

Bishnu Prasad Parajuli (A CASE STUDY OF ENGLISH
DAILY NEWSPAPERS OF NEPAL)

A Thesis

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VIVA VOCE SHEET

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Entitled:

**“The Role of Mass Media in Tourism Marketing: A Case
Study of English Daily Newspapers of Nepal”**

*And found the thesis to be the original work of the student and
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DECLARATION

I hereby declared that the thesis entitled “**The role of mass media in tourism marketing: A Case Study of English daily newspapers of Nepal**” for the partial fulfillment of the requirement of Master’s of Business studies in marketing is my original work under the guidance of Assistant Campus Chief and MBS Programme co-coordinator Narendra Raj Pandey.

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ABSTRACT

For the systematic and coordinated efforts to optimize the satisfaction of tourists for sustained growth of tourism there is a great role of mass media, which are the instruments of communication. So, there is always impact of mass media in the tourism marketing. In this regard, the study is basically related to the role of three English daily newspapers of Nepal in tourism marketing. The general objective of the research study is to show and analyze the roles of mass media in tourism marketing. The study is limited in terms of time, data collections and analysis methods and period etc. Similarly, the dissertation is organized into seven chapters.

Various literatures are also reviewed to analyze the problems and to suggest the recommendations. Both primary and secondary sources of in formations are used on the basis of descriptive and analytical research design. Judgmental and purposive sampling methods are used for case study and key informants respectively. The quantitative data are presented in the tabular form and analyzed by simple percentage analysis while qualitative data are analyzed on the basis of the descriptive and analytical research design. The study also tries to give a descriptive view of the selected newspapers and their publications about the study topic.

On the basis of the research analysis, it is found that only 7.0 percent of the newspapers are dailies and 47.3 percent of total days have zero publication about tourism. Similarly, 53.7 percent of the publications are news and tourism publication constitutes 1.48 percent of the total publication for TRN. The most of the tourism publications

are published in business and op. ed page, 42.0 percent of them are in large font and 63.9 percent of them are neither published in boxes nor in colors. The most of the publications are published not as a major one. Around 27.7 percent are promoting and informative publications. Newspapers are regarded as influential, reliable and widely used mass media.

Absence of experts, low budget, small market, political instability, foreign poor relations and poor infrastructure development are the major drawbacks regarding study topic. It is also seen that all newspapers are internally correlated. On the basis of the findings, it has been concluded that there is the good positive role of newspapers than the negative ones but not as much as to be in tourism marketing in Nepal.

On the basis of the research work, it is recommended that a separate page should be devoted for tourism, the newspapers should play the positive roles, negative and harassing news should be minimized, it should act as an essential element and means of exercising power, the qualitative and quantitative publications and number of newspapers should be increased, pressures should be minimized and inspirations and influencing factors should be maximized, more advertisements should be introduced, the reach and source of newspapers should be maximized, positive roles should be maximized while negative roles should be minimized, there should be the strong commitment among the different organs of the society and at last but not least, comparative as well as similar studies should be carried out to a greater extent.

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ABBREVIATIONS

AAAN	-	Advertising Agency Association of Nepal
ABC	-	Audit Bureau of Circulation
AFP	-	Agence France Presse
AP	-	Associated Press
APCA	-	Asia Pacific Communication Association
Approx	-	Approximately
ASA	-	Air Service Agreement
ASEAN	-	Association of South East Asian Nations
ASTS	-	Adventurous Sports Tourism society
BNMT	-	Britain Nepal Medical Trust
BS	-	Bikram Sambat
CA	-	Constitutional Assembly
CEO	-	Chief Executive Officer
FM	-	Frequency Modulation
HNS	-	Himalayan News Service
IATA	-	International Air Transport Association
ICIMOD	-	International Center for Integrated Mountain Development
JATA	-	Japan Association of the Travel Agents
Memo	-	Memorandum
MOT	-	Ministry of Tourism
MOU	-	Memorandum of Understanding
MP	-	Member of Parliament
N0	-	Number
NAC	-	Nepal Airlines Corporations
NATO	-	Nepal Association of Tour Operators

NATTA	-	Nepal Association of Tour and Travel Agents
NMA	-	Nepal Mountaineering Association
NPC	-	National Planning Commission
NRB	-	Nepal Rastra Bank
NTB	-	Nepal Tourism Board
NTMP	-	Nepal Tourism Master Plan
PM	-	Prime Minister
PR	-	Post Report
Pvt Ltd	-	Private Limited
RNAC	-	Royal Nepal Airlines Corporation
ROK	-	Resort on Korea
RSS	-	Rastriya Samachar Samiti
SAARC	-	South Asian Association of Regional Cooperation
TAAN	-	Trekking Agents Association of Nepal
TAR	-	Tibet Autonomous Region
THT	-	The Himalayan Times
TKP	-	The Kathmandu Post
TRN	-	The Rising Nepal
TU	-	Tirbhuvan University
TV	-	Television
UAE	-	United Arab Emirates
UK	-	United Kingdom
UNDP	-	United Nations Development Programme
USA	-	United States of America
USD	-	United States Dollor
VDC	-	Village Development Committee
VNY	-	Visit Nepal Year
Vol	-	Volume
Vs.	-	Versus

CHAPTER – 1

INTRODUCTION

1.1 General Background

1.1 1 Mass Media

The Term mass media refers to the various means of carrying or communicating information to the people, i.e., they are tools or instruments of communication. Radio, television and newspapers are the examples of some important mass media. The change that we want to achieve is towards the positive realization of plans, programs and policies of the government and it goes without saying the media have a role to play in this process. People in the western countries probably hear more language from media than they do directly from the lips of their fellow human in conversation. (D'souza, 1997:3).

The mass media is a power resource; it is a potential means of influence, control, innovation in society, the primary means of transmission, essential to the working of many social institutions. Mass media is the location or area where many affairs of public life are played out both nationally and internationally. It is also a major source of definition and images of social reality, thus also the place where the changing culture and the values of society and groups are constructed, stored and most visibly expressed. It is the primary key to fame and celebrity status as well as to the effective performance in the public area. Mass media is also the source of an ordered and public meaning system which provides a benchmark for what is normal, empirically and evaluative, deviation are signaled and comparisons made in terms of this public version of normality. At last but not least, the media are the

single largest focus of the leisure time activity and means of entertainment. they also organize and interrelate the rest of leisure. As a result, mass media are the major and expanding industry providing employment and a wide range of potential economic benefits.

There are generally two types of media. They are print media (for eye:- newspapers, journals, books, magazines, pamphlets etc.) and broadcast or electronic media (for ear:- radio, television, cinema etc.). Mass media are also classified as print media, audio media, visual media and audiovisual media.

1.1.2 Tourism Marketing

Tourism word is derived from the French word tour meaning a long journey especially one covering the chief sights of a region or country. Tourism is the sum total of the operators mainly of an economic nature, which directly relates to the entry, stay and movements of foreigners inside and outside certain country, city or region. (Satyal, 1998:8).

Similarly, marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, good and services to create exchanges that satisfy individual and organizational objectives. Tourism needs to be marketed just as any other product because it is an industry in which the customer still has an immense variety of choice. (Bhatia, 1994:13).

Tourism marketing is defined as the systematic and coordinated efforts exerted by the national tourist organizations and the tourists

enterprises at international, national and local levels to optimise the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth. (Bhatia, 1994:18)

It denotes the development of the tourism product to meet the needs to tourists and then applying the techniques of direct sales, publicity and advertising to bring this product to the tourists. Tourism marketing is regarded as a central point of the whole tourism activities. Today all direct and indirect promotional activities to sell destination are related to tourism marketing and it effects all the operations of tourism. For most countries including Nepal, one of the most essential conditions for the successful promotion and development of tourism, is the existence of adequate infrastructure and the qualified human resources. (Sharma, 1992:6)

1.1.3 Role of Mass Media

There are a lot of the roles of mass media in every sectors including tourism in case of Nepal. Firstly, they inform and help us keep a watch on our world, they serve a surveillance function. Similarly, they guide us in establishing, extending or displaying meanings lead us to approve or disapprove portrayal, they also encourage us to reinforce or replace our system of values, they help structure our lives. They also help us to create and maintain connection with various groups in the society. Similarly, they help to, socialize and educate us and they also persuade us to purchase items or accept certain ideas, i.e., they provide platforms for new ideas & products. At last but not least, they entertain us. (Pokharel, 2003:7)

So, the research topic was essentially chosen to analyze the roles of mass media (both positive and negative) in the tourism marketing in Nepal by the case study of English daily newspapers of the country of the selected time period. At the same time, there is an urgent need for Nepal to work against increasingly critical world media coverage on ill effects especially on mountain tourism by inviting journalists. Nepal should convey the fact that it is taking serious steps towards improving matters, but needs help to do so.

1.2 Statement of the Problem

In case of Nepal, potentiality of tourism like natural attractions, cultural values and archeological is high but does not seem to have been explored properly. Although Nepal's tourism potential is vast but the factors such as limited air access, poor infrastructure, lack of appropriate marketing and promotional strategies have resulted in limited growth. The absence of proper strategy for the implementation of research based promotional programs and lack of effective publicity in potential segments of the world market is one major factor that can be attributed for this shortfall of tourism marketing. (Pradhan, 1978:25)

In Nepal, very limited marketing activities are being undertaken while other countries with more resources are spending huge amount of money on aggressive marketing of their destinations. Nepal has no coherent overseas marketing. The concerned organizations have a very limited budget for promotion and are short of expert staffs. Most marketing is done by Nepalese private sectors and foreign tour operators. For conventional sightseeing activities, this tends to result in the country being an extension of tour of India or Thailand. Specialist

adventure operators are small, with limited marketing budget in their target markets and Nepal had done very little in identifying the target market.

Regarding the number, success and ongoing tourism marketing activities, there are few mass media in the country Nepal. There are only few television stations and focused in the urban regions only which cannot be provided up to grass root level due to various geographical hindrances and absence of electricity. So, radio as a mass media is the most popular one. It has also some kinds of limitations like huge numbers are centred in urban areas and only radio Nepal can reach up to the grass root level. Due to the few numbers of consumers, i.e., small market, the newspapers of all the areas cannot develop properly and cannot able to give all types of services to the customers. Only few recognized daily newspapers present in Nepal and even though, according to the past experience, they cannot able to give much interest to tourism marketing. It has been seen that only very few articles, advertisements and news are published regarding tourism marketing in those newspapers which has been appeared as the greatest problem in the view of this research work.

The expenditure made in publicity is too poor and not more effective both in quality and quantity. The ministry of tourism published brochures and booklets only in few language in limited copies. There is the lack of advertisement in the foreign papers. In such a situation, the most of the visitors are unknown about Nepal. Similarly, tourism industry does not seem to apply marketing approach properly

and purposively for its promotion and development. (Shrestha, 1981:34)

We have done practically nothing as far as promotion is concerned. The ministry of tourism has no budget for the promotion. Nepalese tourism travel has been marketed mainly through travel agents and tour operators abroad. We have never been able to go to the consumers. It is simply beyond our reach to advertise in, say Newsweek, which could take all our promotional fund. There is also a growing trend of undercutting. If we have US\$ 100 as the rack rate, we give as much as 50 percent to the tour operators. That has been our marketing strategy because we depend so much on tour operator. (Shakya, 1994:18)

Regarding negative reporting done by some national and the international media, certainly it has done a lot of harms in the tourism sector of Nepal. For example, “say good bye to Shangrila” published in news week of 4th October 1993 had definitely affected the qualitative tourism negatively. (Mishra, 1994:14)

Pollution and environmental degradation of Kathmandu is sending the wrong message abroad about Nepal. It should be minimized as soon as possible. Government of Nepal should also take necessary initiatives for the publicity of tourism abroad. In Nepal, even one five star rated hotel spends Rs. 30 million or more annually for the publicity at the international level but due to the lack of budget, government is not able to make sufficient publicity even in visit Nepal year and further. So, these issues indicate the major problems emerging and seen in mass media and tourism marketing fields of Nepal.

1.3 Objectives of the Study

The general objectives of the study is to analyze the role of mass media in tourism marketing in Nepal. The specific objective of the study are pointed out as below:

- 1) To find out the quantity and quality of news, articles and advertisements published in the newspapers about tourism and its marketing.
- 2) To evaluate both positive and negative roles/impacts of newspapers in tourism promotion and development in Nepal.
- 3) To analyze mass media and tourism marketing and to find out the views of the experts of the related field about the study subject.
- 4) To recommend for the concerned people/ agencies.

1.4 Significances of the Study

Though there has been a decline of 2.6 percent in the total tourist arrivals in the year 2005, compared to the previous year, tourism still continued to be one of the most important aspect of the Nepalese economy. Nepal government is committed for the improvement of exercise situations, policies, plans, strategies and programs are being designed accordingly for the overall betterment of tourism sector. (NTB, 2006:5)

Tourism marketing and mass media are closely interrelated. In the age of globalization, there is the very powerful role of the mass media. In short, they can introduce heaven as hell and hell as heaven, if they want. So, tourism marketing especially tourism promotion can be put

forward for its success by the help of mass media only on a short period. Some important sources of information can even destroy the tourism industry of Nepal because of their popularity and believability. So, the research study especially analyses both the positive and negative roles of mass media in the tourism industry of Nepal. The recommendations which are suggested in the study are very helpful for the related agencies and related persons for the goodness of future. Here, it is worth mentioning that the rationale of the study is to find out the existing positive and negative roles of mass media in the tourism marketing. Similarly, the significances of the study are the drawn conclusions, suggested various recommendations of the study. And at last but not least, the importance of the study is in terms of the development of both mass media and tourism marketing in Nepal as well as in strengthening the relationships between mass media and tourism marketing.

Another reason behind the study is that the role of mass media in tourism marketing has not been adequately documented yet in Nepal. This is due to the under developing situation of both mass media and tourism industry in Nepal.

Limitations of the Study

This study is carried out for the partial fulfillment in the requirements of master's degrees in management. Every type of social research work has its own limitations. In this case time and financial constraints are the main limitations of the study. Some other limitations can be pointed out as below:

- The study does not include all types of mass media. Even in case of newspapers, all newspapers are not included because of the scope of the study.
- Since news, advertisements and articles presented in the media can not be reachable to illiterate people, this is only for literates.
- Analysis of all sectors of tourism marketing is under limit.
- Only the mass media of the small period are included in the study. So, generalization can not be made.
- Various secondary sources are used to support the primary data but are not exactly followed.

1.6 Organization of the Study

The dissertation is organized into seven chapters, “Introduction”, “Review of Literature”, “Research Methodology”, “Introduction to newspapers”, “presentation and analysis of data”, “Content analysis” and “summary, conclusions and recommendations”.

“Introduction” provides the background information of mass media and tourism marketing, statement of the problem, objectives, significances and limitations of study.

“Review of Literature” gives the information about the published and unpublished documents, clear investigation and revision of those documents related to the study topic. There is the revision of various books, journals, previous theses, dissertations and reports related to the study topic.

“Research Methodology” provides the method of this research work. This chapter describes research design, rationale of selection of

study topic and newspapers, nature and sources of data and tools and techniques of data collection and method of data presentation and analysis.

“Introduction to newspapers”, gives the background information of news and newspapers publishing in Nepal by languages, print media structure, circulation of daily papers and market shares as well as regional distribution, and background information of selected newspapers, i.e., TKP, THT and TRN.

“Presentation and analysis of data” includes the tabular representation of collected data and their analysis on the basis of the simple percentage analysis. This chapter provides the tourism news in different newspapers and comparison of the tourism news with total news and so on. This chapter also tries to analyse the response of the key informations.

“Content analysis” is the specific chapter of this dissertation which includes the analysis of what is actually published in the newspapers during the data collection period. So, it includes how the news is affecting the tourists and what may be its effect on current and future tourism industry and so on.

“Summary, Conclusion and Recommendations” deals with major findings and their reliability, overall significances and main outcomes, overall thesis descriptions and its procedures, and recommendations for respective departments.

CHAPTER -2

REVIEW OF LITERATURE

2.A Conceptual Review

2.1 Tourism Marketing

2.1.1 Tourism and its Marketing

Tourism word is derived from the French word *tour* meaning a long journey especially one covering the chief sights of a region or country. Tourism industry was developed only after second world war. It is the very complex and one of the biggest industry of the world. Demand of international tourists and different faculties working in this field are bridged by tourism industry. The tourism industry sells an invisible product consisting of a wide ranges of enterprises supporting the mass movement of people across international boundaries including a variety of whole sale and retail outlets for hotels, airlines, tour operators etc. (Baskota and Sharma, 1995: 5)

Historically tourism has contributed the economic development of many nations. At the end of world war II, earnings from tourism helped to build the war turned economies of Europe. Today, the tourism industry appears to hold the great potential for the world's developing countries and government all over the third world's are embracing this industry as a panacea for their development ills. In Nepal, the foreign currency earning by tourism is the largest single item in the balance of payments. Tourism being an invisible export industry like banking and insurance does not need the product to be shipped from one place to another. The buyers (tourists) of the goods and services are present in

the exporting country and satisfy their needs in the exporting countries or carry the need satisfying purchases across international borders. The multi-faceted nature of tourism with all the complexities and linkages with the manufacturing and retail sectors, makes it difficult to exactly quantify the size of the business and its scope. (Bhattarai, 1994:7)

Tourism is considered as an activity essential to the life of the nations because of its direct effects on the social, educational and economics sectors of national societies and their international relations. (Murphy, 1981:4) Since tourist visiting a destination require ancillary service like water supply, transportation and retail function, these set ups have to be created or be expanded. Further, being a fragmented product, it is related to the other sectors of the economy, the receipts of which are also distributed to other areas. (Matheson & wall, 1982:13)

The historical background, geographical situation and socio-cultural wealth are the touristy potentialities of Nepal and the tourism industry has been playing a significant role in the country's economy. Nepal's natural attractions resulting from physical, historical and cultural movements and temples, art treasures and festivals, Himalayas and their scenic beauty, and its wildlife are the best attractions for the foreign visitors. Nepal is the country of Mount Everest, the land of yeti, the birth place of goddess Sita, the country of Bhrikuti and Arniko and the land of Lord Buddha. Its various snow-peaked mountains, rivers and lakes, conducive climate and mysterious charms are inviting the visitors of the world. Cultural, religious and natural resources are the three major attractions of Nepal which has eight cultural and two natural world heritage sites. It offers nature based tourism activities like

trekking, mountaineering, rafting and wildlife sauctuaries as well as culture and people based, and man made attractions. Tourism is the multi faceted industry which promotes cottage industries, trade and other services sectors. It is also regarded as the labour intensive industry and it provides good employment opportunities at different levels. Tourism is one of the main sources of the foreign exchange earning for Nepal. In overall, tourism plays a vital role in the process of national development. (Shrestha, 1998: 1-5)

Tourism is voluntary, temporary travelers traveling at the expectations of pleasure from the novelty and change experienced on a relatively long and not recurrent round trip (Cohen, 1947:2). It embraces all the movements of people outside their community for all purposes except migration or regular daily work. The most frequent reason for this movement is for holiday but it also will include, for example, attendance a conference and movement on sporadic or infrequent business purposes. (Lickorish, 1958:5)

Tourism is the sum total of the operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside of certain country, city or region (Satyal, 1998:5). Tourism is an expanding international activity. It has been observed that by the terms of this country, in terms of international payments, tourism will be the biggest industry in the world. (Khadka, 1993:11)

The most comprehensive list of factors influencing the growth of tourism are presented as below:

- 1) Greater affluence and more leisure for an increasing number of people, particularly in the developed countries.
- 2) The emancipation of the young and relatively higher wages they possess (when they have no family responsibilities) enabling them to travel.
- 3) Transport facilities, especially air, very much better and cheaper, and there is high rate of car ownership.
- 4) An enormous growth in international business, necessitating travel.
- 5) Package tours allow people, not used to making their own arrangements, to travel with an easy mind, and are good value because of bulk buying of transport and hotel accommodation.
- 6) Relief from adverse climate conditions in the home country may be found abroad.
- 7) Travel has become a status symbol.
- 8) Conference and business meetings are proliferating.
- 9) Better education has interested a large section of the public in cultural tourism.
- 10) World exhibition, and trade fair have become very popular.
- 11) Publicity has become more and more aggressive, whetting the appetite of even the most unwilling to travel.
- 12) Ideological pressure groups (political, cultural, scientific etc.) hold more and more annual conventions etc. (Bhatia, 1994:19-20)

In Nepal, the tourism sector is important for the various following reasons.

- 1) The countries natural assets include the wildlife in terai, historical attractions in Kathmandu, Pokhara, Gorkha etc.
- 2) An increase in the number of high income tourists will raise the demand for goods and services may of which be able to be produced locally.
- 3) The foreign visitors will bringinforeign exchange,whichwillreduce the trade gap.
- 4) The tourism will encourage rural development and assist in poverty alleviation. (Rai, 2003:7) The policy guideline for tourism development in a planned way can be summarized as below:
 - 1) To implement phase wise the recommendations obtained in the Nepal tourism master plan (NTMP).
 - 2) To establish close contact with the concerned industries for the better use of commodities which come under daily use of tourists and reduce imports of such commodities.
 - 3) To follow a regional development strategy for generating employment at local levels, develop market for local products and conduct the research studies for the exploration of new tourist spots.
 - 4) To develop transport and other facilities for old and new tourist resorts.
 - 5) To coordinate the activities of various departments and ministries for the infrastructural development of tourist spots.
 - 6) To safeguard the national environment and preserve the geographical, cultural and artistic beauty of the country.
 - 7) To intensify efforts for making air transportation both safe & regular.

- 8) To participate in various international meetings and publicise the facilities and attractions of the country.
- 9) To make use of public sector investments programs for the development of air transport, security measures to the tourists, communication and health facility network and encourage private sector for the development of hotels, lodges, sight seeing and travel tours.
- 10) To follow a liberal policy on entry formalities and make use of simplified and selective procedures in custom clearance.
(Shrestha, 1994:12)

The legal frameworks of the tourism promotion and development are tourism act (1978), foreign investment and technology act (1992), industrial enterprise act (1992), municipality act (1992), VDC act (1992) and company act (1997) etc. Similarly institutional arrangement of tourism promotion and development are presented below.

Ministry of tourism, culture and civil aviation: policy matters relating to tourism, culture and civil aviation.

Ministry of finance: policy matters relating to project financing and recipients of loan from the international funding agencies.

Ministry of housing and physical planning: approval of changes in town, village and physical development plans.

Ministry of local development: approval of changes to VDC/ municipality by rules.

Ministry of forests and environment: designation of the possible conservation area.

Department of roads: maintenance and improvement of roads and drains.

Department of civil aviation: main implementation agency for domestic aviation, airport improvement, operation and maintenance of domestic airports and fee setting and collecting for airlines use of domestic airports.

Nepal tourism board: formulation of the principle policies for tourism development in Nepal.

Non-governmental organizations etc (Saxena, 1998: 7-8)

The major theories of tourism promotion and development are pointed out as below:

Noronha's theory (1975:16) : it is the summary of much early tourism research and its unilinear in approach. It comprises of three stages. Using the language of the theorist, tourism in Nepal has not yet progressed beyond noronha's stage 2.

Peck and Lepie's theory (1978:159-172): it is a multilinear comprising of three stages and different rates of growth. In peck and lepie's terms, Nepal has shifted from transient growth to slow growth rate.

Rodenberg's theory (1980:177-196): it is a multilinear theory, comprising of three stages and various types of developments like crafts, small industries and large industries. In rodenberg's terms, Nepal is beginning to move from a craft to a small industrial type of tourism.

Choeins E theory (1983:158-162): it is also a multilinear theory, having three stages and different development potentials like having three stages and different development potentials an example of organic development. (Saxena, 1998: 9-10)

2.1.2 Tourism Marketing in Nepal

The expenditure made in publicity is too poor and not more effective in both quality and quantity. The ministry of tourist published brochures and booklets about tourism only in few languages and that also in limited copies. There is the lack of advertisement in the foreign papers. In such a situation, most of the visitors are unknown about Nepal. In the other hand tourism industry does not seem to apply marketing approach for its promotion and development (Shrestha, 1981:34). Nepal lacks the most essential market information focused on its products, while the most irrelevant materials is produced at considerable cost and dubious impact. Fair participation, in absence of proper information material to flow up interest, poorly staged as it often is, appears less than effective and probably a waste of money. At the same time, there is an urgent need for Nepal to work against intereasingly critical world media coverage on ill-effects especially on mountain tourism. By inviting journalist, Nepal should convey the fact that it is taking serious steps towards improving matters but needs help to do so. (MOT, 1984: 18)

Tourism marketing is regarded as a central point of whole tourism activities. Today, all direct and indirect promotional activities to sell destinations are related to tourism marketing and it effects all the operations of tourism. An integrated approach, with the twin objectives

of environmental protection and sustainable economic development should be based on appreciations of the broader implications of tourism for the environmental, demographic, economic and distributional concerns in mountain ecosystem. (Sharma, 1992:8).

Historical monuments and cultures of Nepal are an important attractions to many tourists and the better use of these sectors help more for promotion of tourism in Nepal. Intensive care, therefore, should be taken for the protection of the cultural properties. There were substantial increase and improvement of infrastructures, however, shortage of meet with demands, scenic resources of the upland area in the major tourist attractions and it became an important sources of employment for local people. (Pollaco, 1986:13)

While formulating the tourism strategy, it is essential that our tourism marketers, keep a breast the fast changing trends, particularly the changing trends in tourism market. Tourism marketers should be quick to respond the changing economic scenario in the world. Adequate budget, financial and technological resources are needed for effective tourism marketing. But we are undertaking very limited marketing activities while other countries with more resources are spending huge amount of money on aggressive marketing of their destinations. (Pokharel, 1995:13)

The government of Nepal should have clear policy to discourage cut throat competition in the hotel industry and thereby attract quality tourists moreover many Europeans and Americans complain about the pollution and the environmental degradation of Kathmandu. Due to which Kathmandu is sending wrong messages about Nepal. We should

try our best to solve the problems of pollution and environment. The problem of air seat capacity is one really the single major problem. RNAC has limited number of air crafts and tour operators have to face the problems of air seat. Nepal should allow more international airlines to come to Nepal and encourage the national carrier to compete internationally. It would give new thrust for the tourism development of this country, generate employment and increase the total number of tourist arrivals. For the promotion of the quality tourism in the country, infrastructures and services should be improved properly. (Sandhu, 1996:13)

The good images and memories of tourists are more beneficial for the country than the promotional activities like international advertisement, brochures, newspapers, articles etc. So far Nepal is concerned as a tourist destination it offers a unique product and unparalleled opportunities for the marketers who want to take on the challenge. It just means that both Nepalese operators and their partners in Asia need to work harder and be innovative if they are to achieve yields that Nepal's tourism operations deserve. The writers friends of Nepal of travel industry, talk of the glorious days barely a decade ago, when a trekking tour was sold the visitors for US \$ 80 per day on the average. They now lament, that it is sold for only US \$ 18 per day on the average. This certainly is not the result of the lack of the demand for Nepal's unique tourism potential or a lack of adequate number of upmarket visitors out there in the marketing place. It is in the opinion of most the result of unhealthy competition between the travel agents, the hoteliers, the tour operators (trekking, rafting and others), the protection

of the sky and the like. They also claim that it is the lack of specialization, lack of product quality improvement, diversification of the product and inadequate delivery of quality service. All good marketings begin with the customers and ends with the customers. All good tourism marketing, therefore, should begin with the visitors and see through to the end, that we have met all reasonable expectations of that visitor. We must ensure that he or she returns with as much as a positive feeling as possible about Nepal and its people.(Alwis,1997:8-10)

2.1.3 Planning in Tourism

The third five year plan (1965-70): It emphasized on the need to protect and conserve cultural heritage, national museum, and archives as the resources for tourism development. Since then, tourism has gained the recognition of an industry with an enormous potentials in terms of generating much needed foreign exchange income, employment opportunities, beside balancing the regional disparity and upholding the image of Nepal in the world.

The fourth five year plan (1970-75): It stressed the need to develop tourism with the objective to help complement national goals of social and economic policies. The tourism plan envisaged activities to generate employment, boost foreign exchange income and to provide impetus to other areas of the economy while emphasis was given to preserve and enhance the social, cultural and historical values of Nepal.

The fifth five year plan (1975-80): It spelled out objectives for the conservation and development of historical, cultural, and geographical

centre. As recommended by master plan, separate ministry of tourism was established in 1977 and in 1978, a ten membered tourism coordination committee was formed under the chairmanship of the minister of tourism for intersect oral coordination. This period witnessed significant development in private sector with the emergence of the number of tourist hotels, travel agencies, trekking agencies and restaurants, capacity of international airport at Kathmandu was expanded and technology upgraded which brought the modern jet services in Nepal.

The sixth five year plan (1980-85): It emphasized the need to carryout feasible studies to identify new areas with a potential to attract tourists. The plan also emphasized on the preservation and protection of natural, cultural and historical sites for tourism purposes. It stressed on the establishment of basic infrastructures conducive for the promotion and expansion of tourism industry, facilitation of mountain tourism benefiting the remote regions, discouragement of imported products, as well as development of the indigenous skill and technology. The plan also felt the need to market Nepal as an ideal holiday destination while special focus was given to the development of skilled manpower through the establishment of training institutes.

The seventh five year plan (1985-90) : It added new dimensions in streamlining investments in areas where the basic infrastructures exist, attempting for the growth of interregional tourism and providing special incentive to ancillary industries supporting tourism. In 1987, a comprehensive in house exercise within the ministry of tourism set tourism arrival target of one million by the year 2000. The number of

air seat production and hotel bed capacity were calculated accordingly. The exercise was further refined by a task force report of 1988. It was during the seventh plan period that charter flights were granted permission to Nepal and the MOU signed with Tibetan Tourism Authorities (1985) making entry to Tibet from Nepal possible. It added attractions to long hand tourists wanting to make combined trip to Nepal and Tibet. Furnishing information to the mountaineers with the good communication system, daily weather reports of the mountains and increasing public awareness on the mountain tourism and the environmental sustainability was firstly brought in Nepal by the seventh five year plan. New sites were established after the implementation of plan. Out of the total number of tourists visiting the different continents of the world, Europe, Asia and North America take first, second and third positions respectively. In order to assist the tourism industry, attempts have been made to improve the legal provisions.

The eighth five year plan (1992-97) : It was formulated two years after the completion of the seventh plan due to the political changes in the country. Tourism sector in the eighth plan was accorded priority next only to agriculture, energy and population control. Objective of tourism development is linked to poverty alleviation by extending tourism activities in different parts of the country. During this plan period, national civil aviation policy 2050 was implemented and fourteen new airlines were licensed and new Everest Air, Nepal airways gained entry to service the domestic sector. Other notable achievements include the opening of upper mustang, Manasalu and Kailash Mansarobar from Humla, upgrading of Pokhara airport and Gorkha

durbar conservation efforts. The tourism policy, 2052, clarified the role of private sector in tourism. In July 1994 partnership for tourism project was launched by UNDP to experiment public private partnership. Initiative from the private sector saw the introduction of new tourism services like the hot air balloon in Kathmandu and one power glider in Pokhara.

The ninth five year plan (1998-2003): It stressed on the increased participation of private sector in the management of tourism industry and envisioned a catalytic role for the government with the limited role in infrastructure development. The ninth plan indicated a clear shift in tourism policy and objectives. It recognized tourism as an important sector of the economy which can increase employment, foreign exchange, thus, improving regional imbalance. Budget allocation for the tourism sector, if compared to previous plan allocation, was almost double in the ninth plan. The plan had allocated 3.2 percent of total plan outlay in this sector to increase its contribution in GDP. Although the new trend of tourism seems more inclined towards the environment management, and sustainable development, still is not free from constraints. Long term objectives of the ninth plan were development of tourism sector as an important part of the overall economic development, establishment of Nepal as a premium destination in the world tourism map, expanding the benefits of tourism down to the village level, establishment of the backward and forward linkages of the tourism sector with the national economy so as to develop it as an important section for the overall economic development of Nepal as premium destination in the world tourism market through effective

publicity and promotion and enhancement of employment opportunities, income generation and foreign currency earnings from the tourism sector and extending of these benefits down to the village level.

The tenth five year plan (2003-2008): the objectives of tenth plan are sustainable development and qualitative promotion of tourism sector, conservation and preservation of historical, cultural, s and archaeological heritages and enhancing their practical utilization and to render air transportation services easily accessible, secure standard and reliable. The long term vision of tenth plan are developing tourism factor as an important part of the national economy and reestablishing the country globally as a prime destination, expansion of earning from the tourism sector to rural areas through qualitative improvement of tourism related services, emphasis on cultural tourism by conservation and proper management of living heritages world heritage sites and monuments of national importance and making international and domestic air services simple, efficient, safe and reliable and developing the convenient road networks in tourism areas etc.

2.2 Mass Media/ Newspapers

2.2.1 Communication

Language is primarily a means of communication. It is one of the most widely used means of communication. There are other means of communication too, factory system of communication, gustatory system of communication etc., but these systems are not as developed as language. Communication is the process of sending or receiving the information or messages. The word communication originated from the

Latin word common, meaning to impart, transmit, pass along or to make known. (Ahuja, 1990: 1).

Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. Communication is a bridge of meaning. It involves systematic process of telling, listening and understanding. Communication is the transfer of information and understanding from one person to another. The word communication describes the process of conveying the messages (facts, ideas, attitudes and opinions) from one person to another so that they are understood. Communication is an intercourse by words, letters, symbols or messages and is a way that one organization member shares meaning and understanding with another.

The characteristics of communication are as follows:

- 1) Communication is a process
- 2) Communication is a means of conveying meaning.
- 3) Communication involves both information and understanding

The complete communication process is shown as below:

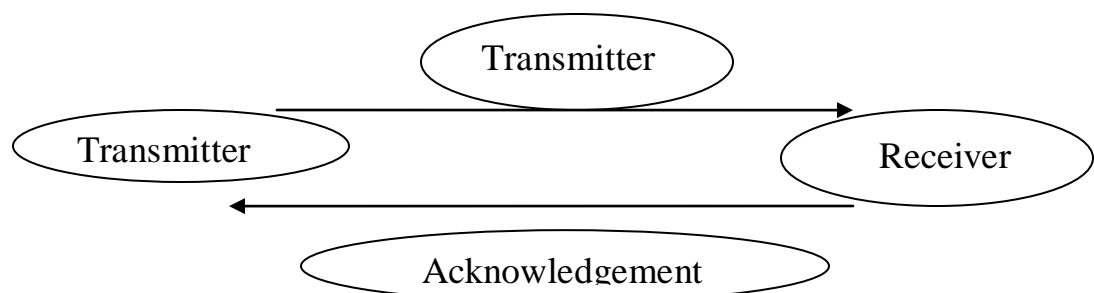


Fig. 2.1: Complete Communication Process

Source: (Monappa, Mirza, 1989: 255)

All communication models can be classified in to two categories:

1. One way communication
2. Two way communication

The communication must have five essential elements to become effective and efficient. They are source, message, channel, receiver and response. A communication model should be capable of answering all the answers to questions like to whom (receiver) and with what effect (response) etc.

Communication plays a vital role in the marketing of a product. The marketing mix, also popularly called promotion mix can better describe this. The major components of the mix are advertisement (public presentation, pervasiveness, amplified expressiveness and impersonality), direct marketing (non-public, customized and upto date), sales promotion (communication, incentive and invitation), public relations and publicity (high redibility, off-guard, and dramatization), and personal selling (personal confrontation cultivation and response). (Kotler, 1996 : 596).

Advertisement is the most popular promotion tool to create similar stimuli in Nepal. Advertisement is growing at about 15 percent per annum. It is widely used by business, government and social organizations. There are more than 500 advertising agencies in Nepal. At present many media's main income source came under advertising topic. Unfortunately a proper research regarding different tastes, attitudes and preferences of the customers media uses has not measured properly. It is widely accepted fact that the major variation in the advertising and choice of media occurs due to the following factors:

1. Degree of literacy of the population

2. Relative cost of one medium in comparison with another
3. Disposable income, and
4. Coverage etc.

2.2.2 Advertisement

Advertising is

1. Truth well told
2. Salesmanship in print
3. The non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. Advertising is directed to the groups of people and therefore non-personal in nature. Most advertising tries to be persuasive. The techniques of advertising are display advertising, industrial market advertising, prestige advertising, direct mail advertising and market research advertising. Similarly, the different types of advertisements are classified advertisements, display advertisements, and business directory. (Bhattarai, 2055 B.S.:86).

The advertisement can be classified into communication function, education function, economic function and social function on the basis of its function. Similarly, on the basis of target audience the advertisement can be classified into consumer advertisement and business advertisement. And on the basis of the geographic area covered, the advertisement can be classified as international advertising national advertising, regional advertising and local advertising. (D'souza, 1996).

The various steps in developing advertising program are shown in figure 2

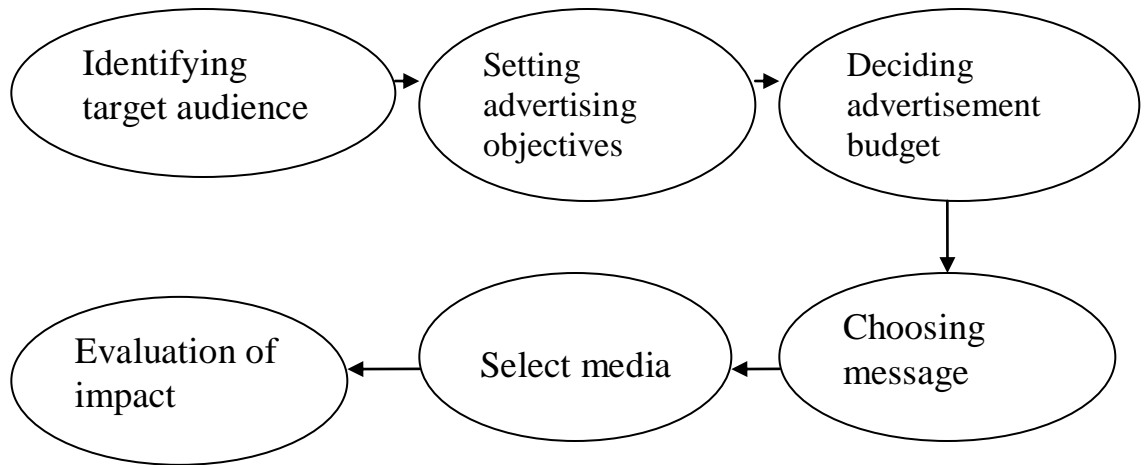


Fig : 2.2 Steps in developing advertising program

A product is anything (in this case tourism) that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.

The objectives of advertising are :

1. To announce a new product or services
2. To boost the sales of product and services
3. To guide the customers
4. To expand the market
5. To announce the product or services modification
6. To announce the new product and services availability
7. To make special offers to the customers.
8. To invite enquiry to help retailers in multiplying sales
9. To facilitate direct selling
10. To test a medium to assist to increase the demand of a product
11. To announce the location of stockist

- 12.To educate customers
- 13.To maintain level of scales
- 14.To challenge sales, to make the public conscious
- 15.To remind customers about products and services
- 16.To satisfy the stockist to convey message to the prospective consumers
17. To appoint required workforce
18. To please sales force
19. To attract investments
20. To facilitate export
21. To announce trading results (Pradhan, 2049 B.S.:32)

2.2.3 Advertising Scenario in Nepal

Now a days there are more than 500 advertising agencies in Nepal. The government media approves about 50 of them. The advertising agencies enjoy 15 percent commission from the media for providing them an advertisement. Legal provision regarding advertising has remained scattered in various act of law. Prior to advertising a censorship is required for advertising in the government media. In the past, the tax laws were detrimental to advertising growth. At present, total expenditure on advertising is tax deductible, if the VAT has been paid. Legal provisions have been formulated in such a way that favours the government media.

In most of the Nepalese advertising, the consumer or social well being are related. The major source of revenue in advertising came from the advertisement of cigarettes and liquor. The government banning the advertising the cigarettes and liquor in electronic means has relieved many consumers from getting deceived since February 1999. moreover, the deceptive advertisement that cheats the consumers is not controlled properly. Bumper prizes are the examples, which have cheated many people in many occasions.

Many agricultural products in Nepal are sold unpacked and unbranded. Among many products, some are the exact duplication of branded products. Most of the products in Nepal are either imitations or duplication of the Indian brands. This nature of the product in Nepal has definitely put constraints on the growth of advertisement.

Nepalese management's attitude towards the advertisement is not considered as very welcoming. They expect immediate sales through advertising. They prefer price cutting, high trade commission methods and aggressive personal selling to advertising. Public enterprises treat advertising as a public relation activity. All of the above factors found in the Nepalese economy would have substantial impact on advertising.

2.2.4 Mass Media

The term mass media refers to the various means of carrying or communicating information to the people, i.e., they are tools or instruments of communication. Radio, television and newspapers are the examples of some important mass media. The change that we want to achieve is towards the positive realization of plan, programme and

policies of the government and it goes without saying that the media have role to play in this process. People in the western countries probably hear more language from media than they do directly from the lips of their fellow humans in conversation.

The various significances of mass media can be pointed out as below:

- 1 A power resource: A potential means of influence, control, innovation in society, the primary means of transmission essential to the working of many social institution.
- 2 The location or area where many affairs of public life are played out, both nationally and internationally.
- 3 A major source of definition and images of social reality, thus also the place where the changing culture and the values of societies and groups are constructed, stored and visibly expressed.
- 4 The primary key to fame and celebrity status as well as to the effective performance in the public area.
- 5 The source of an ordered and public meaning system which provides a benchmark for what is normal, empirically and evaluatively deviations are signaled and comparisons made in terms of this public version of normality.
- 6 The media are the single largest focus of leisure time activity and means of entertainment. They also organize and interrelated the rest of leisure. As a result mass media are a major and expanding industry providing employment and a wide range of potential economic benefits. There are generally two types of mass media. They are print media (for

eye newspapers, journals, books, magazines, pamphlets etc) and broadcast or electronic media (for ear radio, TV, internet, cinema etc).

The roles of mass media in Nepal are as follows:

- 1 They inform and help us keep a watch on our world, they serve a surveillance function.
- 2 They guide us in establishing, extending or displaying meaning, lead us to approve or disapprove portrayal. They also encourage us to reinforce or replace our system of values. They help structure our lives.
- 3 They help us to create and maintain connections with various groups in society.
- 4 They help to socialize and educate us.
- 5 They persuade us to purchase items or accept certain ideas, i.e., they provide platforms for new ideas and products.
- 6 Last but not least, they entertain us. (Pokharel, 2003:16)

In advertising, an advertiser must consider the availability, cost and coverage of the media. Local variations and lack of market data requires the study of the following factors before media planning :

Availability: Some countries have too few advertising media and others have too many. In some countries, some advertising media are forbidden by government to advertise some of the advertising materials. So, non-availability of the proper media to advertise the product possess great difficulty while preparing a media plan.

Cost: Media prices are susceptible to negotiation in most countries. Advertising agencies get discounts, which are often split with the client to bring down the cost of media

Coverage: Problems of coverage includes difficulty of reaching certain sectors of the population with advertising and the lack of information on coverage. In many market places, a wide variety of media must be used to reach the majority of the markets.

Lack of market data: Verification of circulation or coverage figures is difficult task. Radio and television audiences are always difficult to measure, but at least in most countries, geographic coverage is known.

The various problems encountered during media plan for manufacturing company can be pointed out as below :

- 1 The product range is seen as too expensive.
- 2 The proper use of a new product is not really understood.
- 3 The company has a reputation of bad service.
- 4 The company is moving into a new high technology field and needs to upgrade its scientific image.
- 5 The company is not thought of as a good employer.
- 6 The more expensive end of the product range is not being retailed through the right kind of outlets.
- 7 There is a major technical development behind the introduction of a new product, which is not fully appreciated.
- 8 The company is thought of as being old fashioned.

(Ridgeway1984: 11)

The different varieties of media being used in Nepal are print media, visual media, audio media and audio visual media.

Typical procedure in developing an advertisement campaign seems to be (a) to set advertisement objectives, (b) determine a basic advertising appeal which will induce people to take a desire action and (c) develop a media plan which will cost effectively deliver there campanign to the right people at the lowest cost per thousand.

2.B Review of Related Studies

Anand carried out an doctoral research work which is based on an empirical study carried out both in India and USA. The central problem of this is the examination of reason for the poor tourist traffic in India and it also offers a system approach for arriving at key decision areas. The major objectives of this study were to isolate and identify the various types of travelers, study the main framework of tourists, decision making process of a visitor, analyze the nature of the tourist market and the character of tourist plan and determine the significance of the tourist industry. Regarding product strategy, Anand suggested need for the integrated development of selected places, product strategy to be meaningful must be based on adequate marketing information and be market oriented. In marketing communication strategy area, he suggested for the promotional efforts focused on travel agents, joint regional advertising, promotion of the convention, business and Buddhist market. A highly differentiated communication strategy should be designed and appeals made in consonance with latest developments in marketing communications he suggested for creating

an efficient and creative organizational structure contribute to growth of tourism by delineating their roles and functions clearly especially to the ministry, India tourism board and other related agencies. (Anand, 1976:88)

Berger who did firstly Ph.D. in Nepalese tourism confined to economic impact of tourism through an input output analysis. The main objectives of the study were to analyze the impact of tourism on the economy of Nepal and to present information to Nepal's development planners which would aid them in making decisions with regards to the contribution of tourism industry to national goals and in devising policies and strategies such that Nepalese society can derive the maximum possible benefits from associated with tourism. The major findings of the study were tourism in Nepal was shown to be an effective and the promising instrument for earning foreign exchange, but also one that requires high investments, both public and private, while providing relatively few jobs and offering little scope for the improvement of personal and regional income distribution. Therefore, it suggested to develop tourism to the extent that foreign exchange is needed for the development purposes but to concentrate society's resources in other fields where benefits of development are shared more widely. (Berger, 1978: 116)

In the earlier period, Pradhan conducted a study on developing tourist resorts and its economic impact. The study deals with the need for improving tourist resorts in Nepal. The major aim of developing tourist resort is to see that the tourist area are able to spend as much as possible which depends on the extent of opportunities provided to them.

There are few tourist resorts which are not free from the problems.(Pradhan,1979: 34)

Dhungel made an attempt to analyze the economic impact of tourism in Nepal. The objectives of the study were to analyse the trend, structure and composition of tourist arrival, to estimate the interdependence of the sector with some to the other sectors of the economy, to estimate leakages within the sectors in terms of import contents of both goods and factor services, and foreign currency, it estimates the impact of the sector on employment income and output of the economy to estimate the demand for tourism and to estimate the item wise expenditure elasticities of tourism expenditures in Nepal. The major findings were potico economic crisis in affecting the number of tourists, seasonality factor has been found, negative correlation between length of stay and average per capita per day expenditure, expenditure in food is inelastic while in travel is elastic and direct, indirect and induced effects of the tourism sector on value added have been found relatively larger than those of the non tourism sectors.(Dhungel,1981: 84).

Nepal Rastra Bank carried out an econometric study with an objective to study and estimate the levels and patterns of tourist expenditure in Nepal to estimate the value added and import contents thereby not foreign exchange earnings from tourism in Nepal and to estimate income and employment generation in the tourism sector of Nepal. The major findings of the study included tourism demand to be income inelastic in both dependent variables, i.e., tourist expenditure and number of tourists. The ratio for import contents for hotels, travel

agencies, trekking agencies and airlines were estimated at 53.45 percent, 74.51 percent, 54.04 percent and 67.05 percent respectively. The value added for the tourism sector was estimated at 37.74 percent as compared to 44.66 percent for tourism related sectors and 42.82 percent for the overall sector. The ratio of direct import content when the induce and indirect effects were taken out was estimated at 35.45 percent, 15.12 percent, 10.79 percent and 57.60 percent for hotels, travel agencies, trekking agencies and airlines respectively. (NRB, 1989:44).

The doctoral work of Tuladhar aimed to study the development of international tourism in kingdom of Nepal from the view of resources, the level of its explorations, utilization and possibilities of its improvement. This study has been done against the background of the overall conditions and its development including natural and anthropological resources, economic development of the country, tourists demands and tourists supply. The major findings of the study included the use of dispersion as a basic for the balancing of progresses may promote foreign visitors quality and possibilities for attempt and contribution for the future development of international tourism in Nepal should workout alternative prognostic situations in unison with the extracted priority of the tourist supply and direction for their improvement. The various suggestions of the study were to promote charter flights with RNAC by tour operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for the tourist travel to Nepal, to provide more cultural shows and other types of suitable entertainment, to increase the length

of stay of tourists and to increase their expenditure, to establish summer resorts like suitable tourist hotels and villas on the banks of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education etc. (Tuladhar, 1993:125).

The objective of the doctoral work of Khadka was to analyse the outcome of tourism development in Nepal in the late 1980s. This study was confined in two specific areas the performance and efficiency of hotel investment in generating foreign exchange and the economic impact of tourism under limited supplying capacity. The major findings of the study were hotels bed occupancy rate, double bed room price and marketing activities are found to be important factors for the performance of the hotel industries. However, the economic impact of tourism was found to be lower than that of the other foreign exchange generation sectors. The economics impact of tourism can be enhanced by promoting standard hotels instead of low-quality hotels serving low paying tourists. Impact can also be increased by developing impact substitutable industries and increasing the supplying capacity of the critical sectors. (Khadka, 1993:88).

Pokharel has also prepared the separate review article entitled “summary of past marketing strategies and plans for tourism in Nepal” with the description of the studies & seminar reports related to Nepalese tourism marketing encompassing the important studies and seminar proceedings with an emphasis on marketing of Nepalese tourism Pradhan also observed the concepts and theories of tourism and efforts made by the planners the legal framework and institutional arrangements for tourism development in Nepal. This study also

conducted a case study to determine the problems and prospects of tourism in Nagarkot. (Pradhan, 1997:14).

According to Shrestha in his doctoral work entitling “Tourism marketing in Nepal”, the objectives were to enquire and to assess the tourism market of Nepal, to evaluate the environmental necessary to develop tourism in Nepal, to assess the contribution of tourism in Nepalese economy and to enquire various hindrances and problems encountered for the development of tourism marketing and its promotion. The various recommendations of the study were new products/ packages should be developed, appropriate positioning as per the strength and demand of our products and the competitive situation of the industry should be made, temples, idols, cultural and religious sites should be maintained and preserved properly for the sustainable growth of the industry, the influx of the international visitors should be managed in accordance with the receiving capacity of the area, emphasis should be given to increase air seat capacity, an alternative international airport should be developed, RNAC should make its flights regular and reliable, the government should give the due attention to develop and improve road transportation, pollution should be controlled and solid waste should be managed, professional approach should be incorporated in marketing Nepal and its products, tourism marketing should be done jointly by the government and private sector, conducive strategies and the programmes should be designed, publicity should be made at international levels, continuous and sustained promotion through appropriate media to the existing market and potential markets is needed, e-marketing should be

continued, Nepal should target and position in the medium income market for tourism promotion, the government should provide adequate safety and security to the visitors, and the policies of government should be focused on continuous improvement of tourism in the country as per market needs and to meet emerging challenges and so on. (Shrestha, 1998: 11,18, 225).

According to Shrestha, a prospect of tourism development in any destination is highly controlled by different geological and cultural elements. They are natural products, scenic beauty, Himalayas, blue mountains, river basin, jungles, sun rise and sunset, pleasant climate, wildlife, caves, rocky slopes, cultural products, historical monuments, colourful festivals, traditional ceremonies, trival villages, caste groups and economic activates etc. (Shrestha, 1999: 44).

Ghimire in her study topic entitling “International promotional efforts of VNY 1998” set the objectives as to assess the various international promotional measures undertaken in VNY 1998 program, to assess the impact of VNY 1998 on tourism promotion of Nepal, to assess the strengths and weaknesses of VNY 1998 campaign and to suggest for the sustainable tourism promotion in Nepal. The major findings were the triangular coordination and participation of the government, private sector, and the local communities successfully launched VNY 1998 program, unavailability of adequate budget and adequate homework, in the context of international publicity, mostly the print media like brochures, booklets, journals, magazines, newspapers etc. were published and distributed, rules, regulations and policies regarding tourism are sufficient but the implementation is lacking,

manpower and other resources are not sufficient, lack of clear vision and planning regarding tourism development and its positive impact on tourist arrivals was found etc.. The major recommendations were more extensive promotional programs should be launched, both domestic and international tourism should be promoted equally, low volume high yield tourism should be the centerpiece of our tourism policy, meetings, incentives, holidays, convention and the exhibition tourism should be promoted, enhancement of local participation, use of decoration materials for long terms should be done, budget for tourism marketing and promotion should be increased new quality tourism destination should be developed, environmental pollution should be controlled, the government should make comprehensive action plan of tourism promotion in domestic / international level, hassles should be controlled and promotion as well as marketing should be backed up properly by the product development within the country etc. (Ghimire,2000: 5,83-88).

The objectives of Shrestha in the research work entitling “Tourism in Nepal with special Deference to trekking services” were to focus the inflow of tourism especially with respect to trekking, to analyze the socio-economic impacts as well as future prospects of tourism development and to recommend the policies for the improvement of tourism as a trekking destination etc. The researcher concluded and found out the problems like lack of guidance and control lack of identification of tourism destination, less exploration into these trekking areas, lack of preservation and conservation of potential touristy areas, lack of sufficient infrastructure to many tourism areas,

inadequate encouragement for tourists to visit the country and inadequate flights in and outside the international cities connecting to Nepal. The major recommendations were in terms of physical infrastructures (trails, roads, bridges, communications, helipad, airstrip, campsite development, hotels, lodges and touristy facilities), health and sanitation (health centres, village sanitation programs, drinking water supply scheme, family planning and hygiene), education and tourism awareness (education facilities, tourism awareness and development) energy, household economic activities, conservation of natural attractions, natural resource conservation and development (tourist attractions, tourism development sites, tourism village, tourist information centres) and conservation and development planning (planning process, the technical committee and other organizations) etc. (Shrestha, 2000: 65-75).

Shrestha has tried to cover the important aspects of the Nepalese aviation and tourism in his book “Nepalese aviation and tourism”. He has tried to explain the aviation history and the role of aviation in tourism. He further discussed the economic significance and the benefits of tourism in the economy of the host country which is measured mainly in terms of foreign exchange receipt from tourist and its multiplier effects on different activities, contribution to regional balance. Tourism development will also induce new business opportunities by opening markets for local products, promote new skill and encourage positive change in land use and production system. (Shrestha, 2000:42).

The objectives of Sharma in his research work “Tourism marketing in Khumbu area” were to overview the role of Nepal’s tourism in general and mountain tourism in particular, to analyze the mountains as the products for tourism marketing, to examine the general policy system and procedure affecting Khumbu tourism area and to recommend for promoting mountain tourism in the Khumbu area. The major findings and the recommendations of the study were in terms of Solukhumbu region, policy legal provisions, official procedure and others like security. (Sharma, 2000:5).

Sharma in 2001 presented a paper “Mountain environment and tourism : Nepal’s experience”. The paper assesses the nexus of tourism, mountain environment and livelihood of the mountain people with reference to Nepal. The rapid growth of mountain tourism has impacted mountain environment through the increased demand for fuelwood and timber, through the generation of garbage, change in land use and the growth of settlement. Tourism has also improve seasonal employment in pottering and lodges. The impact of tourism on society and culture has not all been positive. Key concerns related to mountain tourism in Nepal include broader sharing of tourism benefits and revenues, local institution building alternative energy, participatory planning manpower development and diversification of tourism through supply side planning. (Sharma, 2001:8).

Chand in his publication “Nepal’s Tourism: Uncensored Facts” stated that even during the regular days transporting tourists from Tribhuvan international airport to downtown Kathmandu is a problem which has never be handed efficiently till date. (Chand, 2002:6).

Kunwar in his book “Anthropology in tourism” has made an effort to analyze the ways in which tourism is contributing to changes in value system, individual behaviour, family related ships, ethics and moral conduct creative expression, traditions ceremonies and so on. (Kunwar, 2002:6).

Hirachan in his research topic entitling “A study on e-marketing prospects practiced in tourism sectors by travel agencies in Nepal” set the objectives as to survey the current market situations of the travel agencies, to find and examine travel agencies perception regarding e-marketing to find out the popularity of internet as marketing tools among travel ageneices, to find out the internet based tourism marketing and its needs, wants and preferences, to explore the prospects and the problems of e-marketing and to supply appropriate recommendations. The major recommendations of the study were education about e-marketing is must for travel agents and travel agencies also can submit its sites using pay inclusion etc. (Hirachan, 2003:4, 18, 65).

In a guide book published by NTB, it is written that of all the various activities participated in by visitors to Nepal, trekking is by far the most community undertake. Nepal’s wealth of scenery, her diverse flora and fauna her complex mix of cultures make a perfect formula for traveling through the country side on foot. There are two separate styles of trekking namely fully organized trekking and tea house trekking/ lodge trekking. These two styles offer quite different experiences with the former, the trekkers are fully independent of local accommodation

and food since they sleep in tents and have their own staff guide them and prepare their meals. (NTB, 2003:11).

According to Adhikari in her study entitling “Tourism in Nepal : a case study of prospects of tourism in Dhulikhel”, conclusion were made in terms of tourism prospects in terms of natural attractions and tourism prospects in terms of the manmade attractions. The suggested recommendations were declaration as tourist destinations, better road signs and maps publicity and advertisement, recreation facilities, information centers, cultural shows, communication development, hotel establishment, tourism statistics should be recorded, high investment in tourism planning and provision of long term look for the development of local industries etc. should be planned and promoted properly. (Adhikari, 2004: 77).

Even good newspapers fall short at times and even basic newspapers rise above themselves at times. But, in the main, good newspapers can be distinguished from bad ones. Among the most noticeable characteristics of good ones are the following:

- 1 Large newholes (advertisement: news = 3:2)
- 2 Strong local opinions
- 3 Extensive local coverage
- 4 Enterprise stories
- 5 Fairness etc. (Haws, 1993:42)

The major objectives of Bhandari in her study topic entitled “An examination of agenda setting in three Nepali, daily newspapers : a study of measuring news value of Nepali press in contemporary

situation” were “to find out recent trends in measuring news values in Nepali press, to identify the issues and events that get priority in Nepali press, to identify the principles of measuring the news value, to identify the problems and influential factors in the measurement of news value and to provide and appropriate suggestion and find out the solution for measuring news value. The research design was descriptive, explorative and analytical in nature. The major findings of the study were weak and unsystematic news values measurement and conflict and politics with negativity is highly measured as the value of news etc. Similarly, the major recommendations were mass media should be free, fair and responsible, media owners should provide an appropriate environment for journalists and readers, and journalists should be careful about social responsibility etc. (Bhandari, 2004: 76-83).

The objectives were “to evaluate the impact of non-electronic and electronic media on consumer buying behaviour, to find out the appropriate media preferred by the consumers and to know the impact advertising on the sales etc.” in the research study of Dahal entitling “Advertising through electronic media and non-electronic media and its impact on consumer buying behaviour”. Analytical and descriptive research design was used by selecting 200 samples. The main findings were “television is the most popular medium, and Kantipur and Samcharpatra are popular among non-electronic media. Some of the recommendations as suggested by Dahal were “advertising media should be selected according to the target customer’s group, more emphasize should be given both on daily newspapers and poster

advertising and advertisement should be made understandable, easy and quick etc (Dahal, 2005: 76-80).

By using the document analysis research design, Gyalwai concluded that coverage of story essentials is found satisfactory in the study topic “sports news coverage in daily newspapers published from Kathmandu valley in the final round of Khukuri cup football tournament 2003”. The Major recommendations were “a similar study can be done about the weekly and sports magazine in national level, similar type of tournament coverage should be given equal importance in news, similar type of study should be given for physical education students in the field of sport journalism and a similar study can be done about the other beat of news story or event etc. (Gyawali, 2003:75).

Similarly, Subedi carried out a research study on “English code mixing in the Gorkhapatra daily : a descriptive and practical study.” The objectives of the study were “to find out the English words that are used in Gorkhapatra daily, to find out the frequency of shifter English words, to find out assimilated and non-assimilated words of the English language in to Nepali language and to find out the pedagogical implication.” On the basis of the findings of his study, he also recommended that, the study area and population should be extended, comparative study (past v/s. present Gorkhapatra) should be carried out, effect of code mixing should be found out, shifted words of other languages should be found out and categorized in terms of parts of speech, and interview should be held without informing the informants etc. (Subedi, 2001: 6, 82).

2.3 Research Gap

Although there is the presence of extensive documents and lots of studies regarding tourism and its marketing, mass media and newspapers, there is always the absence of the literatures regarding the role of mass media in the tourism marketing. So, the present study tries to fulfill such requirement of students by doing the research work on role of mass media in tourism marketing by a case study of the selected daily newspapers of Kathmandu valley. The main focus of the study is to analyse the roles (both positive and negative impacts) of the mass media (selected daily newspapers) in tourism, its, marketing & its promotion.

After reviewing a lot of literatures, it is seen that the most of them are tourism or its marketing oriented or mass media or advertisements oriented and no analysis of the role of mass media in tourism marketing was seen. So, this research tries to fulfill that research gap by analyzing the role of mass media in tourism marketing in Nepal. In almost all of the past studies, the descriptive and analytical research design was followed to fulfill the objectives of the study and hence the studies can not able to compare mass media with tourism marketing, i.e. either they deal with tourism marketing or mass media but not both at a time. Only few researches try to find out the role of mass media from advertisement point of view. But this research is quite different from the others not only because of its recent information but also due to its topic reliability and validity. This type of research was never seen in my overall review of literature.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 Research Design

This study was based on the micro study of the role of mass media in tourism marketing by selecting selected daily English newspapers of the country. This study was mostly descriptive and analytical in nature. So, descriptive research design was used in this study by a case study survey. That is why, this research dealt with more qualitative than the quantitative aspects of the phenomenon.

3.2 Rationale of Selection of Study Topic and Case Study

Tourism is the second largest industry for foreign exchange earnings in Nepal. But the infrastructures and tourist sites are not properly developed yet. Beside that the marketing of tourism is also not so extensive in case of Nepal. It is the well known fact that if tourism is developed purposively, it might be the largest industry in Nepal. For this, development of touristy sites and basic infrastructure development as well as enhancement of tourism components are not enough. Proper marketing should be performed which is possible by the help of mass media only. A lot researches regarding tourism and mass media are done separately by different researchers but the research on the role of mass media in tourism marketing is not carried out yet. That is why, to fulfill this gap and to recommend some suggestions for the tourism marketing, the study topic was selected by researcher. The study of

whole mass media is out of reach due to research limitations and therefore, some newspapers are selected to represent mass media.

Three daily newspapers (English) of “A” class (categorized by press council Nepal) of Nepal were, hereby, selected for case study. The major reasons behind their selection were (a) they were the most selling daily English newspapers of the country, (b) they were more famous and having international reach, (c) they were also can be read from websites (internet) and so on. Besides that, some other reasons of selecting the daily newspapers is presented below.

The Kathmandu post” is regarded as the Nepal’s largest selling English daily. It is published by Kantipur group, the most renowned print media of the country. Moreover, its reach is not only allover Nepal but outside the country also. Similarly, “the Himalayan times” is the most recent English newspapers amongst the three newspapers. It is the most debatable newspaper because it is said that its operation is by foreign investment. It is regarded as the Nepal’s no.1 English daily and its reach cover also national and international levels. “The rising Nepal” is the first and foremost as well as one and only one English daily newspaper of the country under the investment of the government. Out of the indicated three English daily newspapers, it is believed that “The Rising Nepal” is the one that markets tourism better than others. These are some of the major reasons of selecting the newspapers as case study and selecting the study topic too.

3.3 Nature and Sources of Data

The research study was mainly based on secondary data according to the context of news published, articles written and advertisement

announced, the data were gathered from the respective newspapers. The sources of secondary data were published and unpublished documents as well as official records of the Kathmandu post, the Himalayan times, the rising Nepal, Martin Chautari, National Planning Commission, centre Bureau of statistics, Nepal tourism board, and library materials etc.

The primary sources of data were used in the form of key information. The key information were selected from the respective newspapers departments. The experts were used as the sources of data by the help of structured questionnaire.

3.4 Sampling Procedure

For case study purpose, i.e., for the selection of newspapers, the judgemental sampling was used because of the various reasons regarding the respective newspapers which is described above in 3.2. Similarly, for the selection of key informants, purposive sampling was used. According to the study context and purpose of the study, the key informants were selected from the publications according to their position, knowledge and experience in the field. The directors, editors and managing directors (chairperson) were used as key informants by purposive sampling.

3.5 Tools and Techniques of Data Collection

Here, the tool of data collection from key informants was questionnaire. For this, self prepared questionnaire was mailed to the respective people and they were requested to send that back to the researcher after the fulfillment of the questionnaire. No personal contact or interview or discussion was performed.

Table no. 3.1: Data Collection Period for Different Newspapers

Newspaper	From	To	Total days
The Rising Nepal	August 2, 2009	September 20, 2009	50
The Himalayan Times	July 28, 2009	September 20, 2009	50
The Kathmandu Post	August 2, 2009	September 20 2009	50

Source: Respective Newspapers, 2009

Similarly from the daily newspapers, the data was collected by the observation and reading of the newspapers. The number of published news, articles and advertisements etc. about tourism were simply reviewed, compared and analyzed. In this case, every newspaper was reviewed for 50 days regularly.

3.5.1 Key Information

To gather more knowledge and information on the study subject, different personals and experts from the newspaper publisher's committee were taken according to their sector, position, knowledge and experience. They were also consulted for their recommendations. In this case one key informants from the Himalayan times" (editor), two from "The rising Nepal": (chairperson and acting editor in chief) and five from "the kathmandu post" (managing director, directors and editor) were selected purposively.

3.6 Method of Data Presentation and Analysis

The collected data were firstly, reviewed properly and the unnecessary information and data were eliminated by data processing method. Similarly, the remaining information was interpreted by descriptive research design and presented in tabular form for quantitative data, if necessary. The number and quality of news, articles and advertisements etc. published in the newspapers were reviewed and compared with the total number and were also analyzed by the help of simple statistical tools like simple percentage analysis (for quantitative data) and simply qualitative methodology on the basis of descriptive research design (for qualitative data).

Similarly, the inside story of the published document was analyzed by the researcher by his own knowledge, by the help of his thesis supervisors, teachers and experts under the circumstances of descriptive research design.

The response of the key informants was also analyzed on the basis of the descriptive research design. And their information was mainly used for putting forward the summary, drawing conclusions and suggesting the recommendations.

CHAPTER - 4

INTRODUCTION TO NEWSPAPERS

4.1 News: A Close Look

“News is something, which somebody wants suppressed.”

“News is anything, you did not know yesterday.”

“New is any event, idea or opinion that is timely that interests or effects a large number of people in a community and that is capable of being understood by them.”

“News is anything and everything interesting about life and materials in all their manifestation.”

“What is new is news.” (Kamath, 1980:13).

“News has been defined as a break in the normal flow of events, an action or statement so important or unusual that it is worth sharing with others.”

News is timely, it is about very recent and current. It is unsystematic, it deals with discrete events and happenings and the world seen through news alone consists of unrelated happenings which is not the primary task of news itself to interpret. News is perishable, it lives only when the events themselves are current and for the purpose of record and later reference other forms of the knowledge will replace the news. Events reported as news should be unusual or at least unexpected qualities that are more important than their real significance. Apart from unexpectedness, news events are characterized by other news value that are always relative and involve subjective judgements about likely audience interests. News is mainly for

orientation and attention direction and not a substitute for knowledge. And news is predictable. (MC Quail, 1994:12).

The dominating actors found in news are government conflicts and disagreement, government decisions, proposals and ceremonies, government personal changes, protest violent and not violent, crime, scandals and investigations, disasters, actual and adverb, innovation and tradition and national ceremonies. (Onta and Parajuli, 2001:18).

4.2 Newspapers in Nepal

In Nepal upto 2004, the newspapers registered by different developmental regions with Nepal press council was 3688. (this number was 2604 upto 1999). Out of which only 259 were daily newspapers (181 in 1999). The remaining 93 percent of the total newspapers were dormant. (93 percent in 1999 too). The total circulation was about 2 million (1 million in 1999) and the print media market was about 600 million. Central developmental region mainly Kathmandu accounts for more than 50 percent of the total circulation. It is believed that 12 percent of the total literate population read newspapers. The government owned Gorkhapatra is the oldest newspaper around one century old. It allocates 20 percent of the newspapers space for advertisement purpose. The Kantipur has the largest daily circulation of about 1,40,000 copies (60000 copies in 1999). The private newspapers are growing in recent years.

Rural area have largely remained illiterate and therefore have remained unserved by the print media. Newspapers are widely used by Nepalese marketers for advertisement.

Table no. 4.1: Total Number of Registered Papers

Type	Number	Percent
Dailies	259	7.0
Weeklies	1289	35.0
Forthightly	256	6.9
Monthly	1090	29.6
Bi-monthly	256	6.9
Quarterly	386	10.6
Four monthly	19	0.6
Half yearly	57	1.6
Yearly	67	1.8
Total	3688	100.0

Source: Bhatta and Adhikari, 2005.

4.2.1 Newspapers by Languages

The Nepalese press is obviously dominated by the newspapers in Nepali language. More than two third of the whole newspapers, i.e. around 69.3 percent are in Nepali language. The major newspapers in Nepali language are Gorkhapatra, Kantipur, Rajdhani, Nepal Samacharpatra, Annapurna Post, Blast Times and Janasangharsha etc. (daily) and Himal. Nepal Samaya, Mulyankan etc.(Magazines). Similarly, around one tenth of the newspapers i.e. around 8.6 percent

are in English language. The major are the rising Nepal, the Kathmandu post, and the Himalayan (daily) and nation, Nepali times, the boss, voice of women, ECS, spotlight etc. (magazines). Similarly, 16.8 percent are in Nepali/ English language and across is the renowned one.

Table no. 4.2: Press by Languages

Type	Number	Percent
Nepali	2557	69.3
English	317	8.6
Nepali/English	619	16.8
Hindi	11	0.3
Newari	23	0.6
Maithali	8	0.2
Others	153	4.2
Total	3688	100.0

Source: Bhatta and Adhikari, 2005

There is the presence of newspapers in various other languages also but in very few numbers. The other languages in which newspapers are publishing are Hindi, Newari, Urdu, Maithali, Bhojpuri, Sanskrit, Tibbati, Tharu, Limbu, Doteli and others. But this study only deals with the major daily newspapers in English language.

4.2.2 Print Media Structure

The almost all of the print media are concentrated in Kathmandu and their reach in upto all Nepal. The Gorkhapatra corporation, Kantipur publications Pvt. Ltd, international media network Pvt. Ltd

and news media Pvt. Ltd. etc. are the major publishers. Gorkhapatra is the oldest newspaper and among the three major English dailies the rising Nepal is the oldest one and the Himalayan times is the youngest one. The owner of the rising Nepal is government of Nepal/ Gorkhapatra corporation. Similarly, the owner of Kathmandu post is Katipur Publication Pvt. Ltd. (Hem Raj Gyawali and Kailash Sirohiya). And, the owner of the Himalayan times is the international media network private limited.

Table no. 4.3: Print Media Structure

Name	Date of start	Nature	Ownership	Concentration	Reach
The Rising Nepal	2022 B.S (1965 A.D.)	English daily	Government of Nepal/Gorkhaptra corporation	Kathmandu	All Nepal
The Kathmandu Post	2049 B.S. (1993 A.D.)	English daily	HemRaj Gyawali and Kailash Sirohiya/ Kantipur publications pvt. Ltd.	Kathmandu	All Nepal
The Himalayan Times	2001 Nov. 23	English daily	International media network Pvt. Ltd.	Kathmandu	All Nepal

Source: Bhatta and Adhikari, 2005

4.2.3 Circulation of Daily Papers/ Regional Distribution

In Nepal, there is no audit bureau of circulation (ABC). That is why it is difficult to get the actual circulation figures. But press council Nepal classifies the newspapers in four categories and one of the criteria for this is circulation. A newspaper will be in 'A' class if it produces more than 10,000 prints run. Nepali media is Kathmandu centric. Out of 259 registered dailies all over Nepal, only 10 broadsheet dailies (Kantipur, Spacetime, The Himalayan Times, Rajdhani, Nepal Samacharpatra, Annapurna Post, the Kathmandu Post, Gorkhapatra, Himalayan Times and The Rising Nepal) are well known and all of them are Kathmandu based. These all are classified as group 'A' by press council Nepal.

Apart from these newspapers, two dailies outside Kathmandu valley (Janasangarsha from Butwal and Blast times from Dharan) are also in 'A' class. The market of the weeklies has been massively reduced by the coming out of broadsheet dailies. In the case of magazines among many in the market, some has hold on market. Mainly Himal, Nepal, Mulyankan, (recently Samaya and nation on Nepali and English language respectively). Here are some figures about the circulation based on the claim of the respective publishing houses.

Table no. 4.4: Circulation of Some Daily Newspapers

Name	Circulation
The Kathmandu Post	40,000
The Rising Nepal	25,000
The Himalayan Times	35,000

(Bhatta and Adhikari, 2005).

4.2.5 Regional Distribution

In this case there is less distribution comparing with Kathmandu valley. This can say by close observation. Regarding the data as the publishing houses provide me as follows.

Kantipur has 40000 of copies distribution from its Biratnagar's regional office, which covers eastern developmental region and Birgunj also 100000 copies are produced in Kathmandu, which is for rest regions. Government daily Gorkhapatra has 30-35 percent on Kathmandu valley and rest is out of valley, its co publication the rising Nepal has just opposite 60 percent 40 percent ratio. Another English daily the Himalayan times has also 60 percent in Kathmandu valley and 40 percent regional distribution. Its co publication Annapurna post has just opposite. A media market analyst Suman Shakya stated that on the case of English papers, 80 percent of the consumption is on valley rest 20 percent is out of Kathmandu valley as well as outside country. Similarly, Nepali papers have 60 percent consumption in on valley rest 40 percent is out of valley.

4.3 Background Information of Selected Newspapers

4.3.1 The Kathmandu Post

This English daily is being produced by Kantipur group. Kantipur was established in 1993 (2049 Falgun 7) by a businessman Shyam Goyanka. It was the first broadsheet daily after the restoration of democracy in 1990. Two years later Goyanka sold his share to Hem Raj Gyawali (who was former land reform officer as well) and Kailash Sirohiya (A business person deals with garment factory). On the very beginning of Kantipur, it had kind of blame that it was close to Nepali

congress or guided by the congress principles. This is only media house which is getting its success and have around 26 crores of annual turnover. Kantipur FM has 4-5 crores of annual but the data regarding on Kantipur television are not available because of the few time of its operation. Basically there is an international practice that all types of media having a single media house are unethical and it creates bad practice. But the loopholes on the governmental policy, it is practiced here. The English daily Kathmandu post was also started on 1993. Its owners are Hem Raj Gyawali and Kailash Sirohiya. It is concentrated on Kathmandu and its reach is all over Nepal. It is categorized as "A" class newspaper by press council Nepal and its daily circulation is around 40,000. It is told as nepal's largest selling English daily and usually covers eight plus four pages in its one copy. Its current cost is Rs. 3 per copy. Today, it is published simultaneously in Kathmandu, Biratnagar and Bharatpur. The editor of Kathmandu post is Prateek Pradhan and directors are Binod Raj Gyawali and Swastik Sirohiya. Its address is given below:

Kantipur publication Pvt. Ltd, Kantipur complex,

Subidhanagar, Kathmandu, Nepal

Phone : 4480100 Fax : 977-1-4466320

e-mail : kpost@kantipur.com.np

Regd. No. : 32/048/049

Website : www.ekantipur.com

4.3.2 The Himalayan Times

In the history of Nepali press this is the most debatable paper. This is so-called because of foreign investment, i.e. Indian investment. Legally there is no provision of the foreign investment in any kind of media in Nepal. In January 2004, the debate over this paper was got into the peak with the huge support of Nepal media society (a organization of five reading paper publishers: Kantipur, Rajdhani, Spacetime, Nepal Samacharpatra and Himalaya Times). It has even been disturbed various times by various groups. Then, the publishers took a news piece titled "Buddha was born in India". Then they advocated that such type of news can make only that paper which has foreign investment. At that time this paper was publicly avoided type of news were published in these papers that were in jointly compaign. Then, the government gathered all the publishers and concluded this event. The owner of this paper is international media network Pvt. Ltd., Nepal in association with Asia pacific communication association (APCA) house, new delhi. This name was the main controversial to the Nepali publishers. This is one of the famous English daily of Nepal come into action from 2001 November 23. It is also concentrated in Kathmandu and its reach is also allover Nepal. It is also categorized in "A" class by press council Nepal and its circulation is 35000 per day (Approx). It is distributed 60 percent in Kathmandu valley and 40 percent regional distribution. It is now a days, regarded as Nepal's no.1 English daily. It generally possesses 12 pages and costs 3 rupees per copy. The editor of this newspaper is Ram N. Pradhan. The address of this newspaper is given below:

International Media Network pvt.ltd., APCA house,
Vaidya Khana Road, Anamnagar, Kathmandu, Nepal
P.o.Box 11651, Phone: 977-1-4-771489
Fax : 977-1-4-771959,
E-mail : editorial@thehimalayantimes.com
Website : www.thhimalayantimes.com
Regd. No. 143/051/052 Postal Regd. 13/058/059

4.3.3 The Rising Nepal

The rising Nepal is the first and the foremost English daily newspaper of Nepal. This newspaper was firstly published in the year of 1965. The owner of this paper is government of Nepal/ gorkhaptra corporation. It is also concentrated in Kathmandu and its reach is also all over Nepal. The current executive chairman of this newspaper is Om Sharma and acting editor in chief is Yuba Nath Lamsal. Out of the indicated three English daily newspapers, this is the one that promotes tourism better than other two English newspapers. The rising Nepal is also categorized in "A" class newspaper by press council Nepal. The circulation of this paper is around 25,000 per day. This has a ratio of 3:2, i.e., 60 percent of the total is distributed in Kathmandu valley and rest 40 percent is distributed outside the valley. It usually constitutes of eight pages and costs Rs. 4 per copy. The address of this newspaper is given below:

Gorkhapatra Corporation, Government of Nepal

Dharmapatha, New Road, Kathmandu, Nepal

Phone : 4223902/ 4222279/ 4227493/ 4220638

Fax : 977-1-4244428

E-mail : gtrn@mos.com.np Website : www.gorkhaptra.org.np

CHAPTER - 5

PRESENTATION AND ANALYSIS OF DATA

5.1 Analysis of the newspapers

5.1.1 Tourism News in Different Newspapers

The different English newspaper were analyzed on the basis of the type of news published, their number, their devoted page, their size, their coloring and boxing and so on. The three newspapers analyzed here are the Kathmandu post (TKP), The Rising Nepal (TRK) and the Himalayan times (THT).

Table no. 5.1: Tourism Publication in Different Newspapers

Newspaper Number of publications	The Kathmandu post		The Himalayan times		The rising Nepal		Total	
	Number (days)	%	Number (days)	%	Number (days)	%	Number (days)	%
Zero	28	56.0	28	56.0	15	30.0	71	47.3
One	17	34.0	16	32.0	19	38.0	52	34.7
Two	4	8.0	5	10.0	11	22.0	20	13.3
Three or more than three	1	2.0	1	2.0	5	10.0	7	4.7
Total	50	100.	50	100.	50	100.	150	100.
Percent	33.33	-	33.33	-	33.33	-	100.	-

Source: Respective newspapers, 2009

The data clearly indicated that the Kathamndu post and the Himalayan times publish very few number of tourism-related news but the Rising Nepal Publishes slightly more news than the other two

newspaper. Out of the total days, 56.0 percent of days have to tourism news in the Himalayan times and Kathmandu post while only 30.0 percent of the total of the days have no news regarding tourism in ‘The rising Nepal’. Similarly, 34.0 percent of the Kathmandu post, 32.0 percent of the Himalayan times and 38.0 percent of the rising Nepal publish only one news. And, 8.0 percent of the Kathmandu post, 10.0 percent of the Himalayan times and 22.0 percent of the rising Nepal publish two news. At last but not least, 2.0 percent of the Kathmandu post, 2 percent of the Himalayan times and 10.0 percent of the rising Nepal publish 3 or more news. By combining all of them, 47.3 percent days have zero news, 34.7 percent of days have one news, 13.3 percent of days have two news and 4.7 percent days have 3 or more news. So, increasing number of news publishing in decreasing number of days. In the other hand, out of zero news publishers, 39.4 percent are TKP, 39.4 percent are THT and only 21.2 percent are TRN. Similarly, out of the one news publishers, 32.7 percent are TKP, 30.8 percent are THT and 36.5 percent are TRN. And, out of two news publishers, 20.0 percent are TKP, 25.0 percent are THT and 55.0 percent are TRN. At last but not least, out of three of more news publishers, 14.3 percent are TKP, 14.3 percent are THT and 71.4 percent are TRN. So, it indicated that ‘The Rising Nepal’ publishes more news than ‘The Kathmandu post’ and ‘The Himalayan Times’ regarding the tourism industry.

5.1.2 Tourism News, Articles, Interviews, Advertisement, comments and Vacancies in Different Newspapers

Table no. 5.2: Tourism News, Articles, Interviews, Advertisement, Comments and Vacancies

Newspapers Publications	TKP		THT		TRN		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
News	15	53.6	18	56.3	30	50.8	63	53.7
Comments/ Article	10	35.7	8	25.0	17	28.8	35	28.9
Interview	1	3.6	0	0.0	5	8.5	6	5.0
Advertisement/ Vacancy	2	7.1	6	18.7	7	11.9	15	12.4
Total	28	100.	32	100.0	59	100.0	119	100.0
Percent	23.1	-	28.1	-	48.8	-	100.	-

Source: Respective newspapers, 2009

Out of the total published documents in “The Kathamndu post”, 53.6 percent are news, 35.7 percent are comments/articles, 3.6 percent are interviews and 7.1 percent are advertisements/vacancies. Similarly, 56.3 percent are news, 25.5 percent are Articles/comments and 18.7 percent are advertisement/vacancy in “The Himalayan times”. And, out of the total published documents in the “The Rising Nepal”, 50.8 percent are news, 28.8 percent are comments/ articles, 8.5 percent are interviews and 11.9 percent are advertisement/vacancy. And, at last but

not least out of the total published documents 53.7 percent are news, 28.9 percent are comments/ Articles, 5.0 percent are interviews and 12.4 percent are advertisement/vacancies. So, it shows that the most of the published documents in those newspapers regarding tourism are news.

In the other hand, out of the total news published, 23.1 percent from “The Kathmandu Post”, 30.8 percent form “The Himalayan times” and 46.1 percent form “The Rising Nepal”. Similarly, out of the total comments/Articles published, 28.6 percent form “The Kathamndu post”, 22.9 percent from “The Himalayan Times” and 48.6 percent from “The Rising Nepal”. And out of the total interviews published, 16.7 percent from ‘TKP’ and 83.3 percent from ‘TRN’. At last but not least, out of the total advertisements/vacancies published, 13.3 percent from ‘TKP’, 40.0 percent from ‘THT’ and 46.7 percent from ‘TRN’. As a whole, 23.1 percent publications are in ‘TKP’, 28.1 percent in “THT” and 48.8 percent in ‘TRN’. So, it indicates that, most of the publications are belonging to ‘The Rising Nepal’ separately or as a whole.

5.1.3 Total Publications VS. Tourism Publications

Table no. 5.3: Total Publications VS. Tourism Publication

Newspapers Publications	TKP (12 pages Approx)	THT (12 pages Approx)	TRN (8 pages Approx)
Total publications (approx) (10/page × 50 days)	6000	6000	4000
Tourism publications	28	32	59
Percent of total publications	0.47	0.53	1.48

Source: Selected newspapers, 2009.

Out of the total news published in TKP, only 0.47 percent include tourism publications during data collection period. Similarly, in THT, 0.53 percent of the publications are tourism -oriented. And in TRN, 1.48 percent (slightly greater extent) are tourism oriented publications. So, it shows that there is the very less number of publications regarding tourism in the English daily newspapers of Nepal.

5.1.4 Page Wise Distribution of Tourism Publications

Table no. 5.4: Tourism Publications in Different Pages

Newspapers Page	THT		TRN		TKP		Total	
	No	Percent	No.	Percent	No.	Percent	No.	Percent
Cover page	3	9.4	6	10.2	2	7.1	11	9.2
Business page	14	43.8	23	39.0	9	32.1	46	38.7
Op.ed page	8	25.0	5	8.5	11	39.3	24	20.2
Sports page	0	0.0	1	1.7	1	3.6	2	1.7
Others	7	21.8	24	40.6	5	17.9	36	30.2
Total	32	100.0	59	100.0	28	100.0	119	100.0

Source: Selected newspapers, 2009

Table no. 5.4 indicates that, in ‘THT’, the proportion of news published in cover page, business page, op. ed page, sports page and others pages equals to 9.4 percent, 43.8 percent 25.0 percent, 0.0 percent and 21.8 percent respectively. Similarly, in TRN, the proportion of publications in cover page, business page, op. ed. Page, sports page and other pages, equals to 10.2, 39.0, 8.5, 1.7 and 40.6 percent respectively. And, in TKP, the proportion of publications on cover page, business page, op. ed. Page, sports page and other pages equals to 7.1 percent, 32.1 percent, 39.3 percent, 3.6 percent and 17.9 percent

respectively. At last but not least, out of the total publications of the newspapers, the proportion of publication in cover page, business page, op.ed. page, sports page and other pages equal to 9.2 percent, 38.7 percent, 20.0 percent, 1.7 percent and 30.2 percent respectively. Hence it concludes that the most of the publication about tourism is usually published in the business page.

Out of the total publication of cover pages, 27.3 percent, 54.5 percent (highest) and 18.2 percent are in THT, TRN (highest) and TKP respectively. Out of the total publications of business pages, 30.4 percent, 50.0 percent (highest) and 19.6 percent are in THT, TRN (highest) and TKP respectively. Similarly, out of the total publications of op. ed pages, 33.3 percent, 20.8 percent, and 45.9 percent (highest) are in THT, TRN and TKP (highest) respectively. And out of the total publications of sports pages, 0.0 percent, 50.0 percent and 50.0 percent are in THT, TRN and TKP respectively. And at last but not least, out of the total publications of other pages 19.4 percent, 66.7 percent (highest) and 13.9 percent are in THT, TRN (highest) and others respectively. So, it can be concluded that every page of TRN (except op. ed page for which TKP) publishes more tourism related news than any other paper.

5.1.5 Size Wise Distribution of Tourism Publications

Table no. 5.5: Tourism News in Different Size

Newspaper Font size	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
Large font	13	40.6	24	40.7	13	46.4	50	42.0
Medium font	9	28.1	16	27.1	10	35.7	35	29.4
Small font	10	31.3	15	25.4	3	10.7	28	23.5
Other (Photo etc)	0	0.0	4	6.8	2	7.2	6	5.1
Total	32	100.0	59	100.0	28	100.0	119	100.0

Source: Selected newspapers, 2009

The proportion of news titles in large font, medium font, small font and others is 40.6 percent, 28.1 percent, 31.3 percent and 0.0 percent respectively for THT. Similarly, in TRN, their proportion is 40.7 percent, 27.1 percent, 25.4 percent and 6.8 percent for large font, medium font, small font and others respectively. In TKP, the proportion of large font, medium font, small front and others news titles equals to 46.4 percent, 35.7 percent, 10.7 percent and 7.2 percent respectively. So, as a whole 42.0 percent publications are large fonted, 29.4 percent are medium fonted, 23.5 percent are small fonted and 5.1 percent are others. So, the font size is directly proportional to the number of publications.

Similarly, 26.0 percent, 48.0 percent (largest) and 26.0 percent of large font publications; 25.7 percent, 45.7 percent (largest), and 28.6 percent of medium font publications, 35.7 percent, 53.6 percent, (largest) and 10.7 percent of small font publications, and 0.0 percent, 66.7 percent (largest) and 33.3 percent, of other publications are in THT, TRN and TKP respectively. So, TRN has majority in every size of tourism publications headlines.

5.1.6 Tourism Publication in Boxes and Colours

Table no. 5.6: Tourism Publication in Boxes and Colours

Newspapers Publications	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
In boxes	4	12.5	6	10.2	7	25.0	17	14.3
In colours	5	15.6	4	6.8	7	25.0	16	13.4
Bsoth	1	2.8	7	11.9	2	7.1	10	8.4
None (Others)	22	68.7	42	71.1	12	42.9	76	63.9
Total	32	100.0	59	100.0	28	100.0	119	100.0

Source: Selected Newspapers, 2009

Out of the total publications of THT, 12.5 percent are in boxes, 15.6 percent are in colours, 2.8 percent are in both and 68.7 percent are in none. Similarly, 10.2 percent are in boxes, 6.8 percent are in colours, 11.9 percent are in both and 71.1 percent are in none for TRN publications. And, out of the total publications of TKP, 25.0 percent are

in boxes, 25.0 percent are in colours, 7.1 percent are in both and 42.9 percent are in none. And at last but not least, among the publications of all newspapers, 14.3 percent are in boxes 13.4 percent are in colours, 8.4 percent in both and 63.9 percent in none. So, it can be concluded that the tourism publications are in boxes and in colours in very few numbers and most of them are neither in colours nor in boxes.

Similarly, out of total news in boxes, 23.5 percent are from THT, 35.3 percent from TRN and 41.2 percent (highest) from TKP. Out of the total news in colours, 31.3 percent are from THT, 25.0 percent from TRN and 43.7 percent (highest) are from TKP. Similarly, out of the total publications both in boxes and colours, 10.0 percent from THT, 70.0 percent (highest) from TRN and 20.0 percent from TKP. So, TKP usually uses more boxes and colours for tourism publications than the two other English dailies. And, at last but not least, out of the total publications neither in boxes nor in colour, 28.9 percent from THT, 55.3 percent from TRN and 15.8 percent are from TKP.

5.1.7 Tourism as a Major Publications

Table no. 5.7: Tourism as a Major Publication

Newspapers Types	THT		TRN		TKP		Total	
	No	Percent	No	Percent	No	Percent	No	Percent
Tourism as a major publications	12	24.0	9	18.0	7	14.0	28	18.7
Tourism not as a major publication	10	20.0	26	52.0	15	30.0	51	34.0
No tourism publication	28	56.0	15	30.0	28	56.0	71	47.3
Total	50	100.0	50	100.0	50	100.0	150	100.0

Source: Selected Newspapers, 2009

Table no. 5.7 shows that out of the total publications of THT, 24.0 percent of days have tourism as a major publication, 20.0 percent of days have tourism not as a major publication and 56.0 percent of days have no tourism publications. Similarly, out of the total days of TRN, 18 percent of days have tourism as a major publication, 52 percent of days have tourism not as a major publication and 30 percent of days have no tourism publication. And, out of the total days of TKP, 14.0 percent of days have tourism as a major news, 30.0 percent of days

have tourism not as a major news and 56.0 percent of days have no tourism publication. So, as a whole, out of the total days of newspapers, 18.7 percent of days have tourism as a major news, 34.0 percent of days have tourism not as a major publication and 47.3 percent of days have no tourism news. Hence, it can be concluded that the most of the days have no tourism news and out of the tourism news published days, tourism is mostly published as not as a major news.

In the other hand, out of the total publications of “tourism as a major publication” 42.9 percent (highest) are THT, 32.1 percent TRN and 25.0 percent are TKP. Similarly, out of the total days of “tourism not as a major publication”, 19.6 percent are from THT, 51.0 percent are from TRN (highest) and 29.4 percent are from TKP. And out of the total days of “no tourism news”, 39.4 percent are from THT, 21.2 percent from TRN and 39.4 percent are from TKP. Hence, major tourism news is mostly publishing in THT while the other news (not major tourism news) are mostly publishing in TRN.

5.1.8 Types of Tourism Publications

Table no. 5.8: Types of Tourism Publications

Newspapers Types	THT		TRN		TKP		Total	
	No	%	No	%	No	%	No	%
Promoting/ informative	8	25.0	21	35.6	4	14.6	33	27.7
Introducing Destiny	4	12.5	9	15.3	3	10.7	16	13.4
Harassing/ negative news	4	12.5	3	5.1	3	10.7	10	8.4
News of other countries	3	9.4	10	16.9	1	3.6	14	11.8
Infrastructure	1	3.0	3	5.1	0	0	4	3.4
Airlines services	6	18.8	4	6.7	12	42.8	22	18.5
Others	6	18.8	9	15.3	5	17.9	20	16.8
Total	32	100.	59	100.	28	100.	119	100.

Source: Selected newspapers, 2009

Out of the total tourism publications of THT, 25.0 percent are promoting/ informative, 12.5 percent are introducing destiny, 12.5 percent are harassing/ negative news, 9.4 percent are news of other countries, 3.0 percent are infrastructure and their development, 18.8 percent are related to airlines services and 18.8 percent are others. Similarly, out of the total tourism publications of TRN, 35.6 percent are promoting/ informative, 15.3 percent are introducing destiny, 5.1 percent are harassing/ negative news, 16.9 percent are news of the other countries, 5.1 percent are infrastructure and their development, 6.7

percent are airlines services- related and 15.3 percent are other. And, out of the total tourism publications of TKP, 14.3 percent are promoting/ informative, 10.7 percent are introducing density, 10.7 percent are harassing/ negative news, 3.6 percent are news of other countries, 42.8 percent are related to airlines services and 17.9 percent are other. So, as a whole, 27.7 percent of news are promoting/ informative, 13.4 percent are introducing destiny., 8.4 percent are harassing/ negative news, 11.8 percent are the news of other countries, 3.4 percent are infrastructure news, 18.5 percent are airlines services news and 16.8 percent are others. Hence, it can be concluded that the most publications of the papers are promoting/ informative, airlines services, introducing to destiny and news of other countries.

In the other hand, out of the total promoting/ informative publications, 24.2 percent, 63.7 percent (highest) and 12.1 percent belong to THT, TRN (highest) and TKP respectively. Similarly, out of the total introducing destiny publications, 25.0 percent, 56.2 percent (highest) and 18.8 percent belong to THT, TRN (highest) and TKP respectively. Out of the total harassing/ negative news, 40.0 percent (highest), 30.0 percent and 30.0 percent belong to THT (highest), TRN and TKP respectively.

Similarly, out of the total publications about other counties, 21.4 percent, 71.4 percent (highest) and 7.2 percent belong to THT, TRN (highest) and TKP respectively. Out of the total infrastructure publications, 25.0 percent and 75.0 percent (highest) belong to THT and TRN respectively. And, out of the total airlines services publications, 27.3 percent, 18.2 percent and 54.5 percent (highest) belong to THT,

TRN and TKP respectively. At last but not least, out of the total other publication, 30.0 percent, 45.0 percent (highest) and 25.0 percent belong to THT, TRN (highest) and TKP respectively. So, it shows that the promotion of every publication is highest for TRN excepting negative/ harassing news (THT) and airlines services publications (TKP).

5.2 Analysis of the Key Information

5.2.1 Appropriate Mass Media

Radio is regarded as the most appropriate mass media as it is reachable to both the illiterate and literate population. Similarly, billboards, posters, television and internet are regarded as other important mass media. According to the responses, the frequently used and accessible mass media included television, newspapers, internet and radio. But there is the little access to bill boards and posters. But for the population, radio and newspapers are widely used mass media. The information of destination is mostly known from television and internet while newspapers, bill boards, radio and posters provide a little information. The more reliable and influential mass media is television because it not only shows the facts but also tells about facts. Besides that radio, newspapers, internet, billboards and posters are also reliable and influential mass media. But, as a whole, for the population, newspapers, radio and internet as well as television have their more importance respectively.

5.2.2 Sources of News and News Value

The frequent sources of news for the publishers are political leaders firstly, then social figures and people, and then, government

officials and businessman. Besides that some specific news are published from the respective sources. So, according to the context and the body part of the news, there are different sources of news for the publishers. Similarly, for setting news value, information comes in first priority for the publishers. Besides that content, structure and language etc. also get top priority while setting the news value. Similarly, during the measurement of news value, society comes in first priority for the publishers. Readers, self etc. also get certain priority for the publishers while measuring news value. The publishers are neither completely satisfied nor unsatisfied with the trends in measuring news value in Nepali press, i.e., they are partly satisfied.

In the other hand, people usually visit the destination being advertised on the media. Sometimes they use their own intuitions and sometimes they listen to other's suggestions while visiting the area. They normally used to listen the suggestions from, hotel owners, local people, experts, friends tourists, family members and tour, travel operators etc. So, all of the them have certain importancy in tourism marketing like mass media. In the opinion of the publishers, advertisement always compels somebody to visit the area being advertised.

5.2.3 Role of Newspapers

In the modern economy, the newspapers should play the roles of informative, political, product awareness, entertaining, introducing destiny, promotive and so on. The negative and harassing news should be minimized. News of other countries, infrastrcutural development and airlines services should be included extensively.

People usually chose the newspapers to other mass media because they provided factual data, they are educational, they provide product information, they are more reliable source of information, they are entertaining, they are accessible and they are within the budget of every people etc. It can be seen that there is more positive role of newspapers than the negative one. And sometimes newspapers play a neutral role in the tourism marketing of Nepal. But, as a whole, there is the good role of newspapers but not as much as to be in the tourism marketing in Nepal.

In our society, the newspapers should act as an essential element in the process of democratic politics by providing an arena and channel for wide debate and for distributing diverse information and opinion. Similarly, they should act as mean of exercising power by virtue of the relatively privileged access that politicians and agents of government can generally claim for the media as a legitimate right. And, newspapers should act to constitute a primary source of definitions and image of social reality and the most accepted expression of shared identity. At last but not least, they should act for the largest focus of leisure time interest, providing shared cultural environment for the most of the people and more so than any other single institution and so on. It is seen that the most of the tourists are being influenced with the tourism promotion strategy especially via mass media, local people, experts, hoteliers, friends and family members etc.

5.2.4 Advertisement for Tourism Promotion

Advertisement is one of the best way for the tourism promotion in the country like Nepal. There are many articles and advertisement about tourism

marketing activities in almost every papers and can be recalled to some extent too. Such advertisements are helping in tourism promotion of Nepal more than any other things. The various kinds of advertisements helping to boost the tourism promotion of any particular area include purely informative or entertaining and informative or clear, concise and factual, or simple to comprehend etc. but the most important one is entertaining and informative. Especially moderate budget should be allocated purely for the advertisement purposes in newspapers for tourism promotion. But, according to the tourism marketing strategy, high budget or low budget or moderate high budget or moderate low budget can also be allocated. The major reasons of not including tourism and tourism promoting news, articles and advertisements as much as to be in any newspapers are due to the political instability of the country, due to foreign poor relations, due to poor infrastructural development and airlines development, due to the absence of elements and components of tourism and so on.

5.2.5 Priority of Publications and Media Tasks

The first emphasis while setting priority of publications about tourism is the information that readers may like. The second emphasis is the information that has impact on many people. Similarly the another emphasis is the information that the publishers like and so on. Similarly, political news story gets first priority in any news papers. Similarly, the other news stories getting priority in newspapers include social news, business news, sports news, entertainment news and miscellaneous etc. respectively. The major reasons behind setting such priority are its major impact on society, it constitutes social construction of reality and many readers may like the news story.

Interest gets top priority as news, and impact and others get slightly less priority than the interest. Similarly, political impact oriented news gets top priority and social impact, economic impact, sporty impact and entertaining impact etc. get low priority respectively. Similarly, the priority of media task include correlation (explaining, interpreting, and commenting on the meaning of events and information), information (providing information about events, conditions in society and in the world) and mobilization (campaigning for social objective in the sphere of politics, war, conflict, economic development and other activities) etc .. respectively. It has been seen that the publishers are neither completely independent nor completely dependent while setting priority to tourism and related news, articles or advertisements, they are partially independent. This is the major problem in setting the priority of publications and it results in the negative social impact.

5.2.6 Inspirations and Problems

The most of the publishers have no specific principles that they follow while measuring the value of news. But, according to the power, impact and popularity of the news story, the publishers usually follow the different principles but no specific one every times. Similarly, the inspirations of the publishers while writing news come from personal interest, the events in the society, the beat they are assigned for and so on respectively.

The influencing factors in tourism- related publications preparations are interests from political parties and leaders, interests from media owners, and interests from business groups, advertisers,

consumers, news sources and relatives etc. Similarly, the frequent problems in tourism related publications preparation include pressure from media owners, political parties and leaders, readers, relatives, advertisers, news sources and business groups etc.

5.2.7 Suggestions

The various suggestions recommended by the publishers are frequent problems arising due to the pressure from different groups should be minimized, a separate page should be devoted for tourism related publications because this is the second largest industry for foreign exchange earnings of Nepal, harassing and negative news should be minimized, different publications regarding promotion, information and introduction to destiny should be increased, influencing factors and inspirations for news preparations should be maximized, independency should be provided while setting news priority, newspapers should act as an essential element in the process of democratic politics, a mean of exercising power, a constituent of primary source of definitions and the images of social reality, and the most accepted expression of shared identity and the largest focus of leisure time interest. Similarly, the other suggestions and advertisement should be increased, sources of news should be maximized, entertaining, informative, clear, concise, factual and simple to comprehend advertisement should be introduced, the reach of mass media should be increased, and news of other countries, infrastructural development and airlines services should be included extensively.

CHAPTER - 6

CONTENT ANALYSIS

6.1 Contents in "The Kathmandu Post"

One of the publication published in TKP daily by PR dated August 2, 2009 entitled "**Flights Disrupted**" provided the negative news to the tourists. This focused on the disruption of flights due to heavy rainfall in Nepalgunj.

"**July tourist arrivals up by 25 percent**" is one of the article by PR published in TKP daily dated August, 3, 2009. It provided information on tourism growth including the number of visitors and continent wise distribution of tourists. It showed the 53.9 percent and 50.4 percent increase of tourists from USA and Canada respectively. Similarly, the number of European tourists grew by 45 percent. Confidence of tourists, increasing air flights to Nepal and restoration of peace are the major reasons behind that, according to the article. But the tourist arrivals from Sri Lanka, India and Pakistan is decreasing. So, as a whole the article is quite good for tourism promotion in Nepal.

"**International airlines sell higher fare tickets : NAC flights from next week**" by Krishna Regmi is the article published in August 7, 2009. It included the resume of flights of NAC. In this article it is also said that airlines are not providing the proper tickets to the tourists to visit Nepal and airlines are even not selling lower categories. The articles also quite harassing news of tourism promotion but "resume of the flights of NAC" is slightly promotive.

Krishna Regmi published an article in TKP of 8th August, 2009 entitled "**New outbound air route proposed**". In this, the different air route information for shorter way are presented from the different parts of India to Nepal and vice versa. The air route already prepared is but its drawback includes a dogleg and having narrow corridor in Indian airspace. If the route is to make more feasible and suitable, India needs to fly its aircrafts above 16,000 feet. And in other hand Nepal doesn't have uninterrupted communication mechanism on that route but the planning for communication is going on. But as a whole articles like this are helping to boost the tourism industry of Nepal in recent days.

An article entitled "**Committee formed to probe NAC**" by PR is published on TKP of August 9, 2009. This article focuses on the formation of committee to investigate the suspension of international flights by NAC. It is one of the very negative news published in TKP which surely deteriorates the tourism promotion of Nepal. This also provides slight information about NAC flights suspension and their future planning as well as about their new engines and passenger carrying capacity.

"**Bells to from Swoyambhunath**" is the article by PR publishes on city post of August 10, 2009. It provides the information about bell festival to boost the tourism industry including its whole timetable. According to the article, the festival is being organized under the title "bells are music, bells bring people together, bells make people listen" and being organized in the different places of the world. So, this is one of the most important article that helps to foster tourism in Nepal.

"New airlines flock to Nepal as tourism boom" is the publication of 12th August 2009 of TKP by Krishna Regmi. This focuses on the three new foreign airlines plus five already operating foreign airlines versus aircraft lacking national airlines Orient Thai airlines, ethihad airlines of UAE and silk air of Singapore are the new three foreign airlines according to the article. This increase in the airlines facility is due to increased tourism growth and emigration of labour outside the country in more quantity. This shows that operation of new airlines and increment in frequency of flights have come as good news for the tourism industry at a time when all airlines flying to Nepal are packed, causing a number of tourists to cancel their travel plans.

One of the tourism promoting news published in 16th of August, 2009 by PR in TKP titled **"Government allows foreign airlines to add flights"**. This news focuses on the increment in flights for touristy season in Nepal for four months but for some airlines only. Some airlines are also showing their interest to increase the flights for long terms. Experts also said that addition of some new airlines will help to allay the problems but will not be enough to completely sort it out.

"Visitors question red colour of Maya Devi temple" is the article by Madhav Dhugana of 21st August, 2009, showing the unsatisfactory visit of the visitors due to the red painting of the temple of Lumbini and its structural modification whereas previously it used to be white coloured. So, keeping the view of the visitors in mind the committee is now planning to colour the temple again. So, this news is quite informative and promotive.

Similarly, Dr. Trilochan Upreti published an article entitling "**Road to Mr. Everest**" in August 21, 2009 in TKP daily. This article focuses on the proposed construction of road by china upto Everest base camp and its negative impacts on environments, ecology and tourism sector. So, this article is about the awareness generation. According to the writer, a road to the base camp of Everest would mean a flux of tourists and the commercial activities, there by posing a threat to the environment. Tourism of Nepal will be in danger, if so happened, because after that all tourists will move to china for trekking and expedition. This article shows that the less development of the tourism sector of Nepal is due to mismanagement, inability to tap our tourism potential, lack of peace, security and inefficiency of the government and the tourism entrepreneurs as well. It concluded that tourism is potentially a major area for our economy, employment and livelihood. Therefore any detrimental activities over this area should not take place at all.

PR published a news entitling "**Banda affects valley and beyond**" in TKP of August 23, 2009. This is one of the harassing news showing the banda by Maoist for proportional representation based election system and state restructuring to ensure special rights to Dalits and Janajatis. This bandh heavily affected the life of the tourists and their visits.

Krishna Regmi's article entiled "**What's next on NAC?**" was published on the TKP of 24, August, 2009. This is one of the negative article showing the problems of NAC and their effect on other foreign private airlines. According to writer, failure of NAC is due to

unprofessionalism, business autonomy, political interference and corruption and so the tourism industry of the country. To boost the tourism industry of the country, small attempt and cooperation should be done which will give a new lease of life to NAC that is fighting the battle of life and death.

Maria Schwarz sent a letter to the editor of TKP on 25 August, 2009 entitled "**Tourists harassed**" who wrote the problems of taking photo of the bridge of Bote Koshi, during her visit from China to Nepal. So, such news or comment or article will surely deteriorate the tourism industry of Nepal and hence should not be published at all.

Krishna Regmi published an article entitled "**NAC pilots refuse to run fire risk: over 2,000 passengers stranded**" on the front page of August 29, 2009. This shows how the pilots are playing with NAC in regular interval of time by refusing the flights by not flying the aircrafts. According to writer, aside from denting its reputation the occasional cancellation of flights has worsened air seat shortage, preventing a number of tourists from traveling to Nepal and equally hampering the planned travel of Nepalese. What is happening now? We also know that but these types of news will surely effects negatively the future prospects of tourism in Nepal.

Rosalyn Pandey expressed his comments by the title "**III fated NAC**" in August 29, 2009. He is quite dissatisfied with the cancellation programs of NAC. So, such type of cancellation should be stopped according to him "But how?" He didn't show the recommendations. Is is easy to speak and suggest then to perform. This letter is quite

negative and informative which may help to boost or decrease the tourism industry of Nepal.

Aayush Khadka published an article entitling "**The highs and lows of adventure sports**" on August 30, 2009. This is one of the best promotive news ever published in the newspapers for the betterment of tourism industry. This deals with adventure sports v/s tourism, for example, mountaineering, mountain biking, bungee jumping, marathons, ballooning, paragliding, ultra light aircraft and water sports etc. This article also tried to introduce the different tourist destiny of the country.

Gopal Khanal's news "**Tourism minister on Japan visit**" of September 3, 2009 focuses on minister's visit for Japanese support for the construction of international airports and for Lumbini integrated development and Pashupati area development plans. So, this news is quite promotive.

The publication of PR on the city post of September 3, 2009 entitled "**East meets west on stage**" focused on the drama of Shakespeare for tourism promotion and interrelationships.

Similarly, "**Nepal and Egypt celebrate 50 years of friendship**" by PR is published in the same date in the same paper, i.e. city post of September 3, 2009. It relates to that dancing diplomatic ties between two countries. It is quite informative & promotive news providing information about the workshop schedules as well and is especially done to increase the trade between the two countries and to increase the tourism industry as well between these two countries.

One of the negative article by Krishna Regmi was published on TKP of September 6, 2009 entitling "**Airfares to Nepal too expensive**". This news harasses the tourists to visit Nepal due to the very unnecessary facts included in it. Besides promoting the tourism industry, this article probably aiming to destroy the tourism of Nepal. To some extent, this article tries for close look of the rate of some airlines in camparison.

Post reporter published an article in city post of September 8, 2009 about "**Egyptian dancers put on enthralling show**". This article tries to promote both domestic and international tourism.

One of the interview entitled "**Nepal is very special to Sri Lankans**" taken by Purna P. Bista to Sumith Nakandala was published on TKP of September 10, 2009. This interview is positive in terms of the tourists intershare between two countries. According to the interview, Lumbini is the place where the most of the Sri Lankan tourists visit.

One of the publication of TKP daily by PR dated September 18, 2009 entitling "**Allow free movements of tourists during strike: NATO**" deals with the words of NATO which want to convey the message to the strikers that they should allow the free movements of tourists during strike. So, this can be regarded as a positive news regarding the tourism industry.

One of the informative and promotive tourism publication was published in TKP of September 20, 2009 entitling "**Government to build another international airport**". This included that government started the making of international airport of Neejgadh, Bara and

thought about to make in Pokhara and Bhairahawa. So, this news obviously will help to boost the tourism industry of Nepal in recent future.

6.2 Contents in "The Himalayan Times"

One of the publication published in THT daily by HNS dated July 29, 2009 entitled "**Bilateral tourism**" provided the information of Indian tour operators and Bangladesh too about their steps to promote the bilateral regional tourism and cultural exchanges. So, this can be regarded as news of other country but is quite helpful to learn the lessons.

Similarly, the article "**Going on a holiday**" by Manu Bhandari of THT of July 29, 2009 deals with the thinkings of different personalities. Out of cocoon is holiday for Yogendra Shakyas and according to him, holiday refreshes mind. Holidaying is a time to reenergize the bond with the family for Amir Rana and is de-complicating life. Away for sanity is the holiday for Joseph Sebastian. So, all of them prefer internal visits but the poor people have to visit their own country rather than the foreign countries because they have no money to do international tours according to them.

One of the job opportunity advertisement published in of July 31, 2009 in a travel agency is information news. Similarly, "**TAAN ex-prez quits**" is nothing news which neither promoted tourism nor given any informations which is published by HNS.

Manu Bhandari published a publication entitled "**Tourism's tiger**" in THT of dated August 4, 2009. This focused on the first tourism organizations of the country, its problems and prospects. This is

adventerous and wildlife tourism organization. So, from the tourism marketing point of view, it is promotive and informative publication in nature.

"IATA slams malaysis's tax" is the news published by AP in THT of August 7, 2009. This is the news of the others country i.e., Malaysia which said that IATA blasted Malaysia's move to cut departure tax at its two budget airline terminals, saying it was discriminatory to other carriers and warning it could hurt tourism in the country. So, Nepal can also learn the lessons from this news.

One of the informative and promotive news entitling **"Agriculture tourism starts in Lekhnath"** by Bibhu Bhusal was published on the THT of August 10, 2009. A concept of producing one agriculture item in one village is planned for the development of agriculture tourism in Lekhnath, according to the writer. Tourists visiting certain village are allowed to take advantage from the agriculture product of the village by paying certain charge. So, it can be the lessons to be learnt for other parts of the country who want to promote agriculture tourism in their area.

"National flag carrier overhaul on the cards : plan purposes public private partnership to non NAC" is the news published by HNS on THT of August 16, 2009. This news included the proposal of NAC be converted into the public limited company by the minister. According to the news the focus would be on institutional restructuring and reforms upgrading its service to meet international standards making arrangement of the aircrafts, mobilizing internal and external resources and fulfilling its social responsibility to reach to the remote

parts of the country. So, it can be regarded as the very positive news to upgrade to tourism industry of Nepal.

Similarly, HNS also published an article entitled "**Conserving biodiversity**" in August 16, 2009. This is very big news for ecotourism in the country. This article also included the reasons of loss of biodiversity and its possible conservation proposals.

Krita Raut published an article in August 16, 2009 in THT entitling "**Exploring synergies in tourism**". This included 'what actually tourism is', 'what the desires of tourists are', "what the tourism strengths and weakness of Nepal are", "what the current plans and programs to promote tourism of Nepal are", "what the role of private sector in tourism is" and "what the prospect of major types of tourism in Nepal is" etc. So, this article can be taken as a very helpful tools for tourism planning in Nepal.

Similarly, vacancy announcement of NTB in THT of August, 22, 2009 can be taken as a good tool for introducing tourism-related steps being taken in Nepal.

"**Tourist van vandalized**" negative but the bitter true news was published by HNS on August, 23, 2009. This included the vandalisation of a tourist van during the bandh call in the city Kathmandu. It is a quite harassing news for the tourism industry of Nepal.

Similarly, another horrible news for tourism industry was published by Indra Gurug on August 23, 2009 in THT entitling "**NTB runs without CEO**". This included time and vacancy announcement information's and their analysis for the post. If one and the most important one tourism organization of the country runs without CEO,

what can be the tourism industry of that country, everybody can understand properly.

Manoj Thaps commented on "**NTB Vacancy**" in August, 24, 2009. He told that the only body authorized to handle affairs related to the tourism industry has been operating without a chief. How can the government act so irresponsibly because tourism is one of the pillars of Nepalese economy.

Another harassing news by HNS was published on August, 29, 2009 in THT entitling "**Hong Kong flights put off till tomorrow. National flag carries management yields to pilot pressure**". Such type of poor air services of Nepal, so, is obviously harassing tourists and

stopping them even they want to visit Nepal. The flight was cancelled due to the strike of the pilots, according to the news. The poor conditions of the aircrafts and the very less number of the aircrafts are the major reasons behind that.

One of tourism promotive news for other countries was published on THT of August 31, 2009 by HNS entitling "**Bringing Malaysia to the world**". This is the visit Malaysia year 2009 and for the country, tourism plays a very significant role in economy. So, Nepal also should have to learn the lessons from Malaysia, according to the news. This news not only helps to boost the tourism of Malaysia but also gives the way for tourism development for Nepal.

Similarly, HNS published a news in THT dated 31, August, 2009 entitled "**Purvanchal festival in offing**". This is the one of the introductory, informative and promotive news for tourism industry of

Nepal. According to the news, the festival focused on promoting the local products and entrepreneurial activities by combining various sectors of economy including industry, trade, commerce, tourism, agriculture, culture, literature, entertainment programs, sports events and food festivals etc.

A good news by HNS in THT of September 3, 2009 is "**NAC to buy one boeing, lease another**". This is the view of tourism minister and is very much helpful news to boost the tourism. Government want to buy boeings by taking loans. Altogether, there are two boeings of NAC currently in operation.

SP Pandey comments on the "**Hopeful signs**" in September 3, 2009 by the title '**Rural focus**'. He wants to convey that the tourist are visiting Nepal not only for Kathamndu and Mt. Everest but also for the diversities of the cultures of rural Nepal. So, rural tourism should be explored properly. So, it can be taken as the better news to boost the tourism of rural Nepal.

HNS published a news entitled "**Nepal Singapore sign new air service accord**" in THT of September 3, 2009. Due to the increase in air services, thus publication also help to attract the more tourists to Nepal. The main focus of the news was the agreement between two countries to increase the frequency of flight and liberalise the air services to boost the tourism industry.

Similarly, the editorial published an article in THT of 31 August, 2009 entitling "**Hopeful signs**". This article told to boost the rural tourism to uplift the economy of rural poor and also want to convey that after a lull of several years, the tourism industry is now showing

heightened activity in Nepal. Similarly, priority should be given to increase the average stay of tourists and to attract more of the quality tourists. This news, so, acted as a suggestive one for tourism promotion of Nepal as a whole.

"Locals declare village 'a museum'" is the promotive news which focused on the kirtipur inhabitants, was published by HNS on THT of September, 9, 2009. This news took the steps as classical one to promote and preserve the local cultures. So, such a great step can be helpful to increase the tourist in the area.

"Nepal, Afghan tourism" is the news published on THT of September 10, 2009 by HNS. This included the meeting between NTB and 20 member delegation of Afghanistan about community forests, ecotourism, and natural means and resources. So, it is a good news for future prospects of tourism in Nepal.

Similarly, HNS published another best article related to tourism marketing of Nepal on THT of September 10, 2009 entitling **"Tourism keeps its shine"**. This news included the continuous increment in tourist arrivals in Nepal. This showed the healthy, growth in tourist arrivals from Europe but decrease from India in the month of August. So, it suggested that tourism marketing should be done properly in Nepal to attract the tourists from every part of the world. It also expected that tourist arrival will be more and more in forthcoming days due to the festival season of the country.

One of the awareness generative news published by HNS on THT dated September 12, 2009 entitled **"Tourism units urge govt action on garbage front"**. According to the news, tourists are facing

difficulties on sight seeing tours due to the health and environmental hazard posed by large piles of garbage on the city streets and some are even cancelling their tours and overall visit and returning to their home. So, this can hamper the tourism industry and that is why, the solution of the problem should be solved as soon as possible.

One of the good news regarding the tourism industry of Nepal was published on THT of September, 14, 2009 by HNS entitling "**Dragon Air to resume its Nepal operations.**" This is almost after seven years due to the interest of travelers to visit Nepal. As, dragon air flies various parts of the world, this resume of flights will surely increase the number of tourist in Nepal from the various corners of the world. Nepalese also don't require transit visa in this airlines. So, this is good for tourism industry of Nepal because it would send a positive message to the international market.

"**Awards galore for jet Airways**" is the news of other countries i.e., India, to learn the lessons was published on perspectives (the part of THT) of September 16, 2009 by HNS. This included the wining of the awards by a travel and tourism entrepreneur of India in Malaysia for the management of world class private airlines.

One of the tourism informative and promotive news was published by HNS on THT of September 20, 2009 entitling "**Pokhara Delhi bus service soon**". The main aim of the service is to promote the tourism development in Pokhara.

Similarly, "**Nepal promoted at JATA**" is the news published by HNS on THT dated September 20, 2009. This included the continuous decrease in the Japanese tourist arrivals in Nepal in recent years and

participation of NTB at JATA convention might promote the tourism industry. So, the downfall in arrivals points towards an immediate need of coordinated promotional interventions in order to regain the confidence of Japanese visitors, according to the news. Nepal tourism board members and other members from various other organizations took part in JATA travel fair in Tokyo and according to the news, all celebrities tried to promote the tourism marketing in Japanese market. So, this is quite good news for the tourism industry of Nepal.

6.3 Contents in “The Rising Nepal”

Among the tourism contents of “The Rising Nepal”, **Eco tourist take to village life in India’s Ladakh**” by AFP published in August 2, 2009 is the news of other country than Nepal, i.e., India. The importancy of news is that Nepal can learn lesson form this type of news to promote eco-tourism in the country. The news mainly included the way of preserving culture, old life style and environment and its impact on eco-tourism industry and hence in the in come generation of rural poor people.

“**Child sex**” is the publication of TRN dated August 2, 2009, by AFP. This is the news of Philippines, i.e. other than Nepal. This included the help of bigger countries for stopping the child dex tourism in ASEAN countries and hence it can be regarded as a good news for Nepal also for stopping violence and for promoting tourism as a whole.

AFP published another news of other countries, i.e., Korea in TRN of August 3, 2009 entitled “**ROK company unveils tourism project in north**”. This included the various ways of increasing the

touristy potential in an area and its sustainability. This also gave the beneficial lessons to the tourism industry of Nepal.

RSS published a news entitling “**Indian pilgrims visiting Muktinath up**” in TRN of August 3, 2009. This gave the real view of religious tourism in Muktinath area and suggestions to improve the religious tourism in various other religious sites. So, this is quite delightful news for religious tourism in Nepal. The news included that the no. of tourists by air increased but by land no change. So, publicity is very much needy to attract the more religious tourists in the area. This news also provided some important informations about Muktinath and hence can be regarded as introductory, informative and tourism promotive article.

“**NATTA submits memo to PM**” is a news by a staff reporter in August 3, 2009. This news included the memorandum of NATTA which included the recruitment of MD soon in NTB by his experience and politically neutral nature with no age bar as soon as possible. Similarly, problems of NAC should also be solved. So, it is also a good news for the tourism industry of Nepal.

The news of AFP entitling “**China closes tourist attractions**” published on TRN of August 5, 2009, was the news of other country than Nepal i.e., china. This news showed that china closes tourist visits to the some touristy sites of the nation for planting and conserving environment. So, it can be a good lesson for the country like Nepal where environment is worsening day by day.

Similarly, Arun Ranjit published a promotive article in TRN of August 5, 2009 entitling “**Culture reflects in Nepalese music, food**”.

This article wanted to focus on that traditional Nepalese food and traditional culture should be made available to the tourists to promote tourism industry. This article tried to show the actual wants of the tourists and hence on the basis of that good tourism marketing also. This article concluded that as cultures are being an integral part of promoting peace and friendship among the people and countries, it should be continued to flourish at the people's level.

The news of AFP entitled “**China in line for tourists**”, published on TRN of August 6, 2009 was the news of other country than Nepal, i.e., China. This news showed that there is the continuous growth of tourists in China and might be number one by 2014, if it continued. So, Nepal can learn the lessons from China for the growth of tourism industry.

Ballav Dahal took an interview of Joy Dewan and published that in TRN of August 7, 2009 by entitling “**New vision a must for tourism growth**”. The interview was quite positive from the tourism marketing point of view. If included the present tourism situation of the country, feelings of tour operators and other peoples, the current aviation policy of Nepal, suggestions for tourism development & objective of the Nepal - Sri Lanka friendship association etc. it showed that the peace agreement between Maoists and seven party alliances is quite positive for tourism development but the limited air seat capacity of the country is restricting the tourists from visiting the country. Similarly, conservation thoughts should be discarded by the policy makers not only for the tourism development but also for the overall development of the country, according to the interview.

The news of RSS entitled “**MPs demand Rara lake conservation plan**” published on TRN of August 8, 2009 was quite interesting news from the tourism marketing point of view. This included a demand of master plan for the tourism promotion of Rara Lake by the parliamentarians of Karnali zone to the government. They emphasizes on the importance of local participation for sustainable conservation of the lake & sustainable tourism. The same dated paper also included a photo by Rajendra entitled “**A tourist gazing at ornaments carried by a street vendor in capital**”.

Similarly, one of the comment by AM entitled “**Can we be orderly?**” was published on TRN of August 8, 2009. This included the problems of tourists by the vehicle traffic of the capital. So, it is quite negative news & informative also. So, it should be solved as soon as possible from the tourism point of view of the country.

RSS published a news entitled “**NAC to be privatized**” on August 8, 2009. This included the view of minister of culture, tourism & civil aviation on the privatization of NAC, i.e. semi privatization. So, it can be regarded as neutral news because if it will run successfully, it might be positive otherwise negative or no effect at all. So, it depends on the operation of the private company who will handle NAC for tourism development.

RSS published a news entitled “**Tourism, new venture of magsaysay winner pun**” on TRN of August 12, 2009. This included the interest of Mahavir Pun in tourism development via trekking in Myagdi district. So, it is one of the important tourism promotive news for certain area of Nepal.

“Vienna competes with European capitals for gay tourists” is the news of other country than Nepal published on August 12, 2009 in TRN by AFP as a major source. It included the way of attracting the homosexual tourists and their benefits, eg. No children, spend of more money etc. by an example of Vienna which competes with paris, berlin and Barcelona in attracting the gay tourists. But in case of Nepal this proposal might not be effective because homosexual tourists might not be accepted by society and the country as a whole.

“Adventure sports tourism society, formed” by a staff reporter was published on TRN dated August 12, 2009. This is more promotive and development oriented news for Himalayan adventure sports and tourism. The objective of the society is to monitor, promote and market adventure sports and tourism events in Himalayan. Its motto is research, exploration, product development, destination promotion and nature conservation, according to the news.

Ballav Dahal published an article entitled **“Autumn likely to be more favourable for tourism”** in TRN of August 14, 2009. It is one of the tourism promotive and developing publication. This included the expectation of the more tourist arrivals in incoming days due to the favourable season and increasing air services, as well as the peace agreement between Maoists and then government. The problems are Terai conflict, bandha, strikes, no promotional activities by NTB and government etc. So, these should be solved for the sustainable tourism development in Nepal.

Similarly, **“International adventure sports tourism meet to be held in Pokhara”** is an informative news published by a staff reporter

on August 14, 2009. this can be regarded as a promotive news also. This included the plan of ASTS for the first ever conference of ASTS for the development of adventure sports and tourism in himalaya with special focus to Nepal.

Ajaya Rana published an article of other country than Nepal, i.e., Japan in Friday supplement of TRN dated August 17, 2009 entitling “**Richness of Japanese religious and cultural heritage**”. According to this, religious life in Japan is rich and varied and its culture are mixed i.e. both Asian and western. This gave the great view of Japanese religious & cultural heritage including temples etc. So, it is tourism promotive news of Japan and not of Nepal. So, it can be suggested that it might be better for tourism promotion of Nepal, if the writer had wrote the article entitling “Richness of Nepalese religious and cultural heritage” in slead of the existing one.

The news of RSS entitling “**additional flights**” was published on TRN of August 19, 2009. This included the decision of government in the addition of four flights per week in the favourable incoming touristy season. So, it is quite good news for the tourism development and promotion of Nepal.

The news AFP entitling “**India targets 10m tourists in 2010**” published on TRN of August 20, 2009 was the news of other country than Nepal, i.e., India for teaching the lessons to Nepal. According to news the number might be doubled due to the hosting of common wealth games by India.

Ballav Dahal took an interview of Pasang Dawa Sherpa and published on TRN of August 21, 2009 entitling “**We need time bound**

plans for tourism development”. In his point, the growth of tourism in Nepal after the restoration of peace is normal and not as much as to be expected. The reasons behind that are the incomplete peace process, nothing new to attract tourists, no effective promotional and marketing campaigns, tough competitions at international levels, lack of infrastructures and policy of the country is not industry friendly etc. This interview is quite realistic and can be helpful for the government for policy formulation.

“Strike affects life in capital valley : tourists vehicle vandalized” was a very negative news for the tourism development in Nepal published by a staff reporter on TRN of August 23, 2009. This also published a photo by Rajendra Chitrakar entitling **“A tourist couple helps rickshaw man to transport luggage to the airport as public vehicles could not operate due to strike in the capital valley on Wednesday”**, which is also a harassing publication.

“Nepal India to sign ASA next week” was a news by a staff reporter on TRN of August 24, 2009. It is also a good news for the tourism industry of Nepal and it would be crucial in resolving the existing problems in air service between 2 countries. Parking and navigation fees should be reduced for good air services, according to the news.

“Reduction of the trekking charges demanded” was the news of RSS, published on TRN of August 27, 2009, which can be regarded as tourism promotive news. This included the demand of trekking entrepreneurs to reduce trekking charges for the trekkers to the different parts of the country and termination of the system of reaching capital to

take permission to run a trekking agency. The convention of TAAN, which is also included in this, said the tourism sector should be needed towards new destination at rural areas. Illegal trekking should also be terminated for powerful tourism industry in the country, according to the news.

Ballav Dahal published an article entitled **“Time to focus on pilgrimage tourism”** on TRN dated August 28, 2009. Pilgrimage tourism is important for Nepal because of its varied cultural and religious sites. This article tries to introduce the destiny e.g. Gosaikunda and hence very good pilgrimage tourism informative and promotive article this is. This article pointed out some problems also regarding pilgrimage tourism which included lack of proper policies and initiatives, no system to maintain tourism records, and so on.

One of the informative and promotive news of tourism by RSS was published on TRN of August 29, 2009 entitled **“Poudel opens Dhorpatan festival”** with the theme ‘let’s go to Dhorpatan, tourism destination dhorpatan’. This news also included the view of minister on giving first priority to tourism industry after the restoration of peace in the country. The news also included the major attractions of the festival for attracting the tourists.

“BNMT to organize trans - Himalayan trek to assist health services to poor” was the article published on TRN of August 31, 2009 by a staff reporter with a mapping view of proposed trans himalaya trek route. This can be a new dimension in the area of tourism bringing health and tourism together and quite good for future tourism of Nepal also.

The informative, introductory and promotive article of RSS published on TRN of September 1, 2009 entitled “**Search for alternative trekking route in annapurna region**”. It is needed due to the construction of road in Annapurna area for attracting same or more number of tourists to the area. This article introduces Annapurna region for the tourists quite significantly. Tourists come to the trekking areas not to ride vehicles but to enjoy the nature and culture while trekking, so, government should have to think about it. In the other hand, alternative route is not enough, but easy access, infrastructure and publicity etc. also needed.

Arun Ranjit published an article in TRN of September 2, 2009 entitling “**Fast food for thought**”. This article included the adoption of western culture not only in life style but also in food in capital of Nepal. This Nepalese cultural food is going away in the big hotels of Nepal. So, it can hamper to some extent and boost also to some extent the tourism industry in Nepal.

One of the negative news by a staff reporter was published on TRN of September 2, 2009 entitling “**Beggars around temples annoy visitors**”. This Article tries to show the problems, habits and thoughts of the beggars and the plans which are appropriate for them to give them real life and not affecting the tourism industry negatively.

Similarly, informative and encouraging news published by TRN correspondent on TRN dated September 2, 2009 entitled “**More tourists visit Bardiya**”. If publicity and effective tourism marketing is done, Bardiya national park, can afford more and more number of tourists also.

One of the interview by Ballav Dahal to Yogendra Sakya published on TRN of September 4, 2009 entitling “**Change in attitude must, says sakya**”. Although the restoration of peace in the country happened, but the tourism industry and tourist arrivals is not increasing yet. Negative education, no new tourism products etc. are the current major challenges of Nepalese tourism industry. It is one of the awareness generative interview regarding tourism industry of Nepal. One important factor noted here is that it included “more investment results in more employment and hence poverty alleviation”.

“**Swayambhunath turning into Youngsters hangout**”, by a staff reporter, was an informative and promotive article published on TRN of September 4, 2009. This included the importancy of Swayambhunath not only for tourists but also for Youngsters’. This also included the late night presence of drug addicts and its impact on tourism.

Similarly, “**Foreigners eager to learn Nepali**” was also a good news for tourism industry published by a staff reporter on TRN of September 4, 2009. With increasing affection towards Nepalese art, culture and lifestyle, more of the tourists are learning Nepali language.

Kriti Bhujju published an article on TRN dated September 4, 2009 entitling “**Shilpakar continues art of woodcarving**”. This is informative news to promote the tourism industry in Nepal and introductive too about the evolution of art of woodcarving.

The introductive, informative and promotive news about tourism was published by RSS on TRN of September 6, 2009 entitling “**Bid to develop Bardiya as tourist hub**”. This included the making black buck conservation area a tourist spot, Badhaiya lake a bird observation site &

study centre and the preservation of Tharu language, culture and customs etc.

Mukti Rijal published an article of TRN dated September 7, 2009 entitling “**A trans - Himalayan, walk**”. It is one of the introductory, informative and tourism promotive news about Muktinath. It gives the overall view of Muktinath area and ways of reaching there as well as the different cultures and natural beauties also during the trekking.

To teach lessons to Nepal as well as to promote the tourism industry of Switzerland, satis shroff published a news regarding other country, i.e. Switzerland on Friday supplement of TRN dated September 7, 2009 entitling “**Switzerland : votive images of the mountain chapel at stors**’”. This is one of the introductory and informative news which compares Hinduism and its gods with Christianity and their and found very much similarities.

“**Electric vehicles use to promote tourism industry stressed**” by a staff reporter was an informative news published on TRN of September 8, 2009. The rise in air pollution and the constant fuel crisis in the nation are the major reasons behind that. This is good news for the promotion & development of tourism industry in Nepal.

Similarly, staff reporter published another tourism harassing news on TRN dated September 8, 2009 entitling” **Trekking agents call for ending illegal operations**”. It shows the conflict between the governments and association of trekking agencies. So, it is one of the negative news. Its demands include restructuring NTB & NMA, reducing royalty of the mountains and permit fee of the upper mustang

and upper Dolpa, implementation of the high level tourism commission report, introduction of new comprehensive policy and so on.

A staff reporter published a point entitled “**Canadians permitted to alter route**” on TRN of September 9, 2009. it was reminding news of 27 years ago, i.e. September 9, 1982. it included the authorization of tourism ministry on Wednesday the Canadian Sagarmatha expedition to alter their planned route to the summit of the world’s highest mountain.

“**Women continue to mark Teej’s Dar**” was tourism promotive, and attractive as well as informative news published by a staff reporter on TRN of September 9, 2009. This included the various awareness generative programs regarding different issues like CA and tourism organized by different women groups and organization on the occasion of Teej festival by celebrating dar.

Ballav Dahal published an article which is quite informative, introductive and promotive in nature on TRN of September 11, 2009 entitling “**Travails of trekking business**”. Topographic and climatic variations, snowcapped mountains, dense tropical forests teeming with many species of wildlife, thundering rivers, green hills and valleys, alpine forests and smiling hospitable people are the major attractions. Annapurna, Khumbu, Langtang, Manashalu, Makalu and Kanchanjungha are the major trekking regions. No new mechanisms illegal operations, no maintenance of the record system, high rate of royalties and permit fees, ongoing tussles etc are the major problems of trekking industry in Nepal. So, if attractions are promoted and problems are demoted, it surely will result in the development of good trekking industry and hence tourism industry in Nepal.

“Thamel full of life colour” with a photo by Bikash Dwane entitling **“Tourists enjoying life at Thamel”** was a positive news for tourism published on TRN of September 11, 2009 by a staff reporter. It gave the complete picture of Thamel and Nepali handicraft industries with the recommendations and problems of the tourists regarding tourism development.

“Nepal - China Tibet trade fair begins” was an article by a staff reporter on TRN of September 12, 2009. It is quite important from bilateral tourism development point of view between two countries Nepal and China. It also gives the complete picture of trade fair and its opening ceremony with the view of the experts.

“Peace delegates tour dists, see good prospect”, a positive article published by a staff reporter on TRN of September 12, 2009. This included the recent completion of peace tour of different groups of people from different worlds and their views on their tours. Most of them are happy with their tours and hence it can be a good step for future tourism prospect & development in the country.

“400 visitors a day climb Dharahara” was an informative news regarding tourism marketing, published on TRN of September 13, 2009 by a staff reporter. It shows the crowd of the tourists at Dharahara and hence its positive impact on tourism. It also includes the benefits of going up the Dharahara and a slight introduction and history of the Dharahara. So, it is also one of the tourism marketing news.

TRN of September 15, 2009, published a photo by Rajesh Dhungana entitling **“Tourists enjoy boating in the Rapti river at Sauraha, the tourist destination, Chitwan district.”**

The interviews by Ballav Dahal to Dhruba N. Shrestha and Narendra B.C. was published on TRN of September 18, 2009 entitling “**Consolidate national carrier: Shrestha**” and “**Prioritise trekking sector: B.C**” respectively. NATTA and TAAN both are very much tourism promotive organizations and doing that regularly. Their team work is quite good. Acute shortage of air seats, strikes and bandhas, garbage management problem, bad road conditions, hassles, uncleanliness of the monument, big accommodation, problems due to closing of hotels, shortage of petroleum products, lack of protection and promotion of the business, lack of trekking routes and infrastructure etc. are the major challenges of travel and trekking industries in their views. The recommendations are increasing air seat capacity, proper marketing, free from politics and team work. So, these interviews are informative, introductive & awareness generative.

Ambar Mainali published an informative and promotive news on TRN of September 19, 2009 entitling “**Qinhai-Lhasa railway proves to be boon for TAR**”. It is the news of other than Nepal, i.e. TAR, which can be very helpful to teach the lessons to Nepal. This included the complete picture of Lhasa and its current practices on tourism marketing and development. At last but not least one of the news of AFP was published on TRN of September 20, 2009 entitling “**Skorea gets tough on sex tourism**”. This deals with the plans of Skorea on sex tourism. It can be good for Nepal also to take the lessons. So, this is one of the tourism informative news for Nepalese tourism industry.

CHAPTER - 7

SUMMARY, CONCLUSION AND RECOMMENDATIONS

7.1 Summary

The study is basically related to the role of English daily newspapers of Nepal in tourism marketing. So, for the collection of information, the researcher used the three newspapers and the questionnaire survey of few experts. Efforts have also been made to give the final shape to this dissertation. The objectives of the research study were to analyze the role of mass media in tourism marketing, to find out the quality and quantity of the publication and to recommend for the respective departments etc. The study is limited in terms of budget, time factor, data collection and data analysis process and so on. Similarly the dissertation is organized into seven chapters namely “introduction”, “Review of Literature”, “Research Methodology”, “Introduction to Newspapers”, “Presentation and analysis of data”, “Content analysis” and “Summary, Conclusion and Recommendations”.

Various literatures like books, dissertations, magazines, newspapers etc. are also reviewed to analyze the problems and to suggest recommendations regarding the study topic. The analytical and descriptive research design is followed for this research study. Both primary and secondary sources are used in terms of quantitative and qualitative aspects of the phenomenon by selecting three newspapers for the case study and few experts also. Judgmental sampling is used for the case study purpose while purposive sampling is used for the selection of key informants. The quantitative data are presented in the

form of table by the help of percentage analysis while the qualitative data are analyzed on the basis of descriptive and analytical research design. The study also tries to give a descriptive view of the selected newspapers.

7.1.1 Major Findings

1. Among the total newspapers, the most are weeklies and the monthly newspapers. And only 7.0 percent of them are dailies. Similarly, the most of them are in Nepali language and concentrated in Kathmandu valley. Kantipur publication is the leading publication in all types of newspapers.
2. In terms of tourism publication, the most number of days (47.3 percent) have zero publication and then only one publication (34.7 percent). The Rising Nepal is only one newspaper which publishes one news regarding tourism more than that of zero news comparatively.
3. Among the total publications, 53.7 percent are news and 29.9 percent are comments/ articles. Similar case also applies for the selected newspapers separately.
4. For newspapers, the tourism publication is less than one percent of the total publication except for the 'The Rising Nepal' which constitutes 1.48 percent of the total publication.
5. More than half of the total tourism publications are published in business and op. ed. page. For TKP, 39.3 percent of the publications are published in op. ed. page and 32.1 percent in business page.

6. Around 42.0 percent of the publications are published in large font, 29.4 percent in medium font and 23.5 percent in small font similarly, TRN has majority in every size of the tourism publication headlines. It also indicates that, the number of publication is in increasing order according to the increasing size of the fonts.
7. About 63.9 percent of the publications are published neither in boxes nor in colour while 14.3 percent in boxes, 13.4 percent in colours and 8.4 percent in both boxes and colour. TKP uses more boxes and colour separately for tourism publications while TRN uses both combine in large proportions.
8. 47.3 percent of the total days have no tourism publications, 34.0 percent have tourism not as a major publication and 18.7 percent have tourism as a major publication. In the other hand, major tourism publication is mostly published in THT while tourism publication but not as a major one is mostly published in TRN.
9. Among the total tourism publications, 27.7 percent is promoting and informative, 18 percent is about airlines services and 13.4 percent is about introducing destiny. Other types of publications constitute only a negligible proportion. In the other hand, the proportion for every types of tourism publication is highest for TRN excepting negative news and airlines services.
10. The most appropriate and accessible mass media is radio more reliable mass media is television. Newspapers are widely used mass media and more influential.

11. Political leaders are the major sources of news. Similarly, for setting news value, information comes in first priority for the publishers while for measuring news value, society comes in first priority. The publishers are partly satisfied with the trends of measuring news value in Nepali press.
12. Advertisement always compels somebody to visit the area being advertised. It is seen that the good positive role of newspapers but not as much as to be in tourism marketing in Nepal.
13. The major reasons of not including tourism and tourism promoting news, articles and advertisements as much as to be in any newspapers are due to the absence of experts, due to low budget and small market, due to the political unstability of the country, due to foreign poor relations, due to poor infrastructural development and so on.
14. Reader's choice is the first priority of news setting about tourism. Similarly, political news story gets first priority in any newspapers.
15. There is seen the positive roles of newspapers in the tourism of Nepal than the negative roles. But, as a whole, the role of newspapers in the tourism marketing of Nepal is very negligible.
16. Interest gets top priority as news and political impact oriented news gets top priority. The publishers are partially independent while setting news priority.
17. The problems in preparation of tourism publications include pressure from media owners, political leaders readers and so on.

18. It has been seen that all indicated newspapers are internally correlated and almost all publications of those newspapers are similar and sometimes topics and photos also match.

7.2 Conclusion

Due to the very less number of English daily newspaper and consequently the less number of publications regarding tourism in those papers, the marketing of tourism in the mass media especially newspapers in Nepal is very poor. Lack of business of the papers and lack of the excess readers as much as to be are the two major drawbacks of the process. In the other hand, the limited growth of the tourism and its marketing in case of Nepal are due to limited air access, poor infrastructure, lack of corporate marketing and promotional strategies, and lack of advertisement in the foreign papers too.

Present study is carried out to analyze the role of mass media in tourism marketing in Nepal with special reference to the English daily newspapers of the country. This study is carried out because the role of mass media in tourism marketing has not been adequately documented yet in Nepal. The study is limited to the three indicated daily English newspapers of Nepal of a certain period and the dissertation is organized into seven chapters.

Various literature are also reviewed on the basis of the analytical and descriptive research design. Both types of quantitative and qualitative information are also used from the primary and secondary sources of data. Judgmental and purposive sampling are used for the study. Similarly, percentage analysis and descriptive research design are used for the data analysis purpose.

On the basis of the study, it has been seen that the number of daily newspapers is very low and the Rising Nepal is the only newspaper which includes slightly a greater number of the tourism publications. It has also been seen that, the most of the publications are published in op. ed. and business page in large fonts. Similarly, the most of the tourism publications are neither in boxes nor in colours and the most of them are promotive and informative.

On the basis of the study, it can be concluded that the newspapers are widely used and more influential mass media and there is the good positive role of newspapers but not as much as to be in tourism marketing in Nepal. It can also be concluded that absence of experts, low budget and small market, political instability of the country, poor foreign relations and poor infrastructural development etc are the major drawbacks of the tourism promotion in newspapers in case of Nepal. On the basis of the research, the most of the newspaper owners are business oriented people and not really want to promote the tourism for the country because they believe that they are including enough and they include only if business rises or readers want. This is the very big problem for the tourism marketing in case of Nepal.

7.3 Recommendations

On the basis of the research work, the following suggestions are recommended.

1. A separate page should be devoted for tourism and its advertisement because it is the very bright industry for Nepal for foreign exchange earnings

2. The newspapers should play the roles of informative, political, product awareness, entertaining, introducing destiny, promotive and so on.
3. The negative and harassing news should be minimized and news of other countries, infrastructural development, and airlines services should be included extensively.
4. The newspapers should act as an essential element in the process of democratic politics and a mean of exercising power.
5. The number of newspapers and consequently number of publications about tourism should be increased. Similarly, the publications should be published in large fonts with boxes and colours and as a major news.
6. The frequent problems arising due to the pressure from different groups should be minimized as well as the influencing factors and inspirations for news preparation should be maximized.
7. The newspapers should act as a constituent of primary source of definitions and the images of social reality, and the most accepted expression of shared identity and the largest focus of leisure time interest.
8. Entertaining, informative, clear, concise, factual and simple to comprehend advertisements about tourism should be introduced and increased.
9. The sources of news about tourism should be maximized and the reach of newspapers should also be increased.

10. The number of tourism publications as well as the number of days of tourism publications should be enlarged as much as possible with special focus to cover page publications.
11. The positive roles of newspapers in tourism marketing of Nepal should be analyzed and increased and negative roles should be minimized.
12. There should be a strong commitment among people, news publishers, media owners, government and political parties towards the extensive marketing of tourism in Nepal.
13. The newspapers should be free, fair and responsible as well as careful about social responsibility and should provide an appropriate environment for journalists and readers about tourism and its marketing.
14. Understandable, easy and quick advertisements should be introduced about tourism marketing in the daily English newspapers according to the target customer groups.
15. Comparative study about the study topic, i.e. past v/s present should be carried out.
16. At last but not least, similar studies should be launched by focusing different mass media of a large period of time to provide a detailed information about the role of mass media in tourism marketing of Nepal.

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QUESTIONNAIRE

Namaskar Sir! my name is Bishnu Prasad Parajuli (student of MBS thesis year – Bhairahawa Multiple Campus). I am doing my thesis in the topic entitled “The role of mass media in tourism marketing: A case study of English daily newspapers of Nepal”. For key information, I want to take some information from you for the completion of my study. All the information you provide me will be confidential and only used for the research purpose. It will be quite helpful for me if you fill the questionnaire and send thanking you.

Name: Age:

Post: Publications:

A. General Questions

1. What role do you think newspapers should play in the modern economy?
 - a. Informative b. Entertaining c. Product awareness
 - d. Political e. Mixed f. Others (specify)
2. Why do you think people choose the newspapers to others?
 - a. Factual data b. Educational c. Product information
 - d. More reliable source of information e. Entertaining
 - f. Within budget g. Accessibility h. Others (specify)
3. Can you recall any tourism marketing activities placed on your newspaper?
 - a. Yes b. No c. Can't recall nowif yes, can you indicate ?
4. In your opinion, which is the most appropriate mass media?
 - a. Radio b. Television c. Newspapers

- d. Bill boards/ posters e. Internet f. Other (specify)
5. Do you think advertisement helps in tourism promotion more than any other things?
 - a. Yes (Reason
 - b. No (Reason
 6. In your opinion what kind of advertisement helps to boost the tourism promotion of any particular area?
 - a. Purely informative b. Entertaining and informative
 - c. Clear, concise and factual d. Simple to comprehend
 - e. Others (specify)
 7. In your opinion, how much money should be allocated purely for advertisement purpose in newspapers for tourism promotion?
 - a. High budget b. Moderate high budget c. Moderate budget
 - d. Moderate low budget e. Low budget f. Don't know
 8. What role of newspapers do you see in the tourism marketing in Nepal?
 - a. Positive b. Negative c. Neutral d. Not as much as to be
 9. Please, any suggestions and future planning for tourism promotion in your newspaper?

B. Specific Questions

10. What is your first emphasis while setting priority news about tourism?
 - a. The information that you like
 - b. The information that you think readers may like
 - c. The information that has impact on many people
 - d. Others (specify)

11. What type of news story gets first priority in your newspaper?
 - a. Political news
 - b. Social news
 - c. Economic news
 - d. Others (specify)
12. What could be the reason?
 - a. Because many readers may like it
 - b. Because it has major impact on society
 - c. Because it constitutes social construction of reality
 - d. Others (specify)
13. What point comes in first priority while setting news value?
 - a. Structure
 - b. Information
 - c. Content and language
 - d. Others (specify)
14. What inspires you to write news?
 - a. Personal interest
 - b. The event in society
 - c. The beat you are assigned for
 - d. Others (specify)
15. What are the frequent sources of your news?
 - a. Political leaders
 - b. Government officials and businessman
 - c. Social figures and people
 - d. Others (specify)
16. What item gets top priority as news?
 - a. Interest
 - b. Impact
 - c. Others (specify)
17. What type of impact oriented news gets top priority?
 - a. Political impact
 - b. Social impact
 - c. Economic impact
 - d. Others (specify)
18. What is the priority of your media task?
 - a. Information (providing information about events, conditions in society and in the world)
 - b. Correlation (Explaining, interpreting and commenting on the meaning of events and information)

- c. Mobilization (Campaigning for social objective in the sphere of politics, war, conflict, economic development and other activities)
 - d. Others (specify)
19. What is the frequent problem and influencing factor in tourism-related news preparation?
- a. Pressure or interest from political parties and leaders.
 - b. Pressure or interest from media owners.
 - c. Pressure or interest from business groups, advertisers, news sources and relatives.
 - d. Others (specify)
20. How far you independent while setting priority to tourism and related news, articles or advertisements?
- a. Completely independent
 - b. Partly independent
 - c. Dependent
 - d. Others (specify)
21. What are the reasons of not including tourism and tourism promoting news, articles and advertisements as much as to be in your newspaper?
22. What is your opinion about devoting a page of your newspaper for tourism and related news, articles and advertisements and why?
23. Any information and suggestions do you want to recommend please, that might be helpful for my study?