for the all round development of a country as well as for tourism development. It is of more importance in a country in a country like Nepal where most of the territory is mountainous, road transport is typically difficult and air transport still limited. In the tourism arena too, communication needs for pervasive manner including rescue, security as well marketing purposes. Telecommunication and postal service are the main media of communication in Nepal regarding to remote villages. But in present most of the people of urban area have been enjoying modern and latest means of communication like, cellular Mobile, Online, Internet, and Television. Beside these Newspapers, Radio and, FM are also key means of communication.

Media can play a major role in:

- Policy Framework
- Market Access
- Commercial Sustainability
- Implementation

PART TEN

FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

10.1. Findings

The communication perspective for development such as communication policies, strategies, messages and channels are specific to each country. These depend on a number of factors such as availability of communication technologies, physical and social access to these technologies, literacy, people self-reliance and participation and over and above both material and social resources to do development. Media alone cannot make sufficient efforts to boost the tourism in our country like Nepal. Despite the crucial role of media, it requires common efforts to achieve the goal of tourism promotion. In the present scenario these efforts have created more awareness and information and have brought change in focusing of development issues. Advancement of the technology has changed the communication perspective, strategies and solutions.

The key findings of the research are following:

-) There is no alternative to media in accomplishing promotional goals of tourism.
-) Both media and tourism entrepreneurs are yet to be professional.
-) Tourism-related organizations do not help media but ask more support from the media.
-) Almost event-based news has been publishing in daily newspapers rather than investigative ones.
-) The role of media in tourism promotion has been recognized in recent days.
-) Government doesn't have any special program to boost tourism through media which is a must.
-) There is a need to create good guts among media, government and entrepreneurs.

-) The news story should be a little bit analytical rather than only based on events and quotes.
-) The issues related to hygiene and sanitizing is not at all covered by media nor is government conscious about these issues.
-) The tourism-related news personnel are not willing to enhance professional journalists as they have more demand as political writers.
-) The institution of the government which gives the training to media personnel also does not give importance to practicality of tourism news but only to theory.
-) Media coverage is not sufficient boost tourism in Nepal.
-) Newspapers give very low priority to tourism news compared to other political issues.
-) State-owned newspapers give more priority to post and person rather than issue itself while publishing the news.
-) During the period of one month total 26 news stories have been published in three English newspapers.
-) The media coverage is not encouraging to convert the potentiality of village tourism into opportunity.
-) There is discontent among media, tourism entrepreneurs and government.

10.2. Recommendations

-) It is essential to make journalists capable by providing them both general and specific training.
-) Government policy should be concrete and action-oriented.
-) Role of media should be cleared.
-) Cooperation is a must between media and tourism entrepreneurs.
-) Feature writing and field reporting are essential to promote tourism in Nepal.
-) Government needs to invest at least a small amount of money in journalists so that they can go for field reporting and take part in seminar and training.

-) We should try to improve our own infrastructure rather than depend upon foreign aid and foreign media for the promotion of tourism industry.
-) It is necessary to narrow down the unconvinced gap between the media government and entrepreneurs.
-) Editorial and articles on the tourism in newspaper are not regular and sufficient; so they should to change the existing strategy on it
-) Newspapers should give priority to tourism the way they give importance to political news.
-) Government and entrepreneurs should provide an opportunity for journalists to take part in international seminar and training
-) Class of journalist should be resolute on the basis of experience and qualification.

10.3. Conclusions

It can be said that the media is of high priority in developing and enhancing the travel and tourism industry. In many countries the tourism industry has a highly number of international visitors. The international travelers have a need for information. In tourism research, some scholars go even further and argue that ‘gathering, processing and evaluating information can be seen as an integral part of the travel experience’. (Snepenger and Snepenger, 1993).

Tourism still largely concentrated in to special beach, lake, and mountain resort areas and in to major urban and cultural centers. It has proved to be a powerful engine for economic growth – transferring capital, income and employment from industrial, urban and development areas to non- industrial, rural and less developed areas. In recent years, the rise of independent traveler, seeking a non-resort based or rural holiday had now added the new dimension to the travel industry. This trend towards holiday in the countryside has considerable potential as a tool for economic generation. So that government has begun to develop an interest in tourism development. In order to achieve the goal of these all perspectives media has been played a key role as facilitator, mediator and messenger.

In this present 21st century media is being developed as an essential tool for society. People depend on media to get the information. On the other hand this is also age of globalization and interdependency. Media has made it possible. In such a situation tourism is one of the potential segments which are growing rapidly. It is a fact that one can not develop smoothly in the absent of other. So that government should to incorporate the role of media in tourism policy as soon as possible.

-) Media create awareness to the population at large.
-) Press coverage and special campaigns need to promote responsible tourism initiatives.
-) Promotion of domestic tourism through press reports on different destinations is an effective measure.
-) It provides an important link to the national public relations efforts in overseas markets.
-) Media is the message; it can work as the gin and tonic at the same time for the upliftment of any organization.
-) Potentialities are not being materialized due to the lack of infrastructure in media.
-) Journalists do not have sufficient capacity to face the challenge of competitiveness in media industry both locally and globally.
-) Media personnel need both practical training and theoretical knowledge for their capacity building.
-) Tourism entrepreneurs always seek supports from media but never think about the requirements and complications.
-) Most of the sources of tourism news are press meet and press release rather than investigation.
-) There is a high risk of Personal influence that can twist the facts.
-) Government officials often try to hide the policy level information.
-) Professionalism is yet to be developed in tourism journalism.
-) Entrepreneurs try to hide the negative issues but they hardly ever go for the solution through pertinent measure.

-) Some of the journalists do not have ability to judge right and wrong in their own conscience.
-) They rarely write the news that can influence the tourists and entrepreneurs too.
-) Society itself is not encouraging to boost the tourism activities in countryside.
-) Tourism news get very low priority compared to political issues in newspapers.
-) Entrepreneurs themselves are not committed to promote tourism in international market. They always seek benefit but do not want to take any risk.
-) Most of the entrepreneurs use personal communication rather media because they do not believe media easily.
-) Journalists need both basic and specific training for their capacity building.
-) Journalists should not avoid the sponsored and personal interest' news.
-) More and more feature reporting need to promote village tourism and even to attract the foreigners.
-) Newspaper should be more competitive because online journalism is being more popular in the recent days.
-) Government has not introduced effective police to enhance tourism.
-) Journalists are still facing the problems of information access
-) Article and editorials are not sufficient for tourism promotion both in number and quality

What step now?

First of all government should to implement the provision of the enrollment of the professionals in Media those who have academic qualification in Journalism and Mass Communication. This provision also should be implemented in private media strictly. The media personnel at first should be prepared to find their objectives as Journalist. They should first evaluate their performance and than

have a strategic plan to fulfill the objectives. The journalist has to choose their sector clearly and if they wish to choose Tourism as their subject of reporting they should take necessary training. At first the Tourism Journalists should make themselves experience on the tourism field. They should take course like Guide Training which covers all issues related to History, culture, Tourism, archeology etc. The Hygiene issue is also another factor that needs to be covered by media coverage and they should also promote remote and new destination. For this they should contact HAN and HMTTC and volunteer to learn from the experts should play an important roll on guiding journalist related tourism sector and a clear finding of journalist who is serious on tourism related issue should be found out and those who are interested should be given priority.

The news papers should also be asked to at least cover half page per week for tourism related news and views as well as help promote destinations.

PART ELEVEN

APPENDIXES

(Appendix – I)

Questionnaires:

(Respondents are requested to tick () any of the best answer)

Name:

Organization:

Designation:

Date:

1. Is media a must in tourism promotion?

(a) Yes	(b) No
(c) No relation between media & tourism	(d) I don't know

2. What is the role of media in tourism promotion?

(a) Positive	(b) Negative
(c) Positive and Negative both	(d) media do not play any role

3. Which types of the following newspapers is more effective to promote Nepal's tourism industry in international market?

(a) Nepali newspapers from Nepal	(b) English newspapers from Nepal
(c) International English newspapers	(d) All the above

4. What relation do you find between media and tourism at present situation?

(a) Cooperative between each other	(b) Only media is helping
(c) Only tourism is helping	(d) No relation

5. Do you think Nepalese media is playing an effective role in promoting tourism?
 - (a) Yes
 - (b) No
 - (c) No sufficient
 - (d) comparing to foreign media not worth mentioning

6. What do you know about the tourism journalists?
 - (a) There are special tourism journalists in each and every newspaper
 - (b) There are no tourism Journalists
 - (c) Some have and some do not have
 - (d) Others

7. What is your perception about the overall condition of Nepalese to disseminate the tourism news?
 - (a) No sufficient number of Journalists
 - (b) Number is sufficient but quality is very poor
 - (c) They are influence by interest
 - (d) They write fairly without prejudice

8. What is your observation about the tourism related news published in daily English Newspapers in Nepal?
 - (a) They publish qualitative and investigative news
 - (b) News are published without having sufficient information
 - (c) Imbalance
 - (d) They give less priorities comparison to other issues.

9. How do you evaluate the tourism related articles and editorials published in newspapers?
 - (a) In-depth and effective
 - (b) No uniformity
 - (c) Influence by person rather than professionalism
 - (d) No tourism related article and editorial in newspapers

10. What is your opinion about the placement of tourism news in daily English Newspapers?
- (a) Good priority (b) Less priority
(c) Tourism news have been used only as a fill- in the space
(d) Priority differ according to newspapers
11. Is there any impact of news on tourism profession? If yes,
- (a) Negative (b) Positive
(c) Both of above (d) I don't know
12. If a journalist asks for any tourism related information then what will be your response?
- (a) I provide available information without any hesitation
(b) I behave according to media
(c) No response
(d) It depends on personal relation
13. Is your company or organization providing any training for Journalists?
- (a) Yes (b) No
(c) Journalists don't need training (d) I don't no
14. Do you think tourism journalists need training for their capacity buildup? If Yes, what types of training?
- (a) Basic Specific (b) Both of above
(c) Some need training & some do not
15. Tourism industry in Nepal has been affected since a decade due to the conflict. In such a situation how can it be developed? Give your suggestion
-
.....
.....

16. What are the problems and challenges for tourism journalism in Nepal?
.....
.....
.....
17. Do you think the effort made by tourism entrepreneurs is sufficient for the promotion of Nepal's tourism in international market? Are they able to utilize media for its promotion?
.....
.....
.....
18. Do you read tourism related news regularly? If yes, which newspaper has given suitable coverage for tourism news?
.....
.....
.....
19. What is your observation about the tourism news in daily English newspapers? Insert your observation.
.....
.....
.....
20. Does tourism related institutions hide information? If yes, what types of information they hide and why?
.....
.....
.....
21. Do you think media is a powerful tool for enhancement of tourism sector? If yes; write your suggestion for its development.
.....

(APPENDIX- II)**Nepal Tourism Board****Budget and Activities for Tourism Marketing and Promotion for the fiscal Year 2062-63**

S.N	Country	Budget Plan	Remarks
Primary Markets			
1	India	11,000,000.00	
1.1	Fairs	1,000,000.00	TTF CCU /Tourism Expo (BOW),Mumbai/ITM Ahmedabadr/ Chandigarh
1.2	Consumer Focus and Joint Promotion Program	500,000.00	Support to RNCG CCU/ Promotion with Cosmic Air at VNS/ Consumer promotion through super shopees/ multiplex chains
1.3	PR hire for events	1,500,000.00	
1.4	Media Campaigning	6,000,000.00	Print/electronic ads, FM/ cable scrollers
1.5	Fam Trip	1,000,000.00	FAM trip from satellite and South Indian cities/ specialized media FAM (electronic and print).
1.6	Sales Mission / Road Show/ Tour Operators Meet	1,000,000.00	TO's interaction & product briefing events for Kailash/Muktinath/ Lumbini/Adv-tourism/MICE tourism targeting different segments zonewise e.g.: call centers, MNCs, software companies etc, promotion of " Jau hai Pokhara" in Border towns.
2	China	2,000,000.00	
2.1	PR Hire	700,000.00	Appointment of PRR

2.2	Fam Trips	700,000.00	Dragon TV FAM/ Tour operators FAM trip/ Hongkong FAM/Other print & electronic media
2.3	Fair/Sales Mission	600,000.00	
3	UK	5,500,000.00	
	WTM including Special Event	5,500,000.00	During WTM a high profile Nepal program will be held at the main stage where personalities like Alan Hinkes, George Band, Micheal Palen etc will be invited.
4	U.S.A	2,500,000.00	
	US Road Show	2,500,000.00	US Road Show in major (5-6) cities of USA with the private sectors will be organized in May 2006
5	Germany-Switzerland-Austria	4,000,000.00	
5.1	ITB	3,000,000.00	During ITB launching of new Nepal brand at the ICC. Invite personalities like Reinhold Meissner, Wolfgang Nairz etc.
5.2	Brand Launch at ITB	400,000.00	
5.3	Support for CMT	300,000.00	In association with NGCCI
5.4	Consumer focus	300,000.00	Destination promotion through local newspapers/ FM stations.
6	Japan	1,000,000.00	
	JATA	1,000,000.00	Participation in JATA fair
	Secondary Markets		
7	Benelux		
	Vakantiebeurs	500,000.00	In association with SNV

	Regional Markets		
8	Malaysia/ Thailand/ Singapore	2,700,000.00	
8.1	Press Conference/ Joint Promotion	600,000.00	Airline Collaboration/ Nepal week in Malaysia/ Support for Thai Photo exhibition
8.2	Fairs	1,200,000.00	(MITF-March/PATA Travel Mart/IT & CMA/ITS & Pre-post event in Thailand)
8.3	Fam Trips	400,000.00	Specialized FAM trip Electronic and Print
8.4	Sales Mission Roadshow/ Tour Operators Meet	500,000.00	Pre or post fair events in Thailand
9	Bangladesh	1,000,000.00	
9.1	FAM Trips	250,000.00	Tour operators and Media Fam trip.
9.2	Media Campaigning	350,000.00	Consumer focus Print media Ads
9.3	Fairs/Joint Promotion	400,000.00	Promotion with Cosmic and NRC (High profile Clubs & expat groups especially for golf tourism promotion)
	Others	27,131,575.00	
10	Cost effective short term consumer campaigns	1,000,000.00	Promotion in upcoming markets including Middle East.
11	FAM Trips	1,500,000.00	
12	Domestic Marketing	500,000.00	
13	Contingency	1,506,575.00	
14	Other Events/ Fairs/Mission	2,500,000.00	Eastern Europe Sales Mission + other programs. Airlines Operators Meet in Pokhara (Rs.50,000)

15	PATA Membership Fee	2,075,000.00	
16	Publicity Materials (See Annex # 1)	10,000,000.00	
17	Marketing Research	1,000,000.00	
18	Marketing IT Expenses	1,000,000.00	
19	Integrated/Collaborative/Promotions/ Regional Partners	700,000.00	
20	Running of Information Centers (TIA & Banaras)	350,000.00	
21	BRANDING	5,000,000.00	
	Grand Total	57,331,575.00	

(APPENDIX-III)**Private organizations**

1. Hotel Association of Nepal-(HAN)
2. Journalists in Nepalese Tourism(JOINTOR)
3. Nepal Association of Travel and Tour Agents (NATTA)
4. Nepal Association of Tour Operators(NATO)
5. Trekking Agents Association of Nepal(TAAN)
6. Pacific Asia Travel Association(PATA)
7. Nepal Freight Forwarders Association(NEFA)
8. Nepal Mountaineering Association(NMA)
9. Himalaya Rescue Association(HRA)
10. Restaurant and Bar Association of Nepal (RBAN)
11. Handicraft Association of Nepal (HAN)
12. Export Council of Nepal (ECON)
13. Association of Helicopter Operators (AHO)
14. Non Star Hotel Association (NSHA)
15. Boars of Airlines Representatives of Nepal (BARN)
16. Airlines Operators Association of Nepal (AOAN)
17. Nagarkot Naldum Tourism Committee (NNTC)
18. Thamel Tourism Development Board (TTDB)
19. Kathmandu Environment Education Project (KNED)
20. Porter Progress Nepal (PPN)
21. International Porters Protection Group (IPPG)
22. Bhaktapur Tourist Development Committee. (BTDC)
23. Durbar Square Tourism Development Committee. (DSTDC)
24. International Mountain Explore Connection (IMEC)
25. Tourist Guide Association of Nepal (TORGAN)
26. Association of Trans Himalayan Tour Operators (ATHTO)

27. Sagarmatha Pollution Control Committee (SPCC)
28. Association for Tourism (AST)
29. Nepal Mountaineering Federation (NMF)
30. Everest Summiteers Association (ESA)

(APPENDIX –IV)

Daily Newspapers and Magazines

-) Gorkhapatra National Daily
-) Rising Nepal National Daily
-) Kantipur National Daily
-) Kathmandu post National Daily
-) Annapurna Post National Daily
-) The Himalayan National Daily
-) Himalaya Times National Daily
-) Nepal Samacharpatra National Daily
-) Rajdhani National Daily
-) Himal fortnightly
-) Nepal weekly
-) Samaya Weekly
-) Times weekly
-) The Wildlife monthly

(APPENDIX –V)

Tourism related newspapers

- A. Holiday Monthly Tri Monthly
- B. Nepal Traveler Monthly
- C. Traveler Nepal Monthly

- D. Travel Trade news weekly
- E. Tourism News Fortnightly
- F. Sunrise Nepal Fortnightly
- G. Everest Nepal.com Fortnightly
- H. Nepal Parbat tri-monthly
- I. Info Nepal Monthly
- J. Samasti Nepal Fortnightly
- K. Trade Nepal Bimonthly
- L. Image Nepal Monthly

(APPENDIX- VI)

Journalists in Tourism

1.	Kanak Mani Dixit	20	Basanta Maharjan
2.	Ramesh Tiwari	21	Krishna Regmi
3.	Krishna Tamrakar	22	Ballav Mani Dahal
4.	Binod Babu Tiwari	23	Kalyan Bhandari
5.	Devi Prasad Panta	24	Sarad Pradhananga
6.	Bhimsen Sapkota	25	Rishikesh Dahal
7.	Bhimsen Thapaliya	26	Binod Paudel
8.	Ang Chiring Sherpa	27	Naresh Khapangi
9.	Sanjaya Neupane	28	Raman Grandan
10	Satendra Timilaina	29	Hari Raj Joshi
11	Mohan Singh Lama	30	Dr. Hari Shrestha
12	Dikshya Thakuri	31	Bikash Lohani
13	Sarina Maharjan	32	Narayan Bhandari
14	Shusil Bhattarai	33	Pramod Aayam
15	Yumash Sherpa	34	Madhav Gaire
16	Bhuwani Neupane	35	Himal Neupane
17	Khum Bahadur Subedi	36	Indra Gurung
18	Ramayata Limbu	37	Bishnumani Bhattarai
19	Krishna Adhikari	38	Madhu Sudhan Paudel

(APPENDIX-VII)**Government Organization**

1. Ministry of culture Tourism and Civil aviation
2. Tourism Industry Administrative
3. Civil Aviation Authority of Nepal.
4. Tribhuvan International Airport
5. National Academy of Tourism and Hospitality Management
6. Department of Immigration.
7. National Planning Commission
8. Tourist Police
9. Nepal Tourism Board
10. Tourism for Rura; Povretu Alleviation Program
11. Tourism Service Centre

(APPENDIX- VIII)

Awards for Journalists

Nepal Tourism Board Announces

Travel Writers of the Year & Destination Promotion Award-2006

Articles\ reports in the following 7 categories will be awarded to the Travel writers:

1. Eco-tourism
2. Pilgrimage Tourism
3. Adventure & Sports Tourism
4. Entertainment & Leisure Tourism
5. Rural Tourism
6. Culture & Heritage Tourism
7. Mountain Tourism

The articles published during the Fiscal Year 2062\063 (16th July 2005 to July 2006) in magazines/newspapers \ periodicals are only eligible for this contest. A Panel of the Judges consisting of the tourism experts constituted by NTB will decide the winners. The Judges decision will be final. The article (Original or photocopies) to be submitted to the NTB office.

ACRONYM

NTB	:	Nepal Tourism Board
ADB	:	Asian Development Bank
PATA	:	Pacific Asia Travel Association
NEFA	:	Nepal Freight Forwarders Association
NMA	:	Nepal Mountaineering Association
HRA	:	Himalaya Rescue Association
RABN	:	Restaurant and Bar Association of Nepal
HAN	:	Handicraft Association of Nepal
ECON	:	Export Council of Nepal
AHO	:	Association of Helicopter Operators
AOAN	:	Airlines Operators Association of Nepal
BS	:	Bikram Sambat
WTO	:	World Trade Organization
SCT	:	Supreme Commission for Tourism
JOINTPR	:	Journalists in Nepalese Tourism
FM	:	Frequency Modulation
VNY	:	Visit Nepal Year
TRPAP	:	Tourism for Rural Poverty Alleviation Program
FNJ	:	Federation of Nepalese Journalists
GO	:	Government Organization
NGO	:	Non Governmental Organization
INGO	:	International Non Governmental Organization
PCO	:	Public Call Office
FYP	:	Five Year Plan
UNESCO	:	United Nations Educational, Science and Cultural Organization
SASEC	:	South Asia Sub-regional Economic Cooperation
PRSP	:	Poverty Reduction Strategy Program
NPA	:	National Planning Commission

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