

A Study of Tourism Marketing and Promotion Activities of Nepal Tourism Board

A Thesis

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Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

*A partial fulfillment of requirement for degree of master of business
studies (MBS)*

Putalisadak Kathmandu

December, 2011

RECOMMENDATION

This is to certify that the thesis, Submitted by Deepak Dhakal entitled "**A Study of Tourism Marketing and Promotion Activities of Nepal Tourism Board**" has been prepared as approved by this department in the prescribed format of the Department of Management. This thesis is forwarded for examination.

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We have conducted the viva –voce examination of the thesis presented by Deepak Dhakal entitled "**A Study of Tourism Marketing and Promotion Activities of Nepal Tourism Board**" and found the thesis to be the original work of the student and written according to prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirements of Master's Degree in Business Studies (MBS).

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DECLARATION

I hereby declare that the work reported in this thesis entitled "*A Study of Tourism Marketing and Promotion Activities of Nepal Tourism Board*" submitted to Tribhuwan University Shankar Dev Campus is my original work. It is done in the firm of partial fulfillment of the requirement for the Master's Degree in Business Studies under the guidance and supervision of Dr. Narayan Krishna Pradhan of ShankerDev Campus Kathmandu.

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ACKNOWLEDGEMENT

This research study entitled "A Study of Tourism Marketing and Promotion Activities of Nepal Tourism Board" submitted to the Tribhuvan University Shanker Dev Campus, Kathmandu, is prepared as a requirement for completing master of business studies (MBS).

I would like to express my gratitude my respected teacher and thesis supervisor Dr. Narayan Krishna Pradhan for his precious suggestion and guidance for making this study successful.

I am also very grateful to all staff of Nepal Tourism Board, Ministry of tourism and civil aviation for providing valuable information and insights about tourism promotion and marketing activities and other tourism related information.

My sincere thanks goes to my dear life partner Goma for her valuable help on every walk of my study and my daughter Dibya, son Diwas and cousin Ramu for their kind cooperation. I thank to my friends Nabin, Hari, Sangita, Baburam and other friends who helped me for their help and suggestion.

Finally, I like to thank to all the tourists, tourism professionals, experts who helped in filling the questionnaire without any hesitation.

Deepak Dhakal

Researcher

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ABBREVIATIONS

NTB-	:	Nepal Tourism board
MOTCA	:	Ministry of culture and civil aviation
VDC	:	Village Development committee
GDP	:	Gross domestic product
MBS	:	Masters of business studies
WTO	:	World trade organization
RNAC	:	Royal Nepal airlines Corporation
NAC	:	Nepal airlines Corporation
TIA	:	Tribhuvan international airport
PATA	:	Pacific Asian travel association
NTTR	:	Nepal travel and trade report
IT	:	Information technology
NRB	:	Nepal Rastra bank
MOF	:	Ministry of finance
NTO	:	Nepal tourism organization
CEO	:	Chief executive officer
FAM	:	Familiarization
NTY	:	Nepal tourism year
VNY	:	Visit Nepal year
AD	:	Advertisement
NRN	:	Non residents Nepali
NGO	:	Non government organization
TP&RD	:	Tourism promotion and research department

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Nepal is a beautiful country with the area of 147181 sq. km in the south Asia of the world. It is located between 80°4' to 88°12' eastern longitude and 26°22' to 30°27' northern latitude, having the length of 885 km east-west and width of 193 km on average north south .It is situated in between two large countries India and China.

Geographically It has been divided into three regions: mountainous, Hilly and Terai with coverage of 15%, 68% and 17% respectively the total area of the country. Administratively it is classified into five development regions, 14 zones, 75 districts, and 3915 VDCs .

Though being a small country, it has diversified climate from sub-tropical to desert to mountain tundra with every form of landscape and vegetation. Nepal has various diversifications on culture, traditions, society, religion, lifestyle, food habits, languages etc. Though culturally diverse, there exists perfect harmony of several aspects of our society.

Nepal is a under developed country. It is also known as agricultural country. In terms of development Nepal is one of the least development country of the world with per capita income 645 US\$ (economic survey 2010/11) with the population size of 28 million (approximately). More than 100 casts and ethnic groups are accommodated in the country. Nearly 31% of these people are still below subsist poverty line. Nepal is landlocked country. The majority of the population lives in rural area ie. about 85% of total population. It is also known as agricultural country. Major economic activities are related in agriculture and 31% of GDP is from agriculture sector and rest is from other sector such as manufacture, commerce, services, tourism, foreign employment etc.

In Nepalese economy the main sources of earning of foreign currency are merchandise export, tourism services remittance from abroad etc. In general Nepalese economy is characterized by slow growth mats poverty and large -scale deprivations by slow. However development efforts have been initiated but the results have not been encouraging in many sectors. Thus it is essential to have a clear vision of future destination which would encourage utilization of potentials with competitive advantages like hydro-power, agro-industries, tourism and other sectors. (Bajracharaya, 1996: 2-3)

In recent years, tourism is regarded as the world's largest and fastest growing industry. It has been playing a pivotal role in the socio-economic sectors of the most of the developed as well as developing countries of the globe. So, most of the nations are attracted to this industry and trying their best to strengthen economic life by promoting tourism in the country. Tourism has been identified as an important source of foreign exchange earnings; as an industry creating tourism in the country. Tourism is a multi-faceted industry, which promotes employment opportunities and generating economic growth of the country (Shrestha, 1978: 74).

Considering the historical background, geographical situation and socio-cultural wealth there are enormous touristic potentialities in Nepal and the tourism industry has been playing a significant role in the country's economy. People from both East and West are attracted to visit Nepal due to having all important ingredients for tourism development (Shrestha, 1978: 76). Nepal's natural social, historical, geographical, attractions, are attracting peoples from all over the world for various purpose. Nepal is the country of Mount Everest, the land of Yeti, the land of Buddha. Its various snow-peaked mountains, rivers and lakes, conductive climate and mysterious charms are .Cultural, religious and natural resources are inviting the visitors of the world the three major attractions of Nepal which have eight cultural and two natural World Heritages sites. It offers nature based tourism activities like trekking mountaineering, rafting and wildlife sanctuaries as well as culture and people based and man-made attractions.

Taking into consideration of above mentioned reasons Nepal has high prospectus of overall development of nation through the tourism sector's development. Tourism is a multi-faceted industry, which promotes cottage industries, trade and other services sectors. It is also regarded as a labor intensive industry and it provides good employment opportunities at different levels. Tourism is one of the main sources of foreign exchange earnings for Nepal. Overall, tourism plays a vital role in the process of national development.

1.1.1 Development of Tourism in Nepal

The development history of Tourism noted from ancient of time. People from different countries were coming Nepal for various purpose .they came to Nepal to exchange culture and for pilgrimage. History of Nepal begins with the Lichhavis who came to power in 400 A.D. With them the nation began to prosper in art, culture, painting, architecture and sculptures. After the Lichhavi period The Mallas, who succeeded them, gave a new turn to this prosperity by transforming the small kingdoms of Kathmandu, Patan and Bhaktapur into "Open air Museum of art and Architecture". But efforts to earn foreign currency to accelerate development through tourism were nil, and there was no link between tourism and national economy.

We can say that the ancient history of tourism starts from Manjushree who came in Nepal from China and made Kathmandu valley as a residential city. Likewise an emperor of India Ashok visited Nepal as a pilgrim and erected a Monastery entitled 'Charumati Bihar', and also four Buddhist stupas in the four corners of Patan. At Lichhavi period, the great emperor of Tibet named Shrangchong Gampo visited King Anshuvarma and married the Nepalese princess Bhrikuti. The Chinese visitor Huan Tsang described in his travel accounts the Kailaskut Bhawan and Mangriha of Lichhavi dynasty. During the Lichhavi period, most of the foreigners visited Nepal as pilgrims.

After the significant development on art culture in Malla regime, Nepal is known as the sector of pilgrims. Krishna mandir of Patan, 55 windows palace of Bhaktapur,

Pashupati Temple Swayambhu and Stupas of Buddhist were built during this period.

Nepal had not get notable progress on development on tourism after the unification of Nepal till Rana regime period. In the Rana's regime for 104 years the policy of the government was not favorable for tourism development. Only during the great festival of Shivaratri, permission was given to Indians to enter into Nepal as pilgrims. Till 1950 only 100 foreigners visited Nepal (Pokhrel & Karki, 2055). The restrictions on tourists to enter into Nepal during the Rana regime of 104 years adversely affected tourism in Nepal.

After the great political change of 1951, Nepal had slowly started to develop of various aspects of economy with tourism sector. Many foreign countries started to help for the development of Nepal. In actual sense the promotion of tourism started more or less only in the beginning of 1960s. The then government made attempt to the development of tourism with liberal tourism policy relatively than there before. In 1965, John Copman, who was running 'Tree Top' in Africa, came to Nepal and being impressed with dense forest and wild animals started 'Tiger Top', first Jungle Resort.

In 1953, Tenjing Sherpa and Sir Edmund Hillary succeed in climbing the world's highest peak Mt. Everest. After getting membership to the UNO in 1955, Nepal gradually became known to the world. In the auspicious occasion of the coronation of His Majesty King Mahendra in 1956, government head and diplomat from different countries of the world visited Nepal. After then Nepal became the member of UN specialize agencies like UNESCO, FAO, WHO, WB etc. through them Nepal has been increasing his international relationship and developing tourism sector.

A new chapter on tourism development started in Nepal in 1957 when a 'Tourism Development Board' was established under the chairmanship of minister for trade and Industry. In 1958, this 'Tourism Development Board' has transferred to Ministry of Public Works, Transportation and Communication. In 1959, this attached to the 'Department of Construction and Communication Works' and directorate of tourism

were opened. Similarly, 'Tourism Information Center' was established this year. In such organizational development process, in 1961, the government decided to established 'Department of Tourism' with the establishment of this department, the country got an opportunity to obtain membership of various international tourism development institutions like International Union of Official Travel Organization (IUOTO), South Asian Travel Commission (SATC), The Pacific Area Travel Association (PATA), and American Society of Travel Agent (ASTA).

Other important achievement of tourism sector is constituted of 'Nepal Tourism Development Committee' in 1970. In 1972 committee published 'Nepal Tourism Master Plan' with technical assistance from the government of Federal Republic of Germany. The master plan had been prepared for further development in the field of tourism and tourism sector is started to be considered as an industry.

After 1990s when globalization concept is internationally raised, new tourism strategies are introduced in Nepal. In the 8th 5th year plan documents special focus programs were incorporated to the the development of tourism sector. Institutional, structural and tourism environmental were especially focused area.

Similarly, the ninth plan had noted that "The tourism industry can be developed as an important sector of the national economy on account of its comparative advantage engendered by exiting attractive features and special geographical location of the nation." The plan also carried out some policies to develop village tourism. It focused the tourism sector as an important organ of the national economy which will not only contribute to the national economy but will not only provide benefits to foreign tourist as well as increase the income generating and employment opportunities and focused on qualitative and multidimensional promotion of tourism sector. Likewise in other periodic plans tourism sector is taken as a priority sector of the nation.

On the tourism development run several events and tourism related activities are taking by the government and tourism organizations. Some events are as follows:

- ❖ Formation of Tourism council (1992) : As a apex body of tourism sector

- ❖ National Civil Aviation policy (1993)
- ❖ Tourism policy (1995)
- ❖ Formation of Nepal tourism Board (NTB) in 1999.
- ❖ Promotion campaigns (like visit Nepal year 1998, Destination Nepal year 2002-2003, Nepal tourism year 2011 etc.)

1.2 Statement of Problem

In Nepalese economy tourism sector is playing an important role. It is the main sources of earning foreign currency. Culture and tradition, lots of natural beauties, mountains etc are the main attraction of tourists. Due to these attractions we can say that potentialities on tourism are very high in Nepal. However, this potentiality is not been exploited properly. "Although Nepal's tourism potential is vast but factors such as limited air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth" (Bhatta, 1997: 4). Though tourist arrival is growing due course of time, Nepal is far behind in world tourism as compare to the other countries of south Asia (Anand & Bajracharya, 1985: 3). Government of Nepal, Ministry of tourism and civil aviation, Nepal tourism board are undertaking the main responsibility about development of tourism. Moreover *Nepal tourism board* is the main actor for promotion and marketing of domestic and international tourism. NTB is conducting various promotional programs in different market segment in the world but not being effective due to various reasons. NTB has to compete with the smart competitor on the world like India, Singapore, Thailand, Malaysia etc who spent huge amount of money on tourism promotional and marketing activities. Our tourism industry has facing not only financial problem it has many more problems like lack of proper policy, infrastructure, security, publicity etc also.

We can summaries the problems that have been faced by tourism industry like as follows:

- ❖ Lack of adequate budgets to carry out effective marketing

&promotion campaign,

- ❖ Lack of research based marketing,
- ❖ Unavailability of enough infrastructure,
- ❖ Lack of coordination among stakeholders,
- ❖ Unstable political situation,
- ❖ Lack of policy priority as the important pillar of the national

1.3 Objectives of the Study

The main objectives of this study are to analyze the main tourism promotional and marketing activities conducted by **Nepal Tourism Board** mostly in growing Asia market. The other sub-objectives of the study can be mentioned as follows:

-) To know the general models of marketing adopted by NTB,
-) To know the type of promotional tools effective in Asian market,
-) To analysis the travel trends figure from Asian market,
-) To suggest affordable measures for promoting tourism in Nepal and Asian market.

1.4 Significance of the Study

Tourism industry is one of the most important dimension of Nepalese economy. Nepal has many more possibilities in tourism sector but they are not being usual because of identification and market research. There are a few researches in tourism industry especially in promotion and marketing field. Thus a study on the tourism sector is a great significance to various group concerning to tourism. It is also important to learner of tourism like student, researcher, tourism stakeholders, Tourists

from several countries. It will help the general public to know about tourism activities conducted by NTB. It helps the policy maker to make proper policy related to tourism marketing

1.5 Limitations of the Study

This study has been made for the partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS) but not a comprehensive study. The study has been conducted with certain limitations. Major limitations are like follows:

- The study will be using secondary data from NTB and concern agency,
- The study will be conducted within certain period of time,
- The study will be based on limited financial resources of the student,
- The marketing & promotion campaign of private sector will not be included,
- The study will analyze the data till 2009 AD.

In spite of these limitations, full efforts will be made to make this study reliable and valid.

1.6 Organization of the Study

This study document will be organized into five chapters which are as follows:

Chapter I-Introduction of study:

It consists of short introduction of Nepal and development history of tourism in Nepal, problem identification, significance of the study, objectives of study limitations of the study, with research methodology.

Chapter II- Review of literature:

Chapter ii consists of extensive research reviews which includes concept of tourism marketing, reviews of books, journals, articles that describes about tourism and

tourism marketing with special reference to Nepal.

Chapter III-research methodology:

This chapter deals with research methodology, Research design, sources of data, tools and techniques used to analyze and interpret the findings.

Chapter IV-Presentation and analysis of data:

This chapter is about descriptive presentation and analysis of collected data from various sources.

Chapter V-Summary, conclusion and recommendation:

This chapter consists of summary of the whole research work recommendations developed based on the major findings and the conclusion.

CHAPTER-II

LITERATURE REVIEW

2.1 Concept of Marketing

Marketing has gained a great deal of strategic importance in modern organization. Every organization needs marketing to achieve their goals. Marketing stimulates demand for products. It helps organizations to find out what their customer need and want. It also helps to decide what products should be offered to satisfy their needs and wants. Marketing's task is to design a product/service combination that provides real value to targeted customers motivates purchase and full fills genuine consumer needs.

There have been various attempts to define 'marketing' but so far no universally accepted definition has been devised. This is perhaps due to the fact that 'marketing' as a comprehensive management function is a fairly recent concept which effectively only started to be applied in the early 1950s.

Philips and Duncan have defined marketing as "Marketing includes all the activities necessary to place goods and services in the hands of consumers and industrial users, excluding only such activities as involve a significant change in the form of goods."

Carl Dysinger has defined the concept as "Marketing is finding out what the consumer wants and selling it to him at a profit."

The American Management Association has defined marketing as "The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals."

According to Jerome McCarthy "Marketing is the performance of activities that seek

to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client."

According to Philip Kotler, "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others."

William J. Stanton, says that "Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organization's objectives."

2.2 Concept of Tourism

The word 'Tourism' is related to 'tour' which is derived from a Latin word 'Tornos'. Tornos means a tool for describing a circle or turners wheel. This is a word of compass or rather a pin at the end of the stretched string used to describe a circle. It is from this word 'Tornos' that notion of a 'round tour' or a 'package tour' has come which is very of the essence of tourism. It was late as 1643 the term was first used in the scene of going round or traveling from places around an excursion, a journey including visiting a number of places in circuit or sequence, circuitous journey, embracing the principles places of a country or region (Negi, 1990:21).

Prior to the advent of the industrial revolution, travel was primarily related to the trade, the desire for military conquest or the performance of group rites. It was principally the traders, in the early historical period, who blared the trail by establishing national trade routes and communications which later extended throughout the region and finally to other continents. Thus, it was trade that first motivated travel in the real sense (Tewari, 1994: 1). Later, the advent of modern means of transport and communication has uplifted tourism by facilitating and encouraging traveling. This developed form of traveling in modern terminology is

known as 'tourism' today. National Committee on Tourism, India defined it as, "The new phenomenon of traveling in pursuit of leisure, culture and the quest for knowledge about alien lands con notes the concept of tourism, the growth of tourism is closely related to the ease and speed of travel, economic growth and political development" (Mohanty, 1992: 43). Tourism grew gradually over the years as easier and faster means of travel became available. Mass tourism started in Europe only in late 19th century but today it is a worldwide reality. "Today tourism revolution is sweeping the global, a revolution promising much and delivering a great deal. It has emerged as the most lucrative business of the world, having tremendous potential for earning foreign exchange, yielding tax revenue, promoting growth of ancillary industries, generating income and employment and in the development of industrially backward region through its various linkage effects" (Singh, 1975).

Tourism can be defined on various way. It has been defined by various authors and concern organizations differently but there is not universally accepted definition of tourism yet. Some definitions by several authors, organizations and intellectuals are mentioned here:

Hermann V. Schullaid, an Australian economist gave one of the earliest definitions of tourism in 1910. According to Schullaid, 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 or certain country, city or region" (Satyal, 1988: 7)

R. de Meyer has defined tourism as, "A collective term for human movement and its attendant activities caused by the exteriorization and fulfillment of the desire to escape that is more or less latent in everybody" (Chatt Upadhyay, 1995: 7). This definition received the first prize by Academic International de Tourism at Monte Carlo in 1952. However, this definition does not seem to be broad enough.

"More phenomenaous arising from the travel and stay of strangers, provided the stay

does not imply the the travel and stay of strangers, provided the stay does not imply the activity" Hunziker and Kuet Krapf (Bhatia, 1994: 38)

The Britain tourism society had also attempted to classify the concept and in 1976 defined tourism as: "Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations; it includes movement for all purpose, as well as day visits or excursions" (Bhatia, 1994: 38).

The League of Nations defined in 1937 the term foreign tourist as; "Any person visiting a country, other than that in which he usually resides for a period of at least 24 hours" but revised definition given at the UN conference on International Travel and Tourism, held in Rome in 1965, which described as: "Any person visiting a country other than that in which he has his usual place of residence, for any region other than following an occupation remunerated from within the country visited."

The most popular and widely accepted definition of tourism given by the World Tourism Organization (WTO) conference in Ottawa in 1991 is; "The activities of a person traveling to a place outside his/her environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited."

Tourism is perceived as an economic activity which accrues to the recipient countries a definite source of foreign exchange and national income, creates jobs to reduce unemployment, fosters entrepreneurship, stimulates production of food and local handicrafts, speeds of communication facilities, cultural exchanges and above all, contributes to a better understanding of the host country. Some of principal changing dimensions of the vast expanding tourist industry are bringing into sharper focus the global concern over the cultural, ecological, environment, socio-economic and political effects of tourism (Motiram, 2003: 1).

2.3 Tourism Marketing

Marketing is an important as well as challenging work of any business organization. Now a days it has been being more challenging due to competition .competition is increasing day by day on any sector of business organization. For the success of any business activities proper marketing system is needed. Marketing denotes the business activities that direct the flow of goods and services from producers to the consumers or users in other words it is the process of exchange between seller and buyer.

The challenge of marketing goes beyond the success of business. It must also serve the goals of society. It must act in concert with broad public interest. For marketing does not end with the buy-sell transaction its responsibilities extend well beyond making profit. Marketing shares in the problems and goals of society and its contributions extended well beyond the formal boundaries of the firm (Lazer, 1978: 1).

Tourism industry is emerging, faster growing and most competitive service industry in the world. it should be marketed properly. "Tourism needs to be marketed, just as any other product, indeed move so, because it is an industry in which the customer still has an immense variety of choice. There are a number of destinations competing with each other to get a bigger and bigger share of the market"(Bhatia, 1994: 137). 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 (Negi, 1990: 387).

Tourism marketing is defined as the "systematic and co-coordinated efforts exerted by the National Tourist Organizations and/or the tourist enterprises a groups and individuals, in view of the sustained tourism growth" (Bhatia, 1994: 142). According to Krippendorf "Marketing of tourism is to be understood as a systematic and coordinated execution of business policy by tourist undertakings whether private or state owned, at local, regional, national or international level to achieve the optimum

satisfaction of needs of identifiable consumer groups and in doing so to achieve an appropriate return." Hence, tourism marketing denoted the development of a tourism product to meet the needs of the tourists and then employing the techniques of direct sales, publicity and advertising to bring this product to the tourists (Bhatia, 1994: 142).

Tourism marketing is necessary with the proper planning and necessary sound policies. Its complexity lies in the fact that tourism promotion in its various forms has to be directed at large number of people in various lands of different socio- economic structures, having different needs, tastes, attitudes, expectations and behavior pattern. It is only through the efficient marketing strategy that will help understand people's tastes and preferences for travel. And hence need for marketing in tourism.

Although Nepal has various potentialities in the sector of tourism, we don't able to take these opportunities due to proper marketing and promotional activities in target areas. The publicity is too poor and not more effective in both quality and quantity in its potential market segment. Government of Nepal and tourism stakeholders has been conducting some promotional activities from a long time but these activities are not being sufficient and fully effective. There is lack of advertisement in the foreign papers; in such a situation most of the visitors are unknown about Nepal. Another serious challenge faced by tourism sector is the level of competition because it is a very competitive business. Here it will be interesting to quote the saying of (Alwis, 1997: 8) "my friend in the travel industry in Nepal, talk of the days, barely a decade ago, when a trekking tour was sold to visitors for glorious US \$ 80 per day on the average. They now lament, that it is sold for only US \$18 per day on the average." In view of Alwis "this certainly in not the result of the lack of demand for Nepal's unique tourism potential or a lack of adequate number of 'up-market' visitors out there in the market 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 other), 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 product and inadequate delivery of quality service". In this respect "the government of Nepal should have clear policy to discourage cut-throat competition in the hotel industry and thereby attract quality tourists" (Sandhu, 1996: 36). Moreover, many Americans and Europeans complain about the pollution and environmental degradation of Kathmandu. Due to this Kathmandu is sending wrong message about Nepal. We should try our best to solve the problems of pollution and environment (Sandhu, 1996: 35). "negative reports on Kathmandu have adversely affected the tourism industry and Nepal's image" (Choegyal, 1994: 28). Regarding negative reporting done by some national and international media certainly it has done a lot of harms in the tourism sector of Nepal.

For this a planned approach is needed to counter the negative effects and organizing large scale promotional campaigns could regain our lost reputation (Rajbhandari, 1994: 26). In this context Mishra (1994: 24) says "'Say Goodbye to Shangri-La' was published in Newsweek of 4th October 1993 issue. It has definitely affected the tourism especially qualitative tourist. However, in my opinion, the correct information about Kathmandu Valley came in time and we should take it in a positive way instead of being defensive. Had it not been published in such a renowned journal, it would not have been grave concern to all conscious people of Nepal and abroad."

Air accessibility is also a hurdle in Nepal. Sthapit (1996: 31) expressed "We arrivals. But there is problem of air seat capacity." Sandhu (1996: 35) also has similar view in this respect. He says, "This is the one really single major problem. RNAC has limited number of aircrafts and the 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 number of tourist arrival." For the promotion of quality tourism in the country, infrastructure and services should be improved properly (Sandhu, 1996: 36). "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 qualified human resources" (Frangialli, 1996: 13).

Alwis (1997: 8) says, "All good marketing begins with the customers and ends with the customers. All good tourism marketing therefore, should begin with the visitor (tourist) 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." In fact, the good image and memories of tourists are more beneficial for the country than the promotional activities like, international advertisement, brochures, newspaper article etc., So far Nepal is concerned as a tourist destination it offers a unique product and unparalleled opportunities for 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 (Alwis, 1996: 29).

For Nepal "USA, Australia and the Pacific and other European countries, especially the Scandinavian countries are very potential future markets. South East Asia is emerging to be an economic giant. But as our marketing resources are not so big, we have to select only a few countries" (Shakya, 1995). "While formulating the tourism strategy, it is essential that our tourism marketers keep abreast 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" (Shrestha, 1995: 85). Similarly, in view of Sharma (1992: 112) "An integrated approach, with the twin objectives of environmental protection and sustainable economic development, should be based on an appreciation of the broader implications of tourism for the environmental, demographic, economic and distributional concerns in mountain ecosystems." Hence, development of tourism of Nepal should take into account promotional and marketing issues as well as deal with the inherent problems and challenges.

2.4 Review of Studies

In this section it is tried to review the previous studies on tourism with special reference to Nepal.

We couldn't found special plan and policies related to tourism till 1950s. For the first time the written study on tourism was made on the late 1950s. In Nepal, "General plan for the Organization of Tourism in Nepal" prepared by French national George Lebrec, in 1959, was the first tourism plan, which was prepared by the help of the French Government. In this plan, Lebrec has recommended to make brochures, posters, postage stamps depicting the Himalayan peaks and Flora and Fauna and to the use of films and documentaries prepared by the mountaineering expedition for promoting tourism in Nepal and the establishment of separate Nepal Tourism Officers. Later, George Lebrec visited Nepal in 1964 and 1966 and prepared two reports on tourism entitled "Report on the Development of Tourism" and "Report on Tourism in Nepal" respectively. In these reports Lebrec had recommended that tourism in Nepal had started growing at a faster pace (Pokherel).

In 1972, with an aim to run tourism in a planned way and formulating policy the Nepal Tourism Master Plan (1972), a detailed and comprehensive document about Nepalese tourism, was prepared with a joint co-operation of Bundesstelle Fur Entwicklungshilfe of Germany and Nepal Government of Nepal. This Master Plan defined the tourism development programs and projects for ten years. The plan also included marketing programs to be adopted and the market segments of Nepalese tourism were identified as organized sight-seeing, independent "Nepal style" tourism, trekking and pilgrimage. The primary markets for Nepal were identified as USA, France Scandinavia and Australia as secondary target market. In the Master Plan Kathmandu was seen as continuing to be the principal centre of tourism activities in Nepal and to lengthen the average length of stay, tourists measures can be done by creating resort areas and the provision of recreational attractions suited to the needs of international tourism and opening up the country's attractions by round tours operated

from Kathmandu with intermediate stops and short stays in selected sites. Furthermore, the plan has emphasized for development outside Kathmandu such as the development of Pokhara, Chitwan, National Park, development of national parks at Langtang, Annapurna and Dhaulagiri and Khumbu. The development of pilgrimage centres at Lumbini, Muktinath, Barahchetra and Janakpur was also envisaged. The Master Plan had recommended for the establishment of a Ministry of Tourism and Culture embracing functions then found within the Department of Tourism, the Department of Archaeology, the Department of Culture, the Department of Forestry, the Ministry of Foreign Affairs and the Immigration Office.

'Nepal Tourism Marketing Strategy 1976 – 1981' prepared by Joseph-Edward Susnik started with the premises that:

As the stay of tourists cannot be prolonged for now the number of international visitors should be increased substantially.

Images of secondary destinations like Pokhara, Lumbini and Chitwan should be built up.

Nepal should become a gateway for South and South-East Asia. Nepal should become the starting point of any Asian tour as it is the cradle of a religion and culture that influenced the history and life of the major parts of Asia. In his report, Susnik has suggested for the formation of Nepal Tourism Marketing Committee as well as Nepal Tourism Infrastructure Committee with representation of private sector and the Department of Tourism be recognized into Nepal Tourist Office which should concentrate on the marketing and promotional activities abroad with independent operational budget.

'National Tourism Promotion Report 1983' was prepared by National Tourism Promotion Committee of 1981. Suggestions were also provided on marketing strategies and plans for tourism. It reemphasized the need for promoting Nepal Style Tourism as mentioned in the Nepal Tourism Master Plan which would include sightseeing, trekking and wildlife adventure and which would promote Nepal as a

primary destination. The major suggestions given in this report are to develop resorts in the mid mountains to encourage tourists from India during the hot Indian summer season, promotion in Europe be stepped up, special programs be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Hindu pilgrims from India, depute a person in the Embassies of Nepal for promoting tourism, participate in various important trade fairs and to promote convention tourism.

Another report entitled "Study and Recommendation for a Nepal Marketing Plan a Marketing Task Force Report" (1983) prepared by PATA, in 1983, considered to be very effective marketing plan of tourism. The main recommendation mentioned in this report are the establishment of an autonomous Nepal Tourism Promotion Board, to recognize responsibility by the private sector for all overseas sales activity, to engage overseas representation to conduct ongoing promotion and publicity for Nepal and to organize a research section to carry out market research on visitors to Nepal.

'Nepal Tourism Master Plan Review' (1984) is a review study and it has suggested action program for implementation for the promotion of tourism in Nepal. This study contains three parts. In part one, a background to be 1972 Tourism Master Plan, its contents and intents, and its practical use and operation together with a comprehensive review of past developments in key areas of tourism. Part two sets forth an updated set of policy objectives and a market development concept for the five years and part three provides action-oriented recommendations. According to this review report, there is no need for a new comprehensive master plan in tourism. The 1972 Master Plan is relevant

in its long-term policy contents, and most of its basic conceptual assumptions have been fully verified. This study focuses on a pragmatic policy framework essential to solving priority issues of tourism, factor for the tourism development in Nepal. The conclusion and action-oriented recommendations of this study focused on improving the capability of the Ministry of Tourism to assume its responsibilities in tourism,

institutionally, administratively and technically.

Nepal Rastra Bank (1989) carried out an econometric study with an objective to study and estimate the level and patterns of tourist expenditure in Nepal, to estimate the value-added and imports contents and thereby net foreign exchange earnings from tourism in Nepal, and to estimate income and employment generation in the tourism sector of Nepal. In this study, regressions were run on the time-series data as well as cross-sectional data for the period 1974-1987. The major findings of the study included tourism demand to be income inelastic in both dependent variables, tourist expenditure and number of tourists, for the total time-series analysis for the period 1974-1987. Tourist expenditure was found to be highly sensitive with respect to exchange rates, but the sensitivity of tourist arrivals to this variable was less. Country-wise time series regression for 14 countries gave mixed results.

'Nepal Tourism Marketing Program' (1990), a specific study, made on tourism marketing, funded by Asian Development Bank, included some valuable suggestions on marketing. The main suggestions were:

The objective of marketing trekking should be to reinforce the image of Nepal as a world leader and trekking as premium product

For sightseeing tourism Kathmandu and the Himalayas must be established as a 'must see' premium product.

Initial promotional budget for Tourism Promotion Board to be US \$ 7,60,000 in its first year to be financed from a modest increase in visa fees.

Encourage travel agencies in generating countries to represent Nepal for information purpose also.

Professional representation to be established in London, Japan, Hong Kong, Washington or New York...etc

This program consists of four reports. Product development program and marketing strategies have been defined in this study. For both trekking tourism and sightseeing

tourism the essence of the strategy is to establish Nepal as a premium product able to command the price of a premium product. The main marketing strategies initiatives for Nepal mentioned in the report were:

- ❖ To establish Mount Everest and the Himalayas as a "must see" attraction for any world tourist;
- ❖ To establish Kathmandu as the unique mystic city within a valley of exceptional scenic appeal;
- ❖ To establish Pokhara as the "Gateway Resort to the Himalayas"
- ❖ To establish and promote a series of outstanding excursions for the ordinary sightseeing travelers.

Tuladhar (1993), in his doctoral work, aimed to study the development of International Tourism in Kingdom of Nepal from the view of resources, the level of its explorations, utilizations 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 tourist supply. To achieve the objectives of this study, a systematic method of investigation in the theoretical scheme was used. His major findings included the use of dispersion as a basic for the balancing of prognoses may promote foreign visitor's quality

and the possibilities for attempt and contribution for the future development of international tourism in Nepal should work out alternative prognostic situations in unison with the extracted priority of the tourist supply and direction for their improvement. Tuladhar has given various suggestions in his study like 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.

Pradhananga (1993), analyses the changing pattern of tourist's consumption and its economic impacts on employment, exports and national revenue were made. The basic objectives of the study were to examine the consumption pattern of tourist, to analyze the use of local resources in tourist consumption and their effects on employment, to probe into capacity utilizations of hotels in relation to the tourist's number and length of stay and to examine the change in government revenue resulting from the tourist export.

This study dealt with different tourism aspects i.e., hotels and lodges, airline, travel agencies, trekking agencies, carpet and garment industries and transport agencies working in Nepal. He suggested that different tourism related policies and sectors like infrastructure, open-sky policy, planning of new tourism project, opening of a new destination in the country, tourism marketing strategy, management of travel agencies, full capacity utilization of hotels etc., should be planned properly.

Shrestha (1999), in her Ph. D. Thesis entitled "Tourism in Nepal: Problems and Prospects" mainly aimed to concern with the problems and prospects of tourism in Nepal. Her study identify the basic problems of tourism on the basis of its contribution to national economy status of tourism infrastructures, review of the planning and policies of the government exports in the sample, and also analyzed the trend of foreign exchange earnings and share of tourism receipts to gross domestic product. She has pointed out that Nepal has not been able to introduce and diversify new tourism products. On the other hand, the experts are of the opinion that the problem of the air accessibility, lack of proper marketing and promotional strategy, pollution, lack of required infrastructure, lack of co-ordination, frequent, frequent change in government as well as lack of political commitment are the short coming of tourism industry in Nepal. Despite of the various problems, she added, the prospects of tourism are bright in Nepalese economy in generating employment, contributing to

national GDP and also for over all development of the economy. Shrestha found that the role of tourism in economic development is significant in Nepal. The net earnings from tourism are greater than some other sectors. The share of tourism in terms of GDP came down to 3.2 percent in 1997, which was one of the main contributors of convertible foreign currency sharing 16 percent of total exchange earning in 1996/97.

Pradhananga (2000), in his book 'Tourists' Consumption Pattern and its Economic Impact in Nepal' had presented the changing pattern of tourists' employment and national revenue. The study has analyzed the direct, indirect and induced effect of tourist expenditure on Nepalese economy as well as has examined both forward and backward linkage of tourism, impacts of goods and services, and employment generation. The study has shown that the tourism sector contributed 37.99 percent as direct expenditure and the benefits of tourist money mainly went to hoteliers, travel and trekking agencies and airlines. The direct import content was 33.49 percent in tourism sector, 17.34 percent in tourism related sectors and 8.94 percent in non-tourism sector, the study has added, thus an increase in imports. This also mentioned that the revenue at current price increased to Rs. 314.97 million in 1987/88 from 34.91 million in 1974/75. The analysis has also shown the impact of tourist expenditure on employment. The direct employment opportunities generated were 12.41 percent in tourism sector, 32.88 percent in tourism related sectors and 54.71 percent in non- tourism sector.

Upadhyaya (2003), in his Ph. D. dissertation entitled "Tourism as a Leading Sector in Economic Development of Nepal", he has said that many countries have made efforts to promote tourism as a means of economic development. This development in various countries remains confirmed to local and regional level or helped the national economy as a whole. It is because tourism is considered as an inexhaustible industry that has potential to improve further as the tourism industry is developed gradually. As W. W. Rostow has made it clear that in the process of economic development of a backward country some sectors must play the role of a leading sector. So that not only

the sector(s), in question, grow rapidly but also have the capacity to move other sector of the economy forward. This process leads the entire economy on higher growth path. He has depicted the fact that the tourism sector has been improving its significance in the economy. It has been improving its significance in the economy. It has been estimated that the activities related to tourism sector has strong inducement effect on the other activities of the economy. Beside foreign exchange earning, it is equally important to employment. Further, he argued that, no doubt, Nepalese economy is moving faster and faster on the path of globalization.

Ministry of tourism and civil aviation has been publishing Nepal tourism statistics (annual statistical reports) yearly from long time. In this report there exists tourism scenario of related year and tourism related programs are conducted during the period of time. This helps to tourists to know about the tourism activities and tourism destinations in Nepal.

On the occasion of golden jubilee year of the first ascent of Mt. Dhaulagiri, MOTCA has published a book named 'Mountaineering in Nepal Facts and Figures, 2010'. In this book, the ministry describes about the Himalayas of Nepal, the summiting history of those Himalayas and update records of summiteers.

2.5 Review of Thesis Works:

Hirachan Bijay Lal (2003), in his Master's thesis entitled 'A study on e- marketing used by Travel agencies' has presented the effectiveness of e- marketing used by travel agencies to promote tourism industry. In order to find the perception of travel agencies regarding e-marketing prospect practiced in tourism sectors. The writer has taken following objectives in to consideration.

- ❖ To survey the current market situation of Travel Agencies.
- ❖ To find out and examine travel agencies perception regarding e- marketing.

- ❖ To find out popularity of internet as marketing tools among travel agencies.
- ❖ To explore the problem and prospects of e-marketing and to suggest appropriate recommendation in order to promote intoxicating beauty this country through internet.

In his study, to determine the objective of research Hirachan had conducted a field survey. In which 25 were complete out of 30 responses. The majority of the survey respondents reported that the current situation of travel and tourism is poor (80%), only 12% respondents seems satisfied with the current situation of travel and tourism industry of Nepal. Finally he concludes that most of the travel agencies know the importance of internet as marketing tools, due to the fact that most of them have a website and using e-mail on regular basis but due to lack of knowledge, fund and ignorance they are not utilizing e-marketing in professional way or seriously. If the correct methods of promotion are used on internet to popularize travel agencies sites definitely it will contribute to promote tourism sector in Nepal to great extent.

Sharma, Kalayan Raj (2000) , in his master thesis entitled ‘Tourism marketing in Khumbu Area’ has presented the tourism of Khumbhu area with respect to marketing , policy and legal provision. He has found that tourism in Solukhmbu has ensured significant improvement in educational opportunities and health care provision (which has led to improved family planning), water and electricity supply, access to material goods and levels of mobility. There positive aspects of tourism in Khumbu. Tourism development has certainly contributed to a widening of the gap between the rich and poor with regard to the culture, local people are very much aware of outside interest in the Sherpa people. Most of the people are claiming that they are loosing their cultural tradition poor people are preserving their cultural tradition because they have been able to attract tourists’ interest towards maintaining and developing the old and new monasteries in the region. It shows that less wealthy people and women are more in touch with their culture and wealthy people have new work patterns and new life styles. The trekking and mountaineering tourism are about intensive activities that provide unparalleled opportunities for employment and income generation. Tourism

related incomes have allowed literally thousands of households in Khumbhu area. They have improved their standards of life. Most important to the success of the local economy are the high numbers of locally- owned lodges, restaurants and trekking agencies.

Bista ,Kuber Kumar(2007), in his master thesis, entitled 'Tourism marketing and promotion in asian market by Nepal tourism board' has presented the tourism promotional activities mainly in Asian market conducted by the Nepal Government. In this study he conclude that, Nepal has greater potentialities in tourism. Tourism has been established as promising industry, which is the important contributor to national economy. Tourism has greater role in Nepal to provide direct and indirect employment opportunities to major chunk of people living in urban and major touristic cities. In the more recent days, it is regarded as driving tool to alleviate rural poverty by involving rural people in direct and indirect tourism businesses. As far as Nepalese tourism marketing is concerned, the word of mouth publicity had played very important role. Natural and cultural attractions are the comparative advantages of Nepalese tourism. Keeping in view, the need of public private partnership in marketing and promotion of Nepalese tourism, Nepal Tourism Board was established. With important coordination and support of private travel trade sector, NTB has been marketing Nepal as an important destination in the global tourism market. It is very important to note here that with a very limited budget fro marketing and promotion, it is very tough to compete with other tourism destinations of the world like India, Thailand, and Malaysia etc.

The recent global tourism trend has shown that the share of regional tourism is very important and encouraging. This concept is more important for country like Nepal. Owing to budget constraints to carry out marketing programs in European market, NTB is focusing its marketing and promotional activities in major Asian markets. India, Japan, Thailand are important tourists market for Nepal. Likewise, there is greater potential in China, Bangladesh, Sri-Lanka. So, NTB has been organizing

different marketing programs like travel trade shows, Familiarization trip to media and travel agents, press conferences and food festivals in order to attract more visitors from those countries. In order to woo visitors from neighboring countries, Nepal has waived visa for national of

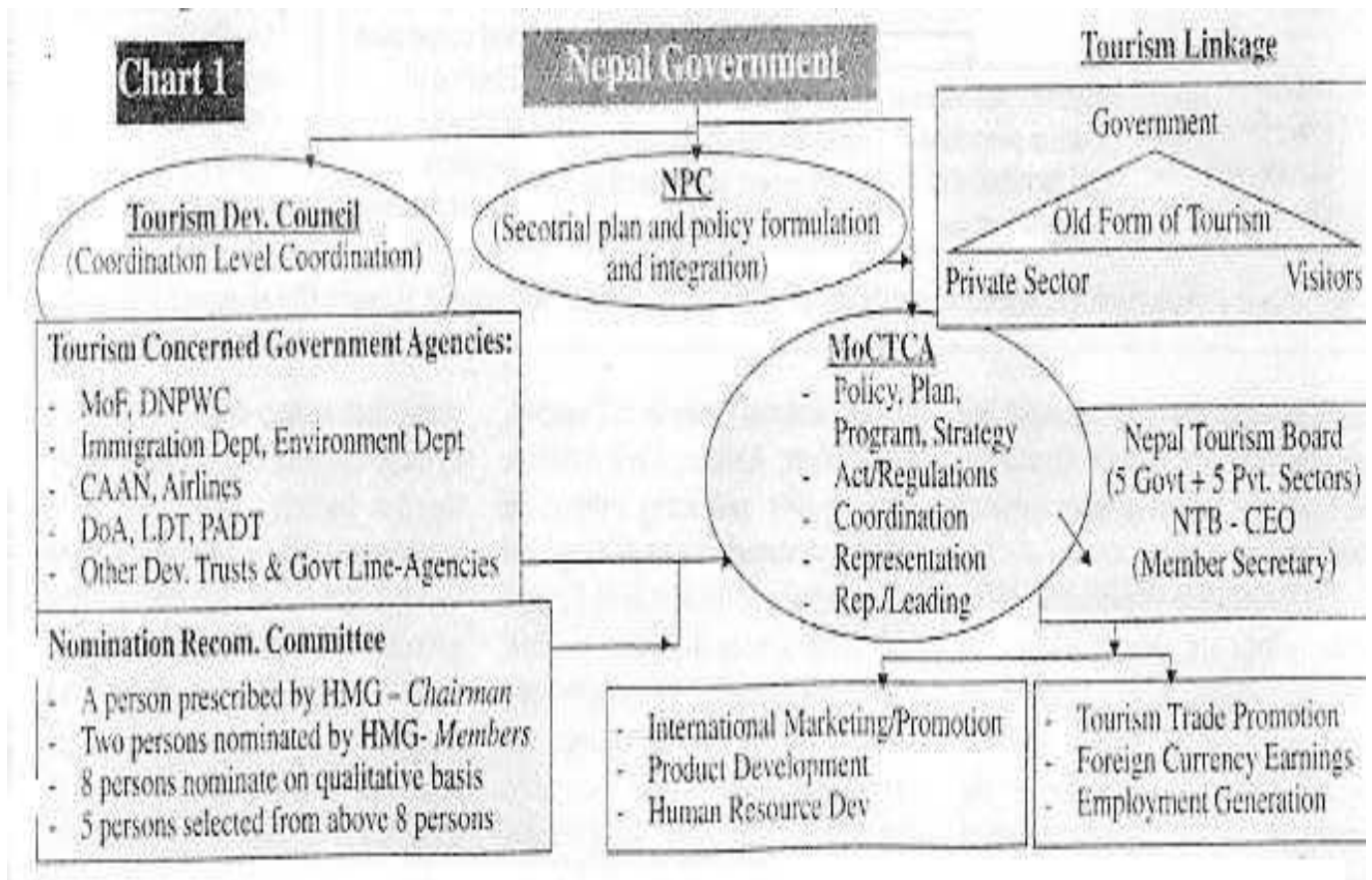
South Asia and provided parity for entry to National parks and historical sites.

He further said that there is need of close coordination between private sector and NTB. NTB should formulate new and cost effective marketing action plans. Promotional programs for adventure-tourism, pilgrimage-tourism, eco-tourism, MICE- tourism should be carried out in Niche markets by developing special packages. Though the landing fees, parking fees, navigation fee and handling charges and aviation fuels are costing dear, though there are conflicts, environmental hazards and high competition amongst inbound destination, Nepal's unique attraction has been a great asset for visitors from across the continents. With this prospect in perspective, if proper policy guidelines are streamlined and a strong network and cooperation is built on Public-Private partnership approach, the future of regional tourism is high on the agenda and the prospect of the regional tourism is sure to gather momentum in the case of Nepal as it has been in Europe and America.

Contemporary articles and visions of intellectuals to this concern also has been publishing time to time. Some of those are as follows:

Tourism is one of the leading industries in Nepal and it was growing by 6-8 percent in average per annual till 1999. But the development of tourism only for the government side would be helpless. Thus there must be public private partnership for the development of tourism sector. Dr. Upadhyay R. P., a tourism expert, has said that the main objective of tourism should be to active maximum social welfare, so for that we have to promote distributive justice; they must include people from the entire sector. The planning should be pro-poor, pro-country and it should serve everybody (NTTR, 2006, Vol. IX, No. 38). In this scenario, Nepal tourism Board, and autonomous

promotional institution to develop public and private partnership for tourism



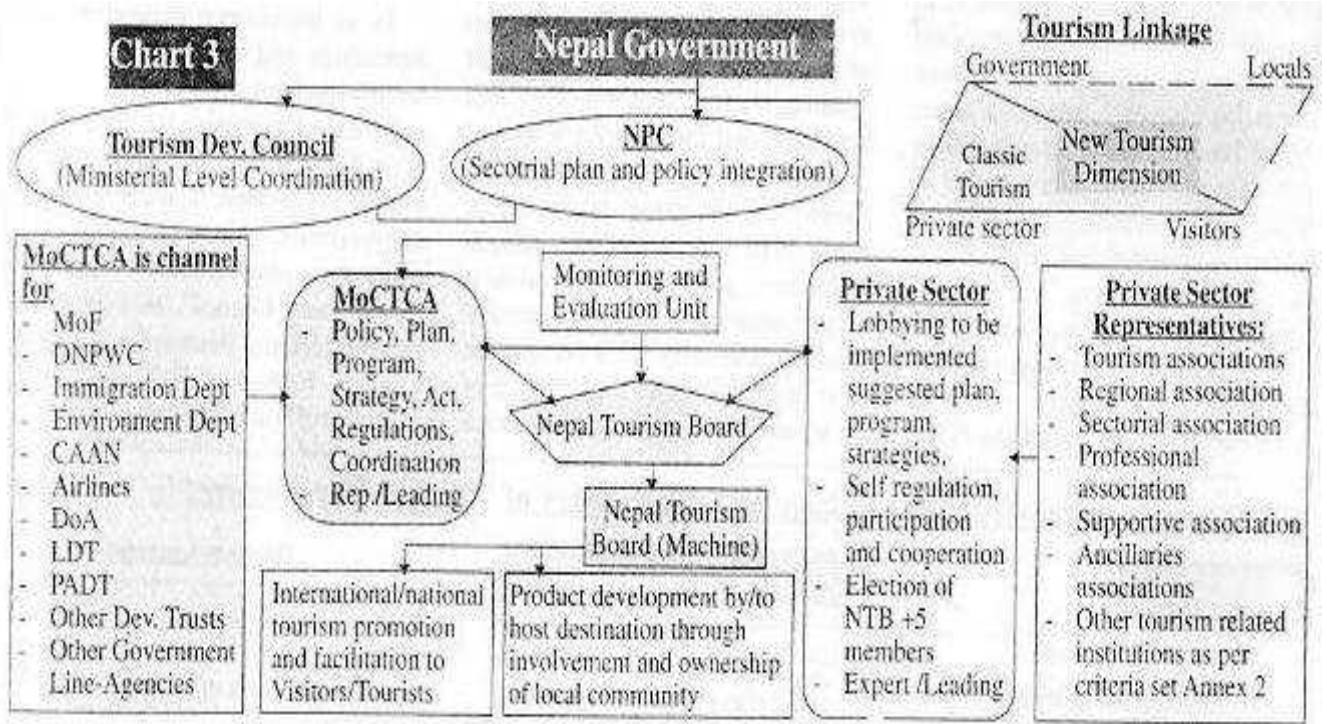
development, is established in the country. The current existing external intuitional and structural linkage and dependency of tourism development in Nepal is presented below:

Current Structure of Public Private Partnership for Tourism Promotion in Nepal

Source: NTTR, 2006, Vol. IX, No. 38

But in the globalization context the existing tourism development structure is being eneffective. The main cause of being such is due to the political influences, Government dependency, political instability etc. Thus, it needs a concept of restructure of structural linkage and dependency of tourism viewing such thing, a need of an aggregate apex body of tourism council is realized to amalgam the tourism concerns and the entrepreneurs relating to tourism. Dr.Gynendra Ratna Tuladhar has presented am imaginary external structural linkage and dependency of private sector

for a real term of sustainable tourism development in Nepal. He has said that if tourism is to be pushed in dynamism, a private sectors (with any appropriate name) should be chartered by the government, considering four party tourism linkages with a status of independent, self-regulated and a strong tackled lobbying agency to the government as



well as the private sectors for overall betterment of tourism His imaginary external structural linkage and dependency of private sector has been represented as follows:

**Dynamic External Structural Linkage and Independency for Sustainable Tourism
Developing in Nepal**

Chart 2

TR, 2006, Vol. IX, No. 38

Similarly, Upadhaya Dr. R.P. in his another article headed 'Outlook on development of Nepalese tourism' published on NTTR, Sept 18-24, 2006, has explained the role of NTB to develop Nepalese tourism as follows:

Since the political situation is changing, NTB should focus more in the promotion of the country, which can only be possible with the help of stakeholders. Role of government cannot be denied and therefore it is the time for the ministry and the line agencies to take corrective measures. They should be sincere and work towards

developing tourism-the only sector with benefits. Since the main objective of tourism is human welfare and prosperity, the government should promote distributive justice, which can result in mass participation. Government should sincerely work towards the promotion of rural tourism by conducting a high level national survey and exploring new destinations like Sirubari with receptive capacity and which is easily accessible from the main tourists generating outlets.

At present, Nepal is on media highlights, so this is the right time to catch. NTB instead of going and attending promotional activities in different countries can focus on developing the information technology (IT) section of the board by creating attractive websites with updated news and information on destinations of Nepal.

Similarly, Nepal government is playing the role of facilitator, motivator and regulator since 9th plan (1997-2002). National tourism policy of 1995 has emphasized/assigned the above role to the government. However, due to the following reasons, the role of the government should be an incentive provider too as in to compete with the growing competitors like India, Bhutan, Sri Lanka and Maldives, and also to develop and diversify the tourism products by creating new tourism destination and to endure the present critical situation. He concluded that proper attention will be paid towards the several natural and cultural sites that possess great tourism potential. Sincere efforts are needed to reduce visitor's concentration in Kathmandu and diversify tourism to locations that hold tourism potential. To reduce visitor's concentration in limited areas, the villages in hinterland should be linked with the main trekking routes whenever possible. This can help spread tourism benefits.

Bhandari K (2000), in his article 'Tourism in the New Millennium' posted on the independent' has written that Nepal government attaches priority to tourism even though this sector has not been able to receive higher share in government spending due to certain other obligations in basic need areas. A major problem with the Nepalese private sector is that it is small, disorganized and is limited in its capacity to raise resources and invest in the form of equity. The savings/investment rates are low. There is limited exposure to international trends. The culture of state intervention still

prevails and is generally accepted. Similarly he has added that tourism considered a major component of the

Nepalese economy, has so far, been concentrated in a few major locations, and confined to a few major products. We have not been able to add more places of interest to the tourist, so he has claimed for need of the future action. His suggestions are:

Despite our immense potentiality, we are unable to exploit the economic benefits proportionate to this, due to poor infrastructure, meager investment and irrational marketing. However, spreading tourism to new places with more activities is of utmost necessity, with the increase of competition among the South Asian countries.

Various policy measures need to be initiated to attract investments in new areas with potentials. These policy measures can be introduced after detailed with the entire consultations travel trade sector and with the mobilization of newly formed Nepal Tourism Board (NTB). Also this helps the Board to plan marketing of these zones in advance, which also helps in the marketing budget of the individual private sector in those regions.

There needs to be various reforms carried out in the aviation policy so as to make favorable condition for the airlines to open up in new sectors. The various social and tourist routes need to be redefined. Distinction between commercial and remote routes within social routes is required.

Nepal Tourism Board should be very clear in its marketing strategies. Advertisements should be well connected with the events taking place in the country and efforts should be initiated to make documentaries and they should be telecast through various international channels. Finally, a very strong research base will certainly help in effective planning.

CHAPTER –III

RESEARCH METHODOLOGY

3.1 Background

Research methodology is one of the important part of any research work. It facilitates the research work and provides reliability and validity to the research. Hence the primary purpose of this chapter is to discuss and design the framework for the research.

The general methodology followed is data collection through primary and secondary sources. Literature reviews were conducted for collecting secondary data while interview method and questionnaire method were adopted for primary data collection.

3.2 Selection of Study Topic and Research Design

Tourism sector is being taken as a backbone of Nepalese economy. It is growing as a emerging sector all over the world. It should be promoted strategically ahead of top competition in the world in this sector. In Nepal, Nepal Tourism Board is the only an authorized body to promote and marketing of tourism of Nepal. Nepal Tourism Board was selected as main topic of study As Nepal it is the main actor of marketing and promotion of Nepalese tourism. The operational model of such activities were studied. Mainly, how NTB is carrying out its marketing promotional programs in main Asian market, how is the tourist arrival from Asian nations, these aspects were studied the present tourism activities lies in regional market. The research design under this study is descriptive cum exploratory in nature. The collected data from several sources is simply explored by using some statistical tools. I have undertaken to complete this study, the following steps:

- Problem identification of this study and selection of topic,
- Review of previous literatures,
- clearly describe the data to be obtained and how to be obtained,
- Methods of analyzing the data,
- Research report (i.e. conclusion)

3.3 Nature and Source of Data

The presented study has been completed mainly with the help of both primary and secondary data. The primary data are collected through fieldwork containing interview and questionnaire with tourists, travel trade companies and tourism professionals, secondary data are collected from Nepal Tourism Board, MOTCA, NRB, MOF, articles, newspapers, magazine, books, through internet and websites and other relevant reports related to tourism.

3.4 Methods Used in Collection of Primary Data

A Structured questionnaire was developed for the purpose of collection primary data with field survey, which was conducted in August 2011. During the survey, altogether 100 respondents were surveyed through questions. Among them, seventy five were tourists from different countries and twenty-five were travel trade companies (trekking and tours). The survey was completed random sampling for tours and travel companies. Apart from that tourism professionals and experts were interviewed and taken their perception and opinion about present tourism scenario and marketing activities were collected by NTB and other related agencies.

3.5 Tools and Techniques Used in Data Analysis

Several scientific techniques are taken to fulfill the requirement the study. The

collected Information from questionnaire were transformed and tabulated. Information were grouped, sub-grouped and classified as necessary. The systematic analysis has been done using quantitative as well as qualitative techniques. Simple statistical tools such as percentage, weighted average etc. have been used, table chart diagrams, pie-charts were used for the presentation. The study is mainly descriptive and the analysis of the result is described logically and concluded the findings.

CHAPTER- IV

DATA PRESENTATION AND ANALYSIS

4.1 Introduction of Nepal Tourism Board

The development history of Tourism in Nepal is very short. Before the dawn of democracy in 1951 AD, the rulers of Nepal had not made any attempt to develop tourism in Nepal. On the contrary the policy of the government was not let tourist enter onto Nepal except on some special cases. Similarly, efforts to earn foreign exchange earnings to accelerate development through tourism were nil and there was no link between tourism and national economy. In actual sense, the promotion of tourism started more or less only in the beginning of 1960s. The then Government of Nepal made attempt to the development of tourism with liberal tourism policy relatively than there before. After 1990, viewing the globalizing context of the world, Nepal government also started to launch different policies and programs related to tourism. In 1995, an independent “Tourism Policy” was announced and in 1998 ‘visit Nepal year-1998’ campaign was conducted. In such scenario thinking the public-private partnership for the tourism development, Nepal Tourism Board (NTB) has been set up on the date of 31st December 1998 as a national tourism institution under the act of parliament (NTB Highlights, 2003), in the form of partnership between government of Nepal and private sector tourism industries of Nepal to develop and market Nepal as an attractive tourist destination. The Board provides platform for vision drawn leadership for Nepal's tourism section by integrating government commitment with the dynamism of private sector tourism industries.

NTB started with promoting Nepal in domestic and international market and is working toward repositioning the image of the country. It aims to regulate product development activities in future. Fund of NTB is collected from Nepal's tourism related business form of tourist services fee thus keeping it financially independent.

The Board is chaired by the secretary at Ministry of Tourism and civil aviation constitutes of 11 board members with 4 government representatives, 6 private sector representatives and the chief executive officer.

The Board being a statutory institution has statutory duties assigned to it. Nepal government has also established a defined funding mechanism to finance the promotional efforts of the board. The board is established to work as a professional and dynamic NTO to address the pressing need by designing specific brand image for Nepal as a travel destination and support the same by self sustained promotional campaigns.

4.2 Objectives of NTB

As being a statutory body of tourism marketing and promotion, NTB has some objective to achieve the goal that has taken by the government. The main objective of NTB is to promote of tourism of Nepal. TO achieve the goal NTB has other some objectives which are mentioned as below:

- A. To develop Nepal as an attractive tourist destination in the international arena.
- B. To develop, expand and promote tourism enterprises while also promoting the nature, culture and environment of Nepal.
- C. To increase national products and income, to increase foreign currency earning and to create maximum opportunities of employment by developing, expanding and promoting tourism enterprises
- D. To establish a good and dignified image of Nepal in the international tourism community by developing Nepal as a secure, reliable and attractive destination.
- E. To conduct action oriented research related to tourism in order to provide quality service to tourist for the development of tourism enterprises.
- F. To assist in establishing and developing institutions necessary for the development of tourism enterprises.
- G. To develop Nepal as a tourism hub for south Asia.

4.3 Roles and Responsibilities of Nepal Tourism Board.

NTB has been established with a mission to maximize the benefits of tourism by promoting Nepal as a premier holiday destination with responsibilities by the NTB act 2053 as mentioned below:

- A. To develop and introduce Nepal as an attractive tourist destination in the international market.
- B. To promote the tourism industry in Nepal while working for the conservation of natural, environmental and cultural resources.
- C. To work towards increasing the gross domestic product and foreign exchange income by means of promoting tourism. To work towards increasing employment opportunity in the same industry.
- D. To develop Nepal as a secure dependable and attractive travels destination by establishing a respectable image of Nepal in the international travel trade community.
- E. To work toward providing quality service to tourist visiting Nepal.
- F. To conduct studies and research and implement the result for better understanding and upgrading of tourism trend.
- G. To promote and develop institutions for the promotion of tourism industry.

4.4 Organization Structure of Nepal Tourism Board

Nepal Tourism Board has been established to develop tourism with public private sector. Its executive committee members also consist from government as well as private sector. To executive committee comprises of 11 members, 5 members representing Nepal government, 5 members representing the private sector and one chief executive officer (CEO) of the Board as the member secretary of the executive committee. The executive committee has been formed to systematically execute and cause to be execute necessary programs and to take care of and manage all the activities of the Board for achieving its objectives.

The committee consisting chairman from government and vice-chairman from private sector \ tourism entrepreneurs have following members:

-) Secretary, ministry of tourism and civil aviation: –chairman.
-) A member selected by the Board members from among the members nominated by private sector :– vice chairman
-) Joint secretary, ministry of finance – member
-) Director General, Department of Immigration – member
-) One officer, at least of graduated first class nominated by Nepal government from among other ministers related with tourism development :– member
-) Director General, Civil Aviation Authority of Nepal: – member
-) Five Individuals nominated by Nepal government among the tourism entrepreneurs involved in tourism promotion activities and from among the experts on tourism, natural and cultural heritage :– member
-) Chief executive officer (appointed by Nepal government): – member secretary.

4.5 Tourist Arrival In Nepal

Government started to invest in tourism sector from First periodic Plan (1956-61) only after that period the inflow of tourists started to increase. It shows that the investment in this sector has positive impact on tourist arrival as well as economic development of Nepal through increasing tourism activities and foreign exchange earnings. The table (1) has shown the arrival of tourist in Nepal since 1990.

Table-1

Tourist arrival and average length of stay from 1990-2010

Year	Total		By Air		By land		Average length of stay
	Number	Annual growth rate	Number	Percent	Number	Percent	

		(%)					
1990	254885	6.2	226421	88.8	28464	11.2	12.00
1991	292995	15.0	267932	91.4	25063	8.6	9.25
1992	334353	14.1	300496	89.9	33857	10.1	10.14
1993	293567	-12.2	254140	86.6	39427	13.4	11.94
1994	326531	11.2	289381	88.6	37150	11.4	10.00
1995	363395	11.3	325035	89.4	38360	10.6	11.27
1996	393613	8.3	343246	87.2	50367	12.8	13.50
1997	421857	7.2	371145	88.0	50712	12.0	10.49
1998	463684	9.9	398008	85.8	65676	14.2	10.76
1999	491504	6.0	421243	85.7	70261	14.3	12.28
2000	663646	-5.7	376914	81.3	86732	18.7	11.88
2001	361237	-22.1	299514	82.9	61723	17.1	11.93
2002	275468	-23.7	218660	79.4	56808	20.6	7.92
2003	338132	22.7	275438	81.5	62694	18.5	9.60
2004	385297	13.9	297335	77.2	87962	22.8	13.51
2005	375398	-2.6	277346	73.9	98052	26.1	9.09
2006	383926	2.3	283819	73.9	100107	26.1	10.20
2007	526705	37.2	360713	68.5	165992	31.5	11.96
2008	500277	-5.0	374661	74.9	125616	25.1	11.78
2009	509956	1.9	379322	74.4	130634	25.6	11.32
2010	602867	18.2	448800	74.4	154067	25.6	12.67

Source: Nepal tourism statistics 2010

The growth rate of tourist arrival is positive in many years except in 1993, 2000, 2001, 2002, 2005 and 2008 due to various causes including a decade long then Maoist insurgency. The most increase rate of tourist arrival is in 2007 i.e. 37.2 and the lowest rate of increase (there is decrease) is in 2002 i.e. -23.7. After the tourism promotional program 'visit Nepal 1998', the tourist arrival growth rate increased by 9.9 percent in 1998 with 491504 number of tourist. After this, the tourism sector faced a critical condition. In the year 2000, 2001, and 2002 the arrival largely decreased with -5.7 percent, and -23.7 percent respectively. But after the year 2002, there was positive symbol in this sector with growth. The number of tourist arrive in 2010 is 602867 and rate of growth is 18.2%.

Similarly the table represents annual average length of stay of tourists, which fluctuate between 9 and 13 days. In 1991 it recorded only 9.25 days. But in 1996 it increased to 13.50 days. Similarly, with such fluctuating tread the average length of stay in 2002 recorded 7.92 days with 23.7 percent decrease in tourists' arrival in comparison to the previous year. But with the help of DNC it increased to 9.60 days in 2003 and 13.52 days in 2004, which is also the highest record till now. In 2010 the average stay is 12.67. It can be observed that the average length of stay between the years 1990 to 2010 is 11.37 days.

Table-2

Tourist Arrival By Sex & Age Group

Year	sex		Total	Age Groups					
	Male	Female		0-15	16-30	31-45	46-60	61&over	Not specified
1991	177574	115421	292995	17174	96634	94539	54320	30328	
1992	197051	137302	334353	18624	105123	111096	65651	33859	
1993	179178	114389	296567	15289	91947	96665	59768	29898	
1994	205389	121142	326531	20097	96016	106260	66174	37984	
1995	224769	138626	363395	22878	106603	120212	76647	37055	
1996	233055	160558	393613	22185	94924	116307	89751	70446	
1997	251358	170499	421857	23840	121286	126828	107111	42792	
1998	267871	195813	463684	26763	122103	155985	121190	41782	
1999	286161	205343	491504	30967	150307	148063	113314	40913	
2000	266937	196709	463646	19136	119816	195678	125140	51491	
2001	213465	147772	361237	14608	95801	115678	93621	41529	
2002	174710	100758	27468	12425	67774	99622	67017	28630	
2003	204732	133400	338132	16056	78357	99740	85753	58226	
2004	255303	129994	385297	38734	84125	128267	96920	37251	
2005	257972	117426	375398	30429	57115	114103	106077	67674	
2006	218818	165108	383926	37433	75626	123541	95260	52066	
2007	290688	236017	526705	38870	112879	164488	130756	69927	9785
2008	286983	213294	500277	42581	106596	150171	121387	60531	19011
2009	288155	221801	509956	84891	140805	141955	99197	39638	3470
2010	361611	241256	602867	41156	120395	189852	172800	64593	14071

Source: Nepal Tourism Statistics 2010

This table shows that the arrival of tourist by sex and different age group. Number of male is always more than the number of female during above mentioned period. In

2010 there are 361611(60%) male and 241256(40%) female arrive in Nepal.

In 1991, 16-30 age-group of tourists are a lot than other age group but in other year there is always the highest number of tourist of 31-45 age group. Comparing to all age-group of tourists, 2nd, 3rd, 4th and 5th position are of 16-30, 46-60, 61& over and 0-15 age group respectively. Not specified group is not on count because they are not of any special age group because it is only by unclear of age of any tourist.

Table-3
Tourist Arrival By Purpose Of Visit (1991-2010)

Year	Holiday pleasure	Trekking &mountai neering	Business	pilgrimage	official	conv./ conf.	Rafting	Others	Not Specified	Total
1991	177320	42308	14601	9103	37274	5441	0	6898	0	292995
1992	237711	35166	31765	7219	20967	815	0	710	0	334353
1993	170279	69619	19495	10429	15812	5367	0	2566	0	296567
1994	168155	76865	23522	5475	20431	5361	0	26722	0	326531
1995	183207	84787	21829	5257	20090	5272	0	42953	0	363395
1996	209377	88945	25079	4802	20191	6054	0	39165	0	393613
1997	249360	91525	27409	4068	24106	5824	0	19565	0	421857
1998	261347	112644	24954	6164	22123	5181	0	21271	0	463684
1999	290862	107960	23813	19198	24132	5965	0	19574	0	491504
2000	255889	118780	29454	15801	20832	0	0	17291	0	463646
2001	187022	100828	18528	13816	18727	0	0	22316	0	361237
2002	110143	59279	16990	12366	17783	0	0	58907	0	27468
2003	97904	65721	19387	21395	21967	0	0	111758	0	338132
2004	167262	69442	13948	45664	17088	0	0	71893	0	385297

2005	160259	61488	21992	47621	16859	0	0	67179	0	375398
2006	145802	66931	21066	59298	18063	0	0	72766	0	383926
2007	217815	101320	24487	52594	21670	8019	65	78579	22156	526705
2008	148180	104822	23039	45091	43044	6938	243	99391	29529	500277
2009	40992	132929	22758	51542	24518	9985	285	186849	40098	509956
2010	63082	70218	21377	101335	26374	9627	730	252473	57651	602867

Source: Nepal Tourism Statistics 2010

The table No. 3 shows the tourist arrival by the purpose of visit from 1991 to 2010 A.D. Tourists from different country come from several purposes according their interest. The presented data shows that most of the tourists come for the purpose of holiday pleasure till 2008 but in last two year purpose of visit is different. In 2009 and 2010 most of the tourists come for other purpose. The data shows that the tourists used to come in Nepal for trekking and mountaineering. Other purposes for visit Nepal are business, official, conference, rafting and so on. In last year(2010) tourist arrival by purpose of visit are distributed as, 10% for holiday pleasure, 12% for trekking & mountaineering 17% for pilgrimage, 4% for official visit, 2% for rafting, 10% on not specified and 41% for other purpose. Thus the marketing of NTB has to be done differently on the basis of their interest.

Table-4
Tourist Arrival By Major Nationalities, (2006-2010)

Nationality	2006	2007	2008	2009	2010
Australia	8231	12369	13846	15461	16243
Austria	3474	4473	3540	3245	3389
Canada	4733	7399	8132	8965	9322
Demark	1956	3157	3847	4464	4359
France	14835	20250	22402	22154	24550
Germany	14361	21323	18552	19246	22583
India	93722	96010	91177	93884	120898
Italy	7736	11243	7914	7982	10226
Japan	22242	27058	23383	22445	23332
Netherland	7207	10589	10900	11147	13471
Spain	10377	15672	13851	13006	13712
Switzerland	3559	5238	5186	5281	5320
Sri Lanka	27413	49947	37817	36362	45531
U.S.A.	19833	29783	30076	32043	36425
U.K.	22708	32367	33658	35382	35091
Others	120732	176312	171989	172864	214950
Not specified	4005	3515	4007	6043	3465
Total	383926	526705	500277	509956	602867

Source: Nepal Tourism Statistics 2010 (MOTCA)

The table shows that arrival of tourist from different countries from 2006 to 2010. This shows that the highest number of tourist arrival is from India throughout the presented period of time. Sri Lanka stands for 2nd position and Japan is on 3rd position. 4th, 5th, 6th position is taken by U.K., U.S.A., & France respectively. There is notable presence of Germany, Spain, Canada, Australia also. The major market of tourism of Nepal is Asia continent. Among Asian country India, Sri Lanka, Bangladesh, Japan, China, Malaysia, Korea, Thailand, Israel are ahead.

Table -.5
Tourist Arrival By Major Asian Country (2009-2010)

Nationality	2009	2010
Afghanistan	512	444
Bahrain	262	224
Bangladesh	15385	16470
Bhutan	1849	4742
Brunei	401	37
Cambodia	319	227
India	93884	120898
Indonesia	729	1075
Iran	570	809
Japan	22445	23332
Malaysia	5527	6752
Maldives	257	245
China	32272	46360
Pakistan	3966	4373
Korea	16145	20320
Russia	3262	6846
Saudi Arabia	279	536
Singapore	5344	8937
Sri Lanka	36362	45531
Switzerland	5281	5320
Thailand	27397	21528
UAE	199	583

Source: Nepal Tourism Statistics 2010 (MOTCA)

The given data shows that arrival of tourist from different countries of Asia continent from 2009 to 2010. This shows that the highest number of tourist arrival is from India throughout the presented period of time. Sri Lanka stands for 2nd position and China is on 3rd position. 4th, 5th, 6th position is taken by Japan Thailand & Korea respectively. There is notable presence of Bangladesh, Singapore, Malaysia and Russia.

4.6 Income from Tourism Sector

Tourism is considered as an important sector of Nepalese economy. It is also accepted as the backbone of national economy. This is the main source of earning foreign currency. Directly and indirectly, tourism sector is creating so many employment opportunities by the several tourism activities such trekking guide, hotel related activities, travel management activities, so on.

Table-6
Gross Foreign Exchange Earning From Tourism By Fiscal Year,
(2047/48-2066/67)

Fiscal Year	Total Earning		% change in US\$
	NRs(000)	US\$(000)	
2047/48	1843800	56734	-1.5
2048/49	3090700	72467	27.7
2049/50	3082000	67721	-6.5
2050/51	3397600	69309	2.3
2051/52	5896200	118563	71.1
2052/53	6605800	119060	0.4
2053/54	6158800	108527	-8.8
2054/55	8084930	131042	20.7
2055/56	11584912	171403	30.8
2056/57	11709098	169848	-0.9
2057/58	11969174	162513	-4.3
2058/59	7798535	101628	-37.5
2059/60	10369409	134245	32.1
2060/61	12337977	168163	25.3
2061/62	11814853	164408	-2.2
2062/63	11710893	162086	-1.4
2063/64	12645761	181243	11.8
2064/65	20339890	313941	73.2
2065/66	27959800	359011	14.4
2066/67	28139000	396324	10.4

Source: Nepal Rastra Bank

Gross foreign currency income from tourism in different fiscal year is presented in this table on US\$. The income depends upon the numbers of tourist arrival, their habit of expenditure. Fluctuation on income in different year can see in the table. Income is decreasing in some fiscal to compare with particular previous year. In fiscal year 2058/59 there is maximum decrease (i.e.-37.5%) on income among of 20 year. Maximum rate of increase is in year 2064/65 i.e.73.2. In last fiscal year 2066/67 income from tourism is NRs. 28139000000 increasing with 10.4% than previous year which is great contribution on gross national income of Nepal.

4.7 Tools and Activities Used By NTB For Tourism Marketing And Promotion

Since its inception in 1999, NTB has been using different strategies in order to promote 'Nepal' as an attractive tourism destination. It has been using various marketing tools so as to compete with other competitors in global tourism market. Based on its annual operational plans, which are prepared annually. Some special promotional programs conduct as a campaign for instance: visit Nepal year 1998, Nepal tourism year 2011 so on. Selection of tools and activities are depend on market. Different kinds of activities could be conduct in different market segment differently. Generally, NTB uses the following tools for marketing and promotion.

- ❖ Participation in Travel Trade Fair.
- ❖ Advertisement/Sales and Promotion Campaign.
- ❖ Familiarization (FAM) Trips.
- ❖ Publicity Materials Publications.
- ❖ Press Conferences.

Main tourism marketing and promotional activities conducted by Nepal tourism board from 2009 to starting of 2011 as follows:

Promotional activities conducted by NTB

Name of Eevent	Date	Venue	Remarks
China sales mission	Aug. 29-Sep.4, 2009	Shanghai, Beijing, Hong Kong	
JATA	Sept.18-23, 2009	Tokyo, Japan	
BTTF	1-3, OCT, 2009	Dhaka, Bangladesh	
ITB Asia	Oct, 22-24, 2009	Singapore	
World travel Market	9-12 Nov. ,2009	London, UK	
IITM	Nov. 28-Dec. 1, 2009	Hyderabad, India	
TTf	Jan 15-17,2010	Bangalore ,India	
Vakantiebeurs	12-17, Jan, 2010	Utrecht ,Netherland	
FITUR	20-24, Jan 2010	Madrid, spain	
TTF	6-8, Feb, 2010	Mumbai, India	
Central India sales mission	Feb, 9-11, 2010	Pune, Ahemdabad	
LA times travel &adventure show	Feb. 13-14, 2010	Los Angeles, USA	
BIT	18-21, Feb, 2010	Milan, Italy	
ITB	10-14 Mar, 2010	Berlin, Germany	
MATTA Malaysia	12-14 Mar, 2010	Kualalumpur, Malaysia	

Contd.....

GIFT	25-27 Mar ,2010	Guangzhou, China	
Nepal-Qatar sales mission	14 Apr, 2010	Doha Qatar	
Boarder city sales mission	26, 28, 30 Apr ,2010	Patna, Lucknow and Vanarasi, India	
ATM,	May 4-7,2010	Dubai international exhibition and convention center,Dubai	
Australia sales mission	may, 18-21, 2010	Melbourne, Sydney, Brisbane, Australia	
Korea sales mission	22-23 June, 2010	Seoul, Gwangju	
NTY 2011 promotion program	31 Aug-4 Sept., 2010	Bangkok, Thailand	
Nepalese food festival	18-27 June, 2010	Colombo, Sri Lanka	
International tourism fair	15-23 Jan ,2011	Stuttgart, Germany	
Arabian Travel Mart	2-5, May, 2011	UAE	
International promotion by Nepali Sukarma Band	May 27, 2011	Different places of Europe	
promotion and publicity in UK, by UK journalists on trip to Nepal	May 2011	UK	
AD on London buses for 3 weeks	May 2011	Central London	

Contd.....

AD on buses Washington DC	May 2011	Washington DC	
International fairs abroad	May 2011	Different countries	
Nepal festival Japan	May 2011	Japan	
Nepal promotion program	May 2011	Melborn, Munich, Bonn, Hamburg, Paris, Lyon, Chamoxin, Sao paulo, Rio DiJenererio, Israel, New Delhi, Pune	
TV AD	May 2011	Tegel airport, Berline	
Tourism Trade fair,	July, August, Dec 2010 and Jan., Feb, April 2011	China	
Tourism Trade Fair	different date on Jan., Feb., Mar., May 2011	Singapore, UK, Netherland, Germany, Spain, Italy, Thailand, Russia, Malaysia, Dubai	
Hong Kong international Buddhist Fair	8-10 May, 2011	Hong Kong	
Sales Mission	Jan-June, 2011	India, Vienna, BKK, Parague, Warshaw	

Source: Annual progress report (FY2066/67), NTB

Above mentioned activities are organized as exhibitions, consumer fair, trade fairs, press meet, supports etc. NTB itself, with partner agency and in association with several INGOs.

Besides these NTB, has published the promotional and publicity materials and distributed them. Such materials are: brochures, booklets, posters, bags and CDs, different kinds of publicity materials both print and electronic. Brochures, Leaflets, maps and others are in printed form where as CD Rom, DVD, VCD, Videos, Promos are of electronic versions. A website www.welcomenepal.com is there as a means of world-wide wave publicity which is very effective and indispensable in e-marketing. NTB has been conducting other kinds of activities also for PR and publicity of tourism. For instance, brand positioning by music concert, radio program; promotion through embassies and public relation representatives; media campaign by BBC world, TV AD, local, international and multinational newspaper and magazine; media activities and crisis management by press conference on important events, coordination with tourists, reporting and conveying of related information.

Overview of the program and activities for tourism marketing and promotion, conducted by NTB can be presented as below:

S.N	Programs and activities	Partners	Target group	Expected outcomes
1	Trade fairs	Tourism associations, Airlines, Hoteliers, Travel/Tour/Adventure operators, New tourism product areas	International travel trade professionals keen to see Nepal, Potential travelers to Nepal	Strong partnership and B2B interactions between Nepalese and source market travel trade

Contd...

2	Sales mission/Road show, Media and tour operators/Press meet/Media briefings meet	Tourism associations, Airlines, Hotelers, Travel/tour operators	International travel trade keen to sell Nepal and Media professionals	Increased consumer confidence towards the Nepal
3	Joint promotion	Airlines, Nepalese diplomatic missions abroad and NRN as well as Nepali students, associations abroad and various other national/international corporate houses, non government organizations.	Consumer and travel industry segment	<p>Increase awareness and destination/product update among the consumers on Nepal</p> <p>Enhanced destination image on Nepal all leading to:</p> <ul style="list-style-type: none"> -Increase in tourist arrival to Nepal -Increase on length of stay -More spends

Source: Annual progress report (FY2066/67), NTB

Since its establishment, Nepal Tourism Board has been conducting different kinds of activities to promote tourism. Regular programs special program and promotional

campaign also conducted by NTB. Visit Nepal year, Nepal Tourism Year are the main programs like that.

Visit Nepal Year 1998

VNY 1998 was one of the major initiatives collectively undertaken by the government to promote tourism. It was launched with much fanfare but there were fewer programs and public response was low. Despite extensive resources spent in publicity, the scheme could not realize its targeted tourist target, against the projected target of increasing tourists visiting Nepal to 500000 the actual number did not exceed 463684 with 320455 foreign and 143229 Indians)in 1998. In 1999 the number of the tourists visiting reached 491504, which exceeded the previous year's figure by a more 28000 tourists.

Nepal Tourism Year 2011

The natural scenery high mountain, incomparable cultural heritage and numerous specialties have made Nepal a well known destination in the world tourism map with a distinct image of its own. However the development of tourism is limited in number and within the certain areas of the country only. The government has shown greater concerns about alleviation, equity and overall tourism development in the country.

The concept of NTY 2011 was first conceived and and the government, in consultation with private sector, declared 2011 as Nepal tourism year on September 19, 2008. The announcement reflects the government's anticipation to bring in at least one million international tourists in Nepal by the year 2011 and spread the benefits of tourism to the people at large. The National campaign also indicates the tourism industry's exigency to organize a tourism promotion campaign having wider impact.

NTY 2011 envisions harnessing these opportunities and strengths and bringing together the commitment of the government, expertise and experiences of the organizations like NTB, aptitude and dynamism of the private sector and communities for further tourism development in the country. The campaign also plans to focus on mobilizing the networks of the non residents Nepali (NRN) communities, Nepalese

diplomatic missions abroad, I/NGOs, airlines and national and international medias to achieve its objectives.

Therefore Nepal government is placing high priority on the tourism sector in its new economic development policy. As there is a favorable political situation in the country, the government is all geared towards economic revolution in next ten years for the up-liftment of the massage. In this connection, government of Nepal in consultation with Nepalese tourism industry, concern organizations and experts decided to launch a national tourism campaign "**Nepal Tourism Year 2011**". This announcement reflects the government anticipation to bring into at least one million international tourists in Nepal by the year 2011 and spread the benefits of tourism to the people at large. The national campaign also indicates the tourism industry's exgency to organize a tourism promotion campaign having wider impact.

With the glittering badge of adventure destination and the adage "*Atithi Devo Bhaba*" (guests are god) that reflects "*Athiti satkar, Nepaliko Sanskar*" (hospitality is Nepalese culture) deeply rooted in our culture, the tourism products of Nepal never cease to mesmerize the visitors. The cultural, geographical, ethnic and bio diversities of the country allure international visitors to Nepal time and again which truly substantiates the spirit of tourism brand ; '**Naturally Nepal once is not enough !**

Objectives of the Campaign

- Establish Nepal as a choice of premier holiday destination with a definite brand image
- Improve and extend tourism related infrastructures in existing and new tourism sites,
- Enhance the capacity of service renders,
- Build community capacity in new areas to cater the need of the tourists and
- Promote domestic tourism sustainability of the industry

Qualified Targets

- ❖ One million annual international arrivals,
- ❖ Dispersal of at least 40% of the international tourists into emerging and new tourist areas,
- ❖ Encourage additional investment on tourism infrastructures and
- ❖ Develop mechanism to record domestic tourism activities.

Promotional Strategies

- Focusing marketing and promotion activities on regional and emerging markets,
- Exploration of new tourism potential market segments,
- Highlighting the tourism brand: **Naturally Nepal Once is not enough!**
- Enhancement of air connectivity with the regional, emerging and potential markets,
- Lobbying with the government for sufficient budget allocation to improve and expand, tourism related activities infrastructures in existing and new tourism areas,
- Attract and encourage private sector for investment in tourism sector,
- Capacity building of human resource involved in tourism sector,
- Lobbying with the government for effective intervention in domestic tourism development e.g. amendment in the transportation act,
- Promotion on domestic tourism by endorsing Leave Travel Concession (LTC) by the government, and
- Organize major sports/events in association with tourism associations and stakeholders, during the Nepal Tourism Year 2011. (At least one event in a month)

4.8 Strategy To Promote Tourism Of Nepal Tourism Board

VISION: IN 2015, "Tourism is valued as the leading contributor to a sustainable national economy"

4.8.1 Framework for Action

Nepal Tourism Board a national organization has been established to foster partnership between Government and private sector tourism industry of the country. Though the NTB is responsible for promoting Nepal as a premier destination, the ultimate aim of the NTB is to take over regulatory and product development activities. The board holds a broad vision to draw excellent leadership, performing best promotional effort, conducting good management practice and better guidance to Nepal's tourism industry. Therefore the board is working toward repositioning the image of the country with an aim to market and promote Nepal as a tourism destination. The image of Nepal has been bestowed with its immense cultural and natural diversity, the friendliness and hospitable people, the variety of exciting adventure activities including trekking, mountaineering, rafting and jungle safari combined with diversified cultures that epitomize peace and harmony; art and craft; songs and dances.

Based on NTB vision and Nepal tourism vision 2020 the vision "**Tourism is valued as the leading contributor to a sustainable national economy**" of the tourism products and resources development department strategy 2010-2015 is set out the role that the TP& RD will pay in helping NTB *to develop a more sustainable tourism with better economic initiatives to the wider groups* in line with framework that supports NTB vision, Nepal tourism vision 2020, Nepal tourism policy 2065, civil aviation policy 2063 and culture policy 2064. Within his wider context of sustainability, the overall focus of the strategy is on increasing the volume of tourism.

The structure of the strategy for TP&RD department which are interdependent with other departments of the NTB as well as with other many governmental and nongovernmental agencies and the private sectors sets broadly four strategies and the action needed to achieve them.

4.8.2 Strategies

Strategy One:

Nepal delivers a world class visitor experience

Visitors must receive a world class experience at every stages of their journey. This starts with the image of Nepal that potential visitors have when planning their trip. New tourism products development and quality marketing are the essential first step to encourage both domestic and international visitors to explore Nepal and its regions.

Marketing strategies must then be backed up with quality information supplied through traditional and modern mechanism.

It continuous with the quality of the experience visitors have once they are Nepal and in new areas. The country must provide world class tourism products, appropriate infrastructures and unique experiences that provide on insight into Nepal cultures and male most of the different experience that the country can offer. These must be supported by the certification accreditation system, adequate and well trained human resources and good coordination and partnership among various tourism stakeholders and service providers.

Strategy two:

Nepal tourism sector is prosperous and attracts ongoing investment

Tourism business need better returns on investment .To achieve this tourism products developers and tourism operators need better knowhow, better management skills, more business assistance and new financial strategies.

Nepal also needs to target those visitors who might increase the amount they spent while they are here and to develop products that will encourage them to do so. In addition, we need to increase the number of people who visit during the slack season.

This will help make sure that assets are used all year round and will help boost profitability and financial sustainability.

It is also essential to attract and retain appropriately skilled workforce through training initiatives, improve productivity, better career paths, and investment opportunities for the private sectors. All of these initiatives need to be informed by research, feasibility studies and information that is accessible and accurate.

Strategy three:

The tourism sector takes a leading role in protecting and enhancing Nepal's environment

The tourism sector must protect and enhance the environment on which it depends, so that it can be enjoyed by future generation and future visitors. This requires a whole-of-Nepal approach in order to be successful. At the regional and community levels there need to be specific environmental management to make sure that destination retain their essential environment attributes.

Within this larger picture, the tourism sector can show leadership by taking initiatives in areas such as transport, energy use, waste reduction and management and conservation. The tourism sector needs to understand and meet visitors' environmental expectations. It also needs to develop opportunities for visitors to contribute to the conservations and management of Nepal's culture and environment through appropriate code of conduct.

Better information will help business to meet standards such as the environmental elements in the certification licensing system, and it will help visitors to make environmentally sound choices.

Strategy four:

The tourism and the local communities work together for mutual benefit

Communities are the setting for almost all our tourism business. They welcome visitors in the spirit of hospitality. The tourism sector must work with communities while planning for and managing tourism, so that it can maximize any negative impacts.

Local authorities need to take an active role on destination management. Together with the tourism sector, they can help create a unique sense of place and attractive environment for both visitors and residents.

These initiatives must be informed by research both at regional and local level, and a thorough understanding of the type of tourism that each community wants to host.

This strategy sets out a number of priorities and actions to guide the development of Nepal's tourism sector to 2015.

The department targets are set across six key areas and it will be focusing on high level indicators of performance in the tourism sector which will help monitor and evaluate how well the strategy is being implemented. The areas are as follows:

1. Increasing visitor satisfaction

Increase by 20% visitors numbers of international travelers every year and also increase the average length of stay by over 3 days. This would see an increase from the current average of 5% to 10% by 2015

2. Increase of amount that visitors spend

Increase the average amount that visitors spend per night from \$60 to \$100 by 2011

3. Reducing seasonality

Increase the number of international visitors who arrive in the peak season (February. to April and Aug. to Dec.) at a rate that is 25% faster than the overall annual forecast growth rate every year between now and 2015

4. Delivering environmental best practice

Develop ways of measuring the amount of carbon emitted by the tourism sector, relate these to economy wide policies, and define and implement measurable targets.

Develop ways of measuring how satisfied visitors are with Nepal's environment performance, and define and implement targets. This can be done by enhancing existing data -collection tools

5. Creating positive community outcomes

Develop way of measuring how local communities and government accommodation and promotes tourism and how local residents feel about the tourism activities taking place in their communities. Then define and implement measurable targets.

6. Increasing domestic tourism

Develop measures for satisfaction, seasonality, and spend for domestic tourism in Nepal and define and implement measurable targets.

4.9 Analysis of Primary Data

The profile of the respondents who were interviewed in the course of this study is presented as below.

Nationality:

The questionnaire among which following are the percentage of the nationality on the basis of continent:

Data presentation on the basis of nationality

Region	%
Asia	55%
Europe	35%
Africa	-
Australia	10%

Source: field survey 2011

Sex:

Among all the respondents 60% were male and 40% were females.

Age:

The numbers of respondents by age group were as follows:

Data presentation on the basis of age group

Age group	%
Below 20	5%
20-40	15%
40-60	50%
60 &above	30%

Source: field survey 2011

Purpose of Visit:

Data presentation on the basis of purpose of visit

purpose of visit	No	%
Business	3	4%
Official	7	9.5%
trekking and mountaineering	37	49.5%
Pleasure & Sightseeing	25	33%
Other	3	4%
Total	75	100%

Source: field survey 2011

All the respondents were asked about their mode of travel. The response of respondents was: About 46 percent of tourists visiting Nepal came alone on self guided tours whereas 54 percent tourists visited with friends and families who came on organized tours.

All the respondents were asked about their spending time duration in Nepal and their response were;

Data presentation on the basis of length of stay

Length of stay	%
Less than 10 days	25%
10 to 20 days	50%
20 to 30 days	15%
more than 30 days	10%

Source: field survey 2011

Frequency of Visit:

Among the respondents 55 percent were 1st time visitors and 45 percent were repeated visitors. Among the repeated visitors, 32.23% were 2nd time visitor, 44% 3rd time visitor and rest have visited Nepal more than 3 times.

Occupation of Visitors:

Among all of respondents interviewed, 54.28 percent were service holder, 14.57 percent were business man, 20 percent were students, and 11.42 percent were other categories.

Among the respondents, 86.34 percent have used air transport to come to Nepal, whereas 13.66 percent of tourists come by land via India. While visiting inside Nepal almost 90 percent tourists had used land transport for their convenience.

In the question of their visiting program in Nepal, the response of respondents were about 60 percent gave emphasis on sightseeing around Kathmandu valley, Pokhara, Chitwan and rest other emphasis to hiking trekking and mountaineering expeditions.

The respondents were asked about the spending their money during their stay, the findings is as follows;

Data presentation on the basis of spending of money

Spending amount (us\$)	%
Below 500	15%
500-1000	22%
1000-2000	45%
above 2000	18%

Source: field survey 2011

About providing service and facilities most of the respondents were seem satisfaction.

In the field of improvement, most of them were suggest in cleanliness, transport facilities, sound pollution as well as environment pollution in the major cities of Nepal. they were not worry about securities However, the harassment in airport, in main tourism centre, in bus park still exist which they said should be improved.

Source of Information:

Respondents when asked about the factors that influenced them to visit Nepal, they response as follows:

Data presentation on the basis of source of information to the tourists

Sources of Information	%
Friends/Relatives	45 %
Tourist office	5 %
Travel agents	9 %
Television/Radio	7 %
Website	12 %
Magazine	8 %
Prior visit	11 %
other	3 %

Source: field survey 2011

Regarding the feature which was the most important for the respondents, 40% of the respondents emphasis to culture and architecture, 30% to natural resources, 20% to people's behave and rest are other.

Tourist's opinion in different aspect is a asked to all respondents and tried to know their perception about the services & facilities. The responses of the respondents are

as follows:

Data presentation on the basis of perception about services

Rating feature	Good (%)	Satisfactory (%)	Unsatisfactory (%)
Accommodation	51.3	46.7	3
Food	45	47	8
Entertainment Activities	50	49.5	5
Transportation	44	50	6
Sightseeing Tours	45	55	0
Immigration Formalities	30	45	25
Tourism information	40	48	12

Source: field survey 2011

Some of the tourism organizations are asked about the different aspects of the tourism marketing and promotional activities from different ways. The responses of these organizations are mentioned here differently.

In the question of responsible for tourism marketing & promotion to the respondents the responses were:

Data presentation on the basis of responsibility

Responsible organizations	%
Government	20
private sector	15
NTB	10
All	55

Source: field survey 2011

Regarding to the need of efforts to promote of tourism, the response of the respondents were 45% to the destination promotion 35% to the media promotion, 15 % to the personalize promotion and rest is other types of promotion. Likewise they refer to Modify product to suit target market Develop new products to the product development to the Nepal.

Product Development Needs:

The response over product development need is as below:

Develop new products	42%
Modify product to suit target market	34%
Preserve and present product originally	20%
others	4%

Source: field survey 2011

Regarding the marketing efforts comparing with competitive countries most of respondents were satisfied. Out of them about 75% told satisfactory, 20% poor and rest 5% were other. Likewise, in level of competition: level; they response 55% satisfactory, 35% so so and 10% Less satisfactory.

Efforts Initiated by the Government to Promote Nepalese Tourism It is a major role of government to promote the country as a tourist destination. Respondents were asked about the efforts done by government to promote Nepal in international tourism market. 37.5 per cent said government is promoting Nepal through international fair/exhibition through NTO, followed by publicity 34 percent, destination promotion 16 percent, organizing special events, 12.5 percent development of new products

Strength of the present product

As per the question of the strength of the present product of tourism, the response of the respondents is as follow:

Data presentation on the basis Strength of the present product

Uniqueness	35%
Mass appeal	-
Repeat value	-
Emotional value	-
Competitive	-
Price	30%
Location	25%
Access	5%
Sense of achievement	5%

Source: field survey 2011

About the weaknesses of the tourism product, poor preservation of the product, less competitiveness are mentioned as major weakness. The responses of the respondents are as follow:

Poor preservation	45%
Congestion	-
No mass appeal	-
No repeat value	-
Lack of competitiveness	40%
Limited products	10%
Others	5%

Source: field survey 2011

Regarding the initiation taken by the government to promote Nepal as tourism destination, respondents focus in many areas simultaneously. The responses are as below:

Data presentation on the basis of promotional events to be conduct

Destination promotion	20%
Creation of infrastructure	22%
Development product	18%
Publicity	20%
Special events	10%
Facilitating tourism industry	5%
Participation in fairs/exhibition	5%

Source: field survey 2011

On behalf of sectorial concentration, both public and private sector jointly have to take

part to promote tourism marketing and promotion. The tourism organizations themselves are satisfied with their own marketing efforts. Their capacity, budget, trend of tourism inflow are equally responsible for their success.

Tourism companies, tourists, tourism experts had expressed mixed responses toward current situation of Nepalese tourism. They were asked about tourism assets and attractions, product qualities and features, promotion and publicity, marketing efforts of NTB. Tourists coming from different countries expressed satisfaction toward the Nepalese tourism product attractions Nepal's tourism is widely known for pleasure and sightseeing. Adventure tourism is popular among the tourists. Nature and wild lives holds another major attraction. The facilities and services that are available in tourism markets are satisfactory for tourists. Whereas facilities like transportation and airlines services needs serious concern for improvement.

Most of tourists who visit Nepal get information from their friends and relatives. The publicity of 'word of mouth' is widely used. The information through media and publicity material is less. There should be extensive promotion through various means. There is need for professional marketing efforts needed to target different segments in order to enhance promotion. There are problems in environment as perceived by tourists which is very important to be addressed. Measures for environment conservation and pollution control should be taken.

As far as marketing efforts of government/NTB is concerned, the private sector and tourism professionals are not satisfied with marketing efforts initiated by government. NTB's role is very crucial in promotion of tourism but it has many constraints. However, NTB is doing its best by optimum utilizing its available resources. The time is very important that government needs to take active role in marketing by considering tourism industry as major contributor in national economy. Appropriate policy and strategies should be formulated in national strategic level to address tourism industry. By the help of better overall tourism promotion and marketing plan

and strategies, we can introduce Nepal as a attractive tourism destination in international arena.

4.10 Major Findings

on the basis of collecting and analyzing of primary and secondary data, I draw the major findings as below:

- NTB has been playing its vital role in tourism promotion and marketing sector as a leading agency in close coordination with public and private sector although it has resources constraints.
- NTB is conducting various promotional events in some international potential markets.
- The majority of the tourists come to Nepal are from Asia continent.
- The major tourism markets in Asia are India, Sri Lanka, China, Japan and Thailand.
- Most of the tourists come to Nepal for the purpose of trekking, mountaineering and sight-seeing.
- About half of tourists who come to Nepal use their friends and relatives as their sources of information.
- About 54% of tourists who come to Nepal are engaging in different services and spend about average two weeks in Nepal during their visit.
- The special promotional campaign which are conducted by GON/NTB (like VNY, NTY..) are not seem fully success in achieving its goal and targets.
- All tourism stakeholders are equally responsible for Nepalese tourism promotion.
- The strength of the present product of tourism are uniqueness price and location.
- Develop of new product and modify of existing product to suit target market to be done and the government has to take initiation to promote destination by creation of tourism infrastructures, proper publicity, promoting destination and

facilitating tourism industry.

- New concept of tourism like mountaineering, cultural tourism, game tourism, rural tourism, community tourism, eco-tourism, agro-tourism, health tourism etc tourism dimensions are taken to promote, to develop, to extend and diversification of tourism.

CHAPTER -V

SUMMERY, CONCLUSION AND RECOMMENDATION

5.1 Summery

Although Nepal is a small country in size, it is well known as a land of Himalayas and mighty mountains with iconic Mt. Everest. Endowed with beautiful landscapes, natural beauties and cultural attractions, Nepal is famous destination for international travelers through tourism. Nepal within about two decades became successful to have its significant position in world tourism scenario. Tourism in Nepal became a strong contributor in national economy after it boomed in eighties. It has become important foreign export being major source of foreign exchange. Apart from this, it has been contributing in creating direct and indirect employment opportunities.

Realizing the importance of tourism sector to uplift national economy, Nepal government has formulated various policies, plans and strategies to develop tourism as sustainable industry. Tourism master plan 1972 was an important step in policy formulation Nepal Tourism Board (NTB) was established in 1999 with the principle of public private partnership approach. Since then, NTB has been marketing ‘Nepal’ as an enchanting holiday destination in world tourism market. It has adopted various strategies and undertaken different activities in order to promote Nepal as a must visit destination.

Within one decade of time of its established, NTB has gone through very tough time. It was very challenging time to undertake its marketing and promotional activities amidst growing competition in international tourism market. The internal insurgency was completely unfavorable for international visitors. Country has experienced a sharp decline in tourist arrival. The concept of regional tourism is being developing. Country like India, China, and Malaysia are benefiting by flow of tourist from major Asian countries itself. So, keeping this view as very important, this study is being

proposed in order to analyze the marketing and promotional activities carried out by NTB in there regional Asian markets. Similarly, the objective of this study is also to recommend suitable strategies to promote 'Nepal' in major international markets mainly in Asia.

Tourism related data are collected from primary as well as secondary sources. Tourists, tourism companies and NTB are the major sources of primary data. Questionnaires are designed to receive the responses of tourists and tourism entrepreneurs regarding tourism marketing activities, tourist preferences and needs.

Reviewed previous literature related with tourism has given guidelines to carry out this study in more relevant way with respect to tourism practices by tourism organization both private and public sectors. The promotional and marketing activities conducted by NTB are analyzed from different ways.

5.2 Conclusion

Tourism industry is rising in Nepal as an emerging sector of national economy. Nepal has many opportunities in this sector. Tourism has greater role in Nepal to provide direct and indirect employment opportunities to major chunk of people living in urban and major touristic cities. Recently it has been playing vital role in minimizing rural poverty through involvement of such people in directly and indirectly in tourism businesses.

Concerning to the marketing of tourism the word of mouth publicity had played very important role. Natural and cultural attractions are the comparative advantages of Nepalese tourism. Keeping in view, the need of public private partnership in marketing and promotion of Nepalese tourism, Nepal Tourism Board was established. With important coordination and support of private sector, it has been marketing Nepal as an important destination in the global tourism market.

Currently the tourism trend in international tourism practice is changing. It shows that the contribution of regional tourism is significant and encouraging. This concept is more important for developing country like Nepal. Owing to budget constraints to carry out marketing programs in European market, NTB is focusing its marketing and promotional activities in major Asian markets. India, Japan, Thailand are important tourists market for Nepal. Likewise, there is greater potential in China, Bangladesh, Sri-Lanka. So, NTB has been organizing different marketing programs like travel trade shows, Familiarization trip to media and travel agents, press conferences and food festivals special campaigning program in order to attract more visitors from those countries. It is also worth recalling here that more than 15 International Airlines flying into Kathmandu are connecting Nepal with various parts of Asia like India, China, Pakistan, Bangladesh, Middle-east and various countries of South-east Asia. Though national flag carrier is in ailing condition, new foreign airlines are interested to fly to Nepal, which has created a good hope for future.

It is must necessary to do close coordination between public and private sector and NTB. NTB should formulate new and cost effective marketing action plans. Promotional programs for adventure-tourism, pilgrimage-tourism, rural tourism, eco-tourism, MICE- tourism should be carried out in Niche markets by developing special packages. Most of tourists are worry about increasing environment pollution scenario in major cities of tourism attraction especially in Kathmandu valley. Unstable political situation is major affected factor in tourism development and tourism promotion. In one side it affects in policy formulation and other important side it harms to the security. Therefore we have to be serious to build the better political and natural environment to to develop the tourism sector. In this contest all stakeholders of tourism; public sector, private sector and NTB have to take equally responsibility to promote and for the development of tourism.

5.3 Recommendation

Tourism sector is taken as a backbone of Nepalese economy. It is also taken as a sector of comparative advantages. We have to take more and more benefits by promoting and well marketing tourism sector in our country. From this research, some recommendations are drawn for tourism marketing and promotion.

1. Recently, tourism scenario is changed. The recent travel trend in the area of pilgrimage, rural tourism, MICE and sports is encouraging though adventure, culture and nature are the major attractions of Nepal to international visitors. It is required to give attention to promote and develop these areas.
2. Most of experts viewed that Nepal has been overexposed as a country of natural resources such as mountains, rivers, lakes, Himalayas etc but, according to them time has come to reposition on a new products. So, appropriate positioning as per the strength and demand of our product and the competitive situation of the industry should be made.
3. The close coordination is necessary among government, private sector, local communities and other stakeholders is necessary to promote tourism. They should give due emphasis to conserve our cultural and natural assets. Our tourism products are not properly conserved, so their condition is degrading. These products should be maintained and preserved properly for the sustainable growth of the tourism industry.
4. We should serve various and multiple products and package program to attract more and more international tourists in Nepal. In designing package programs different combination can be included to suit different purpose visitors as well as different age and sex nationalities, interest group of visitors.
5. Limited air services are available in Nepal for tourists. One and only international airport ie Tribhuwan international airport is at present in Nepal. Nepal has to build other international airport for the convenience of tourists.

At least a regional level international airport is most necessary. It helps to develop tourism at regional level. On other side we have to increase domestic air capacity. Uncertainty of air seat capacity, especially of Nepal Airlines, is the major constraint for tourism development in Nepal which has jeopardized schedules and affected visitors. Response of tourism organizations and experts showed that primary attention should be given to improve air seat capacity. The government should give significant emphasis to approach more international airlines to come to Nepal or fly via Nepal. Moreover, emphasis should be given to increase air seat capacity by ensuring more international flights connecting with major tourist originating cities of the world.

6. For easy accessibility of tourists to various places of tourist interests in the country, the government should give due attention in developing and improving road transportation. In Nepal there is limited access and the available roads are also not maintained properly. For access to new areas, roads should be constructed in strategic ways which would improve access as well as not alter the trekking routes. Similarly regular maintenance of roads is also necessary at least in the tourist frequented areas.
7. The main problem faced by the tourists in Nepal is environment pollution. We need to focus on environment issues especially pollution in Kathmandu Valley, major trekking routes and tourist places. In Kathmandu solid waste lying scattered and rubbish are not collected on time and cleansed. These have provided to be eye sores to everybody including the visitors. Besides, they pose serious health hazards. Tourists have expressed serious concern about it and other respondents also have given great emphasis to this aspect. For this, solid waste situation in Kathmandu must be improved or Nepal may well forget about the tourism industry.
8. Most of the tourists come in Nepal through the information of word of mouth or information from their friends and relatives however, the numbers of visitors who are motivated by promotion and publicity activities, are not less. We have to equally be able to get both types of visitors according to their information

convenience. We must be searching other kinds of marketing tools and media to attract more and more tourists.

9. Nepalese Embassies and consulate offices abroad can be the best media to provide information about Nepal. By mobilizing these agencies through qualified staff oriented towards marketing and promotion of tourism, Nepal can be promoted effectively. Thus, Nepalese Embassies and consulate offices abroad must be mobilized effectively as a market outlet of Nepal.
10. Non residential Nepali (NRN) people are spread all over the countries which are potential tourism market of Nepal. We can use them as a tourism market agents to promote and marketing in the particular country where they live. Concerning to the income from tourism sector, it would be better to inspire them to spend more and more money. Existing rate of spending money of per tourist is very low and it should be to increase. Quality tourism is necessary than quantity. We have to serve various Nepalese products to sell them and we have to provide quality services according to their need. It helps to spend them more money and we should be able to increase income from tourism sector.
11. Nepal must make an annual tourism promotion and marketing plan. Target markets and segments should be identified on the basis of continuous market analysis and analysis of the competitive situation. Prioritization should be made on the basis of our product strength, market trend and need and strategies of other competitors. Suitable strategies and promotional program should be developed on such basis. Proper budgeting and resource allocation and continuous monitoring and feedback are also necessary to realize defined targets. In this way, professional promotion and marketing can be institutionalized.
12. To promote Asian market, Nepal government /NTB should hire professional agencies in the more potential country like Thailand, Malaysia, Japan, Singapore as a tourism ambassador. So that they can be utilized to build develop the networks of travel trade who sell Nepal. Through professionals, marketing and promotional programs can be organized.

13. Some special campaign should be organized in main university and colleges of Asian countries in order to promote Nepal as a destination for study. Different aspects of Nepal like eco tourism, protected area management, mountain region and natural recourses should be focused among the foreign students, so that they choose Nepal for their research and study program.
14. Political parties should think very sensitively towards creating peaceful and strike free Nepal in order to improve Nepal's image abroad. All types of political demonstrations, strikes, bandas, and vandalism should not exist. Political demands should be raised and addressed peacefully without creating any question mark on safety and security situation of Nepal. Moreover tourism sector has to be taken as a "Zone of peace".
15. Services needed to the tourism before and after coming to Nepal like immigration, tourism information, guide services, language assistance to be easy and simplified. They should not be to feel of harassment during their stay. Amicable behavior, tourist friendly rules, regulations and procedures can help to promote Nepal as a attractive tourism destination with good image of the nation in international arena and we can achieve our goal in tourism sector.

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APPENDIX-I

Questionnaire for Tourists

I am Deepak Dhakal a MBS student of Shankerdev Campus. This is a research work (thesis work) on "Tourism marketing and promotional activities of Nepal Tourism Board". I would like to request you to help me by filling up these questionnaires accurately which help me to make my study meaningful and factual. If you are not clear about any question please feel free to clarify it with the research.

Let me assure you that your opinion will be kept secure within this research and will not be released to any other parties. Your kind cooperation on this regard will be highly appreciated.

- 1) Your nationality?
- 2) Your Sex: Male Female.....
- 3) What is your age group
 - i) below 20
 - ii) 20-40 years
 - iii) 40-60 years
 - iv) 60 above
- 4) Your purpose of visit to Nepal?
 - a) Business
 - b) Official
 - c) trekking and mountaineering
 - d) Pleasure & Sightseeing
 - e) Other.....(specify)
- 5) Have you visited Nepal alone or with group?
- 6) How long you stay in Nepal?
.....days/month
- 7) Mention your frequency of visit in Nepal.
 - a)1st b) 2nd c) 3rd
- 8) What's your occupation?
 - a) Student b) Businessman c)Service holder d)others
- 9) What was your mode of transport while coming to Nepal?
- 10) Which place did you visited during your stay in Nepal?

- 11) How much money you spent during your visit?
- 12) How did you find the services & facilities provided during your visit in Nepal?
- 13) In which sector you felt need improvement immediately?
- 14) What were the main sources of information that influenced your decision to come to Nepal?
- Friends/Relatives
 - Tourist office
 - Travel agents
 - Television/Radio
 - Website
 - Magazine
 - Prior visit
 - Others.....(specify)
- 15) How much money you spent during your visit?
- 16) Which of the following features were the most important to you?
- a) Natural resources b) climate c) people's behave
 - b) d) Culture & Architecture e) others.....
- 17) How do you evaluate safety & security situation in Nepal?
- a) Good b) Satisfactory c) Unsatisfactory d) very poor
- 18) What type of environmental effects did you find due to tourism in Nepal?
- Please specify.....
- 19) How do you rate your visit to Nepal on the following aspects?
- i) Accommodation:-
 - a) Good b) satisfactory c) unsatisfactory
 - ii) Food:-
 - a) Good b)satisfactory c) unsatisfactory
 - iii) Entertainment Activities:-

- iv) a) Good b) satisfactory c) unsatisfactory
Transportation:-
- a) Good b) satisfactory c) unsatisfactory
- v) Sightseeing Tours:-
- a) Good b) satisfactory c) unsatisfactory
- vi) Immigration Formalities:-
- a) Good b) satisfactory c) unsatisfactory
- vii) Tourism information:-
- a) Good b) satisfactory c) unsatisfactory
- viii) Your suggestions to improve tourism in Nepal?

Thank You



APPENDIX-II

Questionnaire For Tourism Organization

I am Deepak Dhakal a MBS student of Shankerdev Campus. This is a research work (thesis work) on "Tourism marketing and promotional activities of Nepal Tourism Board". I would like to request you to help me by feeling up these questionnaires accurately which help me to make my study meaningful and factual. If you are not clear about any question please feel free to clarify it with the research.

Let me assure you that your opinion will be kept secure within this research and will not be release to any other parties. Your kind cooperation on this regard will be highly appreciated.

- 1) Name of Organization:
- 2) Establishment of your organization:
- 3) Address :
- 4) Type of Business :
 - a) Travel
 - b) Mountaineering
 - c) Trekking
 - d) Rafting
 - e) Mountaineering
 - f) Hotel
 - e) Airlines
 - f) Guest house
 - a. Other specify..
- 5) Who is responsible for tourism marketing & promotion?
 - a) Government
 - b) Tourism organization (private sector)
 - c) NTB
 - d) All
- 6) What types of marketing efforts is needed?

- a) Destination promotion
- b) Media promotion
- c) Personalized promotion
- d) Any other (Please Specify)

7) What kind of product development should Nepal do?

- a) Preserve and present our product as it is
- b) Modify product to suit target market
- c) Develop new products
- d) Any other.....

8) How do you compare Nepal's marketing efforts with other competing countries?

- a) Highly satisfactory
- b) Competitive
- c) Satisfactory
- d) Poor
- e) Extremely poor
- f) Give reason for your assessment

9) How do you rate the level of competition in tourism business in Nepal?

- a) Highly satisfactory
- b) satisfactory
- c) So so
- d) Less satisfactory
- e) Unsatisfactory

10) What efforts are being initiated by the government to promote Nepal as a tourist destination? (Please tick as many as relevant)

- a) Destination promotion
- b) Creation of infrastructure
- c) Development of product
- d) Publicity
- e) Special events/campaigns
- f) Facilitating tourism industry
- g) Facilitating tourism industry
- h) Participation in fairs/exhibition
- i) Others

11) What do you think about the marketing effort being done at present by the Government?

- a) Highly satisfactory
- b) Satisfactory

- c) So so
- d) Less satisfactory
- e) satisfactory

12) What are the strengths of our present product?
(Please tick as many as relevant)

- a) Uniqueness
- b) Mass appeal
- c) Repeat value
- d) Emotional value
- e) Competitive
- f) Price
- g) Location
- h) Access
- i) Other (Please verify)

13) What are the weaknesses of our present product?

- a) Poor preservation
- b) Congestion
- c) No mass appeal
- d) No repeat value
- e) Lack of competitiveness
- f) Limited products
- g) Any others (Please verify)

14) How do you rate the level of competition in tourism business in Nepal?

- a) Highly satisfactory
- b) Satisfactory
- c) So so
- d) Unsatisfactory

15) What efforts are being initiated by the government to promote Nepal as a tourist destination? (Please tick as many as relevant)

- a) Destination promotion
- b) Creation of infrastructure
- c) Development product
- d) Publicity
- e) Special events
- f) Facilitating tourism industry
- g) Participation in fairs/exhibition
- h) Any other

In which area of marketing government should concentrate and in which area private sector should concentrate?

a) Product or service promotion	Private	Public	Both
b) Destination promotion	Private	Public	Both
c) Tackle competition (international)	Private	Public	Both
d) Correcting damaging reports/publicity	Private	Public	Both

16) What factors determine your marketing efforts?

- a) capacity utilization
- b) budget
- c) tourist arrival trend
- d) competitions performance
- e) any other (please verify)

17) Which marketing or advertising agencies you rely upon?

- a) National
- b) International
- c) Both
- d) None

18) How do you evaluate your marketing efforts

- a) Highly satisfactory
- b) Satisfactory
- c) So so
- d) Less satisfactory
- e) Unsatisfactory

19) How do you develop your promotional packages/strategies?

- a) Assessing the market
- b) Assessing the views reactions of consumers
- c) Assessing competitor's strategies

- d) Assessing international market trend
- e) In consultation with link agencies
- f) In consultation with experts
- g) Any other (please specify)

Thank You