

**PURPOSES OF TOURIST VISITS TO NEPAL AND NTB's
PROMOTION EFFORTS**

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RECOMMENDATION

This is to certify that the thesis

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Entitled

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EFFORTS"**

*has been prepared as approved by this department in the prescribed format of Faculty of
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I hereby declare that this thesis entitled

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submitted to People's Campus, Faculty of Management, Tribhuvan University, is my original work prepared for the partial fulfillment of requirement of the Master in Business Studies (MBS) under the supervision of Lecturer Mr. Arhan Sthapit, People's Campus, Tribhuvan University.

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Gunjan Shrestha

Date:.....

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ACRONYMS

BBC	British Broadcasting Corporation
CEO	Chief Executive Officer
CD	Compact Disc
CNN	Cable News Network
DNC	Destination Nepal Campaign
DVD	Digital Video Disc
GDP	Gross Domestic Product
MoCTCA	Ministry of Culture, Tourism and Civil Aviation
MS	Microsoft
NTB	Nepal Tourism Board
NTY	Nepal Tourism Year
PATA	Pacific Asia Travel Association
PR	Public Relations
ROM	Read Only Memory
UNWTO	United Nations World Tourism Organization
UNESCO	United Nations Educational, Scientific and Cultural Organization
WHS	World Heritage Sites