

INTRODUCTION

1.1 GENERAL BACKGROUND OF THE STUDY

Tourism is one of the important industry of the world economy. It is all about travelling. Traveling means traveling places which are far away from home. Travelers are tourists. There are many recreational, educational, cultural, regional and business purposes for tourism to happen. Whatever the purposes may be, it is very sure that it does generate lots of opportunity to people of places where tourists visit. It is said that every one of the sixteen of world population is engaged with this industry. It is employment generating industry to all round where self employment flourishes and service oriented businesses come to exist with product quality to tourists/ visitors.

Tourism not only generates employment but also revenues and foreign exchanges to host country. It brings mutual understanding between different people of different countries and places as they get interacted with each other. It is like making this world smaller by doing friendship. This is some kind of developing peaceful environment to the world.

It has lots of definitions but all definitions hover round travelling and travelling people and their activities. One billion tourists have travelled the world in 2012. UNWTO revealed the actions tourists can take to ensure their trips benefit the people and places they visit, as voted by the public. That's why, Promotion of tourism is important.

Nepal is a small country sized 147,181 square kilometers. It is situated in between India and China. It has population of about 26 million. It is landlocked. It is on the path of republic after great people movement which threw monarchy away in year 2006 A.D. Even though it is tiny, it is a huge surprise for all of the world. It is blessed by natural and cultural phenomena. It has the world's highest peak- Mount Everest and the deepest valley- Arun Valley. It is the place where 8 out of 10 world's highest peaks are resting in North. There is four UNESCO World Heritage Sites (WHS) in Nepal. Of these four

WHS, two are in the cultural category and two are in the natural category. In cultural category, the seven monuments of the Kathmandu Valley (together counted as one WHS) and Lumbini- the birthplace of Lord Buddha are included. The Kathmandu Valley WHS comprises of three historical palaces of Kathmandu Durbar Square, Patan Durbar Square and Bhaktapur Durbar Square; two Bhuddhist stupas- Swayabhunath and Boudhanath; two Hindu temples Pashupatinath and Changunarayan. Whereas, in natural category, Chitwan National park and Sagarmath National Parks are registered.

Being culturally rich by Nepalese, Nepal is a country of art abode. There are lots of temple of Hindu gods and goddesses. They all are beautiful works of art. They all are given treatments for labeling them all with 'made in Nepal'. They are adorned with identifying architectures. Particularly, the use of *ankhi- jhyal* in temples have Nepalese style to bring out peculiarity in work of art. The style of roofing and pillars have their own stories to tell. There are also some derived forms of neighboring countries to feel as some were made by foreign hands. But all in all impart a unique styling of art. Likewise, Buddhist temples have their own uniqueness. A famous example is Swayambhunath temple where Buddhism and Hinduism are living together as a beautiful fusion work of art with great message of religious tolerance. There are many beautiful example of temples, old palaces, alleys where uniqueness of art can be learned. A potter's clay work also can give an image of identification while searching the unique way of art in Nepal.

Nepal is itself a tour within and tourist can find lots of travel life happening when they are in. Tourists of Nepal can travel for trekking and mountaineering, rafting, hiking, paragliding, pilgrimage, business, mountain flight, sight-seeing, jungle safari, official, conference, culture, and many more adventurer and recreational purposes with holiday purpose as well. Purposes of tourist interact with different individual characteristics and they impart at the same time different scope of business environment. Rafting, trekking, mountaineering, paragliding, bungee and other sporty purposes deals to sport business and its people. Pilgrimage and culture brings hospitality and religious points on high. Business, conference, official purposes together work their respective field with mutual business advantages and so on. Thus, Nepal can attract many people to its door for many purposes and for all of them marketing should be done. It is not a matter of promotion

from these individual businesses. Definitely they do all matter, but they individual cannot help themselves. It should be backup by national organization which has private and public sharing. NTB is thus an organization which has got trust of both private and public sectors. Its promotional effort count in this matter.

Nepal Tourism Board is a national organization established in 31st Dec., 1998 by an act of Parliament in the form of partnership between the Government of Nepal and private sector tourism industry to develop and market Nepal as an attractive tourist destination. The Board provides platform for vision-drawn leadership for Nepal's tourism sector by integrating Government commitment with the dynamism of private sector. NTB is promoting Nepal in the domestic and international market and is working toward repositioning the image of the country. It also aims to regulate product development activities. Fund for NTB is collected in the form of Tourist Service Fee from departing foreign passengers at the Tribhuvan International Airport, Kathmandu, which keep it financially independent. The Board chaired by the Secretary at the Ministry of Tourism and Civil Aviation consists of 11 board members with Five Government representatives, five private sector representatives and the Chief Executive Officer.

NTB is a major promoting organization of Nepal. Its promotional activities do count as it is an official brand creator of Nepal to the rest of the world. 'NATURALLY NEPAL- ONCE IS NOT ENOUGH' is a latest label for Nepal by NTB.

NTB has been public and private partnership national organization from its very operational date since 1999. It has been working for promotion of Nepal's tourism industry via different mediums of promotion. It does publish newsletters, brochures, booklets, leaflets, pamphlets; and it does seminars and expos as well. It has branded Nepal as NATURALLY NEPAL- ONCE IS NOT ENOUGH. There are history of its active involvements of organizing DNC 2002 & 2003 (2002-2003 A.D.) and NTY2011 (2011 A.D.). Besides these two major country-wise tourism celebration years, there are event like Visit Pokhara Year 2007, Visit Lumbini Year 2012, Annual International Sagarmath Day (which is celebrated on May 29 every year since 2008) and others. All these events are promoted and thoroughly inspected by NTB. It does review its own

movement and its partners' activities as well. It is an organization of workability and a rendezvous of all tourism affiliated organizations of Nepal.

1.2 STATEMENT OF PROBLEMS

NTB is private and public owned national organization. Its activities are very important for promotion of tourism Nepal. As Nepal is very well received country by visitors for its natural and cultural beauties, it has lots of scope to flourish. Flourishing tourism brings employment and revenue to country. Of course, Tourism is 'golden goose that lays golden eggs'.

Every visitors has a purpose to visit. Visiting purposes are ample. They can be for holiday/pleasure or adventure or educational or official or business and many more. Nepal has lots of places to explore and can create lots of traditional and modern types of activities to tourists. It needs- a proper infrastructure development, a proper management, a proper law and its implementation, efficient human resources and very inevitable one is- Promotion.

As NTB is a promoting agent for Nepal tourism industry, its activities do count on the feedback of the arrival of tourists to this country. However, Tourism marketing also depends on partnership. Thus NTB alone cannot accomplish all in all plans. There are political and social boundaries, and their respective problems which frequently come to the way.

Tourism is very lucrative but sensitive. Here, problem statements under NTB's promotion and purpose-wise visit are summarized. They are as follows;

- NTB is doing promotions but there are needs of high note as there are other country markets also available to replace Nepal.
- Some private tourism sections think they can alone work to promote their business. But in fact, it is not like that.

- Purposes of visits can be ample. They are some found or can be found, but not developed sufficiently and well-promoted. Like- kayaking, skiing, mountain biking, cultural program participation to visitors and others.
- Tradition forms like print marketing are highly used. There is need of e-marketing and other digital modern forms of marketing to get on top of them at present.

1.3 OBJECTIVES OF THE STUDY

Every study has a reason. It does have objective. Likewise, this thesis study also has objectives to assess trend of tourist visits on purpose-wise and NTB's promotion efforts. In this way, objectives are generated as follows;

- To identify the purposes of tourist visits.
- To explore highly popular purposes of tourist visits.
- To evaluate NTB's promotion efforts and budget.
- To identify problems on promotions and possible remedies.

1.4 SIGNIFICANCE OF THE STUDY

At present, tourism is a great economic activity. It does has an important place at each and every parts of the world. Likewise, Nepal is not an exceptional. Nepal is an agro-based country and is far lagging behind to automation of other industrial production. It is a poor competitor for competing with other parts of world and even with neighbor countries- India and China for mass production. However, it can fully exploit its own natural and cultural richness and can generate employments and revenues by investing on tourism.

Tourism needs tourists. Tourists arrive for some purposes. Nepal definitely can provide purposes to visitors. This study will show purposes of tourists in Nepal. Likewise, tourism needs promotion. It should be by a reliable promoter. That promoter is none other

than NTB. This study deals with the promotion efforts of NTB. As a whole, this study will purely deals with purposes of tourist visits in Nepal and NTB's promotional efforts.

This study can be further directed to any of other studies which needs will be reported for checking purposes of tourist arrivals in Nepal and those which are in search on NTB's promotion efforts or both for references. This study will generate some suggestions as well for topping promotional needs at present context by NTB. It will highlight the Promotion as a best measure for success in tourism.

1.5 LIMITATIONS OF THE STUDY

As it is for partial fulfillment of MBS degree, the time guides to develop something compact. However, this thesis study will try to reach most available data and compilation to its optimum point will be done. Most reliable web materials will be feeds for information gathering and resourceful interaction's result will be done as far possible. The study will more based on secondary data with primary collection basis. Sources will be national statistical data, NTB's booklets, newsletters, websites, past research-works with more or less similar type of topics, magazines, news-bulletins and other possible secondary helpful materials. Primary data will be collected for quantifying promotional efforts via interviewing the resourceful persons at NTB. Presence of secondary data will also be used in this case.

Thus, the study gets limitations as follows:

- Tourist arrival by Purposes of visits will be tabulated till 2011 from 1991.
- Promotion efforts of NTB will be from 1999-2012 as far they are available.
- Promotion budgets of NTB are of 2008-2011 will be in use to highlight its relationship with total tourist arrival in Nepal.

REVIEW OF LITERATURE

2.1 CONCEPTUAL REVIEW

The main purpose of review of literature is to understand a sphere of the interest subject. It not only generates the knowledgeable concept but makes the subject more understanding and workable. It digs off the hole from mist to clear idea and helps to work on it. It envisages the functionality on particular subject- matter by adding up questions that can be answers further more. As topic can further more presented and studied on different prospects, reviews make familiarization and understanding to past works of other researchers on similar kind of topic. Some twists comes along as extensive and exhaustive reviews are done on that particular subject matters. A new idea of researchable contents are then developed.

The literature review as above stated is birth-place of concept. It helps to check out whether there are any studies had happened before on similar kind of subjects. If yes, what further can be done. It is like checking out what can be done on particular subject by adding up more or if there are none, new thoughts will be presented by suitable research designing on both kind of urgencies. Terminologies get clearer interpretations in library workouts while reviewing literature.

In order to rationalize my thesis, I have realized the needs of the conceptual idioms developed over-

- Tourism
- Tourism Marketing
- Tourism in Nepal
- Purposes of Tourist Visits to Nepal
- NTB and its promotion efforts

They are all done via library searches through thesis, journals/articles, books, newsletter and websites.

2.1.1 General Concept of Tourism

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their unusual environment for not more than one consecutive year for leisure, business and other purposes(WTO, 1995).

Theobald (1994) suggested that "etymologically, the word *tour* is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix *-ism* is defined as 'an action or process; typical behavior or quality', while the suffix, *-ist* denotes 'one that performs a given action'. When the word *tour* and the suffixes *-ism* and *-ist* are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist." (Theobald, 1998)

In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."(Hunziker & Krapf, 1942). In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."(Beaver, 2012). In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

In 1994, the United Nations classified three forms of tourism in its *Recommendations on Tourism Statistics*: (New York: United Nations, 1994)

- Domestic tourism, involving residents of the given country traveling only within this country.
- Inbound tourism, involving non-residents traveling in the given country.

- Outbound tourism, involving residents traveling in another country.

UNWTO believe that tourism is one of the few economic sectors in the world growing strongly, driving economic progress in developing and developed countries alike and, most importantly, creating much needed jobs (NTB, 2012).

One billion tourists have travelled the world in 2012, marking a new record for international tourism - a sector that accounts for one in every 12 jobs and 30 percent of the world's service exports (NTB, 2013).

2.1.2 Tourism Marketing

When making the choice to take a vacation, it is nice to have information available about the location. People often look to chambers of commerce or a city Web site for this information. These are highly useful tools for what is known as tourism marketing (Knowlden-Thomas, 2013). Further, Knowlden-Thomas(2013) points out;

- As cities and regions want to attract more visitors, they look for creative and effective ways to let travelers know what attractions and amenities they offer. This is tourism marketing.
- For tourism marketing to be successful and effective, it needs to serve the needs of the visitor it is trying to attract and the organization producing the material.
- The point of these marketing resources is to promote what the resort, city, state or region has to offer in an appealing, yet honest manner.
- It is important to highlight the desirable aspects of a location without making too lofty promises or painting an unrealistic picture for the tourist. This will lead to less tourism in the long run.
- Ultimately, a successful tourism marketing campaign is able to provide economic benefits for those who live in the area while attracting visitors, new citizens and businesses.

2.1.3 Tourism in Nepal

Nepal is one of the richest countries in the world in terms of bio-diversity due to its unique geographical position and altitudinal variation. The elevation of the country ranges from 60m above sea level to highest point on earth, Mt. Everest at 8,848 m, all within a distance of 150 km resulting into climatic conditions from sub-tropical to arctic.

Nepal occupying only 0.1 percent of the total landmass of the earth is home to-

- 2 percent of all the flowering plants in the world.
- 8 percent of the world's population of birds(more than 848 species)
- 4 percent of mammals on earth
- 11 of the world's 15 families of butterflies(more than 500 species)
- 600 indigenous plant families
- 319 species of exotic orchid

(NTB, 2011)

Until 1950, the concept of tourism was unknown to Nepal. Along pilgrimage routes 'dharam shalas' were constructed by local people. As measure of value set in providing services, 'dharam shalas' are still built by villagers as projected on remote and lovely spots. The races, like Newars and Shakyas, developed the first kind of hotels (Wake, 1975).

Today tourism has become a major enterprise in Nepal. It is an economic backbone of the country and has been priority wise placed at fourth position in the Ninth Five Year Development Plan(1992-2007) (Kakshapati,2001).

Government of Nepal has rolled out new Tourism Policy 2065 which intends to reinforce Nepal as an attractive, beautiful and safe destination in international tourism map (NTB, 2009).

The Nepal Tourism Year 2011(NTY 2011) Committee has proposed the government to grant public holiday on The inauguration day on January 14 to make it a national celebration (THT, 2011).

International renowned travel guidebook Lonely Planet has listed Nepal's Mustang as one of the top three regions in Best in Travel 2013. It says that it is a last chance to see the 'forbidden kingdom' where the completion of road connection between Mustang and China in the north and the rest of Nepal to south will make all the difference to the remote region (NTB, 2013).

Ambassador of Poland to Nepal, Piotr Klodkowski has said that Nepal's future lies in tourism industry (Ibid).

2.1.4 Purposes of Tourist Visits to Nepal

According to Nepal's Ministry of Tourism, major tourist activities include wilderness and adventure activities such as Mountain biking, Bungee-Jumping, rock climbing and mountain climbing, trekking, bird watching, flights, paragliding and hot air ballooning over the mountains of Himalaya, exploring the waterways by raft, kayak or canoe and jungle safaris especially in the Terai region (Wiki, 2013). UNWTO reveals that actions tourists can take ensure their trips benefit the people and places they visit (NTB, 2013).

However, we can classify purpose of visits, in accordance with Nation Tourism Statistics 2011, to Holiday/Pleasure, Trekking and Mountaineering, Business, Pilgrimage, Official, Convention/Conference, Rafting, Others; and Not Specified as Nepal Tourism Statistics, Ministry of Culture, Tourism and Aviation.

2.1.5 NTB and its Promotion Efforts

Nepal Tourism Board (NTB) Act, 2053, was passed by both the houses of the parliament in December 1996, and obtained Nepal Government Seal in February 1997. The Board replaced the then Department of Tourism. Designed as a partnership between the Government and the private sector travel Industry of Nepal, NTB was empowered to work as a National Tourism Organization (NTO) since Dec. 31, 1998 (NTB, 2012).

ROLE OF NEPAL TOURISM BOARD (NTB)

NTB has certain statutory responsibility assigned by the Nepal Tourism Board Act 2053BS, which are as follows:

- To develop and introduce Nepal as an attractive tourist destination in the international market place.
- To promote the tourism industry in the country while working for the conservation of natural, environmental and cultural resources.
- To work towards increasing the gross domestic product and foreign exchange income by means of promoting the tourism industry.
- To work towards increasing the employment opportunities in the same industry.
- To develop Nepal as a secure, dependable and attractive travel destination by establishing a respectable travel trade community.
- To work towards providing quality services to the tourists visiting Nepal.
- To study bottlenecks against the same by means of conducting research and getting some important measures adopted to address the problems.
- To promote and develop institutions for the promotion of the tourism industry.

The Act also defines the Board's ancillary responsibilities that allow it to undertake a wide range of developmental functions within Nepal and marketing activities both in Nepal and overseas. These responsibilities also stress the Board's consultative and advisory function (Ibid).

NTB received the 2012 PATA Gold Awards for DVD ROM category at 2012 PATA Gold Awards hosted by Macau Government Tourism Office in Kuala Lumpur, Malaysia. One of the Judges praised the content and graphics on the Nepal DVD ROM as a great way of showcasing information in a creative and highly interactive way. Nepal Tourism Board's Interactive DVD ROM is part of this initiative in promoting and showcasing what Nepal has to offer. The Interactive DVD ROM features information on various outdoor activities in Nepal such as trekking and mountaineering, rafting and kayaking, as well as useful information on tourism related services, facts for visitors and suggested itineraries for travelers(Ibid).

NTB (2012) further informs PROMOTIONAL MATERIAL PRODUCED IN 2012 are;

1. English Traveler Information

2. Travelers Info (Thai/ Chinese/ Korean/ German/ Japanese/ Spanish/ Russian / Dutch/ French)
3. World Heritage Sites in Nepal
4. National Parks
5. Rafting in Nepal
6. Cultural Treasures of Nepal
7. Cultural Treasures of Nepal
8. Natural Treasures of Nepal
9. Amazing Adventures
10. Himalayan Peaks in Nepal
11. Shopping in Nepal
12. Rural Tourism Guide book
13. Paradise Pokhara
14. Lumbini
15. Janakpur
16. Poster- Mt. Everest/ Bhaktapur/ Lumbini
17. Tourist Map of Nepal
18. City Maps - Kathmandu
19. Postcards- Highest Peaks of the World
20. Folder
21. Travel Tips
22. MICE Tourism
23. Spiritual Tourism
24. Coffee table Book
25. Non Woven Fabric Bags
26. Interactive DVD ROM
27. Vibes in Nepal (DVD)

NTB (2012) further adds ACCOLADES EARNED BY NEPAL 2011/2012 are;

- Lonely Planet- Nepal is one of the "Best Value Destinations for 2013"

- Modern Maturity (America's largest circulated magazine) calls Annapurna Trail - one of the best 12 walks in the world
- PATA Gold Award for CD ROM (2000/05/12)
- BBC Holiday- 50 place to see before you die
- Nepal's *rakshi* in top 50 drinks- alcohol drink of the world
- National Geographic Adventure Magazine "One of the Best Countries for Adventure Destination in the World"
- CNNGO.com-2011"One of the ten best trips for 2011"

2.2 REVIEW OF RELATED STUDIES

There are some valuable results also are available about Nepal and Nepal's Tourism Industry. They are obviously suitable to quote here again for making the whole study moving on to the demanded direction. It is decided to be included as its links are with NTB and its promotion result to its present and potential tourists. Some of them talk about endowments of Nepal which are signals of readiness to the tourism market by proper exploitation of all of them while marketing to the rest of the world about their presence in Nepal. They all get their respective spaces on concluding process. It definitely makes the study very clear and recommendations very factual.

www.trekkingnepals.com informs us that, Nepal has several Travelling places which are recorded in Guinness Book of World Record. They are summarized as below;

Highest Peak of the World is Mt. Everest (8848 meters), Solukhumbu, Sagarmatha Zone. Deepest Gorge in the World is Dana Gorge, Myagdi at 1200m. Lake situated in the highest altitude is Tilicho Lake, Manang at 4919 meters. Deepest Valley of the World is Arun Valley at 457 meters, which is situated 8391 meters deeper than Mt. Everest. Highest Fall is Silghudi Falls, Dolpa of 167 meters. River originated from the highest point is Arun river, 8012 meters. originated from the highest point and touches the lowest point. Valley in the highest place is Nana Gaon at 5739 meters. Highest Mountain Range Starts from Nambra Bakha at 7756 meters to Nanga Parbat 8126 meters. It includes 17 highest peak of the world above 8000 meters.

Further adding, highest Fishing Destination is Rara Lake, Mugu at 3000 meters. Highest Canyon is Luluko canyon, Manang. National Park at highest altitude is Sagarmatha National Park at Solukhumbu district. Hotel in highest altitude is Hotel Everest View. Airstrip in the highest point is none other than Syangboche Airstrip at 3874 meters. Bird and mushroom only found in Nepal are Spiny Babbler and Trafina Nepaliserina respectively.

Barahi, Fan, Hung, Malla, & Yeung (2011) write on as; Nepal borders India in the South and China in the North. 29.4 million Nepalese live in a country, which is the size of the US State Arkansas. Socially, the country is diverse with 103 castes and ethnic groups and 92 living languages. It is also youthful, considering that 50 percent of its population are below 21 years. Economically, Nepal has GDP of \$7.3 billion and GDP/capital of \$254. Agriculture, which comprises 1/3 of the GDP, employs 2/3 of the population. The growth rate is 3.5 percent and quarter of its population is below the poverty line of \$2/day. Politically, the country has maintained a unitary and centralized structure for the last six decades until it became a federal republic in May 2008. In Nepal's multiparty system, Nepali Congress, Nepal Communist Party – United Marxist Leninist, Nepal Community Party – Maoists and Madhesi Jana Adhikhar Forum are the four largest parties in the current Constituent Assembly. The new constitution to be promulgated in May 2011 will outline the new federal and decentralized structure, paying particular attention to the striking social and economic variance.

Historically, Nepal tourism has relied heavily on word-of-mouth of tourists as the key channel for its marketing. Based on surveys conducted by the Nepal Tourism Board, among the visitors to Nepal, 47 percent cited that friends and family were their most important sources of information on Nepal. The more massive media or proactive channels including advertising, TV, tour operators were only considered by 2 percent, 6 percent and 17 percent of the tourists respectively as their key sources of information on Nepal tourism. This result can be a potential positive as it shows that Nepal generally offers good word-of-mouth, and word-of-mouth is often the most powerful channel for viral marketing. Indeed, 96 percent of survey respondents are satisfied with their travel experience in Nepal. But this result also shows that imbalance does likely exist in the

current marketing channel mix, and there is huge room for Nepal's government and industry players to strengthen their marketing efforts. Indeed, marketing efforts by the government and industry players have a huge advantage that word-of-mouth marketing hardly has, i.e. the ability to control and shape the message. So far, the word-of-mouth marketing has enabled Nepal to portray an image of an attractive backpacking destination to prospective tourists. But to upgrade this tourist base and bring in more tourism revenues, Nepal's government and industry players need to play a much more active role to position Nepal and deliver the country's best aspects to the global tourist community (Ibid).

At the moment, the efforts of these agencies and players were plainly ineffective. For example, the Nepal Tourism Board (NTB) has actually been offering helpful content to tourists, in the sense that 84 percent of the tourists who visited the NTB's website found it useful. Yet, only 11 percent of all visitors to Nepal had visited the NTB's website prior to the visit. This anecdote shows that the NTB is unable to draw traffic to the quality content it provides. Similarly, 89 percent of visitors surveyed have never heard of NTB's slogan for Nepal, "Once is not enough", but 80 percent of the visitors believe the slogan represents Nepal well (Ibid).

According to Online publication of ekantipur (2012), Nepal Tourism Board's projected budget for this fiscal year has jumped 59 percent to Rs 616 million as a result of surging tourist arrivals. The country has been seeing a continued growth in the number of tourists for the last three years. The budget for the last fiscal year was Rs 388 million. NTB generates most of its resources from fees collected from tourists. Although, NTB has been mandated to spend its revenues to promote Nepal in the global arenas, travel trade entrepreneurs say it has not been able to fully utilize its resources. Around 40-45 percent of NTB's annual budget is spent in promotional activities. The healthy revenue growth has given NTB ample opportunity to formulate an effective marketing strategy and carry out other necessary work to lure more tourists. But travel trade market watchers and even top NTB officials doubt whether the resources would be utilized fully as it is not sure when the NTB board would endorse the proposed budget. The NTB board has been unable to endorse a full budget due to its internal problems. It has however spent one-

third budget. NTB officials and the travel trade entrepreneurs said the ongoing power tussle among NTB board members has been affecting all promotional activities.

According to the board, last fiscal year, more than Rs 170 million was spent for international promotional activities. And, the budget for the purpose for this fiscal year has been proposed Rs. 250 million.

NTB has also been criticized for focusing on convention markets like India and others in last few years and not effective to explore other new markets. It is due to the delay in appointing a chief executive, internal problems on the board and political interference, among other issues. They have restricted NTB to hold effective campaigns to attract tourists. Tourist movement has increased significantly over the last two years, but volume what can be termed as ‘mass tourism’ failed to increase the country’s revenue. Nepal Tourism Year (NTY) last year may have brought a record number of tourists, but their average per day spending dropped to a 10-year low. NTB is suggested to attract high-end visitors rather than pouring money into the mass tourism segment, adding NTB should now develop an effective strategy to go beyond its traditional markets.

NTB accepts that, at present NTB has been focused on Indian and Chinese markets as there are no promotions as well as flight connectivity even though visitors from different parts of the world are willing to come here. NTB's spokesman accepts that NTB is focusing on two neighboring countries as they are responsive and consistent. It further says NTB is conducting promotional activities in other areas, but irregularly.

Of the total income, NTB has projected collecting Rs 375 million from tourists. Similarly, Rs 149 million has been raised from distribution of the Trekkers Information Management System card and Rs 17 million was raised from travel trade participation fee. NTB is planning to double its fees from Rs 500 to Rs 1000 from tourist coming via air.

RESEARCH METHODOLOGY

Research methodology is defined as the method and process applied for entire aspects of study held in particular time period. It systematizes the study by solving research problem under a particular research design format

Research design, nature of data source, method of data collection, and data analyzing tools and process get discussed in this chapter.

3.1 RESEARCH DESIGN

Every research study needs a design which it follows to get developed and to get completed. This study is all about 'purposes of tourist visits to Nepal and NTB's promotion efforts'. This study is based on *Descriptive and Analytical (Correlation) Design*. It tries to find facts and tries to analyze them.

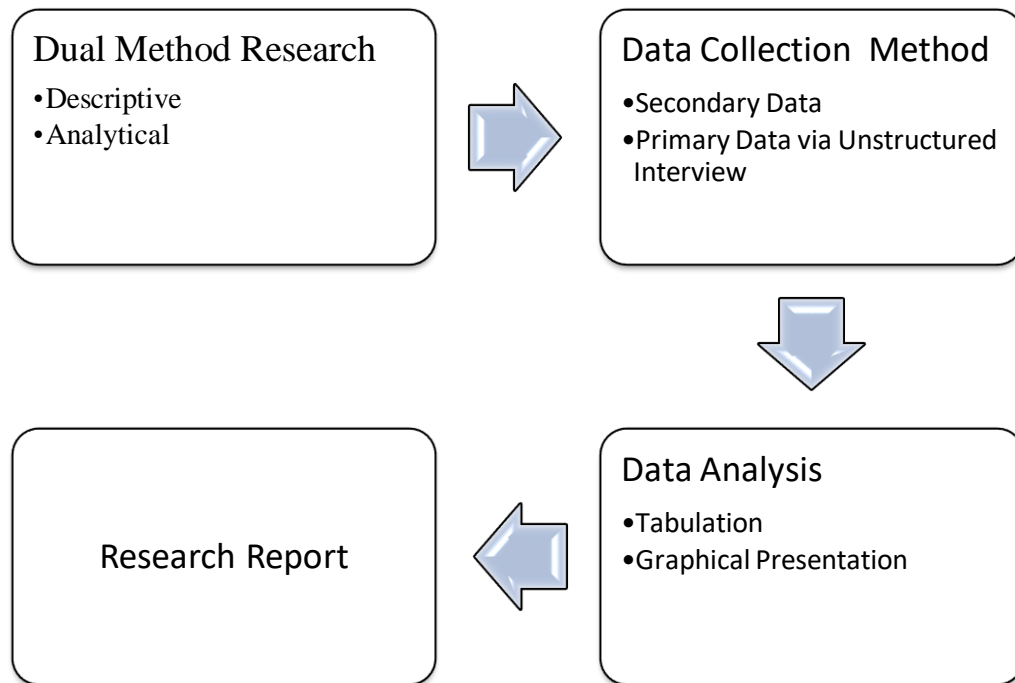
The main purpose of this research study to find facts on 'purposes of tourist visits to Nepal' and 'NTB's promotion efforts'. For this reason, past records of arrival of tourists by purposes are on use. But, as the quantifying data under the NTB's promotion efforts is rare, data obtained by primary approach get credited.

Survey is conducted in the form of interviews (unstructured) to PR and Publicity department of NTB for finding out the promotion efforts of NTB from very beginning of its operation in Nepal since 1999 A.D. As the purpose visits of tourists are already existed, they are further analyzed to see which purpose is strong and which one is weak for that particular year. It will highlight the role of NTB in promotion and its effects on swifts of purposes to visit to Nepal and further urgencies.

The relationship between NTB promotion budget and Tourist arrival are also sought out to find out whether spent promotion budget of NTB does have any effects over tourist

arrival in Nepal. This idea is developed to explain the NTB's presence in Nepal for Tourism Marketing.

Figure 3.1 Basic way of start and End of Research is as follows:



3.2 STUDY AREA AND DATA SOURCE

The study is based on primary and secondary data both. As it is about tourism and tourists in Nepal, the main secondary data source is National Tourism Statistics 2011 (Annual Statistical Report).

Primary data source is none other than NTB. The data collected through unstructured interviews with PR and Publicity Department of NTB and its Research Department are used for study.

Pointing them sharply:

PRIMARY DATA SOURCE

- Interviews with concerned persons at NTB

SECONDARY DATA SOURCE

- National Tourism Statistics, Ministry of Culture, Tourism and Civil Aviation

3.3 POPULATION AND SAMPLING

The study encompasses the whole number of tourist visits to Nepal. The numbers get segregated into purposes as record basis from concerned authority of the country. It is very first section of study and it demands whole population. So whoever are recorded by concerned authority are feeds for the study.

Secondly, NTB's promotion efforts can only be by NTB. NTB is itself an only sample of population. As far as they delivered on the interview process, all promotion efforts are feeds for the study.

Hence, the study will work out with wholesome of population.

3.4 METHOD OF DATA COLLECTION

Data are both primary and secondary. Secondary data is suitably adapted for the reason study. And secondary data is already published one.

Primary data is collected by unstructured interview forms, which is obtained by in-office interview, with concerned authorities. However, the interviews are backed by reasons of quantifying the promotion efforts. They are thus up-to-date. Data so collected are suitable to use on study.

3.5 TECHNIQUE OF DATA ANALYSIS

3.5.1 Data Analysis Process

During data processing, the data so obtained on unstructured interviews are carefully generated and computerized. Data , on process , are worked on Microsoft Office Software. It goes on to MS Word 2007, MS Excel 2007. Secondary data also presented with help of MS Word 2007 and MS Excel 2007.

3.5.2 Data Analysis Tools

The study goes on describing the obtained secondary and primary data. But it does not go for any hypothesis testing. It does not try any statistical tools for explaining any relationships between 'purposes of tourist visits to Nepal' and 'NTB's promotion efforts'. But their respective data are analyzed with percentage and rank. In this process, relative changes are sought out and explanations over these results are given. However, correlation and regression analysis are not in use. It does not carry out any testing hypotheses nor make predictions nor explain any relationships of data with each other in this case. However, on other hand, correlation and regression analysis are carried out for explaining 'Tourist arrival' and 'NTB's promotion budget'. Here, relationship and prediction are statistically justified.

The study is thus both descriptive and analytical. In this process, several statistical tools are in use. They are;

- Percentage (%) figures are in use to present data in both tabulation and diagrammatic presentation; and Simple Average are in use to analyze central tendency of the data.
- Pie-Charts, Column-diagram and Line Diagrams are for diagrammatical presentation.
- Rank is for ranking the available data on distributions.
- Correlation is for 'promotion budget' and 'tourist arrival'. It will show that there is positive correlation between these two variables.
- Lines of regression for 'promotion budget' and 'tourist arrival'.

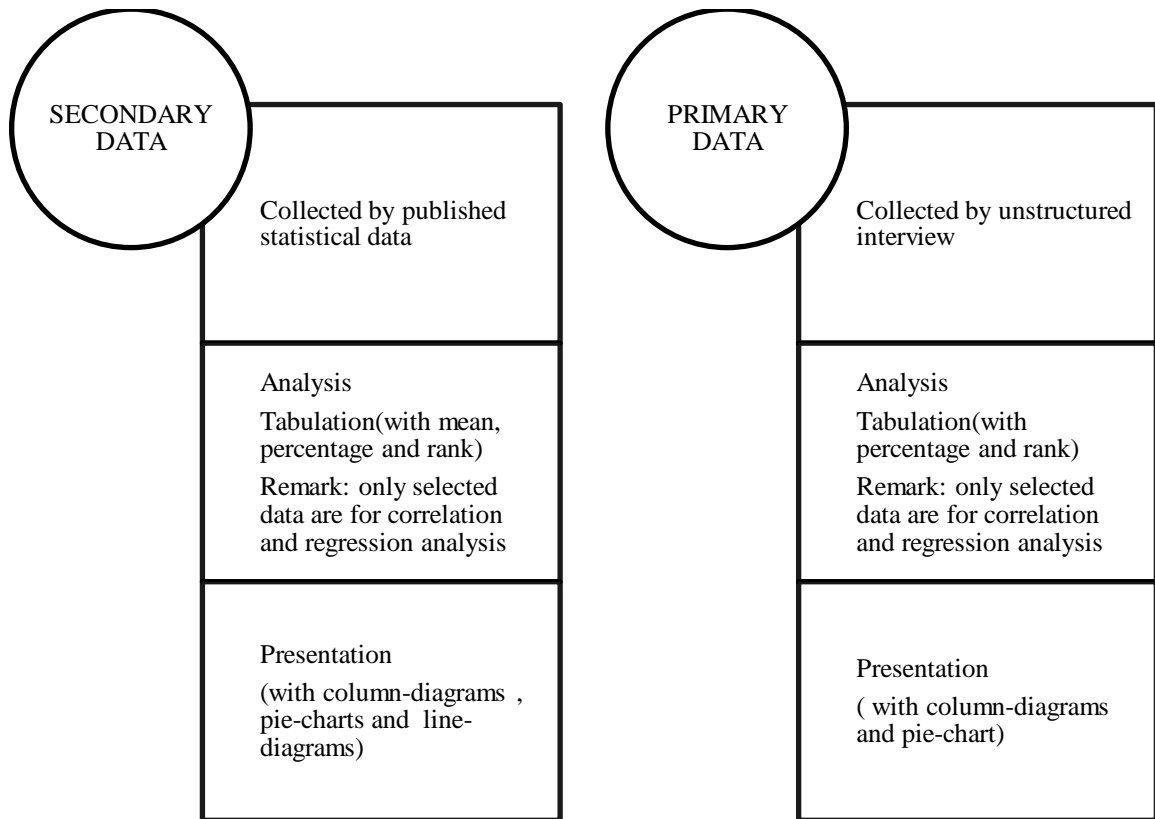
Chapter-4

DATA PRESENTATION AND ANALYSIS

In this chapter, the gathered data are presented in a suitable way to create a debate on promotion efforts. The data therefore found on secondary material are analyzed to present the void of NTB and presence of NTB in tourism of Nepal. Data of 'Tourist Arrival By Purpose Of Visit' is available from 1991 to 2011. These data are further segmented to 1991-1998 and 1999-2006 for finding out averages of visits by purposes during these years. They are segmented so, as these two time-guides are of 8 years intervals. 1991-1998 is before operation of NTB and 1999-2006 is after operation of NTB. Later data of 2007-2011 are also presented and analyzed. Further 1999-2011 is also highlighted. Data are tabulated and pie charts, column-diagrams, line diagrams are used. On other hand, primary data are also tabulated and presented on column diagrams and pie charts.

At the same time, there is further analysis for NTB's promotion budget and Total tourist arrival at every year from 2008 to 2011 consecutively. The data so obtained are suitably tabulated; and correlation and regression analysis are done. As these variables do not sound exact similar to title variables but they are complementary to research for observation on NTB's promotion effects on total tourist arrival. It will provide a platform for discussion over promotion is a best measure to tourism. It has also been stated on previous chapters (Chapter-1, Chapter-2 and Chapter-3).

Fig. 4.0 DATA ANALYSIS AND PRESENTATION



4.1 ANALYSIS OF TOURIST ARRIVAL BY PURPOSE OF VISIT (1991-2011)

4.1.1 ANALYSIS OF TOURIST ARRIVAL BY PURPOSE OF VISIT(1991-1998)

This analysis is done with the purpose to see the total of tourist arrival by purpose of visit from 1991 to 1998. It is going to find out which purposes of visits are strong or stronger during this time period and which are weak or weaker at the same time. The total is drawn by adding up all arrivals by purposes from 1991 to 1998 and their respective central tendencies, percentage and rank division of 8 years period are tabulated on Table 4.1.1. Column diagram on Figure 4.1.1(a) and Pie- Chart on Figure 4.1.1(b) are drawn to present the tabulated data. At bottom of all of three, the data description are provided.

Table4.1.1 DISTRIBUTION OF DATA OF TOURIST ARRIVAL BY PURPOSE OF VISIT
(1991-1998)

PURPOSES	TOTAL	MEAN	%	RANK
HOLIDAY/PLEASURE	1656806	207100.75	57.33	1
TREKKING & MOUNTAINEERING	601859	75232.38	20.83	2
BUSINESS	188654	23581.75	6.53	3
PILGRIMAGE	62517	7814.63	2.16	6
OFFICIAL	180994	22624.25	6.26	4
CONVENTION/CONFERENCE	39315	4914.38	1.36	7
OTHERS	159850	19981.25	5.53	5
	2889995	361249.4	100.00	

Source: National Tourism Statistics 2011, MoCTCA

Figure 4.1.1(a) Diagrammatical presentation of data of Table4.1.1

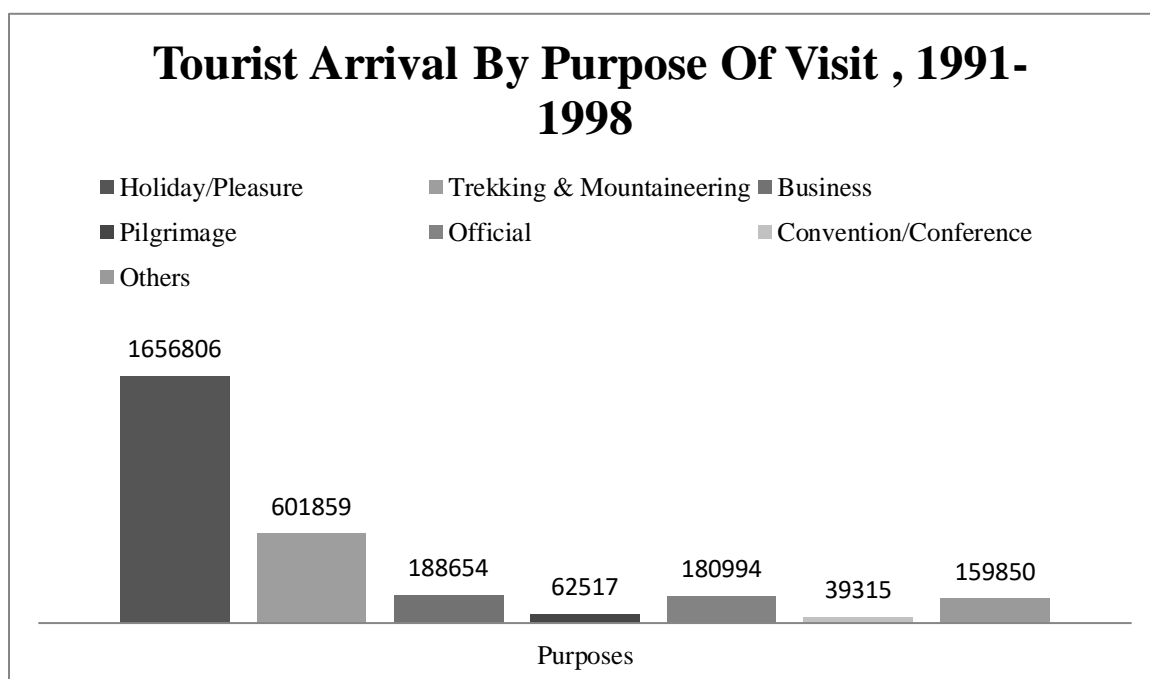
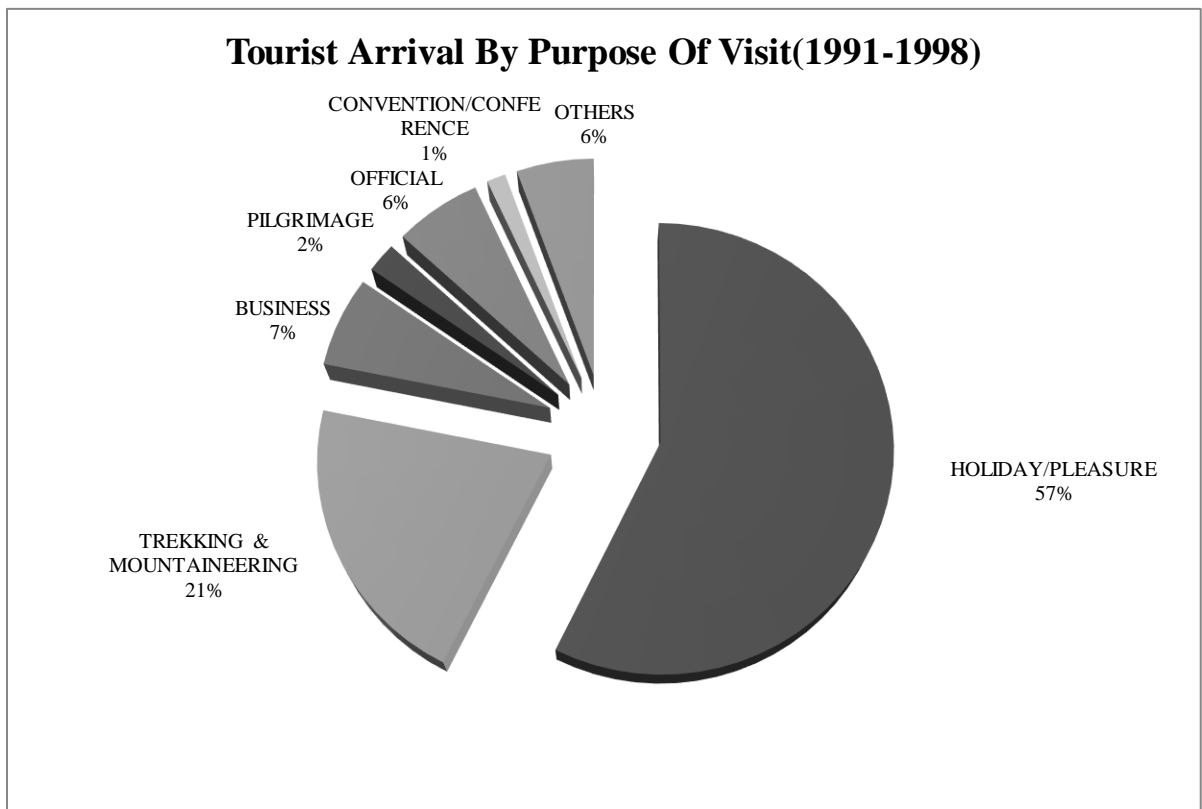


Figure 4.1.1(b) Diagrammatical presentation of data of Table 4.1.1



From table 4.1.1, figure 4.1.1(a) and 4.1.1(b) ; Holiday/Pleasure is high rank purpose of visit and it occupies 57.33 percent of whole tourists visited from 1991-1998. It is of 1,656,806. Trekking and Mountaineering come to second purpose of visit with 601,859 (20.83 percent). Likewise, Business, Official and Other come to 3rd, 4th and 5th ranked purposes occupying 118,654(6.53 percent), 180,994(6.26 percent) and 159,850 (5.53 percent) consecutively. Pilgrimage and Convention/Conference are last with 6th and 7th rank with total occupancies of 62,517 (2.16 percent) and 39,315 (1.36 percent) respectively. Thus, Holiday/ Pleasure is no.1 purpose of visit in during 1991-1998.

4.1.2 ANALYSIS OF TOURIST ARRIVAL BY PURPOSE OF VISIT(1999-2006)

This analysis is done with the purpose to see the total of tourist arrival by purpose of visit from 1999 to 2006. It is going to find out which purposes of visits are strong or stronger during this time period and which are weak or weaker at the same time. The total is

drawn by adding up all arrivals by purposes from 1999 to 2006 and their respective central tendencies, percentage and rank division of in these 8 years total period are tabulated on Table 4.1.2. Column diagram on Figure 4.1.2(a) and Pie- Chart on Figure 4.1.2(b) are drawn to present the tabulated data. At bottom of all of three, the data description are provided.

Table4.1.2 DISTRIBUTION OF DATA OF TOURIST ARRIVAL BY PURPOSE OF VISIT
(1999-2006)

PURPOSES	TOTAL	MEAN	%	RANK
HOLIDAY/PLEASURE	1415143	176892.9	46.03	1
TREKKING & MOUNTAINEER	650429	81303.6	21.15	2
BUSINESS	165178	20647.3	5.37	5
PILGRIMAGE	235159	29394.9	7.65	4
OFFICIAL	155451	19431.4	5.06	6
CONVENTION/CONFERENCE	11564	1445.5	0.38	7
OTHERS	441684	55210.5	14.37	3
	3074608	384326.0	100.00	

Source: National Tourism Statistics 2011, MoCTCA

Figure 4.1.2(a)Diagrammatical presentation of data of Table 4.1.2

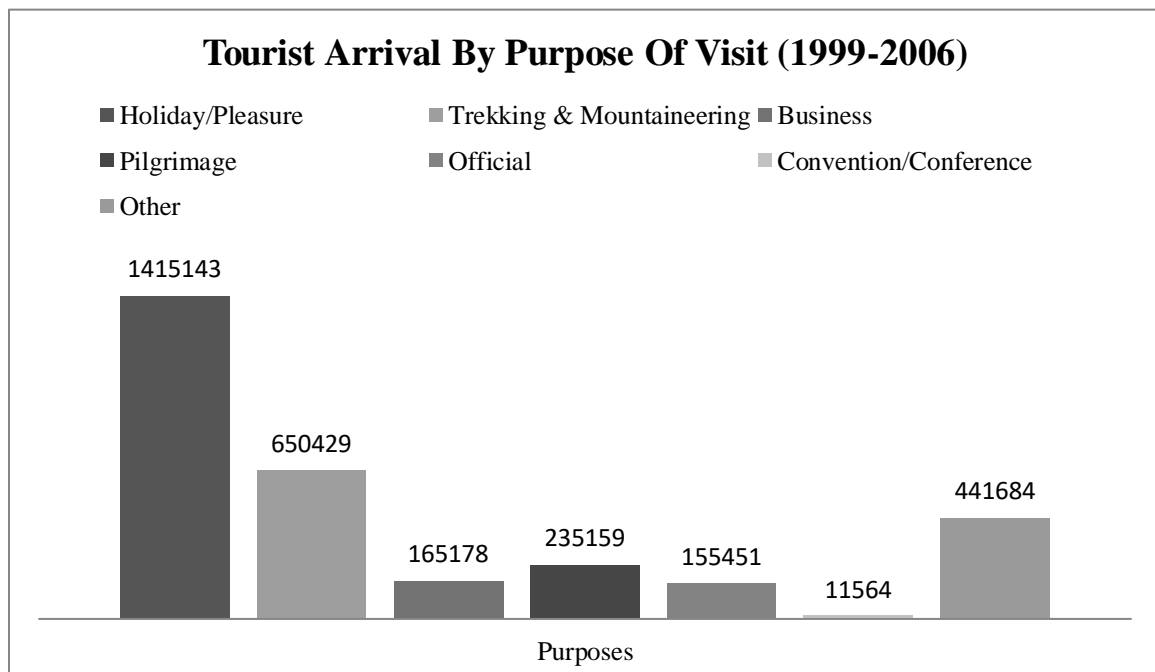
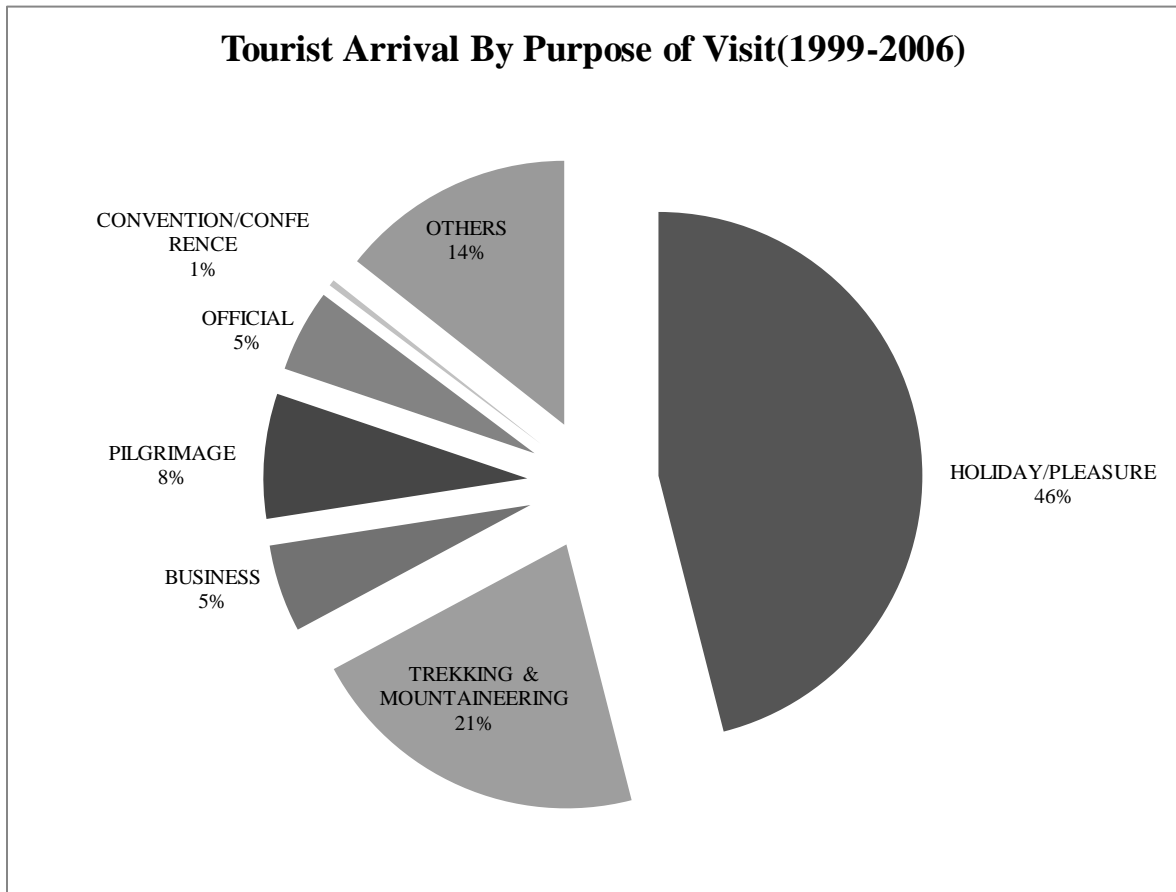


Figure 4.1.2(b) Diagrammatical presentation of data of Table 4.1.2



From the above tabular data presentation and diagrammatical presentations, Holiday/Pleasure is high ranked purpose of visit and it occupies 1,415,143 (46.03 percent) of whole tourists visited during 1999-2006. Trekking and Mountaineering come again to second purpose of visit with 650,429 (21.15 percent). This time, not like before, Others bag 3rd spot by occupying 14.37 percent and Pilgrimage is following for 4th ranking by occupying 7.65 percent. They build up by total they make 441,684 and 235,159 consecutively. Business, Official and Convention/Conference are last with 5th, 6th and 7th rank with total occupancies of 5.37 percent, 5.06 percent and 0.38 percent. Their respective total are 165178, 155451 and 11564.

4.1.3 ANALYSIS OF TOURIST ARRIVAL BY PURPOSE OF VISIT (1991-1998 & 1999-2006)

This is a comparison study section of above 4.1.1 and 4.1.2 analyses. In this analysis heading, all results of above finding are again tabulated and diagrammatically presented. They are done by keeping them side by side purpose-wise. In this way, changes become clear and can be described very well. Line diagram is used to present the data diagrammatically at Figure 4.1.3 with respect to Table 4.1.3. At bottom of these two, data are described.

It provides comparison of tourist arrival by purpose before operation NTB (1991-1998) and after operation of NTB (1999-2006). Here, percentage and rank are used in tabulation. Percentage figures on particular purpose visit of respective time period denotes only purpose visit of that particular time period. It does not have any relation with any total of another comparing time period. It is thus independent percentage figure to another comparing time period. Rank is also independent and deals with only the total of defined time period. These two figure are designed to see what are trends of purpose visits in these two comparing time period individually (1991-1998 and 1999-2006)

Table 4.1.3 DISTRIBUTION OF TOURIST ARRIVAL BY PURPOSE OF VISIT (1991-1998 & 1999-2006)

	1991-1998		1999-2006	
	Percentage %	Rank	Percentage %	Rank
Holiday/Pleasure	57.33	1	46.03	1
Trekking & Mountaineering	20.83	2	21.15	2
Business	6.53	3	5.37	5
Pilgrimage	2.16	6	7.65	4
Official	6.24	4	5.06	6
Convention/Conference	1.36	7	0.38	7
Others	5.53	5	14.37	3

Figure 4.1.3 DISTRIBUTION OF TOURIST ARRIVAL BY PURPOSE OF VISIT (1991-1998 & 1999-2006)

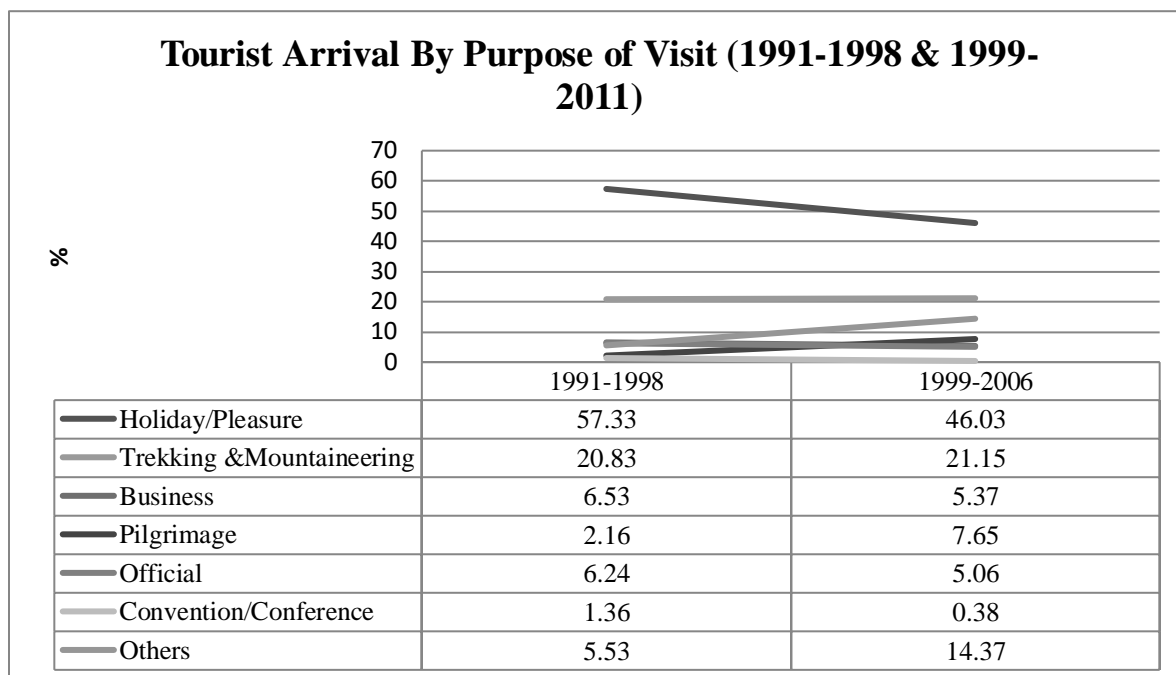


Table 4.1.3 and figure 4.1.3 indicate that there are switches in purposes even though the first two ranking is same on both sides. But their occupancies have changed- Holiday/Pleasure has dipped by 11.3 percent (46.03-57.33) during 1999-2006. Trekking and Mountaineering go up by 0.32 percent (21.15-20.83). Business has dipped down by 1.16 percent (5.37-6.53) and gets ranked down to 5 from 3. However, Pilgrimage is up by 5.49 percent (7.65-2.16) and ranks up to 4 from 6. Official and Convention/Conference are down by 1.18 percent (5.06-6.24) and 0.98 percent (0.38-1.36) respectively. Official ranks to 6 from 4 but Conv./ Conf. is same at 7. Others is hiked by 8.84 percent (14.37-5.53) and promoted to rank 3 from rank 5.

Thus, there are switches of purposes and also on their occupancies. It means the formations of tourist visits by purpose have changed during these two time periods. It does bring a meaningful conception about tourists' activities and purposes in Nepal are changing in these two time periods. It makes feel of NTB's presence in tourism marketing (promotion).

4.1.4 ANALYSIS OF TOURIST ARRIVAL BY PURPOSE OF VISIT (2007-2011)

Under this heading, Tourist Arrival By Purpose of Visit from 2007 to 2011 are studied and explained on tables and on figures. In tabulation, there is individual data presentation of 2007/ 2008/ 2009/ 2010/ and 2011 at Table 4.1.4(a) and its respective line diagram at Figure 4.1.4(a). Description of data are provided right underneath of these quoted table and figure. It is going to study individual trends of tourist visits by purposes in Nepal in these years all without combining them on total period.

But at Table 4.1.4(b), percentage and rank calculation are done by making 2007-2011 'A time period'. Diagrammatic presentations are done through Figure 4.1.4(b) and Figure 4.1.4(c) with respect to Table 4.1.4 (b). Again descriptions of data are underneath of these table and figures.

Table 4.1.4(a) DISTRIBUTION OF DATA OF TOURIST ARRIVAL BY PURPOSE OF VISIT (2007-2011) ON YEAR-WISE BASIS

YEAR (A.D.) PURPOSE	2007	2008	2009	2010	2011
Holiday Pleasure	217,815 (41.4)	148,180 (29.6)	40,992 (8.0)	63,082 (10.5)	30,210 (4.1)
Trekking & Mountaineering	101,320 (19.2)	104,822 (21.0)	132,929 (26.1)	70,218 (11.6)	86,260 (11.7)
Business	24,487 (4.6)	23,039 (4.6)	22,758 (4.5)	21,377 (3.5)	17,859 (2.4)
Pilgrimage	52,594 (10.0)	45,091 (9.0)	51,542 (10.1)	101,335 (16.8)	63,783 (8.7)
Official	21,670 (4.1)	43,044 (8.6)	24,518 (4.8)	26,374 (4.4)	24,054 (3.3)
Convention/ Conference	8,019 (1.5)	6,938 (1.4)	9,985 (2.0)	9,627 (1.6)	10,836 (1.5)
Rafting	65 (0.0)	243 (0.0)	285 (0.1)	730 (0.1)	2,181 (0.3)
Others	78,579	99,391	186,849	252,473	430,641

	(14.9)	(19.9)	(36.6)	(41.9)	(58.5)
Not Specified	22,156 (4.2)	29,529 (5.9)	40,098 (7.9)	57,651 (9.6)	70,391 (9.6)
TOTAL	526,705 (100)	500,277 (100)	509,956 (100)	602,867 (100)	736,215 (100)

Source: Nepal Tourism Statistics 2011, MoCTCA (Figures on parenthesis represent the percentage of total)

Figure 4.1.4(a) Diagrammatical presentation of data of Table 4.1.4 (a)

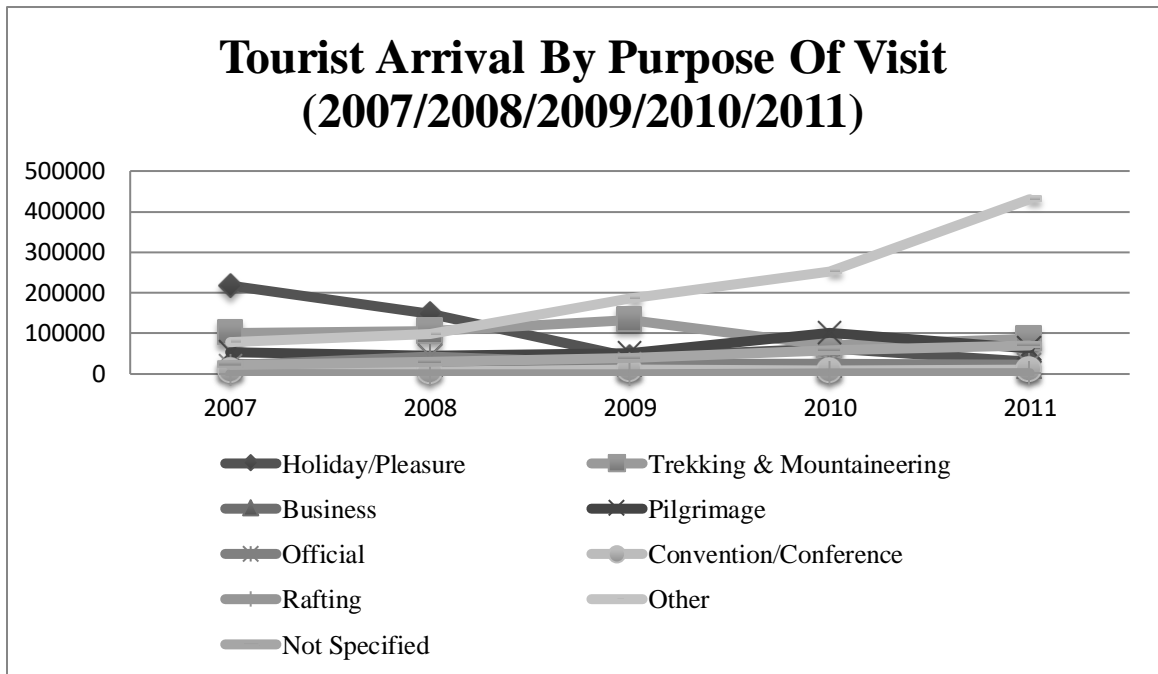


Table 4.1.4(a) and figure 4.1.4(a) show there is constant drop of Tourist visits on Holiday/ Pleasure Purpose. But in year 2010, it rises but again drops then after. On other hand, Others is constantly picking up. Not Specified and Rafting are both sliding up. Trekking & Mountaineering purposes look as stagnant purposes. There is little rise trend till 2009 but sliding down after 2009 to 2011. Pilgrimage looks constant and it is high on 2010. Business showing constant but little dipping down on 2011. Purpose 'Convention/

Conference' is doing irregular -dipping down in 2008, rising in 2009 and again dips in 2010 and rises up in 2011. Official is regular except little rise in 2008.

On other hand, from same table 4.1.4(a), the proportions of respective purposes to the total of tourist visits to Nepal can be further described. All purposes form their percentage to the total and they rank differently in every year. Holiday/Pleasure (On 1st rank in 2007/ 2008, 4th rank in 2009/ 2010, 5th rank in 2011), Trekking & Mountaineering (On 2nd rank in 2007/ 2008/ 2009/ 2011, 3rd rank in 2010), Business (On 5th rank in 2007, 7th rank in from 2008 to 2011 consecutively), Pilgrimage (On 4th rank in 2007/2008, 2nd rank in 2010, 3rd rank in 2009/ 2011), Official (On 5th rank in 2008, 6th rank in 2009/ 2010/ 2011, 7th rank in 2007), Convention/Conference (On 8th rank in regular from 2007 to 2011), Rafting (On 9th rank regularly from 2007 to 2011) Others (On 1st rank in 2009 /2010 /2011, 3rd rank in 2007/ 2008) Not Specified (On 4th rank in 2011, 5th rank in 2009/ 2010, 6th rank in 2007/ 2008).

Table 4.1.4(b) DISTRIBUTION OF DATA TOURIST ARRIVAL BY PURPOSE OF VISIT
(2007-2011) ON PERIOD-WISE BASIS

PURPOSES	TOTAL	MEAN	%	RANK
HOLIDAY/PLEASURE	500279	100055.8	17.39	2
TREKKING & MOUNTAINEER	495549	99109.8	17.23	3
BUSINESS	109520	21904	3.81	7
PILGRIMAGE	314345	62869	10.93	4
OFFICIAL	139660	27932	4.86	6
CONVENTION/CONFERENCE	45405	9081	1.58	8
RAFTING	3504	700.8	0.12	9
OTHERS	1047933	209586.6	36.44	1
NOT SPECIFIED	219825	43965	7.64	5
	2876020	575204.00	100.00	

Source: Nepal Tourism Statistics 2011, MoCTCA

Figure 4.1.4(b) Diagrammatical presentation of data of Table 4.1.4 (b)

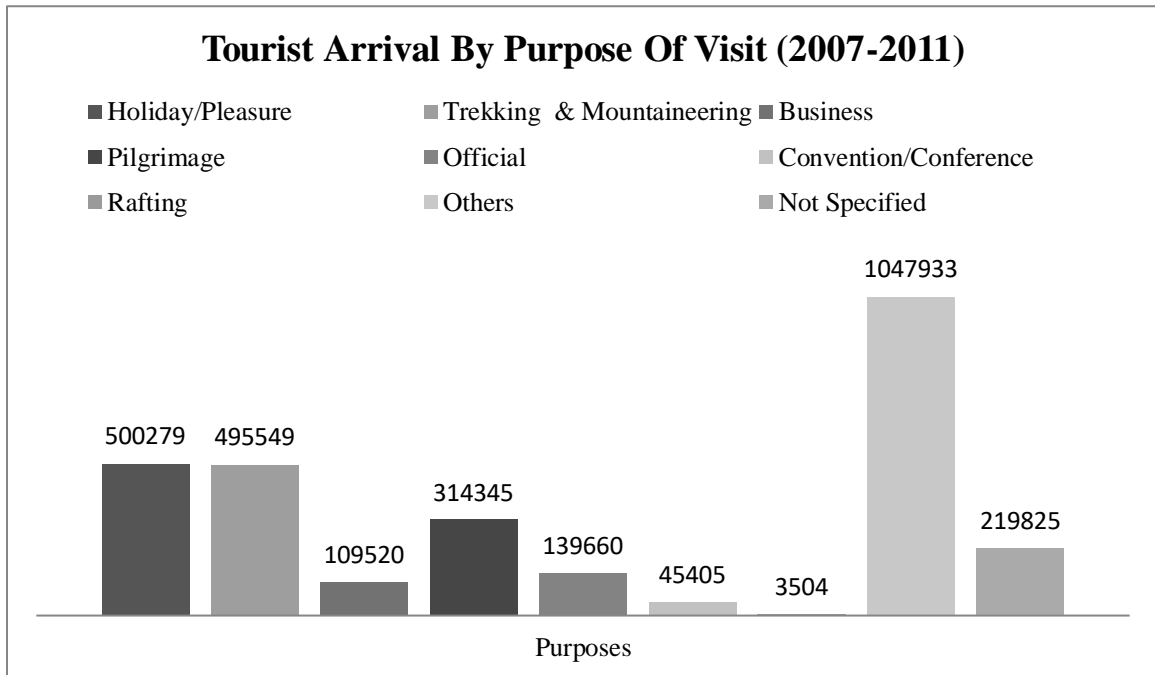
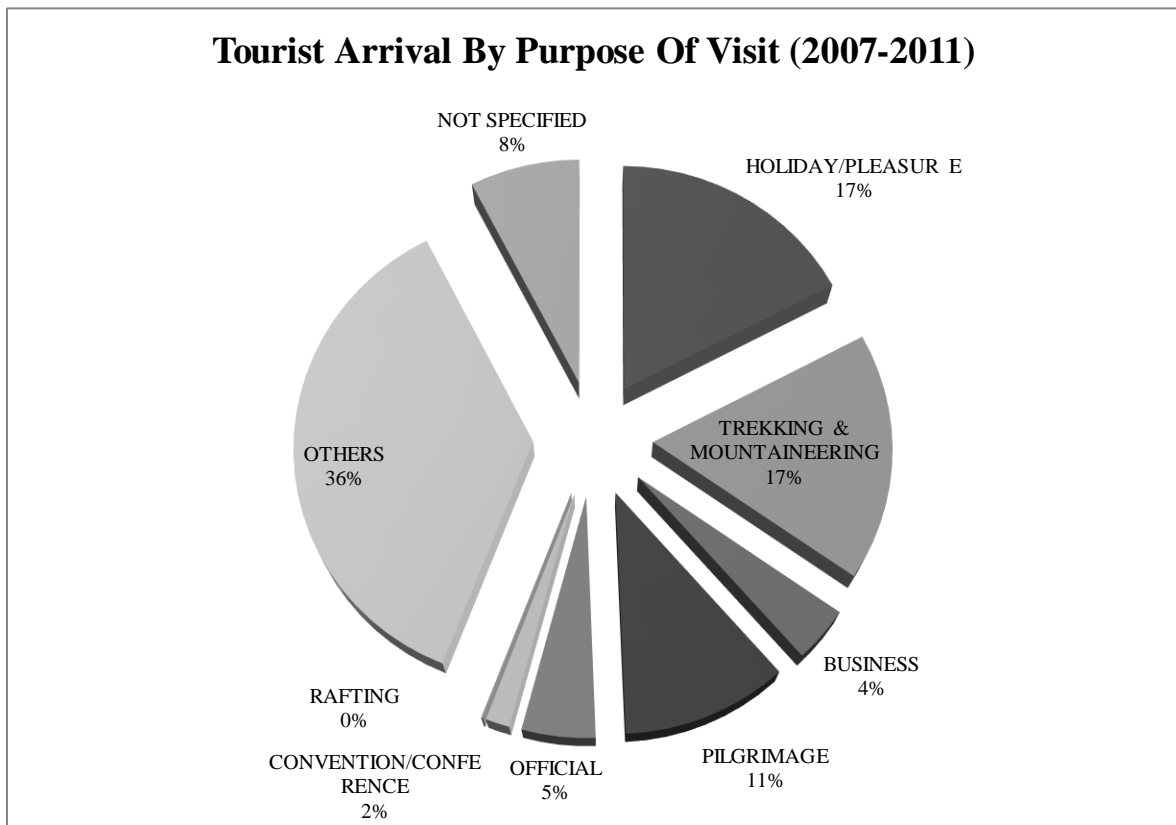


Figure 4.1.4(c) Diagrammatical presentation of data of Table 4.1.4 (b)



From table 4.1.4 (b) , figure 4.1.4 (b) and figure 4.1.4 (c) , Others is highest ranked purpose of visit and it occupied 36.44 percent of whole tourists visited from 2007-2011. Holiday/Pleasure comes to second purpose of visit with 17.39 percent. Trekking & Mountaineering comes 3rd with occupancy of 17.23 percent. Pilgrimage is following for 4th ranking by occupying 10.93 percent. Not Specified, Official, Business and Conv./Conf are ranked 5th, 6th, 7th and 8th by 7.64 percent, 4.86 percent, 3.81 percent and 1.58 percent respectively . Rafting comes last with total occupancy of 0.12 percent.

4.1.5 ANALYSIS OF TOURIST ARRIVAL BY PURPOSE OF VISIT (1999-2011)

This is analysis of data available from Tourist Arrival by Purpose of Visit from 1999 to 2011. It is done by making 1999-2011 'A Time Period' for the study. It provides percentage coverage of purposes of total arrival from 1999 to 2011. Rank is used to find out popular purposes are least popular ones. Table 4.1.5, Figure 4.1.5(a) and Figure 4.1.5(b) are presented and described right below.

Table 4.1.5 DISTRIBUTION OF TOURIST ARRIVAL BY PURPOSE OF VISIT (1999-2011)

PURPOSE	TOTAL	%	RANK
HOLIDAY/PLEASURE	1915422	32.19	1
TREKKING & MOUNTAINEERING	1145978	19.26	3
BUSINESS	274698	4.62	6
PILGRIMAGE	549504	9.23	4
OFFICIAL	295111	4.96	5
CONVENTION/CONFERENCE	56969	0.96	8
RAFTING	3504	0.06	9
OTHERS	1489617	25.03	2
NOT SPECIFIED	219825	3.69	7
	5950628	100.00	

Source: Nepal Tourism Statistics 2011, MoCTCA

Figure 4.1.5(a) Diagrammatical presentation of data of Table 4.1.5

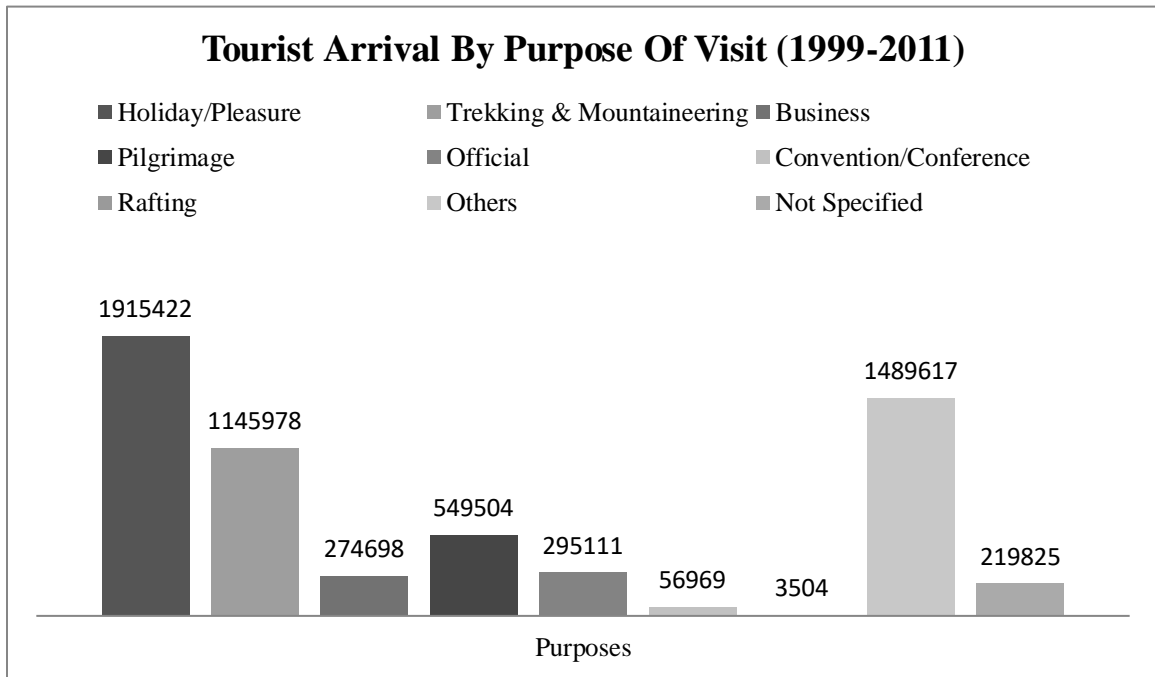
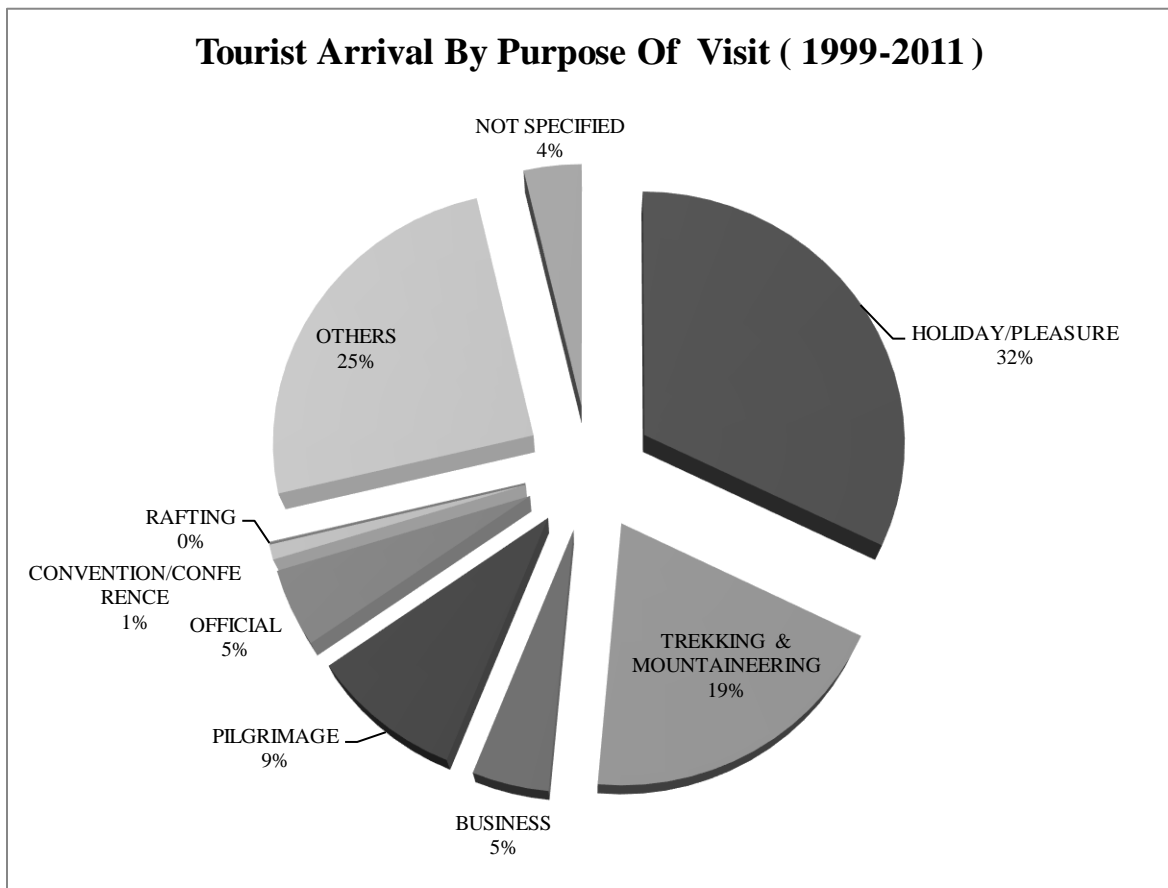


Figure 4.1.5(b) Diagrammatical presentation of data of Table 4.1.5



From table 4.1.5, figure 4.1.5(a) and figure 4.1.5 (b), Holiday/Pleasure is highest ranked purpose of visit and it occupied 1915422 (32.19 percent) of whole tourists visited from 2007-2011. Others come to second purpose of visit with 1489617 (25.03 percent). Trekking & Mountaineering comes 3rd with occupancy of 1145978 (19.26 percent). Pilgrimage is following for 4th ranking by occupying 549504 (9.23 percent). Official, Business, Not Specified and Conv./Conf are ranked 5th, 6th, 7th and 8th by 295111 (4.96 percent), 274698 (4.62 percent), 219825 (3.69 percent) and 56969 (0.96 percent) respectively. Rafting comes last with total occupancy of 3504 (0.06 percent) during 1999-2011.

4.2 ANALYSIS OF NTB'S PROMOTION EFFORTS (1999-2012)

This analysis is done from survey data. There are tabulation and diagrammatic presentation of data which have been quantified for NEPAL TOURISM BOARD-NTB's promotion efforts from 1999-2012. Here, Table 4.2(a) and its column diagram and pie chart [Figure 4.2(a) and Figure (b)] are presented with data of specific kinds by excluding mass volume produced promotion tools- brochures, posters and multimedia CDs. Data are described with respect to above quoted table and figures. No. of Efforts are generated by adding up effort of NTB on generating specific promotion tools from 1999 to 2012 for promotion motive.

Mass produced tools are again studied at Table 4.2(b) and presented at Figures 4.2(b) and 4.2(c). Descriptions are done underneath after them all. It shows which mass produced tool covers more credits for promotion by NTB.

Table 4.2 (a) DISTRIBUTION OF DATA OF NTB'S PROMOTION EFFORTS without considering mass production of brochures, posters and multimedia CDs(1999-2012)

Promotion Tools	Total Efforts in 14 years	%
Website	1	0.04
E-Newsletters	486	17.99
Newsletters	156	5.77
Expos	455	16.84
Fam-trips	1560	57.74
Social Media(facebook & twitter)	2	0.07
Book	14	0.52
Seminars	28	1.04
	2702	100.00

Source: Field survey 2013

Figure 4.2(a) Diagrammatical presentation of table 4.2(a)

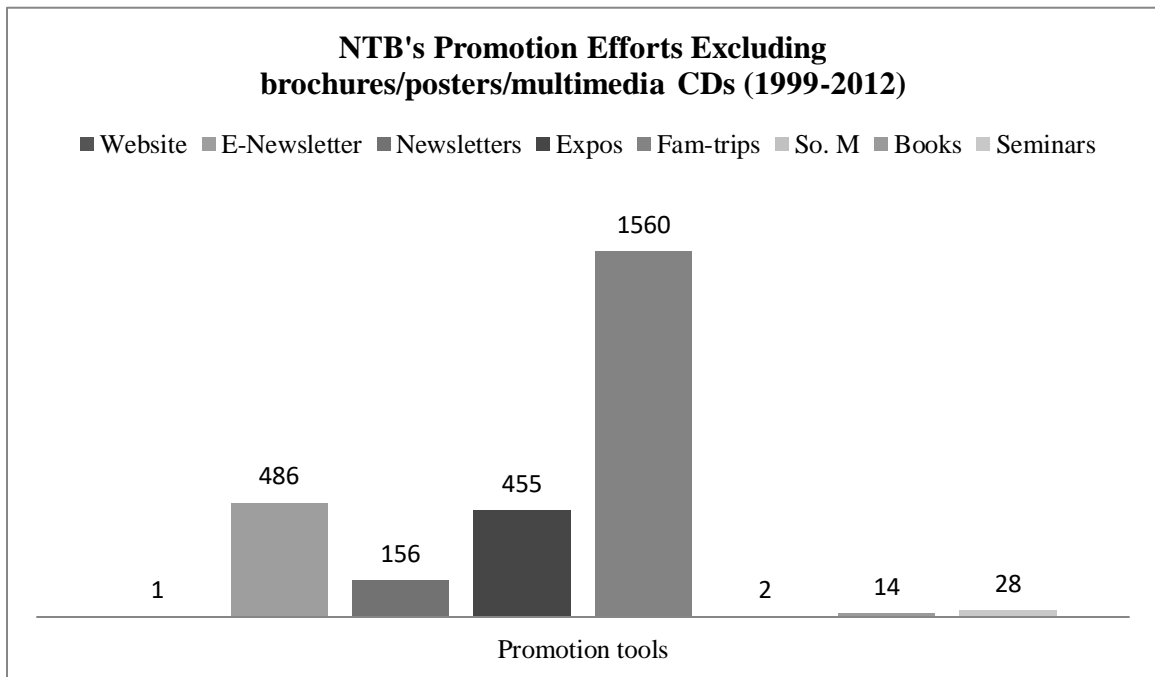
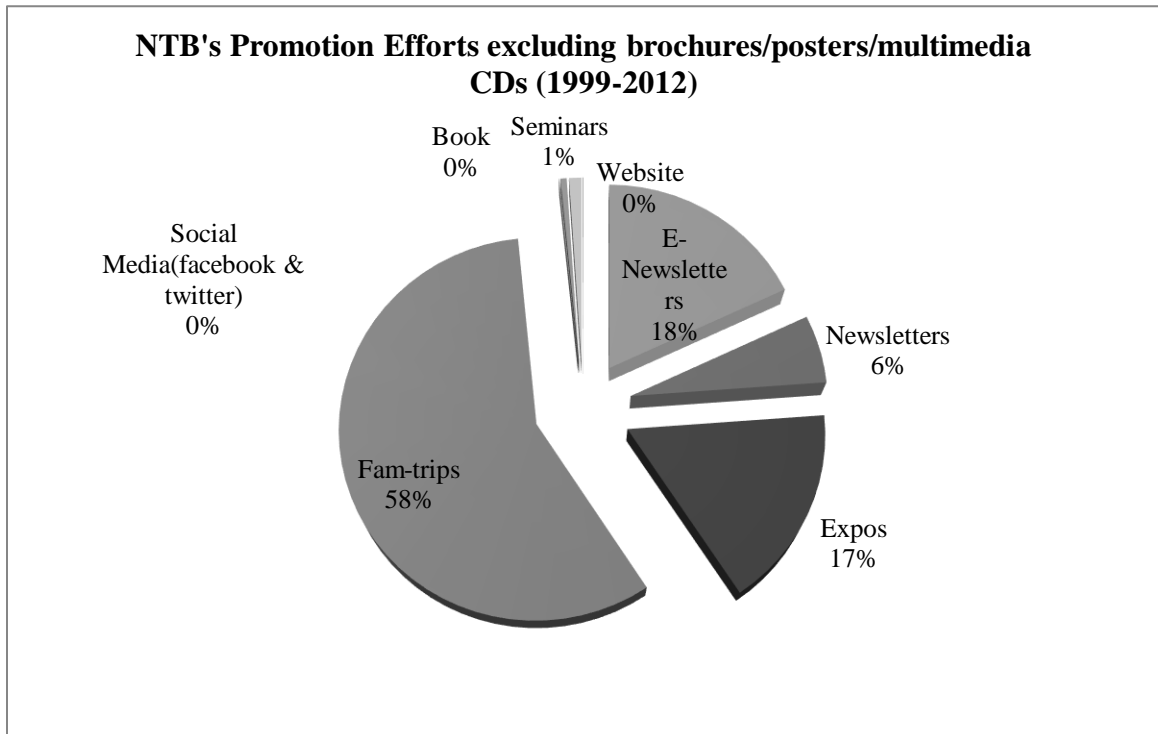


Figure 4.2(b) Diagrammatical presentation of table 4.2(a)



From table 4.2(a) and figure 4.2(a) and 4.2(b), Fam-trips are highly used promotional tools that have been occurred 1580 times and cover 58 percent of pie chart circle. E-newsletters are of 486 and cover 18 percent (17.99 percent). Expos happen 455 times and cover almost 17 percent. Newsletters are of 156 kinds and cover almost 6 percent. Seminars happen 28 times and occupy 1 percent on pie-chart. Books, Social Media (facebook & twitter), and Website are of 14, 2 and 1 kinds ,and cover 0.04 percent, 0.07 percent and 0.52 percent respectively.

Table 4.2 (b) DISTRIBUTION OF DATA OF NTB'S PROMOTION EFFORTS with considering only mass productions of brochures, posters and multimedia CDs(1999-2012)

Promotional Tools	Total Efforts in 14 years	%
Brochures	1950000	62.50
Multimedia CDs	650000	20.83
Posters	520000	16.67
	3120000	100.00

Source: Survey 2013

Figure 4.2(c) Diagrammatical presentation of table 4.2(b)

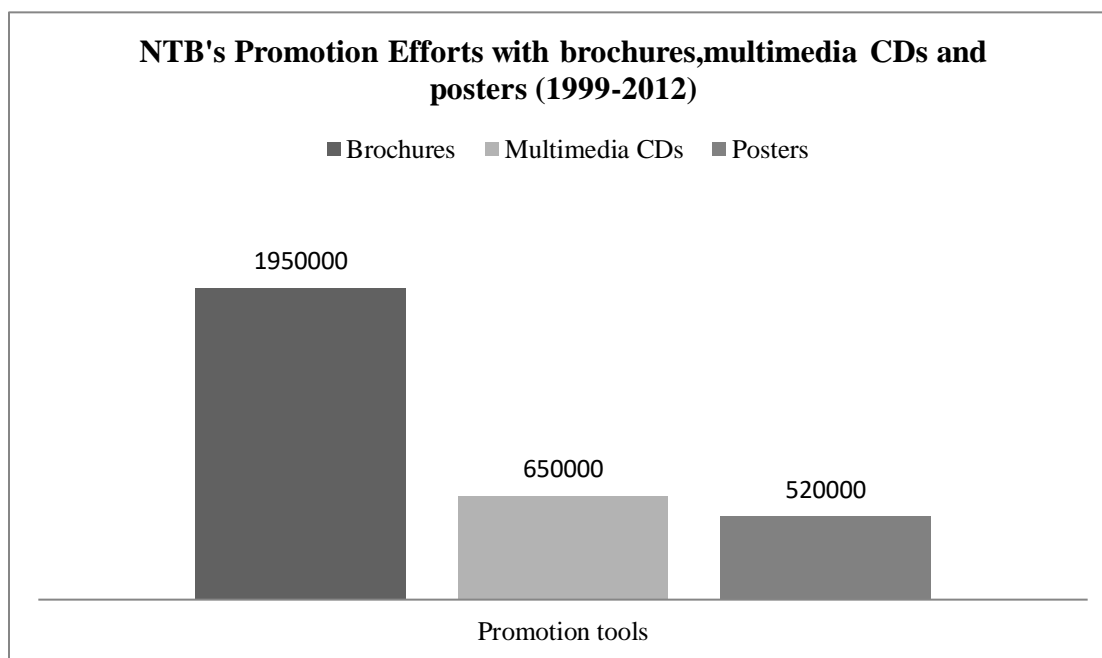
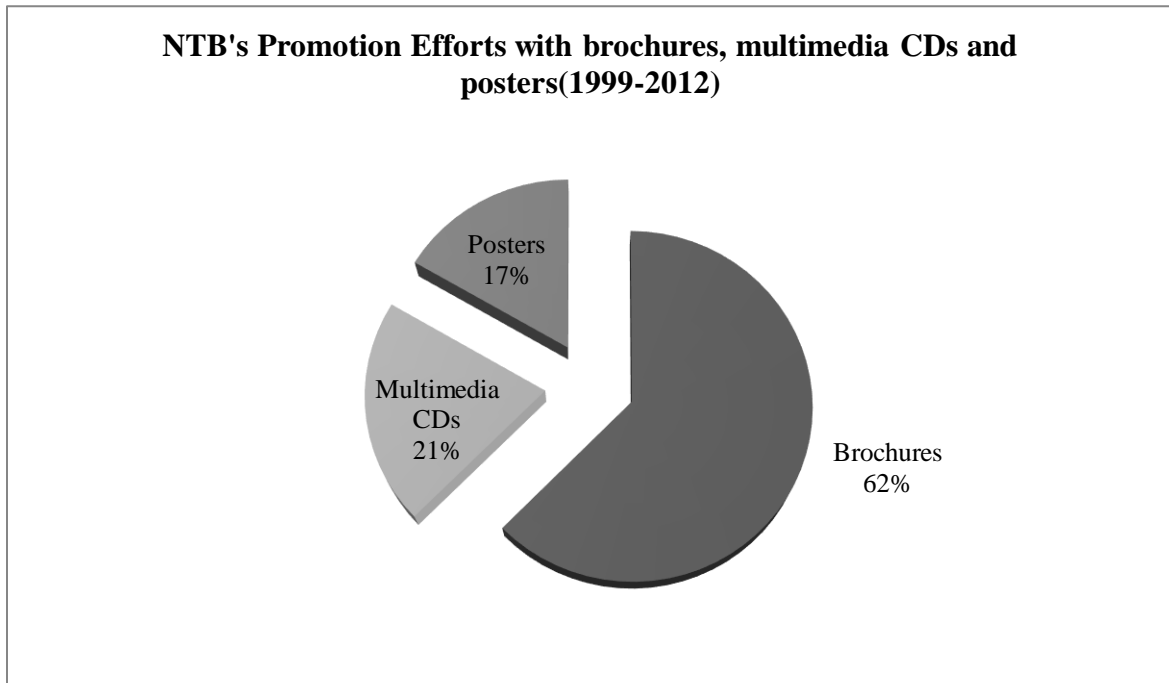


Figure 4.2(d) Diagrammatical presentation of table 4.2(b)



From table 4.2(b), figure 4.2(c) and figure 4.2(d); It can be learned that Brochures are highly produced promotion materials of 1,950,000 that cover 62 percent of all mass produced promotion materials. Multimedia CDs are of 650,000 and cover 21 percent. Posters are of 520,000 and cover 17 percent of circle on Pie-chart diagram.

Brochures are highly produced and then CDs come to second spot on mass produced material of NTB. Posters are on third run on total.

4.3 ANALYSIS OF NTB'S PROMOTION EFFORT BUDGETS AND TOTAL ARRIVAL OF TOURIST IN NEPAL (2008-2011)

Under this analysis, NTB's promotion budget and Total arrival of tourist from 2008 to 2011 are tabulated. Correlation coefficient and lines of regression are calculated from the data. This analysis works to see the relation NTB's promotion budget and Total tourist arrival to Nepal. It is analyzed to know what kind a relation is there with these two variables. Thus, importance of NTB to Nepal Tourism industry is judged. Regression

equations is calculated for estimation each another. Data thus obtained are tabulated on Table 4.3. Correlation coefficient and regression equation are calculated and presented. Here, positive relation between Promotion of NTB and Total Tourist Arrival is pre-assumed theory which has been stated on Chapter-3.

Table 4.3 DISTRIBUTION OF DATA OF NTB's PROMOTION BUDGET AND TOTAL TOURIST ARRIVAL (2008-2011) with Calculation of Correlation Coefficient

YEAR	Promotion Budget(in millions)	Tourist Arrival(0000)	X_1X_2	X_1^2	X_2^2	r_{12}
2008	90	50	4500	8100	2500	0.91
2009	108	50.9	5497.2	11664	2590.81	
2010	110	60	6600	12100	3600	
2011	130	73.6	9568	16900	5416.96	
	438	234.5	26165.2	48764	14107.77	

Source- Nepal Tourism Statistics 2011 and Survey Analysis 2013

(By Direct Method)

$$r_{12} = \frac{n \sum X_1 X_2 - \sum X_1 \sum X_2}{\sqrt{\sum X_1^2 - (\sum X_1)^2} \sqrt{\sum X_2^2 - (\sum X_2)^2}}$$

$$r_{12} = \frac{(4 * 26165.5) - (438 * 234.5)}{\sqrt{48764 - 438^2} \sqrt{14107.77 - 234.5^2}} = 0.91$$

From table 4.3, this calculation of correlation of coefficient is 0.91. It reflects the result that Promotion Budget (X1) and Tourist Arrival (X2) has positive, significant correlation. It shows if there is increase in promotion budget, there is also increase in tourist arrivals and vice-a-versa.

The results are compliant with the established theory that promotional efforts and their increased budget have positive impact on tourist arrival.

Regression Analysis

Suppose, Promotion Budget= X and Tourist Arrival=Y;

Regression equation of Y on X;

$$Y = a + bX \dots (i)$$

$$\sum Y = na + b\sum X \dots (ii)$$

$$\sum XY = a\sum Y + b\sum X^2 \dots (iii)$$

$$234.5 = 4a + 438b \dots (iv)$$

$$26165.2 = 438a + 48764b \dots (v)$$

by calculation equation (iv) and (v),

$$a = -7.842, b = 0.607$$

by substituting the values of a and b on equation (i), the regression equation of Y on X is;

$$\hat{Y} = -7.842 + 0.607X$$

Regression equation of X on Y;

$$X = a' + b'Y \dots (i)$$

$$\sum X = na' + b'\sum Y \dots (ii)$$

$$\sum XY = a'\sum Y + b'\sum Y^2 \dots (iii)$$

$$438 = 4a' + 234.5b' \dots (iv)$$

$$26165.2 = 234.5a' + 14107.77b' \dots (v)$$

by calculation equation (iv) and (v),

$$a=30.18, b'=1.353$$

by substituting the values of a' and b' on equation (i), the regression equation of X on Y is;

$$\hat{X} = 30.18 + 1.353Y$$

From above regression analysis, we derive two regression equations $\hat{Y} = -7.842 + 0.607X$ and $\hat{X} = 30.18 + 1.353Y$. With help of them, we can estimate value of X (Promotion Budget) when Y (Tourist Arrival) is known and at the same time, we can estimate value of Y (Tourist Arrival) when X (Promotion Budget) is known.

CHAPTER-5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This research is backed by both secondary and primary data. The major secondary data is National Tourism Statistics 2011, MoCTCA and major primary data of promotion efforts of NTB are collected through in-office interviews with the personnel of PR and Publicity department of NTB and its Research department.

In this chapter; summary, conclusion and recommendation are drawn for the research study "PURPOSES OF TOURIST VISITS TO NEPAL AND NTB'S PROMOTION EFFORTS". Under 'SUMMARY' heading, the related field research questions and analyses on secondary data bank and primary data are summarized to relate them and making the study fully rational. There are chapter-wise summaries and briefing of activities conducted while preparing the study from start to final stages of research 'CONCLUSIONS' is concluding section of the study packed with issues heading towards the research area. Recommendations are sketched out in the 'RECOMMENDATIONS' section.

5.1 SUMMARY

Nepal is a country which is carrying lots of possibilities to rein in World of Tourism. It is packed with lots of surprises to the rest of the world. It has priceless natural endowments and is befriended by cultural enrichments. If these all natural and cultural assets are directed with strategies to promote tourism of Nepal, there is no doubt of getting successful in this industry.

Tourism is obviously a backbone of Nepal economy at present. As Nepal has been through with lots of ups and downs, tourism promotion should be taken seriously. NTB as being public and private partnership national organization for promoting tourism of Nepal, carries out various promotional activities and also development activities since its establishment.

This research study is carried out to see purposes of tourist visits of Nepal in various calendar dates and to interpret them all in suitable way. At the same time, NTB's promotion efforts till 2012 are sought out and quantified. NTB promotion budgets and total arrival of tourists are kept side by side to find their relationship with each other.

The study has already stated its objectives in Chapter-1. Reinstating them again, they are:

- To identify the purposes of tourist visits.
- To explore highly popular purposes of visits.
- To evaluate NTB's promotion efforts and budget.
- To identify problems on promotions and possible remedies.

Taking all of the objectives under consideration, This research has gone through several stages. They are;

- Review of literature
- Research design
- Data analysis and presentation

In Chapter-2:

While reviewing literature, there are lots of findings come ahead about Nepal and Tourism of Nepal along with meaningful definitions to Tourism and Tourism Marketing. Questions about importance of tourism in world economy and employment are also unveiled in this process. Purposes of tourists in travelling are generalized and particular purposes to Nepal are highlighted. Introduction to NTB and its roles are found out.

There are also some literature which highlights Nepal as elixir to the world. Besides them all, problems in NTB's promotion and its failures in timely utilizing its budget in tourism are also found.

Consequently, NTB is doing promotions and it is top of all organization of promoting tourism of Nepal but there are some loopholes existed. Its own website is not being familiarized to all visitors. From surveys held by NTB, 'NATURALLY NEPAL, Once is

not enough'- branding is not heard by all visitors. Only 11 percent of them have heard about it and 80 percent of them think 'it is true'.

Review of literature are done with library search from books, journals, newsletters, newspapers, e-newspapers, theses and websites.

In Chapter 3:

Research has been designed and it is decided to use secondary data and primary data both. Research is set out with secondary data available on National Statistics of Tourism 2011 on its online version at www.tourism.gov.np. Tourist Arrival by Purposes of Visit, 1991-2011 is taken as useful data bank. Primary data are collected via in-office interviews with personnel at NTB on its PR and Publicity, and Research departments. Quantification of promotion efforts are done. Budgets are findings via NTB's literature source and its personnel's information. NTB's current promotional tracks and its short history are also being understood while in collecting primary data.

In Chapter 4:

Data are then analyzed and presented to attain the objectives that have been set in research work. During data analysis, several statistical tools are used like- mean, percentage, rank in most of data banks and selective data have been analyzed with correlation and regression (to see relation between NTB's promotion budget and total tourist arrival). Data have been further presented on column-diagrams, line-diagrams and pie-charts.

During data analysis, Tourist Arrival by Purposes of Visit(1991-2011) is treated in many ways. First of all, 1991-1998 and 1999-2006 are treated as time period and data are being analyzed and explained and compared to check changes before NTB(1991-1998) and after NTB (1999-2006). Then, data available on same heading for 2007-2011 is individually checked and explained. Again 2007-2011 has been treated as a time period and been explained. Lastly under same heading, 1999-2011 is treated as an another time period and been explained. Whereas, promotional efforts are quantified and tabulated

under singular kind basis and another mass produced material basis. Lastly, promotional budget and tourist arrival numbers are being tested for correlation and regression.

All research steps stated above make lots of findings and summarizing them all in accordance with the objectives and questions set in the study can be further highlighted in following subheadings. They are;

5.1.1 Purposes of Tourist Visits

From 1991-2006, the purposes of visits are categorized into seven heading-

1. Holiday/Pleasure
2. Trekking & Mountaineering
3. Business
4. Pilgrimage
5. Official
6. Convention/Conference
7. Others

From 2007-2011, two more purposes are in and there is now nine purposes of visits to study the arrival of tourist in Nepal at present. The new headings for purposes are:

8. Rafting
9. Not specified

5.1.2 Highly Popularized Purposes of Visits

Holiday/Pleasure is highly popularized purpose of visits to Nepal 1991-2008. It is thus top chosen purpose but after 2008, there is constant drops in the total it has created till 2011. During 2007-2011, it is spotted on second favorite purpose of tourist. However, it is sought as no.1 purpose anyway during 1999-2011.

Trekking & Mountaineering, on other hand, come to second spot during 1991-1998 and 1999-2006. It is then spotted on third most liked purpose for time periods 2007-2011 and 1999-2011.

Business hits to third during 1991-1998. During 1999-2006, it is spotted on fifth place. It again drops down and is spotted on seventh place during 2007-2011 and but is standing on sixth place for time period '1999-2011'.

Pilgrimage, a sacred purpose of visits, is on sixth place during 1991-1998 and it climbs to fourth place during 1999-2006 and also at same fourth popular purpose for during 2007-2011 and 1999-2011.

Official comes to fourth during 1991-1998 and sixth during 1999-2006. Same sixth place is for Official purpose for during 2007-2011 and bags fifth place for during 1999-2011.

Convention/Conference is on seventh during 1991-1998 and 1999-2006. It again goes down to eighth spot during 2007-2011. Same eighth spotted result while studying for time period '1999-2011'.

Others is spotted on fifth and third place on purpose countdown during 1991-1998 and 1999-2006 respectively. This goes on and replaces Holiday/Pleasure during 2007-2011 and bags first spot. It again on second spot during 1999-2011.

Rafting and Not Specified are not before 2007. There are data only after 2007 and they both bag ninth and fifth place during 2007-2011 respectively. While studying their individual data and presenting them to a time period '1999-2011', it is found Rafting on ninth place and Not Specified on seventh place of rank formation.

5.1.3 NTB's Promotion Efforts and Its Concentrated Tools in Promotion

NTB is a sole promoter of Tourism Nepal. It does promotion being public and private owned organization. Its main budgetary foundation is created on the TIA fees of Rs. 500 from every departing foreign passengers. Others come through distribution of Trekking Information Management System Card and through travel trade participation fees.

Tourism marketing is only way to drive in more tourist to country. NTB is more responsible for this reason. As the promotion tools, it is regularly using website, e-

newsletters, newsletters, expos, fam-trips, book, seminars, brochures, multimedia CDs, posters and recently from about six month social media (facebook & twitter) are on use.

Proportion-wise, it is learned that mass production of brochures are highly used. On other hand; fam-trips, expos and e-newsletters are on their top runs for promotion. Multimedia CDs and poster are also on mass produced section and there is a singular website with facebook/twitter on social media parts. Newsletters, seminars and book are also on use. It can be sought that printed materials-posters and brochure capture a huge section on mass produced promotion materials with combined 80% occupancy while these two promotion tools are studied with multimedia CDs (digital format).

5.1.4 NTB's Promotion Budget and Tourist Arrival to Nepal

There is a positive significant correlation between Promotion Budget and Tourist Arrival to Nepal as its correlation coefficient is 0.91.

It is thus found out that there is positive direction. If there is increase in promotion budget, the tourist arrival number is also increasing. If there is decrease in promotion budgeting, there is decrease result in arrival number.

This makes clear that singular tourism firm cannot go expecting its business to pick if satisfactory promotions and promotion budget are not set by NTB. The questions over expectation alone over flow of tourists without NTB's promotion is answerable with 'NO'.

5.1.5 Problems in NTB

It has been learned that there are several problem inside NTB. Issues are over its budget endorsement and spending headings. Political interference and power sharing phenomena are on the way of its activities. Poor infrastructural development is another head ache for the organization.

5.2 CONCLUSIONS

The aim of this research study is to unveil purposes of tourist visits to Nepal and promotion efforts of NTB. It is developed for looking back the purposes availed in tourism of Nepal and NTB promotion and its promotion budget's interaction with total tourist arrival. For these reason, data bank available on Nation Tourism Statistics 2011 under heading of 'TOURIST ARRIVAL BY PURPOSE OF VISIT, 1991-2011' is used. In-office interview survey has been conducted at NTB.

It has been found that there are lots of activities like- trekking, mountaineering, rafting, mountain flights, cycling, hiking, bungee- jump, jungle-safari, pilgrimage and many more adventure and recreational activities in Nepal. Besides them all, official and business purposes also exist. In this concern, Holiday/Pleasure, Trekking & Mountaineering, Business, Pilgrimage, Official, Convention/Conference, Others, Rafting and Not specified purposes are developed through National Tourism Statistics, 2011. Before NTB and after NTB, several data are studied time period wise and some in individual ways. It is found that there are swift in purposes and their respective proportion on the total arrival on tourist in that time periods and individual years. More vivid picture can be learned in this section is that, 'Holiday/Pleasure' purpose which is very highly favorite before NTB's operation is seemingly replaced by 'Others'. 'Pilgrimage' also looks doing well for being favorite under the NTB's supervision. However, the whole study returns shaggy results and many ups and down. During 1999-2011, Holiday/Pleasure and Others purposes give 55 percent of tourist to Nepal but here question arises, why so much difference are there in proportion these individual purposes (Holiday/Pleasure, Trekking & Mountaineering, Business, Pilgrimage, Official, Convention/Conference, Others, Rafting and Not Specified) creating? Answer may be, they are not all properly promoted by NTB.

From data retrieved from NTB's own premise, there are more printed brochure are in use for promotion. This is very old fashioned one. Today, most people do not go after brochures and prefer e-book/news. While doing unstructured interviews with NTB's personnel, NTB is doing e-newsletters which content information about upcoming events weekly since 2004. There are about 80,000 members of these e-newsletters at present. It looks okay but not enough. There are 7 billion people living round the world and only

80,000. It is national tourism promotion not individual business promotion. That's not fair enough even it is nice start. Twitter and Facebook are also registered under name of NTB from about 6 months onwards. Website is there for other information as well. But website itself not popular and many of visitors do not go for search information which can be useful to them.

On other hand fam-trips and expos are also highlighted promotion tools which are good. It is also be known that NTB spend more to expos then other tools. Expos encompass exhibitions, fair, cultural tours and many more. But seminars are rarely happened, average-wise only twice a year.

It is been informed that NTB did some ad-feature about Tourism of Nepal in year 2007 and 2011 on Indian channels and BBC/ CNN broadcasting. But they are for short time duration and not continued for long period. There are again complaints over NTB about political interferences and internal power tussle games which are affecting all promotional activities. There are also situation having delay on appointing CEO and timely endorsement of proposed budget. It is also been criticized for doing irregular promotion in international market besides India and China (Conventional market).

However, promotional budget that NTB brings to action has significant positive correlation. It states simply if its budget is increasing on promotional category, there is increase in tourist arrival and vice-a-versa. Increasing budget in promotion means promotional efforts are increasing and developing. Increase in number of tourists means increasing revenue to country and also to NTB. Employment opportunities are also automatically generated. In this course, NTB has been awarded PATA gold Award for CD ROM in 2012. This news brings home a good news to general and professional tourism affiliated public that NTB is responsibly doing its job.

What can be conclude with all these fact and statistical results is that NTB is doing its promotion efforts but there are urgencies on making promotion perfect and regular; and should touch the time demand. Purposes of tourist visits are ample but their proportion powers of attracting tourists are not at same ratio. If both of these issues can be corrected, there will be a good result on tourism industry of Nepal.

This research work over NTB promotion efforts and tourist visits to Nepal purpose-wise concludes that 'promotion is a best measure for a success in tourism'. There is no alternative available for promotion. Tourism as being lucrative and sensitive should be treated with good strategies and actions while promoting.

5.3 RECOMMENDATIONS

Tourism is a present global phenomena. It is been attributed of being capable for driving opportunities to a host country. Tourism has been adorned with 30 percent world service exports and one in every 12 jobs in the world. It means tourism brings employments and can eradicate unemployment problems which is current burning problem of the world and also following Nepal as well. Furthermore, it brings interaction between unknown worlds and friendship prevails. By making friends, people are providing their services to visitors and country is making revenue and accumulating foreign exchanges. They are all goodness of tourism.

Nepal is agro-based country and it is far lagging behind to automation. But it is very potential in tourism. Many of nationals and foreigners think that Nepal's future lies on tourism. There are many high hill places where tourism is very important to locals as agriculture does not support their livings. That's why, tourism industry is important for both nation and nationals in context of Nepal. Tourism needs marketing and a marketer of tourism of Nepal is Nepal tourism Board(NTB).

There are lots of issues in NTB in context of promotion which have been already discussed in conclusion section of the study. It is time to find some recommendation over those issues under this final chapter of the research study.

Probable recommendation for treating issues on promotion chapter of NTB are follows;

1. NTB can also start promotion by focusing over the purposes and can make the ratio of tourists on visits by purposes somehow same to each other. It will bring more visitors to Nepal; and purpose-wise there will be growth on other tourism affiliated business in the country. This research recommends NTB to focus on

purposes and finding more activities in the country which can be an another reason to visit.

2. NTB should try to gain more members of e-newsletters. As there are more information spread out to many of people or organizations, there can be many positive reactions and strong 'word of mouth' promotion happens.
3. NTB is currently using more printed brochures and posters. They are out-of-date at present time scenario. NTB should divert its resources to effective online version.
4. NTB should try to increase seminars as well. More the functions it creates, more enthusiasm it can arouse.
5. NTB is not doing ad-features about Nepal to international broadcasting channels regularly. It should be done regularly to certain markets from where quality and quantity can be expected. For instance, presently, Australia is eyeing Asian market and its promotion feature is regularly featured in Asian broadcasts and likewise of Malaysia.
6. NTB must foray to another markets other than India and China. It should try to bargain with government to make necessary arrangements on this issue. Partnership is very necessary in tourism marketing.
7. NTB should keep its wrestle game over power between staff members on its bay and should concentrate on pure promotion activities. Timely budget endorsement is very important at every organization.
8. Political interference must be lifted from NTB's activities and should help to keep its function smooth and developed by creating friendly ambience.
9. Last but not least, NTB must make its website popular. There are many online ad-feature makers and popular search engine like google which can help on this issues. Web address can be make available to web addresses of other partner associations and possible affiliated organizations at maximum point as much as possible.

With these all above possible recommendations, NTB can correct its promotion track and can do better. Better the promotion, better the arrival of tourist. NTB should go with time

demand and must try up-to-date promotion tools. It should learn from other countries' activities on promotion and must try to follow them; and/or if it can, it should try something new. New must be backed with enough researches. Purposes can be ample so there must be another try to find new purposes and old purposes must be more developed with proper arrangement on them.

In return, there will be better performance and better feedback. Better feedback simply means more tourists in country. Consequently, it will develop more opportunities in country and earning of country will increase via revenue and foreign exchanges. Revenues will be used to other development heading as well. All in all, it can create cycle of progress simultaneously. Nepal definitely needs it. NTB can help it by its perfect cut performance. Promotion efforts of NTB is very important phenomena for Tourism of Nepal for balancing increase on tourist visits to Nepal by purpose and overall increment on total tourist visits to Nepal.

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