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**Diploma Thesis**

**Promotion of Tourist Destination:  
In case of Nepal**

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@2011

## **Declaration**

I, Sabina Tandukar, hereby declare that I have worked on my diploma thesis titles "Promotion of tourist destination: The case of Nepal" by myself and I have used the necessary sources which are mentioned in the contents and at the end of the thesis. Furthermore my comparison on the basis of sources and data collected and own opinions for improving the tourist destination of Nepal.

In Prague on 29th November, 2011

.....  
Sabina Tandukar

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“Thank you very much for all”

**Rozvoj turistické destinace:  
případ Nepálu**

**Promotion of Tourist Destination:  
The case of Nepal**

## Souhrn

Současná podpora rozvoje Nepálu jako turistické destinace neuspokojivá. V oblasti cestovního ruchu Nepál zaostává za ostatními turistickými destinacemi, přestože může nabídnout jedinečné turistické destinace. Dostupnost informací hraje klíčovou roli při rozhodování o turistickém cíli.

Hlavním cílem této je identifikovat známé turistické destinace v Nepálu a doporučit adekvátní marketingové nástroje podporující rozvoj turistické destinace.

Doporučení jsou odvozena od zjištění důvodů zaostávání Nepálu jako turistické destinace. Nepál je srovnáván s Indií a Čínou a jejich přístupem k propagaci turistických destinací. Ze srovnávací analýzy jsou odvozeny marketingové nástroje, které mají ztraktivnit Nepál pro turisty

Závěry a doporučení budou předána příslušným orgánům nepálské vlády

Klíčová slova: Povýšení, turistické destinace, e-marketing, Čína, Indie a Nepálu  
(Povýšení turistické destinace, cestovní ruch statistiky)

## Summary

The present Nepal promotional of tourist destination has been not satisfactory. In tourism Nepal is far behind in the world rank of tourist destination although having a unique tourist destination. Information plays a vital role in attracting tourist to the destination. There may be numerous reasons behind lacking tourist in Nepal. It may be lack of promotion activities or may be unsatisfactory system of Nepal.

The main aim of this study is to find famous tourist destination in Nepal and find the current marketing of the tourist destination.

The recommendation is also based on the findings of reasons Nepal being backward in tourism sectors. It is elaborated by comparing Nepal with China and India with their destination promotion and others means such as infrastructure. And also finding out effective marketing tools to attract many tourists and promote Nepal as a tourist destination.

After finding out the reasons the design of new activities to be recommended to the concerned department is carried out.

Key word: Promotion, tourist destination, e-marketing, China, India, and Nepal  
(Promotion tourist destination, tourism statistics)

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## Chapter 1.Introduction

Tourism development was identified in three main periods:

- a) 1600-1800: a period of rise and fall of the 'Grand Tour' as well as famous of spas as the first examples of resort-based tourism.
- b) 1800-1900: a period of rise seaside resorts tourism and in the half of 19<sup>th</sup> century there was evolution and development of 'Package tour', for which Thomas Cook was the originator of the concept.
- c) 1900 onwards: a period of rising of domestic tourism but since the 1960s, there was rapid growth of rapid mass international tourism.

There are four factors which contribute for the growth of mass tourism.

- a) Technological developments: Advances in transport and information technology have facilitates the growth in travel and tourism. Peoples' can transform from various forms of transport with in the short interval of time.
- b) Increase in personal wealth and time: Time and money have great contribution for the participating in travel and tourism.
- c) Social transformations: Social, economic and political change is important factor for the encouragement of travel and tourism.

The emergence of a sophisticated travel industry: For the growth and expansion of tourism travel and tourism industries should be developed. Tourism growth is dependent upon an expanding, integrated and innovative tourist industry.

Travel and Tourism is comprises of three basic elements:

- a) Tourists: their expectations, motivations, behavior and demand.
- b) The Destination: where the tourist visited and experiences the places and where the benefits and costs can be felt by the tourist.
- c) The travel and tourism industry: the business organizations that care for the needs of tourists.

Although there are independent topics but when view closely these are interrelated. Product is consumed where there is production, pointing to an interrelation between the destination, tourists and the travel industry which, tourists and the travelling agencies which carries tourists to and provides the needs from that destination. Thus they are interrelated. (Richard Sharpley, 2006)

Tourism is one form the many industries that can be a main source of economic development. Like other industries tourism also depends upon 4 inputs such as land, labour, capital and technology. For tourism, scenery, coasts, climate and countryside are important resources factors under the input 'land' and through proper utilization of their comparative advantages the countries can get increase the tourist destinations. For examples, the success of the French tourism industries is mostly dependent on



the natural input of tourist attraction such as mountains, beaches and the countryside.

Labour includes the quality of labour forces that will increase the productivity which can be improved by providing educational and training programmer related to the tourism.

Capital includes the investing in the tourism infrastructures such as airports, ports, roads and motorways.

Technology developments includes the improvement in the sectors of technology of the tourism industry such as in air travel, reducing costs and increasing range as well as IT developments which includes improvement of both information and marketing. (John Beech& Simon Chadwick, 2006)

Nepal - located in South Asia between two Asian giants-China and India. Nepal traditionally has been characterized as “a yam caught two rocks.” It is land locked; Specially India bounded by three sides and only on north side is bounded by China (Map of Nepal is below in Figure number 1). It’s about 650 kilometers long and about 200 kilometers wide, and comprises a total area of 147,181 square kilometers of land.

For a small country, Nepal has great physical diversity. Nepal is divided into three regions: The Mountain Region, Hilly region and Terai Region.

The Mountain region covers about 15 percent of the total land area and altitude 4,000 m - 8,848 m and including 8 of 14 highest Mountain Peaks in the world; Mt. Everest, Kanchenjunga, Lhotse, Makalu, Cho Oyu, Dhaulagiri, Manaslu, Annapurna. hilly region covers about 68 percent of the total land area has an altitude range up to 1000-4,000 m. Terai region, the low land Terrain occupies about 17 percent of the total land area has an altitude range at about 300 meters above sea level and rising to about 1,000 meters at the foot of the Siwalik Range. Nepal can be divided into three main major river watershed area from east to west: the Koshi River, the Narayani River (India’s Gandak River), and the Karnali River. (Mongabay.com)

The country consists of several world Heritage, such as Sagarmatha National Park (including Mt. Everest), Kathmandu Valley, Royal Chitwan National Park, Lumbini (the Birthplace of Lord Buddha) (Travel-Nepal.com).Nepal tourism was opened in the early fifties, but the work of tourism planning and promotion was started from late 1970 when late King Mahendra constituted a high level Nepal Tourism Development Committee. For economic development and to earn foreign currency government recognized tourism as an important factor for economic development. This recognition was highlighted by the establishment of a Ministry of Tourism in 1977 for organizing new tourism affairs. More importance was provided to the tourism development in Nepal’s Five year plans; “A small Landlocked Country like Nepal,” writes Dr. B.P. Shrestha, Vice Chairman, and National Planning Commission Nepal.” With limited resources but having a unique variety of tourism attractions can take advantage from integration of its own tourist promotion activities with the geographically proximate countries such as India, Pakistan, Thailand, ....” (Pran

Nath Seth,2008) .In 1981, National Tourism Promotional Committee was formed by the His Majesty's Government this committee prepared a report titled 'National Promotional Committee Report, 1983 focusing on the promotion of 'Nepal style" tourism, this report consists of suggestions forwarded by Nepal Tourism Master Plan, 1972.(Pran Nath Seth,2008)

This report consist suggestion for the development of resorts in the mid mountains, promotion of tourism in India and Europe. The thrust was to build awareness programs related to both Buddhist and Hindus and to encourage the people for the pilgrimage tours. To build special promote package during hot summer seasons for Indian. In 1990, Asian Development Bank provided a financial assistance to prepare Nepal Tourism Development Program.

"Tourism is an activity generating a number of economic and social benefits. It not only augments foreign exchange earnings, the scare resource of country, but also creates employment opportunities direct and indirect and induced employments, through backward and forward linkages with other sectors of the economy; such as agriculture, industry, other service sector etc. It provides a vast spectrum of employment ranging from highly skilled persons to unskilled workers. It also opens up new horizons of employment for employed and partially employed people from different walks of life" (NRB, 1989:20)

This Program consists of reports in four volumes Product Development Program, Marketing Strategy, Environment Impact and Institutional Framework for the Development of Tourism. It contain the Tourism development program particularly urban tourism in Kathmandu, infrastructure development in Pokhara, domestic air transport, institutional development and tourism manpower training and development. Thus the report particularly envisaged for:

- In the world tourist map to make the Mount Everest and the Himalayas a 'must see' destination.
- Establishing the Kathmandu Valley as mystic of Shangri-La.
- Providing a series of remarkable and short excursions sightseeing facilities for the travelers from Kathmandu.
- Making gateway mountain resort to the Himalayas from Pokhara valley.
- For promotional programs to increase the budget.

(Source: "Opportunities and Challenges of Tourism Financing", Bishnu Prasad Gautam, 2008)

Promotion plays a crucial role in tourist destination product. In tourism promotion describe an areas or a plan in any newspapers, magazines or on radio, television, boarding, posters, etc. Promotion is one of the commonest forms of promoting destination for reaching the potential traveler. It can operate in two ways: Firstly by spreading information among the targeted consumers about the possibilities of consumptions, and secondly, by influencing in their judgment about the particular goods. The right combination of promotion work effectively then it will increase the

demand for the particular country's tourist product. (Advance Dictionary of Tourism, Ascem Anan, 1997)

Destination promotion tries to attract the more tourists by adopting appropriate marketing techniques and strategies. Here we try to find out current destination promotional destination adopted by Nepal. Also study the current destination promotional techniques undertaken by the India and China and try to compare with these countries with Nepal to understand the Nepal behind in tourism sectors. Recommend concern department for the development of tourism sector in Nepal.

### **Tourism Definition**

- "Tourism arises from the movement of people to, and their stay in, various destinations.
- There are two elements in all tourism; the journey to the destination and the stay, include activities at the destination.
- The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities which are distinct from those of the residence and working populations of the places through which tourists travel and in which they stay.
- The movement to destinations is of a temporary, short term character, with the intention to return home within a few days, weeks or months.
- Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited."

Sources: Adapted from Burkart and Medlik (1981:42)



Figure 1: Map of Nepal  
 Source: www.Map of Nepal.com

## Chapter 2. Objectives of the thesis

The objective of the thesis is to find the effective promotion media to encourage visitor to Nepal. Promotional tools play an important role to promote certain destination. Nepal is far behind in promoting destination and attracting international tourist. Changing with the age of innovation and technology the way of promoting certain destination is also changes. The way of advertising today and before 10 years also changes. To cope with this changing environment this thesis aim to prove that tourism of Nepal is affected by the promotional tools and in order to increase the tourism, Nepal has to adopt the new way of promoting the tourist destinations.

In order to achieve the above main objective, following partial objectives have to be accomplished:

- Analysis the current state of tourism.

Analyze the number of tourist visiting from different continent. To study the current promotion marketing strategy adopted to attract tourism in Nepal by Nepal Tourism Board (NTB), Nepal.

- Comparing the tourism conditions of Nepal with China and India

Comparing tourism condition with China and India and comparing the marketing destination promotional activities followed by the China and India with Nepal to understand their strategy leading success in the field of tourism. Find out the reason behind Nepal being backward in rank of world international tourism despite having unique tourist destination.

- Suggesting new activities to concerned department (NTB)

After analyzing the overall promotion strategy and tourism condition and finding suitable means of promoting the tourist destination to recommend the concerned department (Government or Nepal Tourism Board) to design new promotional activities through Television, Internet, radio, newspaper, magazines, film, etc.

This may be also related with management of tourism related infrastructure, safety, promotional tools. In the economic terms the resources are always scare to get high output from maximum utilization of resources. So, by concerning the resources concerned department should manage those activities and should design the new activities for improvement of tourism in Nepal.

## Chapter 3. Methodology

The thesis consists of data, information and facts collected from both primary and secondary sources. The secondary information was collected from Nepal Tourism Board office at Kathmandu, Bhrikuti Mandup. Necessary information and data are collected to analyze the current state of promotion of tourist destination such as CDs, prospectors, postures; maps, etc. are collected from tourism board Nepal. Various methods such as newspaper, related magazines, internet, books related to promotion of tourist destination are also concerned to collect data and information about the China, Nepal, and India.

Primary method applied in the thesis is Destination benchmarking. Destination benchmarking gets popularity since the 1990s. Destination benchmarking evaluates all the elements such as transport services, airport services, accommodation, leisure and sport, hospitality and local attitudes, etc. (Metin Kozak, 2004). Competitiveness in tourism industry has shifted from inter firm and international competitiveness owing towards impacts the globalizations. However there are not specific factors to determine the destination competitiveness. Tourism Competitiveness can be encompasses with the price differentials with exchange rate movements, qualitative factors affecting the attractiveness and productivity levels of various components (Dwyer, Forsyth and Rao 2002). In this globalization world many tourist destinations are competition with one another to attract more foreign tourists (Goodall 1988; Health and Wall 1992). Media and tour operators affect more in the market. Tourists are more experienced and knowledgeable and due to more interactions they are familiar with other languages, booking the trips and holidays, using different transport and vising the same destination more than one times. By Chon Meyer destination competitiveness is: “ ... the degree to which it can, under free and fair market conditions, produce services that meet the taste of international markets while simultaneously expanding the real income of its employees (Metin Kozak & Seyhmum Baloglu, 2011) ”. The definition wants to show that both quantitative and qualitative indicators are necessary for the destination competitiveness. Destination competitiveness can be influenced by the customer expectations, the location, past experiences, motivation and accessibility. It looks at the performance of similar business or sectors to compare how one is performing relative to competitors.

The situation of promotion of tourist destination of Nepal is compared with China and India in relation to productivity and effectiveness of advertising and marketing in relation to measures of outcomes (e.g. visitor arrivals) as well as more subjective measures. Benchmarking is also performed based on observed operations, promotional campaigns, advertising and long-term values of branding. Benchmarking is also done on the basis of The Travel & Tourism Competiveness Index (TTCI). There are certain aims to measure the factors and policies that will make possible to develop the T&T sector of the different countries. TTCI consists of number of 13 “pillars” for the competitiveness. These are as follows:

1. Health and hygiene
2. Air transport infrastructure
3. Environment regulation
4. Policy rules and regulation
5. National tourism perception

6. Tourism infrastructure
7. Safety and Security
8. ICT infrastructure
9. Human resources
10. Price competitiveness in the T&T industry
11. Prioritization of Travel & Tourism

On the basis of pillar of competitiveness from above and the promotional tourism destination of China and India the benchmarking is done. The rank of the countries in the tourist destination and considering the important objectives of the thesis comparison of such factors as infrastructure and promotional activities are also carried on.

## Chapter 4. Literature Review

This chapter includes introduction in a particular topics and contains analysis of promotion of tourist destination in China, India and Current situation of tourism in Nepal and famous tourist destination in Nepal.

### ***4.1 Promotion***

One of the 4 P's in marketing is "Promotion". This includes all those communication tools that can deliver a message to a target audience. The elements of promotion tools are advertising, sales promotion, public relations, sales forces direct marketing [Kotler, 1999]. According to Maria Carlton and David Blaise, "The Power of Promotion Products comes from their ability to get an effective, targeted marketing message in front of exactly the prospects and clients you need to reach, and keep it there... without the waste associated with other media."

While broadly considered to be any useful item featuring a company logo, name or advertising message, the very best promotional products don't just brand, they generate actual, measurable results."

#### The Four Factors of Successful Promotions

- a) Audience-appropriate product: Promotion should target to certain audience otherwise the message in the world will be lost on the recipient. The audience may be adults, teens, children, mid-teens, preschooler, etc. Market is combination of different locality, types of communities, size, assortment, geographical scale and different competitions. Because of variations of market the product going to promote should exactly targeted to the certain audience.
- b) Effective marketing message: The effective advertisement should include the effective message. Here are certain tips to make the message effective:
  - ◆ To make message funny, relax and feel more comfortable.
  - ◆ Message should be simple and to the point. So that they can easily understand.
  - ◆ Skip from buzz words to making audience away from confusing. Avoid all clichés such as "we do things right the first time"
  - ◆ Better to use the words "You, yours, etc." instead of me, mine and ours. Focus on the main benefits you provide, bring and the problems you solve. Positive convince to the audience so you are offering is so worthwhile, engaging, and willing to listen them more. And draw them to the door.
  - ◆ Focus on greatest benefits you provide be creditable and believable and skip from mentioning price.
  - ◆ Avoiding starting the message starting with your name, title, and company etc.



- ◆ Make different message by writing it as a song and sing it or write it as a poem. So they can easily catch and memorized and if possible try to incorporate your name into it.

Source: "<http://theartettereport.net/?p=34>"

- c) Targeted, qualified recipients: Product you promoted should be viewed as "Targeted Campaign" because in today market is wide and cannot afford to everyone. Each campaign should target towards the individuals mostly likely to produce the positive results.
- d) The right time: The message should be delivered at the right time. To early or too late message will not bring effective result. Timing is crucial. It is important to deliver your marketing campaign at the right time. You can deliver marketing message to the targeted audience to the pre-qualified group of recipients at the right time so that you can dramatically improve your change of successful campaign.

(Source: "The Power of Promotional Product", Maria Carlton and David Blaise, 2004)

## ***4.2 Tourist Destination***

Nations are not basic consumer products such as food or household items. It can be viewed and presented in selective and diverse ways. The places are not "used" or "promoted" by the tourism industry, but are fully planned by the marketing efforts. Destination is also effected by community and economic forces.

According to Huges: "There is nothing 'natural' about the various landscapes(and places) valued by tourists since they are the result of the history of human intervention which has manipulated natural in ways conducive to economic growth (Huges,1995:53)"

According to Robinson, the attractions of tourism are, very largely, geographical in their character. Location and accessibility are important. Physical space may be a component, which seek the wilderness and solitude. Landscape and scenario or landscape is a compound of landforms, the vegetation and water has an aesthetic and recreational value. Weather and temperature are of special significance. Important attraction of animal life may be an important, 1stly, in bird watching or view game in their natural habitat. Secondly, for sport, e.g. hunting and fishing. Major attraction are also man's impact on the natural landscape in the form of his settlements historical monuments and archeological. Finally, a variety of cultural features ways of folklore, an artistic expression etc. provides valuable attractions to many.

Tourism is not an isolated it consist certain basic components. Three of them are: Transport, Locale and Accommodation.

For tourist to reach certain destination need some mode of transportation such as bus, motor car, a coach, an airplane, a ship or a train which enables them to be in their destiny. The locale includes the holiday destination including natural attractions such as sunshine, scenery or sporting facilities, etc., at these attractions. Another basic component is accommodation which provides food and rest facilities.

These three basic components are important as it locate with its attractions and amenities. Unless these are not there, the tourists will not be motivated to go to a particular place. However over the world, the tourist interests and tasted may wider, they may choice various attractions available at various destinations. Tourist demands are also quite susceptible with change in fashion. Fashion attracts tourist. Tourist who wants to visit natural beauty place may decide to visit other place because of change in fashion. According to the Peter, he drew up five certain various attractions significance in tourism which is shown in table 1.

Table 1: Peter’s Inventory of Tourist Attractions

1.Cultural	Sites and areas of archaeological interest; Historical buildings and monuments; Places of historical significance; Museums; Modern Culture; Political and educational institutions; Religious institutions.
2.Traditions	National Festivals; Arts and handicrafts; Music; Folk lore; Native life and Customs.
3.Scenic	National Parks; Wildlife; Flora and Fauna; Beach Resorts; Mountain Resorts.
4.Entertainment	Participation and viewing sports; Amusement and recreation parks; Zoos and oceanariums; Cinemas and theatres; Night life, Cuisine.
5.Other attractions	Climate; Health resorts or spas; Unique attractions not available elsewhere.

Source: “International Tourism”, Hutchinson, 1969, pp.148-49.

World Tourism Organization (WTO), the meaning of tourism is: “The activities of peoples travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.” From this definition the tourism involves the temporary displacement of the pilgrim, or religious tourist, and his or her return to home. The WTO doesn’t restricting the purpose of the journey-it includes ‘or other purposes’-leaving us with a very wide definition.

Source: “The business of tourism management”, John Beech, pp.17.

Table 2: Six systems for characterizing tourist destinations

Label	Emphasis	Characteristics and examples of the system
Activities	Physical	Listings, profiles, GIS approach
Settings	Physical	Public management agencies use of zones using a biophysical basis

Facilities	Physical	Micro-environment and services capes: the immediate physical features of the tourist space
Service	Social	Personnel: the characteristics of personnel in the service quality framework
Hosts	Social	Community response and reception; Social representations of tourism and differences in community views
Management	Social	Marketing labels and management actions and branding using existing

Source: "Tourism Behavior: Themes and conceptual schemes"

In the above table 2 six systems or approaches of tourist destinations can be identifies, three of which focuses on physical dimensions while further three have a more human and social face.

According to Moscardo & Pearce, 2003; Saarinen,1998: "Destination marketing efforts in tourism do attract frequent criticism of this type because of suggested distortions in the way communities and setting are presented; the argument being there is a tendency to emphasize the clichéd past rather than the evolving complexities of the present"

Source: "Tourism Behavior: Themes and conceptual schemes", 2005, pp. 86-87

### ***4.3 Destination Promotion Techniques***

According to the Ritchie and Crouch (2003:245), "awareness and image are usually a function of such a wide variety of sources and forms of information about a place and its people that explicit efforts by a destination marketing organization in this regard normally play only a minor role." The main strategies to attract visitors, residents and business to increase exports are image, attractions, infrastructure and people marketing. In this some of them are in control and others are not. And these three strategies need to be incorporated to get the effective results. (Kotler *et al.*, 1993)

Table 3: Common Destination promotional methods

Timing of Promotion	Promotional technique
At home, prior to trip	Media advertising Familiarization trips. Sales bits and trade mission. Travel writer tours. Consumer shows. Direct mail. Travel and life style programs. Internet. Individual operators' brochures. Creative media (film and television, books). Maps.

While en route to the destination	Interstate welcome centuries (Visitor Information Centers). Outdoor advertising. Visitor centers. Creative media (film and television, books). Tourist signage. Maps.
After arriving at the destination	Media programs. Hospitality training. Tourist signage. Maps.
At homes of friends and family	Postcards and souvenirs. Creative media (film and television, books). Photos.

Sources: “Adapted from Perdue & Pitegoff”, 1994; author’s additions are in italics”

Perdue and Pitegoff identify most important destination promotional activities (shown in Table 3) by DMOs. It has been modified in light of the rapid growth and popularity of television programs of travel and lifestyle (which was sponsored by the DMOs themselves, especially at the state and federal levels), promotions from individual operators through brochures and souvenirs and the Internet and tourist signage. Also include creative media such as film on tourism promotion ,particular in light of enormous push by DMOs to have film based on the regions features(both television and movies).Postcards and souvenirs completely circulate at the homes of friends and family.

According to Ritchie and Crouch (2000:1) point out, “the fundamental product in tourism is the destination experience’-an intangible, image-laden creation that relies on individual operators as much as on the funded marketing organizations.” Destination imaging is multi-dimensional, comprising both symbolic and tangible features (Mackay & Fesenmaier, 2000).’Image’ has long been acknowledged as a primary decision-making and motivational factor in holiday travel, and it has been a long-standing area of interest for tourism researchers such as (Crompton (1979), Pearce (1982a), Chon (1991), Reilly (1990), Echtler and Ritchie (1993)).

Most tourist places have created their own image that was formed prior to any decision to strategically develop an image. Positive image will help to attract visitors, while others may have a weak, negative, mixed, contradictory or even overly picturesque image (Kotler *et al.*, 1993).Each type of images needed different types of strategies to either capitalize on or ameliorate the problems related with the different consumer groups. (Kotler *et al.*, 1993; Health & Wall, 1992; Kelly & Nankervis, 2001). Some of places have clever slogan for the tourist promotions through to vehicle registration plates. While only adopting a slogan may not successfully market a place. According to Kotler *et al.*(1993:37), “place’s image must be valid and communicated in many ways through several channels if it is to succeed and take root”

According to Tapachi & Waryszak, (2000:38), “perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values including functional, social, emotional, epistemic, and conditional benefits of a

destination held by tourists with respect to the expected benefit or consumption values including functional, social, emotional, epistemic, and conditional benefits of a destination. These perceptions/impressions in turn lead to the decision to visit a country [region or town] as a vacation destination.”

According to Sirgy and Su, (2000:343), “Travel behavior is affected by self-concept (actual, ideal, social, and/or ideal social self-image), the more likely that this tourist will be motivated to visit that destination.”

#### **4.4 Marketing tourist destination**

Promotion is a vital important than other industries. The service, the tourism and leisure product is a complex bundle of value of intangible, inseparable, variable and perishable. There is nothing tangible for the customer to take out before or take out afterwards, the service is inseparable from its production; the experience is variable and often subject to factors beyond the marketers’ control; and finally, the product is perishable and cannot be stored for future sale. Holidays cannot be tested beforehand. (Nigel Morgan & Annette Pritchard, 2001).

Images must be appealing and believable to attract the more tourist, and the images must be valid in order to prevent from the tourist dissatisfaction and disappointment (Ibid). To be affective, simple, appealing and distinctive promotion of the images the tourist marketer can employ “slogans, themes and positions”, “symbols and branding”, or “events and deeds” (Kotler et al., 1993; Schmitt & Simonson, 1997).

Planned image promotion campaign will lead to successful positive influence to the people’s beliefs and perceived image of a destination. To make the effective promotion of the images it must be simple, distinctive, appealing, and believable and valid. As it is not a distinct term tourism services is also interdependent the coordination of the images is also necessary for the creation of simple and distinctive image. Prevents of the tourist “confusion” and aids is distinguished with the destination form competitors (Kotler et al., 1993).

An important things to be care about the marketing communication which is also known as “AIDA model,”(Awareness, Interest, Desire, Action) is identified in the literature(Laws,1991;Getz & Sailor,1993).Before choosing a holiday, the consumer must be *aware* about the destination. This usually they can obtain from the books and printed literature, and can get information from the internet about the comprehensive research destinations. The consumer should have sufficient commitment to the particular distance and should sufficiently commit to that distance than another. Also compare what they what at that place. If all these perception of place is positive then consumer have inner *desire* to visit that destination. This *interest* can be generating by designing and delivering positive place image to the potential tourist. Personal recommendations plays an important role for impressing, encourage the consumer to seek further information. After this tourist can come in the stage of *action* to visit the destination which will be only possible with that the image has out-bid other potential destination sites in the choice set.

After selecting the nature and design of the images they wish to marketing the must decide through which channels this images will be communicated and projected to the final potential tourists.

Tourist destination information about the promotional materials can be reach though consumers through a number of “communication channels” (Weichard, 1992; Kotler et al. 1993), which includes radio and television, brochures, flyers, print ads in magazines and newspapers and recently most famous is through Internet (which is discuss latter in this thesis).

Source: Maps and Tourism on the Web: An online Survey

#### ***4.5 Importance of printed advertisement for the promotion of tourist destination***

Printed advertisement is one of the most important advertisement media to advertise the certain destination. While the printed advertisement will help to attain the specific advertisement objectives levels: cognitive (reputation), affective (attitude) and behavioral (purchasing behavior and consumption).

The tourist advertising, is the general tourist information documents(leaflets, brochures, guides, catalogs) in terms of degree of use, usefulness and effectiveness, are designed and distributed by agencies, units accommodation( individual or hotel chains),transport companies, resorts and tourist areas, tourism offices. The printing and distribution costs of catalogs and brochures have, in general, the main share of the tourism marketing budget. They are quite expensive as a main sales tool for tour operators C. Cooper, 1996).

##### a) Brochure

It has great value of advertising. It will provide the brief information of various tourist destinations and tourist can consult brochure to prepare detailed itineraries.(Chon 1991, Hughes 1992, Uzzell 1984, Hopkins 1998).

Brochure is a standard tool of communication in the course of interest (Getz and Sailor 1993), which provides general awareness of the existence of destination, but also information, knowledge and desire to purchase travel products. The main objectives are to “transform” a tourist in the tourist potential owner by the sale of travel services (Crompton 1979; Dilley 1986; Stabler 1988).

There are certain qualities of brochure which are as follows:

- i. Easily accessible :The client can easily accessible in terms of 2 reasons.1<sup>st</sup> the content which can be printed in any language and 2<sup>nd</sup> it is easily transmission from tourist information offices, agencies, etc., or can be send by post to the customer home address.
- ii. Convenient: It is convenient in the sense that customer can look freely in their free time with their family or friends, at home.

- iii. Trustful and surprising: Can include photos and description of various places and infrastructure, etc.
- iv. Quite advantageous in terms of cost: comparing with others media propaganda, and can be divided in country in bulk and then distributing in various parts of the world.
- v. Can be used for advertising a product so specialized travel a narrow segment of the market or can be focus on undifferentiated products of interest to vary broad categories of visitors.

While designing the brochure the following elements should be considered (Lord Ache C., Cebuc I., Hoarca D., 2009)

- i. Information provided: It must cover the location and access routes units of accommodation, contact information of the service diversity, sightseeing area, published tariffs, and the natural characteristics.
- ii. The specific season pass prices: It needs to show the changes according to season, the inflation rate, etc. which will help to have a positive impact on visitors.
- iii. Writing in several languages: It will be better if it would be written in different languages.
- iv. Illustration: It helps to highlight the environmental elements, recreational opportunities, the architecture, the interior structures of delivery, etc.
- v. A quality photo: For this we can use the proper graphics
- vi. The text should have an equal role to that of photography: So that two people's artist photographer and writer should work.

In brochure the reader should find three benefits: to describe the key features available to it and know the services offered, operating schedules and costs targets. (J.A. Veverka, 1999)

#### b) Travel catalog

Travel catalog includes the same structure: a tourist destination, duration, period of operation, description of program and services of interest, one or two photos (Nedelea, A., 2003). It will include the web pages for the more information and reservations online, suggestions and questions can be sent to potential tourists via email.

#### c) The guide

It provides the tourist information about different holiday destinations including maps, illustrations and sketches of some routes. Some examples of international recognized guides are: Less Guides, Less Guides Verts Michelin Guide du Routard, Rough Guide-including advice and feedback on the quality-price of tourism services provided by various structure of receipt.

d) Leaflet or flyer

Events are published on leaflet or flyer about trip program, opening a travel agency or tourist structures.

e) Display advertising

This is oldest way of tourist promotion tool in the field and the price of aesthetic quality. Display advertising includes the wide form of advertising it may be covering the walls of building (such as posters for display case), in the form of posters used in some agencies, tourism fairs, reception structures, tourism offices, exposure is also possible billboards or on vehicles or it may be seen in highly circulated places (railway stations, major shopping centers, airports, subway stations, interactions, stadiums), includes information about images of interesting exciting and short( e.g., address and phone company providing travel services).

f) Publicity

Advertisements should be done before the tourist season demand. There are specialized tourist Press, edited by tourism offices and other structures for professional travel agencies and other professional who have a direct impact on customers (United Kingdom-Travel Trade Gazette and Travel News, the United States of America-Travel Agent in Romania-Holiday in Romania, Italy-Agenti di Viaggi, L'Echo Touristique, France-Le Repertoire des Voyages) According to some studies it has been found that over half of the tourist brochures are allocated more than 75% representative images promoted tourist destinations (Uzzel 1984, Dilley 1986; Hunghe: 1992, Hopkins 1998, Davies and Bradbery 1999, Dilley's 1986).

Photography is a major force to show the images and affect tourism behavior without appearing to do so (Hall 1982;Woollacott 1982,Uzzell 1984).These provide information for consumer of tourism that influence their attitude destination. We should see the tourist a passive receiver of these files, but rather a public asset, in search of sensation and who wants to acquire as a diversified culture baggage (Uzzell 1984).These advertisement must be link between individual motivations, objectives and preferences and target destination. The most common reasons for a vacation is to "escape" from everyday environment and work (Crompton J.1979, Danna G.M.S., 1997)

Color have important meaning in advertisement because it alone can suggest exotic destinations, fun, exciting issues occasioned by the creation of a tourist trip. For example: when we use the color Las Vegas or Monte Carlo night in black and white or if it is playing in color, lively action and attractions. It talk itself as a dominate color which is appropriate for a particular issue or suggestion.

Source: "Information Documents-Primordial Instruments in Tourist Communication"



## ***4.6 Managing Tourist Destination***

### **a)DMP Definition**

Destination Management Plans (DMPL) is development of locally and regionally which is supported by the United Nations World Tourism Organization (UNTWO), with DMPLs which have been implemented in many tourist destinations around the world.

With the support of the UNWTO, the European Commission has developed an “Action Plan for more Sustainable European Tourism”.

On the subject of Destination Managing Planning, that Action plan Comments: “Many of the challenges set by sustainability, and the actions required, can best be addressed by the different stakeholders working together at a destination level. It is here that the needs of the environment, the local community and businesses come most closely together. It is much easier to take an integrated and holistic approach when working at this level. Furthermore, it is increasingly recognized that the concept of a ‘destination’, within which a wide range of facilities and activities together make up the complete experience, is critical in influencing consumer choice.”

DMS is modern way of marketing roles and provides a more holistic and integrated approach to understand the tourism potential of each destination, and the best methods of maximizing that potential. DMLs should be connected upward to state/Territory level strategic tourism plans. DMLs are developed after a comprehensive process of research within the destination, planning, review, consultation and feedback. While preparing DMLs the grass roots level participation from local tourism organizations, local government, tourism boards and operators are essential.

DMP helps to management system that provides a tourism organization with the tools to produce sustainable and competitive tourism in a destination. DMS is organized around defined visitor destinations, each with its own natural and unique tourism assets and management’s needs, marketing and unique development. Destination Management Planning is defined here as begin inclusive of all of the practices and principles known as:

- Destination development planning: Effective consultation and collaboration with all stakeholders; Critical assessment of the destination’s tourism potential and monitoring of progress; Workforce planning to generate local employment and to ensure that there are adequate workers to service demand; Long term tourism strategies to grow the industry; Focus on attracting investment and infrastructure projects;
- Destination marketing: Ongoing research; Increased visitation and yield; A raised awareness in the target market(s) of the qualities of the tourism destination; and Identifying and targeting the correct markets, Including new and emerging markets.

- Destination management: Industry leadership; Growing a unique and sustainable tourism industry within the destination, Ensuring quality visitor experiences; and Protection of the natural and unique tourism assets of the destination.

Figure 2 illustrates the relationship between these three principles. This Destination Management Planning Framework(DMP Framework) encompasses the economic, environment and community practices and principals called on in the above three disciplines and is considered to be 'Best Practice' in DMP.

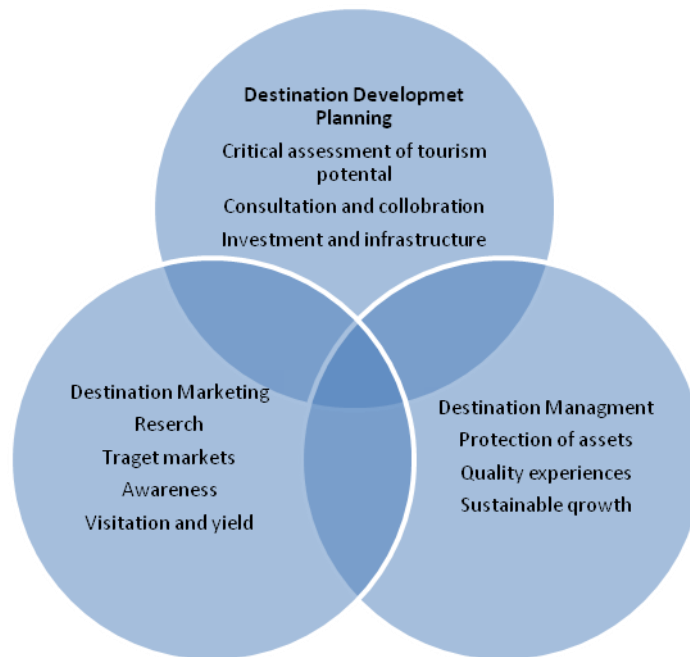


Figure 2: Destination Management Planning-Concepts

### **b)DMP: Benefits**

The befit for destinations, business operators, tourism agencies and communities can be achieved through an effective and nationally consistent approach to DMP include:

- Continuous improvement; this is based on the continuous improvement rather than a once off “set-and-forget” activity. This includes; Constant refreshing of destination brand, Development of innovation and new technology; and Early awareness of emerging trends.
- Increased visitor satisfaction; Delivering on the brand promise; Enhance destination reputation; and Increased repeat visitation.
- Improves destination competitiveness; Ongoing investment in tourism, Advantage over other destinations; and Increased destination appeal resulting in increased visitation and yield.

- Economic, social and environment sustainability, Long term industry viability; Controlling tourism’s environment impacts; Community support for tourism development; and Increase in tourism’s contribution to destination’s economy.
- Effective partnerships; There are many important factors like community, development agencies, government, industry etc. for the better performing tourism regions. The benefits include; minimizing conflicts between tourism and other sectors; increasing the profile of tourism in regional destinations; avoiding duplication of resources; and bringing a focus to developing the full visitor experience from arrival through to departure.

(Source: “National Framework for Best Practice Destination management Planning”, 2007)

### c) Destination Management

Destination should be effectively managed to meet the needs of business tourists.

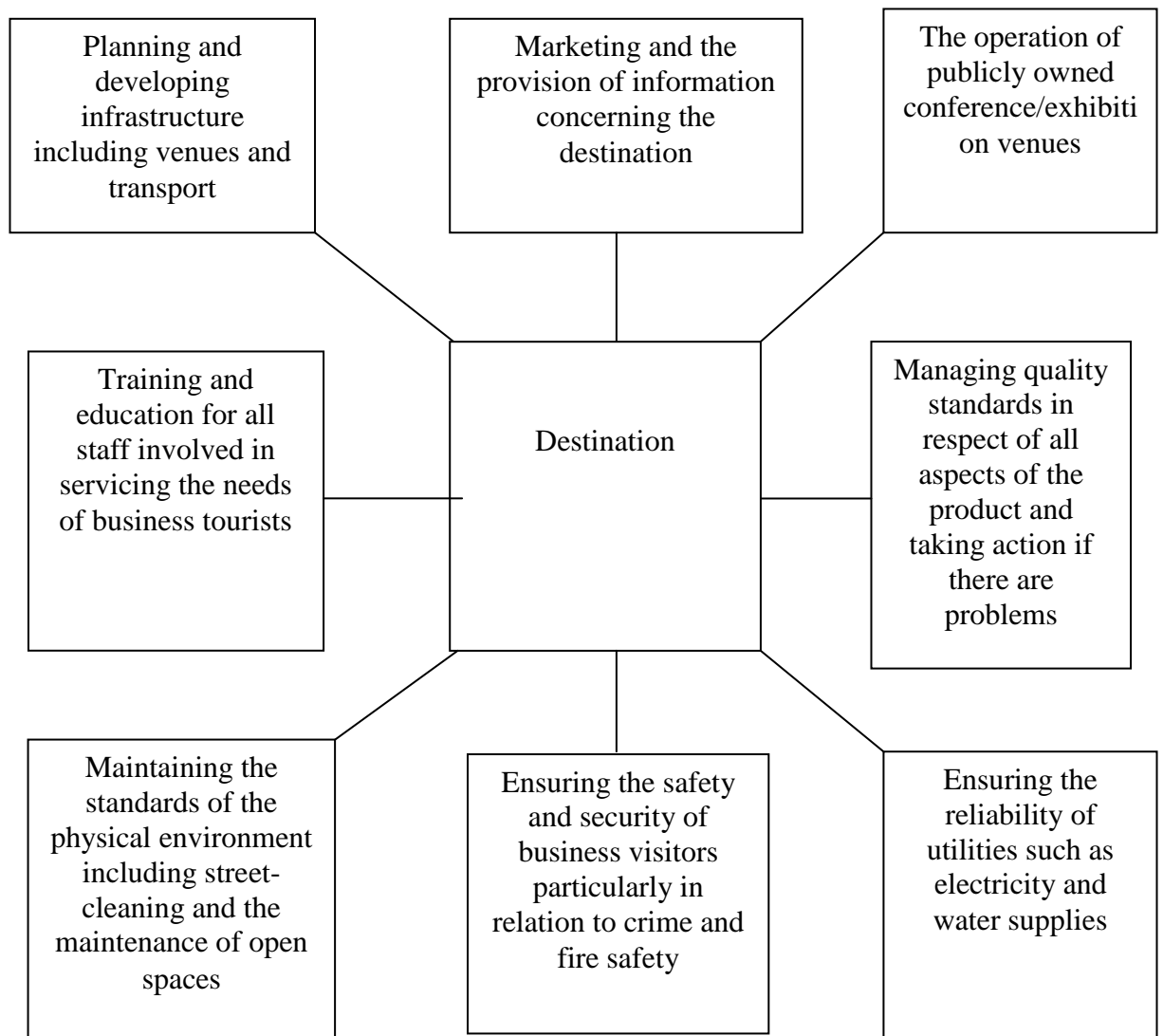


Figure 3: The scope of business tourism destination management

The management of destination includes several forms which is included in figure 3. While local government is usually responsible for management roles in destinations; the issues covered in figure 3 include the following:

- ◆ Joint public-private sector partnership organizations
- ◆ Private companies
- ◆ Universities and colleges.
- ◆ Central government agencies
- ◆ Regional government agencies

Thus destinations play an important role in business travel and tourism. Destination is a complex product or set of products, and that there is a complex variety of types of business tourism destinations. There is also different destination specialize in one particular type of business tourism but that many others serve simultaneously the needs of different types of business tourism. There is strong link between leisure tourism and business tourism.

Source: "Business Travel and Tourism," John Swarbrooke and Susan Horne

#### **d) Selecting tourist destination**

Selection of a destination is dependent upon the perception of the tourist's about the ability of satisfy the "need" for travelling from that destination (Mill and Morrison, 1985:15).

According to Seddighi and Theocharous (2002) the tourists select the destinations they visit is related with the destination marketers so marketing strategies they use are important to influence consumer behavior. Traveler is also motivated by different factors. In the case of leisure holiday the tourist either domestic or overseas destination(s), it is on the purchasing power of the consumer. In the case of the business travel, it is relate with the employment need, although conference and incentive travel may be influenced by choice. Tourist perception and attitude toward alternative destination lead to different, as multi-stage process.

According to the Seddighi and Theocharous (2002) following are the important for the development of destination-specific factors:

- Facilities at the destination
- Quality of service
- The quality of promotion and advertising
- The cost of living at the destination
- Whether they have visited before
- The price of tourist package
- The cost of transportation and time taken in travelling
- Any political instability at the destination

According to the Buckley and Papadopolous (1986:86); “Greater attention must be paid to the characteristics of visitors when trying to develop a marketing strategy... a clear market segment must be identified and an investigation made of the buying decision factors, which predominate in that segment...It is, however, important to recognize that the tourist product is a composite product and that there is more than one type of client.”

This shows importance of buyer behavior as a key part in destination choice. Individuals are interactive for collecting information about their immediate environment as well as distant places. When the decisions is completed they made the plan for holiday, individuals will guided by their personal images and information in order to start the process of “holiday selection” (Goodall, 1988:2) Goodball (1988:10) articulates the essential role of destination images in the holiday selection process:

“.....unless a given destination figures amongst a would-be tourist’s current set of mental images it has no chance of being selected as the holiday base.[W]here it does figure in the tourist’s image set a very positive image of that destination must be projected in the tourist’s mind for it to be selected in preference to an alternative [W]here the tourist is successfully enticed to a destination it is equally important that satisfaction derived from the holiday at least matches the expectations created by the image-otherwise the tourist will not wish return and will not recommend that destination to friends(indeed, the dissatisfied tourist may be instrumental in implanting a negative image in the minds of friends).”(Managing tourist operations and communicating with the visitor)

According to Middleton and Clarke (2001) consumer behavior has been emphasized by the price as the key elements of a purchase. But in this growing sophisticated market branding and other non-rational considerations and attitudes effects buyer behavior. This process can be summarized as following:

- Decision making is influenced by the learning, perceptions and experience that motivate to buy.
- Decision making is much influenced by the learning behavior of consumer, which has been later influenced by marketing or recommendation. If tourist is dissatisfied they will not recommend the destination to other people. Deceptive or unrealistic images will lead to disappointed and dissatisfaction, loss of reputation, bad “word-of-mouth” advertisement and vice versa. This will shape the perceptions of consumers of brands and image of the destination, and their experience of travel.
- In the stage of motivation different characteristics of the consumer (i.e. demographic, social-economic factors) combine with their psychological factors as well as the personal objectives to get goals .Then after they decided destiny.
- Promotion and advertisement, Personal recommendation by friends, family, consumer trends, taste and internet combine influence in decision making.
- Destination selection is influenced by the promotion activities of travel trade or intermediaries.

Source: "<http://edu.cengage.co.uk/images/SChapter-1408009161.pdf>"

#### ***4.7 E-Marketing for the Tourist Destination***

E-marketing main purpose is to exploit the internet and other forms of electronic communication media to provide information for the target markets in the cost effective ways, jointly work with other partners organizations which have common interest.

The internet and interactivity is working to provide new opportunities through multiple channels, offline and online of communicating with customers.

Benefits of e-marketing are as follows:

- Provide massive information in a user-friendly way
- Possibility of rapid spread of broadband connections, which help user to experience the dramatic animation and imagery, as well as enhanced communication and interaction
- Help to work offline marketing activities in both directions, web to brochures or telephone to web and so on.
- Helps in promotional activities
- Two-way interaction between the DMO(Destination Management Organization)

Source: "Handbook on E-marketing for Tourism Destinations" World Tourism Organization and European Travel Commission, 2008

Internet is now a day important source of tourist destination information for traveler. About 95% of Web users use the Internet to collect the information for traveling and about 93% indicate that they visited tourism web site before planning for vacations. The number of collecting information through this process has been increasing by 300% from over the past five years.

Tourism Information System (TIS) are also related with the travel related information sources, such as Web site, to create tourism products and services. This system serves and supports e-tourism and e-tourist organizations, such as travel agencies, hoteliers, airlines, leisure suppliers, and airlines. These types of information can help for price comparing, travel packaging and travel planning.

Dynamic packaging platform focuses on the use of the latest information technologies such as semantic Web, Web services, and Web processes. E-tourism is one of the best technologies for information dissemination and exchange for the travel industry. Dynamic packaging includes the different information of different travel components, bundle and price in real time, in response to the consumer or booking agent.

In tourism markets newest and most powerful communications and research tools is internet. It makes possible to transfer tourism information to a larger audience in a fast and quickly spreading worldwide. Well-designed effective designed informative web site helps to create a positive and professional image of the destination. Survey entitled "Using the Web for Travel plans" found that "87% of online consumer use their computers to find travel destination information" and that "84% have visited travel Web sites"(BBDO Tech Setter,1997).Which shows that the marketing tourist destination regions on Internet is huge and constantly growing.

Today marketing strategy will not be completed with the Internet. Lots of marketing communication tool is possible to access the marketing information from their own homes without the need of distribution campaign –one digital copy of marketing brochure can be accessed by all with eliminating the need of cost of duplication. Nowadays Internet is so profound that "[i]n the 21<sup>st</sup> century, the Internet is important business tool as the cash register and telephone have been throughout the 20<sup>th</sup> century."(Manley in "Beyond the Website," 1991:1)

As tourism marketers recognize and support the following quote about Internet: "To reach today's Internet users effectively, tourism business-whatever their size-must have an overall Internet strategy." (Tourism BC, 2000:2)

Kotler et al. (1996:535) highlight some issues marketing tourism destinations on the Internet. Firstly, "Information overload and complexity may cause consumers to turn away from specific areas of the Web or to avoid the Internet altogether." This highlights the importance of Web pages to organize in a simple and easy to use. Internet marketing efforts are more visible than traditional way of marketing and also easy to copy by the competitors. Furthermore, internet is worldwide and competition is increasing globally. Thus it needed to be competitive constant research, analysis, monitor and innovation.

As Suchleuter (in Tourism BC, 1999:9) warns, "Many companies obviously fell they need a presence on the web to remain competitive. But they fail to recognize that a poor [web site] that delivers a poor experience does far more damage....[that having no site at all]."

Poor designed web site or annoying Internet marketing practices may built the negative images to the visitors and can lead to loss the repeat business and can have bad 'word of mouth' advertising ,or a poor reputation.

The World Wide Web helps to use the image through the multimedia capabilities. Web pages may include animation, pictures, videos, text, music, graphics and even more programs such as distance calculators and currency converters. Web-based maps, which can be dynamic or interactive, facilitate visual communication of the geography of a travel destination, possibly improving comprehension, increasing interest and curiosity, attracting and retaining attention and recall of a travel destination web site. Thus tourism destination marketer can take advantages of maps by well design travel destination web sites, and making sure that maps are useful and valuable to web site visitors.

Source: "<http://www.geog.uvic.ca/mapsandtourism/chapter5-7.html>"

## **4.8 Analysis**

China and India are the neighborhood of Nepal and we have many similar culture. The purpose of this comparison of promotional of tourist destination in China and India is to know about the reasons behind success in sector of tourism. This comparison helps to find out the attracting point of China and India.

### **4.8.1 Promotion of tourist destination in China**

China have seven famous tourist destination during its seven five years plan (1986 to 1990)-Beijing, Shanghai, Jiangsu, Zhejiang, Guangdong, Guangxi, Shannxi -but only one is located in the interior. Among the 12 Tourism and Vacation Zones approved by the state in 1993 with special preferential policies, including Jinshi Beach in Dalian, Shiaore Beach in Quigdao, Tai Lake in Wuxi, Tai Lake in Suzhou, Sheshar Mountain in Fujian, the River Zhi in Hangzhou, Wuyi Mountain in Fujian, Meizhou Island in Fujian, Dianchi Lake in Kunming, Nanhu Lake in Guangzhou, Silver each in Beithai, A- Long Beach in Sanya, only Dianchi Lake is Located in the interior (Anon, 1992a).

The World Trade Organization predicts that by 2020, China would be leading world tourism destination; more than 135 to 145 million international visitors are forecasted to arrive annually, about doubling that of 1999. ("Air China and Foreign Airlines" 2000) ("China's Tourism Industry" 2000)

Around Exceed RMB 3.3 trillion Yuan and account for 8 percent of Gross Domestic Product by 2020 is estimated from the tourism income. Such development goals will able China's tourism industry opportunities for growth and much of it is self-evident in rich and diverse tourism resources. Modern Tourism in China started from 1929, when first traveling agency was innovating in Shanghai. In same year China first airline, China Aviation Corporation was started operating (Oum and Yu 2000) the development of aviation and tourism was slow due to the wars and political unrest. China diversified landscape and cultures stretch brings great potential for attracting tourist on culture and ethnic heritage and ecotourism. They launched different packages and promotion related to ecotourism and adventure traveler for the tourism developers. In 2000 Anhui Province introduce nine eco/adventure tour packages for both national and international tourism ("Anhui's Ecotour Products"2000).These include a mountain bike tour in the Huangshan Mountains; A wild animal safari; Lake Taiping underwater swimming; Xin'an and Tianxian rivers and Caihong Valley Drifting; and a grotto and geological surveying tours.

China entry into the World Trade Organization and get widely benefit in China's tourism industry is that it will force better efficiency in the microenvironment of business management and operations, including financial management, service competitiveness, and tourism information management. The key areas in the modernization of the China's tourism industry are International service standards, streamlining of tourism payments, and the development of e-commerce in the tourism payments.



Sources: "Tourism in China" Alan A. Lew, Lawrence Yu, John Ap, Zhang Guangrui, 2003 & "Aviation and Tourism: Implication for leisure Travel", Anne Graham, Andreas Papatheodorou and Peter Forsyth, Page 279

#### **4.8.1.1 The case city Nanjing**

The whole Promotion process is designed from the destination tourist organization (DTO). It starts with two steps: DTO internal assessment and destination image building and projection. Internal assessment is related with who is responsible for the promotion process, with what responsibilities, and how the work is being done. Image building and projection is the establishment of a specific image of one place. When the information will reach in the concerned market the audience will decide whether to go there or not. On the contrast if the bad image will bring the negative impact. In this way, feedback will help DTO to improve future building and projection.

Promotion process is the combination of two parts as image identification and communication. Image identification provides the basic information about the target markets and image communication send the appropriate image message to the target market(s). Effective image communication is only effective by selecting right image vehicles and tools. Image vehicles make the destination accessible and identifiable, while promotional tools provide information to the tourist. There are five promotional tools such as radio, printing (such as brochures, maps, posters, albums etc.), TV and outdoor media. With the development of modern technology, CD-ROMs, slides, videotapes, DVDs are also effective means of promotion. Public relations also plays and creative and effective role on promoting destination images. The most of activities such as art or sports, events, press conference and family trips, etc. will help to promote the image of the destiny. Now a day internet is powerful promotion tolls to communicate the destination image to the target market.

Nanjing, a Chinese tourist city is located at the eastern part of China; about 3 hours' drive from Shanghai. In history, Nanjing used to be the capital of 10 Chinese Dynasties, and hence becomes one of the China's most famous ancient capitals. This city was first open for the foreign visitors. In 1999, there were 379 thousand foreign tourists, and 13.4 million domestic tourists.

For promoting Nanjing, "Nanjing Municipal Tourism Bureau" local government is responsible. Its Market Development Department supervises the actual marketing practices. It has achieved some successes in the use of image vehicles, i.e., tourist events, slogan, theme, and positioning, and visual symbols. Some tourist events have able to make a nation-wide reputation, such as the International Plum Blossom Festival. They celebrate this festival on coming spring and the blooming of plum blossoms, which is the city flower.

Source: "[http://nrs.fs.fed.us/pubs/qtr/qtr\\_ne302/qtr\\_ne302\\_194.pdf](http://nrs.fs.fed.us/pubs/qtr/qtr_ne302/qtr_ne302_194.pdf) "

#### **4.8.1.2 The case Beijing**

Beijing is the capital of the People's Republic in China and one of the most populated city in the world with a population about 19,612,368 (2010).China contain 6 month bulletin plan which includes the promotion of tourist destination Beijing. Beijing has famous tourist spots of various types, historical, modern and scenic. Beijing trip can be highlight as visiting the top attractions or doing the top 10 things in Beijing.

Red top attractions or things to do in Beijing (Figure 4):

1. Forbidden City
2. Tiananmen Square
3. Temple of Heaven
4. Summer Palace
5. Ming Tombs
6. Great Wall
7. Hu tongs
8. Olympic Sites
9. Beijing Roast Duck
10. Beijing Opera

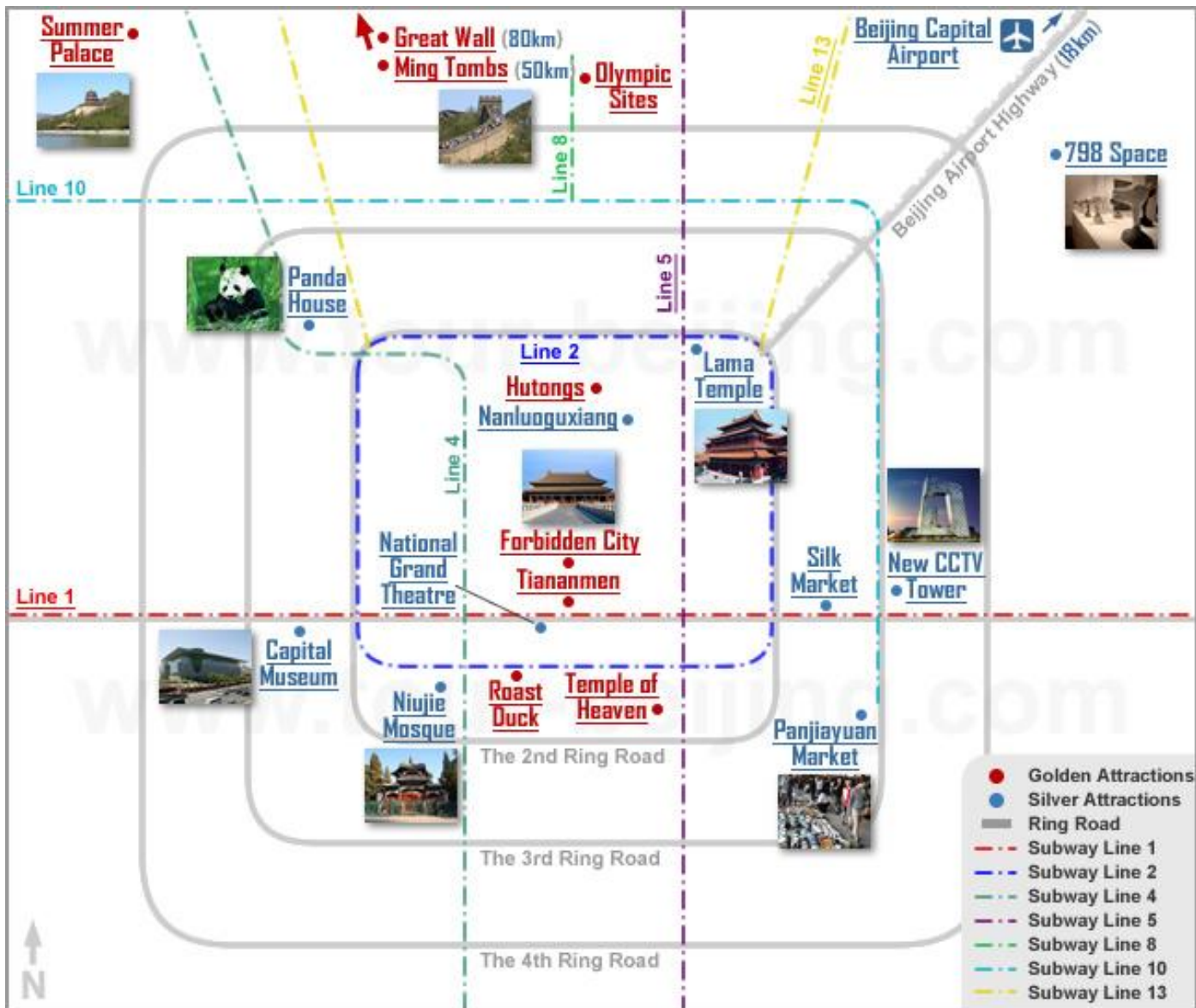


Figure 4: Top 10 Attractions in Beijing  
 Blue top attractions or things to do in Beijing

1. New CCTV Tower
2. National Grand Theater
3. 798 Space
4. Nanluoguxiang
5. Lama Temple
6. Niujie Mosque
7. Panda House
8. Capital Museum
9. Silk Market
10. Panjiayuan market

Source: "[http://www.tour-beijing.com/top\\_10\\_must\\_see\\_attractions\\_in\\_beijing/](http://www.tour-beijing.com/top_10_must_see_attractions_in_beijing/)"

China uses following media for the promoting the tourist destination.

**a. Brochure**

Chinese brochures were produced to fill language gaps and enable the consumer and trade to effectively raise the awareness of existence destination.

**b. Leaflet or flyer**

The unique selling points of the destination were advertise for distribution at key trade and consumer

**c. China Website**

Chinese website [www.fijime.cn](http://www.fijime.cn) was launched at the Beijing International Tourism Expo (2008) on June 19<sup>th</sup>, 2008. After three weeks of launching this website there reveals 12,021 hits with 561 unique visitors.

And another [www.fiji-backpacking.com](http://www.fiji-backpacking.com) was launched by Fiji Backpackers Association (FIBA).It was brand online resources targeting 400,000 international backpackers visiting Fiji every year. They monthly change the new look to this website.

**d. The Travel Channel**

Travel China is one of the special promotional TV channel in China that focuses on tourism, vogue and entertainment programs; destination tourism channel and also co-operate with Discovery Channel. Detail of Travel the Travel Channel official website is found in [www.tctc.com.cn](http://www.tctc.com.cn) .

**e. International Tourism Expo**

Rosie Holidays, Sonaisali Island Resort and Shangri-La's Fijian Resort and Spa participated in Beijing International Tourism Expo from June 19<sup>th</sup> -21<sup>st</sup>,2008 at the Beijing exhibition Centre, China. This event was successful with an estimated number of people visited in the booth and was able to distribute 3,000 new Fiji me brochures, activity guides and flyers.

**f. Press Event with CEITS**

Press event was held on June 19<sup>th</sup> 2008 at the Beijing Capital Hotel with Wholesaler, China Environment International Travel Service (CEITS) where 130 people attendees from which 96 retail agents and 34 media from both print and TV. Where they launch the romantic new package 'romantic me' which highlights weddings in Australia and a honeymoon in Fiji. This event was to increase awareness of destination Fiji in the China market.

**g. Advertising-TTN China And Travel And Leisure Magazine**

Travel and Leisure is monthly magazine that includes travel, leisure, entertainment as well as fashion. TTN is one of the China Travel magazines which distributed 72,376

copies to all outbound/inbound travel agencies, scenic spots, airlines and travel related institutes and tourist academics in mainland China, Taiwan, Macau and Hong Kong area.

Source: "China Market 6 monthly Bulletin"

China National Tourism Administration (CNTA) is responsible body of National Tourism Administration of People's Republic of China for the tourism related activities. Activities of the CNTA are as follows:

1. Established and implement the market development strategies for the domestic tourist, inbound tourism and outbound tourism and organize external publicity and promotion activities. And also guiding the worker of China tourist institutions stationed abroad.
2. Planning and developing tourism development industry, making policies, programs and standards and built a suitable laws and regulation and supervise and implement as well as guide regional tourism.
3. Organize and implement training and education programmer, and organize and supervise different vocational qualification system and ranking system for the tourism employees.
4. International communication and cooperation for the making affairs related to the international tourism organizations. Establishing, organizing and implementing policies related to outbound and border tourism.
5. Surveying, planning, developing and protecting the tourism resources. Layout and develop the key tourist regions, tourist destination and provide the tourist guidance and the leisure vocation industry. Coordinate and instruct the Red Tourism and Holiday Tourism.
6. Making policies related to the travelling to Hong Kong, Macao and Taiwan and organize and implementation of plan and guide the tourist market in Hong Kong, Macao and Taiwan.
7. Taking care for the tourism quality by managing and supervising the service quality and maintaining legal rights of tourist market. Organizing tourist regions, tourist services and tourist products and implementing it. Taking care of tourist coordination, supervision and management of tourist safety and emergency rescues. Developing and constructing ideological infrastructure.
8. Following the other issues stated by the State Council.

Internal Department of CNTA: Office(Comprehensive Coordination Department), Department Planning, Development and Finance, Department of Policy and Legal

Affairs, Department of Tourism Promotion and International Liaison, Department of Quality Standardization and Administration, Department of Personnel, Party Committee, Office of Retired Cadres and Department of Affairs on Tourism of Hong Kong, Macao and Taiwan.

Organization affiliated body: Service Centre of CNTA, Information Centre of CNTA, China National Tourism Institute, China Travel and Tourism Press, China Tourism news office and China Tourism Management Institute.

Subordinate Associations: China Tourism Association, China Tourist Hotels Association, China Tourism Automobile and Cruise Association, China Association of Travel Services and China Association of Tourism Journals.

“CNTA has set up 18 institutions abroad in 14 countries and regions, respectively: China National Tourism Administration Tokyo Office, China National Tourism Administration Osaka Office, China National Tourist Office, Singapore, China National Tourist Office, Kathmandu, China National Tourist Office, Seoul, Asia Tourism Exchange Centre Limited (Hong Kong), China National Tourist Office, New York, China National Tourist Office, Los Angeles, China National Tourist Office, Toronto, China National Tourist Office, London, Office du Tourisme de Chine, Paris, Fremdenverkehrsamt der VR China in Frankfurt, Oficina Nacional de Turismo de China en Madrid, Fremdenverkehrsamt der VR China in Zürich, China National Tourist Office, Sydney, China National Tourist Office, Moscow, China National Tourist Office, New Delhi, and China National Tourism Administration Rome Office”

Source: “<http://en.cnta.gov.cn/about/Forms/AboutCnta/CNTAInBrief.shtml>”

#### **4.8.2 Promotion of Tourist Destination in India**

India is winning “World’s Leading Destination Marketing Campaign” for the best destination marketing campaign in the 2007, 2009 and 2010.  
(Source: World Travel Awards: World’s Leading Destination Marketing Campaign 2010)

The government of Tourism development of India set certain marketing and promotional strategy and a synergized campaign with the co-operation with the Travel Trade, State Governments and India Missions. The objectives was , “Government of India, through its 14 offices overseas endeavors to position India in the tourism generating markets as a preferred tourism destination, to promote various India tourism products vis-a-vis competition faced from various destinations and to increase India’s Share of the global tourism market.”(Ministry of India, Government of India).The promotional activities undertaken by overseas include advertising in the Print and Electronic Media, Brochure Support/Joint Advertising with Travel Agents/Tour Operators, Participation in Fairs and Exhibitions, Organizing Seminars, Workshops, Road Shows and India Evenings, Printing of Brochures and Collaterals and Inviting the Media and Travel Trade to visit the country under the Hospitality Programmed etc.

International TV Campaign (2009-10-Extended to 2010-11) for Europe and Americas region. Another part of the Ministry was in December, 2010, they launched TV Campaign 2010-11 –Europe.

Some of the important activities undertaken for the promotion:

The Ministry of Tourism, Govt. of India organized “Road Shows” an important tourist promote activities:

1. Road shows in collaboration with the PATA were organized in May 2010 in USA and Canada. And In “Commonwealth of Independent States” countries, during the month of September-October 2010. This shows contains the presentation of India by one-to-one business meeting between the travel trade and the trade delegation which was led by the Secretary (Tourism).
2. Massive advertising of India tourism Toronto, outdoor publicity during the Vancouver Winter Games till February to March 2010 in Vancouver. And also Paralympics Games.
3. During 13<sup>th</sup>-17<sup>th</sup> of October 2010 India Tourism Paris participated and supported the 3<sup>rd</sup> France-India Business Cup Golf Tournament which was held at ST. Tropez, France and on 14<sup>th</sup> of October Minister of tourism inaugurated the France-India France- India Business Cup Golf Tournament and there was a meeting with several stakeholder for the promotion of Golf Tourism.
4. Golf Tournament was organized by India tourism at Ras Al Kahimah, United Arab Emirates. India tourism Johannesburg organized a seminar to the 12 group of people travelling to India about “Know India” and giving information about the shopping, hotels, Ayurveda and spas and safe travelling for the group of 6 ladies travelling to south India.

The Ministry of Tourism is responsible for the marketing and publicity they bring out films, leaflets, brochures, CDs, etc. on various topics. Each heading providing the basic information about the India based on the availability of respective destination. In destination folders, brochure, leaflet provides information about the sightseeing around place, important telephone number, various facets of the facilities available and contact points of India tourism officers. Similarly, the films cover all destination of the country.

- i. Incredible India Theme Brochures (Museums and art galleries, Dance & Music, Nature and Wildlife, Golf Adventure Spots, Body Mind & Soul, Arts and Crafts and Shopping)
- ii. Destination leaflets (Ladakh-Lahul-Spiti, Tirumala-Tirupati, Belur-Halebid, Madurai-Tiruchirapalli-Rameswaram, Thiruvananthapuram-Kollam-Alappuzha and Aurangabad-Ajanta-Ellora)
- iii. Heritage Destination Leaflets (Aurangabad Ajanta, Ellora; Ladakh, Lahaul Spiti; Shimla, Dharamshala, Kullu, Manali; Orchha, Khajuraho; Amritsar, Anandpur Sahib; Palitana Temples, Gujarat; Madurai, Tiruchirapalli, Rameshwaram; Belur, Halebid; Puri, Bhubaneswar, Konark; Bhimbetka, Madhya Pradesh and Chardham)

- iv. Posters on Different Subjects and Themes(Festival & celebration; The mask dance, Hemis Monastery, Ladakh; Timeless India; The Himalayan orchids of Sikkim(Figure 5); Wildlife TVC; Rural Tourism TVC, etc.)
- v. Maps Guides (New Delhi,Mummai,Kolkata,Chennai,Hyderabad,Bangalore,Agra,Jaipur,Thiruvananthapuram)
- vi. Films (Timeless India, Jewel in The Ages of Time, Jewel in the Lotus, Eastern Himalayas, India's Northeast, India Destination Films, North East TVC, Incredible India TVC I and Incredible India TVC II )

Sources:

["http://tourism.gov.in/TourismDivision/AboutDivision.aspx?Name=Publicity%20and%20Marketing"](http://tourism.gov.in/TourismDivision/AboutDivision.aspx?Name=Publicity%20and%20Marketing) & ["http://india.gov.in/sectors/commerce/tourism.php?pg=2"](http://india.gov.in/sectors/commerce/tourism.php?pg=2)

India developed new strategy and promotion related activities to identify India as a Tourist Destination. As International air flight is short during the pick travel time especially for regions such as North America, Western Europe and South Asia. Need improvement in the standard of facilities and services at the international and national airports. Needed to improve by employing professional management agencies either from the privatizing or leasing out airports.

They proposed to simplify the visa process and consider strategies for the issue of electronic visa and visas on arrival. To reduce heavy and multiple taxes that reduces the competitiveness of the India tourism product. In Tenth Plan India tourism police will provide security to travelers and promote India as a safe destination.

Product development Strategy: This Strategy was developed during the tenth plan related with the interest of tourist target markets.

- Cultural and heritage tourism: India has a wide protection on the 16 monuments and 22 world heritage sites, which will provide opportunity for the development of culture tourism in India.
- Beach and coastal tourism: For this India develop a number of sites for the beach resorts by the private sector. The beaches sites of Goa, Kerala, and North Karnataka because of easier access by air. During the Tenth Plan Andaman and Kochi in Kerala and Nicobar Islands will be developed as international cruise destination.
- Village tourism: To promote tourism and its socio-economic benefits to the rural areas.
- Preparation of sites for the Wildlife sanctuaries and national parks: India will develop sites of Corbett National Park, Madhumali, Bharatpur, Chilka, Bandhav, Kanha National Park, Kaziranga, Pariyar, Ranthambore, Little Rann of Kutch and the Sunderbans for the tourist attraction.
- Variety of cuisine: India will create a highly skilled workforce for the innovation of culinary professionals but also to promote Indian cuisine internationally.



- Global meetings, International convention and exhibition market: This will develop by India for not only tourism development but also for the international and domestic trade and commerce.



Figure 5: Sikkim  
Source: Target-tours.com

- Holistic healing And Rejuvenation packages: India will focus on holistic healing and rejuvenation packages about the Indian culture for international and Indian visitors alike.
- Create adventure tourism: In the sectors of Himalayas and river. Mountain-based adventure activities will be developed and promoted.
- Promotion of fairs and festivals: Pushkar mela, The Desert Festival Jaisalmer, the Kumbh Mela these festivals and fairs will be promoted as a unique product initially with an annual event in the United Kingdom and the United States.
- Dedicate shopping centers: India will develop shopping centers. It is an integral part of tourism for the traditional crafts designed along the lines of village haats such as Dilli Haat and Shilpgram.

- Develop niche-based: Organized ongoing and vibrant calendar of cultural events in Delhi which will position India as a unique and competitive destination.

To support tourist destination they will develop infrastructures such as modes of transport (airways, roadways, railways or waterways), access roads, power, water supply, sewerage and telecommunication and create the World Class Infrastructure. The trained manpower is needed to achieve success in tourism sector. As there is 21 institutes of Hotel management and 13 in Food Craft Institutes but only 50 percent of market the requirement is met. So, according to new Tenth plan 5 in hotel management institutes and 15 more in food craft institutes will be set.

Source:

["http://planningcommission.nic.in/plans/planrel/fiveyr/10th/volume2/v2\\_ch7\\_5.pdf"](http://planningcommission.nic.in/plans/planrel/fiveyr/10th/volume2/v2_ch7_5.pdf)

### **4.8.3 Current situation of tourism in Nepal**

#### **4.8.3.1 Tourism Status in Nepal**

Nepal is traditionally a tourist country. Since January 2011 there is raising travel demand toward Nepal .According to the date collected by Immigration Office, Tribhuvan International Airport (TIA) the visitors arrive in the May 2011(in table 4), and Comparing to the same month last year, have been increased to 47.1% to 39,179.

All regions shows the positive growth rate in the fifth month Of 2011.In aggregate it shows positive growth rate of 71.5% from the South Asian segment .Indian consist major market of Nepal has recorded 78.4% and Bangladesh 3.3%, Pakistan 24.1% and Sri Lanka 31.6%.

Tourism arrivals from others South Asia also shows positive growth rate 63.9%. China 101.1%,Malaysia 134.3%,Thailand 115.7%,Singapore 78.3% and South Korea 94.1% as compared to the same month last year. Japan has declined by 15%. Tourism arrived from Australia increased by 53.2% and New Zealand is 129.7%.And from USA is 19.4% and Canada is 13.4%.

Tourism arrival from European markets such as the UK, France, Germany, Italy, Spain, Sweden, Switzerland and Russia show up 1.4%,37.9%,6.3%,34.8%,4.3%,25.3%,57.1% and 31.6% respectively.

In aggregate between January to May 2011, Tourist arrival have been rise by 22.9% to 208,137. Total of 52,489 foreign tourists departed from TIA in May 2011.

Source: Nepal Tourism Board, Press Release, June 1, 2011

#### **4.8.3.2Visitors Arrival by Nationality (By Air Only)**

Table 4: Country of Destination: Nepal

Country of Nationality	May		% Change	% Share '11 May	Total ( Jan-May)		% Change	% Share '11 Jan-May
	2010	2011			2010	2011		
<b>ASIA (SAARC)</b>								
Bangladesh	1,039	1,311	26.2%	3.3%	6,735	7,374	9.5%	3.5%
India	9,726	17,349	78.4%	44.3%	37,325	54,676	46.5%	26.3%
Pakistan	365	453	24.1%	1.2%	1,798	1,956	8.8%	0.9%
Sri Lanka	76	100	31.6%	0.3%	625	666	6.6%	0.3%
<b>Sub-Total</b>	<b>11,206</b>	<b>19,213</b>	<b>71.5%</b>	<b>49.0%</b>	<b>46,483</b>	<b>64,672</b>	<b>39.1%</b>	<b>31.1%</b>
<b>ASIA (OTHER)</b>								
China	1,042	2,095	101.1%	5.3%	11,271	14,978	32.9%	7.2%
Japan	917	779	-15.0%	2.0%	8,386	8,906	6.2%	4.3%
Malaysia	216	506	134.3%	1.3%	2,111	2,412	14.3%	1.2%
Singapore	350	624	78.3%	1.6%	1,617	2,089	29.2%	1.0%
S. Korea	423	821	94.1%	2.1%	6,544	7,988	22.1%	3.8%
Chinese Taipei	216	266	23.1%	0.7%	2,690	2,923	8.7%	1.4%
Thailand	185	399	115.7%	1.0%	2,338	3,013	28.9%	1.4%
<b>Sub-Total</b>	<b>3,349</b>	<b>5,490</b>	<b>63.9%</b>	<b>14.0%</b>	<b>34,957</b>	<b>42,309</b>	<b>21.0%</b>	<b>20.3%</b>
<b>EUROPE</b>								
Austria	209	133	-36.4%	0.3%	1,188	1,019	14.2%	0.5%
Belgium	217	253	16.6%	0.6%	1,937	1,804	-6.9%	0.9%
Czech Republic	133	68	-48.9%	0.2%	535	726	35.7%	0.3%
Denmark	162	163	0.6%	0.4%	1,693	2,026	19.7%	1.0%
France	691	953	37.9%	2.4%	7,813	8,994	15.1%	4.3%
Germany	906	963	6.3%	2.5%	7,400	8,160	10.3%	3.9%
Israel	114	245	114.9%	0.6%	1,498	2,174	45.1%	1.0%
Italy			34.8%	1.3%			-0.2%	1.3%

	365	492			2,803	2,796		
Netherlands	481	316	-34.3%	0.8%	3,658	3,777	3.3%	1.8%
Norway	90	175	94.4%	0.4%	963	1,092	13.4%	0.5%
Poland	159	97	-39.0%	0.2%	1,033	1,081	4.6%	0.5%
Russia	450	592	31.6%	1.5%	2,164	2,864	32.3%	1.4%
Switzerland	219	344	57.1%	0.9%	1,603	1,823	13.7%	0.9%
Spain	395	412	4.3%	1.1%	2,472	2,621	6.0%	1.3%
Sweden	79	99	25.3%	0.3%	877	1,446	64.9%	0.7%
U.K.	1,613	1,635	1.4%	4.2%	12,684	13,646	7.6%	6.6%
<b>Sub-Total</b>	<b>6,283</b>	<b>6,940</b>	<b>10.5%</b>	<b>17.7%</b>	<b>50,321</b>	<b>56,049</b>	<b>11.4%</b>	<b>26.9%</b>
<b>OCEANIA</b>								
Australia	588	901	53.2%	2.3%	5,205	6,389	22.7%	3.1%
New Zealand	101	232	129.7%	0.6%	948	1,175	23.9%	0.6%
<b>Sub-Total</b>	<b>689</b>	<b>1,133</b>	<b>64.4%</b>	<b>2.9%</b>	<b>6,153</b>	<b>7,564</b>	<b>22.9%</b>	<b>3.6%</b>
<b>AMERICAS</b>								
Canada	607	689	13.5%	1.8%	3,603	4,124	14.5%	2.0%
U.S.A.	2,370	2,829	19.4%	7.2%	12,797	15,046	17.6%	7.2%
<b>Sub-Total</b>	<b>2,977</b>	<b>3,518</b>	<b>18.2%</b>	<b>9.0%</b>	<b>16,400</b>	<b>19,170</b>	<b>16.9%</b>	<b>9.2%</b>
<b>OTHERS</b>								
	2,130	2,885	35.4%	7.4%	15,008	18,373	22.4%	8.8%
<b>Total</b>	<b>26,634</b>	<b>39,179</b>	<b>47.1%</b>	<b>100.0%</b>	<b>169,322</b>	<b>208,137</b>	<b>22.9%</b>	<b>100.0%</b>

The above data contains arrivals by air route only.

Source: Immigration Office,  
TIA

Analyzed & Compiled by: Nepal  
Tourism Board

## 4.8.4 Tourist Destination in Nepal

### a) Kathmandu

Kathmandu is capital city of Nepal, situated above 4400ft above sea level. Kathmandu is also known as: The Capital of Nepal, City of Temples, Woodmandu and Catmando with approximately 1 million total populations. "Kathmandu Valley" is combination of three historical, artistic and cultural towns namely Kathmandu, Patan and Bhaktapur. Kathmandu is place for easy-day sightseeing of historical and artistic temples and monuments, and mountain views where you can rest, relax and have enjoyable night life and shopping. You can also enjoy different services including international airlines, hotels and other facilities. Most attraction place in Kathmandu is as follows:

- ✓ Mountains to see from Kathmandu(Himal Chuli 7893m, Manaslu 8156m,Choba Bhamare 5970m, Mt. Everest 8848m, Lang tang 7246m,Ganesh II 7150m,etc.)
- ✓ Place to visit in Kathmandu (Swayambhu, Pashupati, Changu Narayan, Bouddhanath Stupa, and Kathmandu Durbar Square)

In Kathmandu city in three places (Patan, Kathmandu, Bhaktapur) tourist can find many attractive places.

### **Kathmandu**

Kathmandu is very popular tourist destination with magnificent scenes of the city where tourist can enjoy hiking and trekking attraction for adventure loving people. Places to visit in Kathmandu are:

**Nagarkot:** From Nagarkot on a clear day you can enjoy viewing of Mount Everest tip. The place is famous for viewing sunrise and sunset. Travelers can enjoy also bird watching, riding, hiking and yoga.

**Durbar Square:** It is heart of the Kathmandu which includes courtyards, pagodas, temple, kumara House (residence of living Goddess) and the Royal Palace. A number of temples are also located at Durbar Square.

**Pashupathi Nath Temple:** This temple is regarded as most sacred temple of Hindu Lord Shiva in the world. Architectural beauty, stands as a symbol of faith of religion and cultural. The temple was made before 400 A.D. Thousands of pilgrims from all over the world visited Pashupathinath temple to pay homage to this temple, that the temple is known as "The Temple of Living Beings".

**Swayambhunath Stupa:** It is the most ancient and enigmatic holy stupa of Buddhist religion. It has a lofty white dome and glittering golden spire that it can be visible from all sides of the Kathmandu Valley. On the stone inscription of the stupa there were

records of important Buddhist pilgrimage destination by the 5<sup>th</sup> century AD. i.e. before the coming of Buddhism the valley.

**Bouddhanath Stupa:** Bouddhanath Stupa is also called as “Khasti Chitya” Which is biggest stupa in Nepal, lies about 7km east of the capital. Later after 1959, many Tibetans arrived and settled in Bouddhanath areas. This Stupa includes in the World Heritage Culture site list by UNESCO.

## Patan

Patan is a city of Nepal where tourists can find Hindu temples and Buddhist monuments of the historical attractions. The major attractions in Patan are as follows:  
**Mahabouddha Temple:** It is located near the Patan Durbar square. This temple is featured with thousands of image of Lord Buddha. We can find the 14<sup>th</sup> century of Nepalese architecture.

## Patan Durbar Square

It is full of ancient places, temple and shrines. There are there Chowks in these square names: Mul Chowk (Bidya Temple is located at the center of the courtyard), Sundari Chowk (South of Mul Chowk with its sunken tank known as Tusha Hiti Mul Chowk and Taleju Temple) and Keshav Narayan Chowk (Is toward the northern part consists of Buddhist monastery)

**Krishna Mandir:** It is in the circle of Patan Durbar Square. Krishna temple dedicated to Lord Krishna was erected in the 17<sup>th</sup> century which consists of Shikara architecture. The elegant Shikhara-style temple is ranked as one of decorative part of Durbar Square.

**Golden Temple:** It is near the square. It was built in the 12<sup>th</sup> century is quite popular among Buddhist. The building roofs are made from the golden facades.

**Kumbheshwor:** The temple is dedicated to the Lord Shiva and was constructed by the King Jayasthiti Malla. Inside the temple is a natural spring source, is said the water comes from the famous glacial lake. One of the famous festival celebrated in this temple is Janai Purnima, at that time artificial pounds is created near the temple and ritual bathing takes place and a fair is also held.

## Bhaktapur

### Bhaktapur Durbar Square

The square is assortment of pagoda and Shikhara-style temples .The square is part of a charming valley as it highlights the idols of ancient kings, the guardian deities looking out from their sanctuaries, the wood carvings in very place-gateways and windows, struts, lintels, tympanums, etc. Main attraction of square is as follows:

The palace of Fifty Five Windows: It was built by the King Yakshay Malla in AD 1427 and was remodeled by the King Bhupatindra Malla in the seventeenth century. The brick walls with their gracious setting and sculptural design, balcony with fifty-five Windows, consists of a unique masterpiece of woodcarving.

Nyatapola: Nyatapola in Newari means five tiered symbolizing five basic elements of the earth-wind, water, sky, earth and fire. It is most famous pagoda which was built in 1702 A.D by Bhupatendra Malla. The temple was dedicated to SiddhiLaxmi, the goddess of supreme power tantric mother.

The Lion Gate: It was built before 1696 AD which represent two huge guard statues of lions at the either sides. The dreadful stone image of Lord Shiva and the fearful image of Ugrachandi are the attraction points for the tourist.

The Golden Gate (Sun Dhoka)

The gate is monsters and mythical creatures of marvelous intricacy. The Gate was made by the King Ranjit Malla and is the entrance to the main courtyard of the Palace of fifty-five windows.

The Art Gallery

Tourist can enjoy ancient paintings belonging to the Hindu and Buddhist traditions of ancestors. The gallery is famous among researchers of Hinduism and Buddhism.

The Statue of King Bhupatindra Malla

The statue is from King Bhupatindra Malla for the worship and is located on a column facing the palace. This is considered as important statue among the many statues in the square.

## **b) Pokhara**

Pokhara is one of the most popular tourist spot in the country which is situated about 827 meters from the sea level and is located 124 miles west from the Kathmandu. Pokhara is next destination after Kathmandu to view snow-capped mountains with a magnificent lake of crystal-clear pure Himalayan water. This city is fully touristic. Hotel and restaurants can be found according to the different standards on the lake sides and other every place. Half of all tourist visit Pokhara for the start or the end of trek to Annapurna Base camp and Mustang. Place to visit in Pokhara:

- The Fewa (or Phewa) Lake
- David Fall
- Annapurna Range Skyline
- Begnas and Rupa Lake
- Seti Gandaki/Gorge

Others place to visit in Pokhara are Mahendra Cave Phewa lake, Barahi temple, Bindhyabasini temple, Pokhara Museum, Annapurna Museum and World Peace Pagoda.

### **c) Lumbini Nepal**

Many people heard about the Buddha but not about the Lumbini. Lumbini is the place where the newly born Prince Siddhartha (known as Buddha) was born and uttered an epoch-making message to the suffering humanity (Figure 6). This sacred place was found by the Germany archeologist Dr. Alois Anten Futhrer in 1895. In thriving region was ruled by the Lord Buddha's father in this tiny kingdom with its capital known as Kapilavastu, Lumbini today has one main identify broken Ashoka pillar near the Buddha's birth-place. Attractive places in Lumbini.

- ◎ Walk around the Lumbini garden (where you can see the Maya Devi temple where she gave birth to the lord Buddha).
- ◎ Theravada Monastic Zone (Thai Monastery, Sri Lankan Monastery, and Nepal Vipasana Centre).
- ◎ The Marker Stone (the exact spot of the auspicious birth of Lord Buddha).
- ◎ Ashoka Pillar

After walking from the western lane (Mahayana) Monastic Zone you can visit Panditaram Meditation Center, Dharmodaya Sabhar, Manag Stupa, Korean Monastery, China Temple, Vietnamese Monastery, Japanese Monastery, Ladakh Monastery and German Monasteries.

### **d) Chitwan**

Chitwan National Park covers areas around 932 sq. km. It is very famous in Nepal. Here you can enjoy seeing birds and animals and it in world heritage sites. Narayani River, National Park, Beesh Hazar Tal Chitwan is another touristic city in Nepal. This is western part of Narayani Zone and Bharatpur is its district headquarters. The attraction points of this place are:

- Various species of Birds and Butterflies watching
- Trekking
- Rafting
- Jungle Safari
- Elephant Riding
- Paragliding
- Royal Bengal tigers
- One horned rhinos
- Boating for domestic and foreign tourists





Figure 6: Birth Place of Lord Buddha

Source: [www.Lumbini.com](http://www.Lumbini.com)

Among all the Jungle Safari is most popular one in Chitwan National Park. There are numerous small lakes around the forest. The most interesting for the tourist are viewing birds (more than 400 species of bird), in Devi Tal near Tiger Tops Jungle Lodge and Lami Tal near kasara. In March the pink lotus flowers bloom and decorate the lake. There are another lakes and pools just outside the national park border, known as Bis Hazaar Tal. In the forest we can find shisham, kapok, palash, pipal and strangler fig, ubiquitous, sal, scarlet-flowers kusum trees and the principal hardwood species.

#### e) Mount Everest, Sagarmatha National park

Sagarmatha National park is the highest national park in the world. It is located above 3000 meters which is 9700 feet. The park also consists of upper catchment areas of Dudh Kosi and Bhote Kosi Rivers. The Park is located on the peaks which are counted the tallest in the world. In the north of Lukla is the trunk route of the EVEREST TREK. Most trekkers follow it to the end at Kala Patta (the classic viewpoint of Everest) and Everest Base Camp. The entry fee for the entry of Sagarmatha National Park is Rs1000. Most trekkers consider it as an achievement to make journey to Namche Bazaar, which is the main Sherpa town in the Everest region. The park consists of various fauna and flora.

Fauna: Various endangered animals such as Snow leopard, Musk Deer, Wild Yak, Himalayan Black Bear and Red panda; Large mammals such as big mammals Himalayan Tahr and Musk Deer; Others mammals such as Marten, Common Langur, Jackal, Black bear, Weasels and Himalayan Mousehare (Pika); 118 species of birds such as Blood pheasant, Redbilled Chough, Impeyan Pheasant (Danphe) and Yellow-billed Chough.

Flora: It is above the 3500m and pine and hemlock forests are found. Trees such as rhododendron, birch, and silver fir and juniper trees can be seen. The park landscape can be segregated into three climatic zones:

a) The Lower Forested Zone: Plant such as Blue Pines, Bamboo, Firs, Birch, Juniper and Rhododendron grow.

b) The Upper Zone: Plant life is limited to Liches and Mosses.

c) The Arctic Zone: Where plants stop to grow.

#### **f) Manakamana**

The temple was built dates back on 17th century. Hindus believe that the goddess Bhagwati has the power to grant wishes and newlyweds flock here pray for the male children. Saturday is special days for praying almost other feast days, Mankamana almost vanishes under paving stones run red with sacrificial blood.

From Mugling you can have an Austrian-engineered cable car soars up an almost impossibly steep hillside to the ancient Manakamana Temple.

#### **g) Muktinath**

Buddhist-Hindu temple of Vishnu and Chenreziq was built on the 1815 by the Nepali Queen Subarna Prabha. Is sacred place for both Hindus and Tibetan Buddhists religion, two religions can share the same holy spot with the mutual respect and support. It located at 3750 meters at the Annapurna Circuit in the Himalayas of Nepal. In Muktinath we can find all the elements are represent, not only earth, air and holy water, but also fire. Beside trees are also growing at the unusual attitudes, in Muktinath-Chumig Gyatsa may yogis from both religions do their meditation. Hindu believes the natural fire represents Brahma and the holy Muktinath area is the Representation of the Lord Vishnu in the form of ammonites (shilas) called "Salagrama-Shilas". In the historical story there are many stories Vishnu Turning into stone and which is closely connected to the holy Kali Gandaki River. After walking a few hours from Muktinath-Chuming Gyatsa we can reach to this river known as Salagrami.

#### **h) Janakpur**

Janakpur is center of Maithili culture and the birth place of Sita, daughter of king Janaka and wife of Lord Rama. It is site of Lord Rama and Sita's wedding. Lord Rama won the Sita's by picking up Lord Siva's bow and breaking it.

It lies close to the border of Nepal and India and about 135km distance from the Kathmandu. Throughout the year many Hindu pilgrims come to pray Ram and Sita which is main attractions of the Janakpur. During Bibah Panchami there is fare in the city is thronged by worshippers and visitors. Bibah Panchami is the annual festival of Ram and Sita's marriage and their wedding ceremony is celebrated throughout the week.

## Chapter 5. Own input

### 5.1 Current Promotional media used by Nepal

#### a) Brochures

Different brochures are produced related to the famous destination places and others subjects matters such as Kathmandu, Pokhara, Lumbini, Travelers information, Shopping and Souvenirs, World Heritage Sites of Nepal, Janakpur, etc. This is an effective way to generate awareness program of the destiny before consumer make any decisions. Different brochures provide information about the famous places of Nepal.

#### b) Nepal Website

Travel-Nepal.com (TNC) (<http://www.travel-nepal.com/>) was established in 1996 where visitors can get information about the destination but also can able to know the different packages to suit their taste from different travel and trekking agencies. This travel Nepal is one of the interactive sites where the customer can get information about the information (general, flight, diplomatic, weather, world heritage, calling Nepal), travelling agencies, restaurants, places to see, cultural activities, maps, etc. Nepal Tourism Year 2011 Promo was launched by the Nepal Tourism board for promotion of tourist destination:

“<http://www.youtube.com/watch?v=mHKm3rwfMgg&feature=related>”. We can find promotional blog in “<http://mojotravel.wordpress.com/category/tourism/nepal/>”, “<http://www.nepal.com/>”, “<http://www.visitnepal.com/>”, “[www.welcomenepal.com](http://www.welcomenepal.com)” “<http://www.lonelyplanet.com/nepal>”, “<http://www.everest-skydive.com/>”

Tourism governmental information “<http://tourism.gov.np/>”

#### c) Improved trekking Maps

Due to geographical structure where internet is not easily available at any time at any place trekking maps plays an important role. To reach the famous distance such as Mount Everest , Annapurna base camp, Pokhara, Kathmandu, Lumbini and others places with our any difficulties play the role as guider.

#### d) Postures

Nepal also produces different postures for the promotion of tourist destination. Postures of famous places: Kathmandu Durbar Square, Patan Durbar Square, Lumbini, Pokhara, etc. are distributed in the Nepal Tourism Board and in different exhibition held in different international countries for the attraction of tourist.

#### e) Postcards

Postcards are one of the good ways of advertising after e-marketing. Different tourist destination postcards are published for destination marketing. Consumer can also buy online postcard from this site

["http://www.pilgrimsonlineshop.com/xshowallgenbooknew.php?categorycode=006&categoryname=Post+Cards"](http://www.pilgrimsonlineshop.com/xshowallgenbooknew.php?categorycode=006&categoryname=Post+Cards) and also will help them to create desire to visit that place.

#### f) Books

Travel writers and guidebook authors play an important role of public relations management. There are various book related to Nepal destiny such as: "The rough guide to Nepal" by David Reed and James McConnachie, "Nepal Handbook" by Tom Woodhatch, "Lumbini: A Heaven of Sacred Refuge" by Basanta Bidari, "Lonely Planet Nepal" by Joe Bindloes, Trent Holder and Bradley Mayhew, "Annapurna" by Maurice Herzog, "Dark Summit" by Nick Heil, "Planet Trekking in the Nepal Himalaya" by Bradley Mayhew and Joe Bindloss, "Into Thin Air" by Jon Krakauer, "Tourism and economic development in Nepal" by Manoj Kumar Agarwal and Rudra Prasad Upadhyay, "Global Tourism" by Chakraborty, "Tourism in Nepal" by Yajna Raj Satyal, "Nepal, a travel survival kit", by Tony Wheeler & Richard Everest, "Everest: A Trekkers' Guide" by Kev Reynolds, etc.

#### g) Films

Nepal Government has brought two films for the tourism promotional purposes: Nepal-The Land of Legends and Nepal-The Snow heights and Sun Valley for attracting more number of tourists. In these films contains the places of tourist attractions, hilly tracks and old monuments, temple and rivers covering all trekking sports and snow-covered tops of mountains and Pokhara Valley gardens.

In the year 2002, Nepal has presented a documentary as one of the 50 must see destinations before death by British Broadcasting Corporation (BBC TV) (Kathmandu Post)

#### Promotion activities by Uniting Nepal

Uniting Nepal is united for the promoting Nepal worldwide which is number one Nepalese community in face book. Uniting Nepal and Nepalese community in Sydney successfully organized promotion program in Sydney. They distributed thousands of Flyers to the Australian People as well. We can find photos of the promotional activities in Facebook:

["http://www.facebook.com/album.php?aid=301928&id=122146418522"](http://www.facebook.com/album.php?aid=301928&id=122146418522)

#### Visit Nepal Tourism Year 2011

Ministry of Tourism and civil Aviation organized program, "Visit Nepal Tourism Year 2011" to attract one million tourists in the year from all over the world. His Majesty

Government committed fund for construction of the new international airport at Bara and upgrade few domestic airports. Optimistic view of his Majesty's that these events will increase tourist arrival and ultimately will help to improve the economic situation of the country. Nepalese people have badge of adventure destinations and the adage "Atithi Devo Bhava" (Guests are Gods) which reflects "Athithi Satkar, Nepaliko Sanskar" (Hospitality in Nepalese culture) which is deeply rooted in Nepalese culture motivated people to honor the tourist. The culture, ethnic, bio-diversities, geographical situation of the country encourages international visitors to Nepal time and again so they substantiates the spirit of Nepal tourism brand; Naturally Nepal, once is not enough!

### Promotional Strategies

- 1) Lobbying with government for sufficient budget for the improvement and expansion of tourism related activities infrastructures in current market as well as new tourism areas;
- 2) Lobby governments for effective development in domestic tourism such as amendment in the Transportation Act.
- 3) Improve in the sector of tourism related human resources.
- 4) Organizing important sport/events related with tourism associations and stakeholders ,during the Nepal Tourism Year 2011( At least one event in a month)
- 5) Through government Leave Travel Concession(LTC) promote the domestic tourism
- 6) Encouraging and attracting private sectors for the investment in tourism sector
- 7) Improving air connectivity with the regional, emerging and potential markets.
- 8) New tourism potential market segment exploration
- 9) "Naturally Nepal once is not enough" Highlighting this tourism brand
- 10) Pointing marketing and promotion activities on emerging markets and regional.

### Objectives of the campaign

1. To maintain sustainability of the domestic tourism industry
2. Improve the capability of service renders
3. Build community capacity in the new areas so that they could care the need of the tourist
4. Taking consideration and take necessary improvement and extend tourism infrastructures in existing and new tourism sites.
5. Making brand image as a choice of premier holiday destination.

### Quantified targets

1. Motivate additional investment on tourism infrastructures
2. Develop techniques to record domestic tourism activities
3. Dispersal of around 40% of international tourist into the existing and new tourist areas
4. One million annual international arrivals

### International Tourism Year 2011 fairs

a) Germany

With the help of Ambassador for Germany Mr. Suresh Pradhan evening program was organized namely, 'Naturally Nepal, Once is not Enough' in Berlin on July 2009. He also urged the Germany entrepreneurs for the investment in the tourism infrastructure of Nepal and also support and cooperate for the celebration of 2011 as Nepal Tourism Year where over 350 people participate including tourism entrepreneurs, tour operators, journalists and members of Non Resident Nepalese Association in Germany were present.

b) TTF & OTM in New Delhi

In 70<sup>th</sup> edition of Travel and Tourism Fair & Outbound Travel Mart (TTF & OTM) held on 12<sup>th</sup>-14<sup>th</sup> February 2009 at Ashoka Hotel in New Delhi was participated by Nepal Tourism Board with National Flag carrier, Nepal Airlines Corporation (NAC) and three trade companies. There they presented the Nepalese tourism attractions, diverse culture and rich heritage and celebration of Nepal Tourism Year 2011.

c) ATM in Dubai

Nepal Tourism Board (NTB) with five private travel companies participate in the Arabian Travel Market (ATM) held in Dubai, United Arab Emirates (UAE), from May 5-9, 2009. NTB giving continuity to the ATM participation for the third time to keep cooperation with the UAE countries.

d) In Denmark: "Nepal Tourism Year 2011"

The Embassy of Nepal in Denmark organized a tourism promotion program on 18<sup>th</sup> May 2009. The main purpose of this program was to promote mountain climber, frequent visitors and writers among Danish People and to build relations between Danish and Nepali People.

e) In USA: "Nepal Tourism Year 2011"

American Nepal Society (ANS) and the Embassy of Nepal in Washington, D.C. jointly organized the promotion program in the May. They set up information desks and distributed various informative postures, postcards, brochures and CDs to the visitors.

f) In Thailand

With cooperation of different responsible body Embassy of Nepal in Thailand, Nepal airlines and Nepal Association of Travel and Tour Agents of Nepal Tourism Board on 24<sup>th</sup> February in Bangkok organized the tourism promotion campaign in Thailand. More than 50 prominent Thai travel trade and media persons were presented in this campaign. The main objectives of this event were to create awareness about “Nepal Tourism Year 2011” to Thai travel and media.

Sources: “[http://www.guidenepal.com/nepal\\_tourism\\_year\\_2011.php](http://www.guidenepal.com/nepal_tourism_year_2011.php)”

## 5.2 Benchmarking

### 5.2.1 Comparison of World’s tourism rank and international tourist arrival

Based on the World’s tourism ranking we can compare China, India and Nepal rank of tourism destination in the year 2007, 2008, 2009 and 2010 and international tourist receive in the year 2000, 2005, 2008, 2009 and 2010 which is shown in table 5, 6, 7, & 8.

The World’s Top Tourism Destination-World Tourism Ranking

Table 5: In the Year 2007

Country	Rank	International Tourism Arrival
China	4 <sup>th</sup>	54,720,000
India	36 <sup>th</sup>	5,082,000
Nepal	110 <sup>th</sup>	527,000

Source: “[http://www.nationmaster.com/graph/eco\\_tou\\_arr-economy-tourist-arrivals](http://www.nationmaster.com/graph/eco_tou_arr-economy-tourist-arrivals)”

Table 6: In the Year 2008

Country	Rank	International Tourism Arrival
China	4 <sup>th</sup>	53,049,000
India	38 <sup>th</sup>	5,367,000
Nepal	115 <sup>th</sup>	500,000

Source: “[http://www.nationmaster.com/graph/eco\\_tou\\_arr-economy-tourist-arrivals](http://www.nationmaster.com/graph/eco_tou_arr-economy-tourist-arrivals)”

Table 7: In the Year 2009

Country	Rank	International Tourist Arrival (Million)
China	4 <sup>th</sup>	50.9
India	42	5.1

Source: “World Tourism Organization (UNWTO)”  
(Data as collected by UNWTO April 2011)

Table 8: In the Year 2010

Country	Rank	International Tourist arrival(Million)
China	3 <sup>rd</sup>	55.7

India	42	5.6
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Source: "World Tourism Organization (UNWTO)"

(Data as collected by UNWTO April 2011)

(In World Tourism Organization data we can't find Nepal rank in international tourism arrival in the year 2009 and 2010)

Table 9: International tourism Receipts Million (ml.)

Country	Year 2000(ml.)	Year 2005(ml.)	Year 2008(ml.)	Year 2009(ml.)	Year 2010(ml.)
China	16,231	29,296	40,843	39,675	45,814
India	3,460	7,493	11,832	11,136	14,160
Nepal	158	132	336	371	388

Source: "World Tourism Organization (UNWTO)"

(Data as collected by UNWTO April 2011)

[The Indian Outbound Travel Market,](#)  
[The Chinese Outbound Travel Market and](#)  
[The Russian Outbound Travel Market](#)  
[With Special Insight into the Image of Europe as a Destination](#)

Base on the table 9 we can draw the chart 1 where we can see international tourist receipt by China, India and Nepal. The Indian, The Chinese and The Russian Outbound Travel Markets are some of the fastest growing, and continuously growing important markets in the world. In 2000 China only receive 16,231 million tourists. Similarly in year 2005, 2008, 2009 and 2010 tourism arrival was 29,296; 40,843; 39,675 and 45,814 million respectively.

India receives 3,460; 7,493; 11,832; 11,136 and 14,160 million of tourist in the year 2000, 2005, 2008, 2009 and 2010 respectively.

Nepal receives 158, 132, 336, 371 & 388 million of tourist in the year 2000, 2005, 2008, 2009 & 2010 respectively.

The United Nations World Tourism Organization (UNWTO) reported China saw 55.98million visitors (March 2011 update), ranking it the world's third leading travel destination. And predicted that China will grow to 188 million by 2015 and, "China will become the largest tourist destination in the world after 2015."

Source: "Tourism statistics"

The World Travel and Tourism Council (WTTTC) have identified in the coming decade India as one of the world's foremost tourist growth centers. After Turkey, India is expected to generate fastest rate of growth of the total amount of economic activity supposed to generate by travel and tourism, at 9.7 per cent over the next 10 years. Largest employment creation after China is expected to take place in India simultaneously. The growth in 'visitor exports' forecasted by the international tourists, is likely to be growing fast in India at 14.3 percent per annum over the next decade. Most of the tourists in India are from United Kingdom, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore.



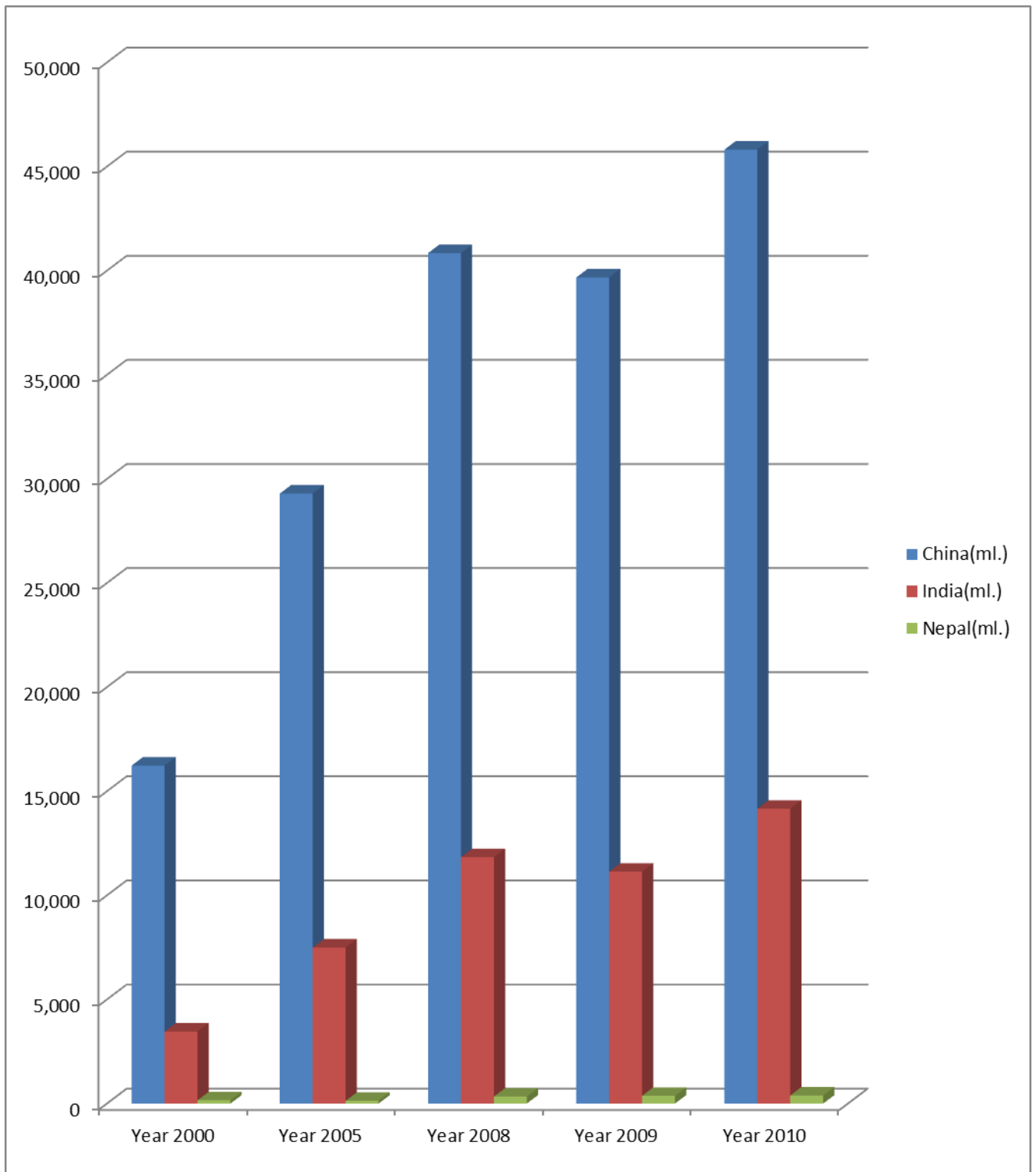


Chart Tool 1: International tourist receipt by China, India and Nepal in the year 2000, 2005, 2008, 2009 and 2010

Source: "World Tourism Organization (UNWTO)"  
 (Data as collected by UNWTO April 2011)

According to the WTTC India is in 31st position in the world rank. With 25 million jobs, India ranks second in terms of employed people in travel and tourism.

**5.2.2 Comparison on the basis of air transport, ground transport and prioritization of travel and tourism**

Transport Infrastructure play as backbones of the transport systems, both with national and international networks of airports, highways, railways and ports. Tourist will be attracting towards more beneficiary transport infrastructure.

On the other sides transport infrastructure play a vital role in economic growth by providing fast and reliable connections between ordinary citizens, population centers for business, tourism and government.

Table 10: Presented the ranking and score of 3 countries from 124 countries of Asian and Pacific countries worldwide.

Table 10: Ranking and scores on the basis of travel and tourism competitiveness index, business environment and infrastructure dimension, air and ground transport infrastructure.

	World Bank income grouping	Overall travel and tourism competitiveness		Business environment and infrastructure dimensions		Air infrastructure factor		Ground transport infrastructure factor	
		Rank	Score	Rank	Score	Rank	Score	Rank	Score
China	LMI	71	3.97	61	3.51	36	3.78	45	3.99
India	LI	65	4.14	55	3.64	33	3.86	40	4.17
Nepal	LI	106	3.49	117	2.47	112	2.02	116	2.11

Source: World Economic Forum, the Travel & Tourism Competitiveness Report 2007(Geneva: World Economic Forum, 2007)

(Note: Appendix 1)

Note: Air transport infrastructure factor is comprised of six variables;(1) Quality of air transport infrastructure,(2) available seat kilometers,(3) departure per 1,000 population,(4) airport density,(5)number of operating airlines and(6)international air transport network. Ground transport infrastructure factor is comprised of four variable;(1)road infrastructure,(2) railroad infrastructure,(3)port infrastructure and(4) domestic transport network.

World Bank Classification of Countries by Income Group as of 2005, annual GNI per capita. Low Income (LI) is US \$ 875 or less; lower middle income (LMI) is US\$ 876 to US \$ 3,465;upper middle income(UMI) is US \$ 3,466 to US \$ 10,725;and high income(HI) is US \$ 10,726 or more.

In table 10 China rank (36) for air transport and ground transport (45) when comparing to India and Nepal suggests that these two transport factors strongly support for national tourism industry. India is in higher rankings for both air (33) and ground (40) transport infrastructure factors and overall travel and tourism 65) competitive. Well Nepal rank (106) for overall travel and tourism competitiveness and rank (112 and 116) respectively for air and ground transport infrastructure factors.

Table 11: Ranking and scores on quality of ground transport infrastructure variables, only including selected countries from Asia and Pacific countries (124).

	Road infrastructure variable		Railroad infrastructure variable		Domestic transport network variable	
	Rank	Score	Rank	Score	Rank	Score
China	45	4.00	33	3.80	64	4.50
India	66	3.20	21	4.70	32	5.30
Nepal	100	2.20	119	1.20	99	3.70

Source: World Economic Forum, the Travel & Tourism Competitiveness Report 2007 (Geneva: World Economic Forum, 2007)

(Note: Appendix 2)

Note: Ranking covers a group of 124 countries, with 1 as the highest ranking. Score represents the variable based on a scale of 1 to 7 utilized in the WEF's executive survey. 1 represents the lowest possible score and 7 is the highest possible score.

The results of domestic transport in table 11 shows that China rank 45, 33 and 64 position in the variable of road, railroad and domestic transport respectively. Well India rank 66, 21 and 32 position respectably in the variable road, railway and domestic transport.

Similarly Nepal position low in the field of domestic transport it rank 100,119 and 90 position in the variable road, railway and domestic transport network.

Table 12: Comparing country scores on government priority given to travel and tourism with selected infrastructure variables (included only 3 countries).

	Government prioritization of travel and tourism	Quality of air transport infrastructure	Quality of railroad infrastructure	Quality of road infrastructure	Quality of domestic transport network
China	4.80	3.70	3.80	4.00	4.50
India	4.70	5.10	4.70	3.20	5.30
Nepal	4.80	3.30	1.20	2.20	3.70

Source: World Economic Forum, the Travel & Tourism Competitiveness Report 2007 (Geneva: World Economic Forum, 2007).

(Note: Appendix 3)

Note: Scores for each variable are based on a scale of 1 to 7 utilized in the WEF's executive opinion survey. 1 represents the lowest possible score and 7 is the highest possible score.

In table 12 we can see the government priority of travel and tourism is equally in the Nepal and China (i.e. 4.80) and India has 4.70. Developing in the sectors of transport infrastructure are important mechanisms for improving tourism development.

### 5.2.3 Comparison on the basis of promotion tourist destination

a) Internet: International markets seller has their own website or has search engine advertisements like Google Ad Words, social networking sites such as

“[www.facebook.com](http://www.facebook.com)” ;blogs, placement on destination or niche travel portals, etc. As compare to other countries; China has different websites such as “ <http://www.fijime.cn/index.html>” , “ <http://www.fiji-backpacking.com/index.php>” ; India has “ <http://www.incredibleindia.org/>” in which we can find different place website “ [http://www.incredibleindia.org/layout/state\\_tourism.html](http://www.incredibleindia.org/layout/state_tourism.html) ” , Bihar, Delhi, Goa, Tamil Nadu ,Assam, etc. and other effective website. Comparing with both countries we can't say Nepal haven't website. As we also do such as “<http://www.visitnepal.com/>” , Nepal Tourism Destination, Uniting Nepal, etc. but while us open the site. Nepal website is not so much effective than China and India. Simply when we compare the website visit Nepal and Incredibleindia.org in table 13.

Table 13: Comparing “[www.incredibleindia.org](http://www.incredibleindia.org/)” & “[www.visitnepal.com](http://www.visitnepal.com/)”

	Incredibleindia.org	Visit Nepal
Maps	We can find maps of North, South, West, and North East India	We can find maps of world Atlas but not the map of inner Nepal such as Eastern, Central, West, Mid-West and Far-West Nepal.
Embassies	They have information about India embassies and foreign embassies India.	No information about embassies of Nepal.
Languages	Different languages sites is provides such as English,Hindi,Francais,Japanese, Chinese,Korean,German,Italian, Dutch	Find only one language -English

In the site “[www.colorfulnepal.com](http://www.colorfulnepal.com/)” we can find all the information such as maps of different tourist destination, embassies in Nepal of different countries such as Canadian, Bangladesh, India, Australia, China, Denmark etc. The main things to point out that while selecting the tourist destination in Nepal consumer select the sight such as visit Nepal or travel-Nepal. And these sites are not effective to provide complete information so these sites must be making affective by re-construction and redesigning.

b) Television: Paid advertisement on television is expensive promotional activities. This marketing campaign helps to develop global public relations. It is most often done by the ministry of tourism of destination country. Sometimes free publicity can be also view by viewers as more neutral it is not paid by the tour operator. China operates China's Travel Channel TV for the promotion of destination and India also cooperates with Travel India. In above also we mention India organized international TV Campaign (2009-10 Extended to 2010-11) in various places and also have travel channel. Well Nepal far behind to promote the destination through the travel channel.

c) Personal selling: China publishes and distributed out/inbound travel agencies, airlines and travel related intuition the travel related magazines and flyers. India also publishes flyers in different languages and travelling agencies distributed it. Tour operators play an important role in promoting the destination. Nepal trekking agencies should sub-contact their services to foreign tour operators and should do promotion activities (limited only doing with Nepalese ambassador and NTB).The role

of international travelling agencies is inactive in distribution of flyers. Only the cooperation of NTB and embassy of Nepal for the organizing exhibition show is Nepal is not sufficient Nepal can also create monthly tourist magazines. As mentioned before in thesis Nepal did these activities in Sydney but Sydney is not the world. Uniting Nepal or any international travelling agency of Nepal should cooperate with Nepalese people in different countries and should organize the program such as Sydney.

d) Films: As discussed before Nepal has two films related to destination marketing. As we compare the destination related film with India we can find many films. Only two films related to the promotion of destination is not sufficient. Nepal can also launch more destination related films for promotion of destination.

Another ways of marketing channel Nepal can improve tourism by:

a) E-mail and direct mail can be done by the traveler agencies. They can collect the e-mail address of their past customers and keep in touch with them by providing information about the tour company's services through intermittent message or newsletters or colorful newsletters.

b) "Radio" is also another ways to reach mass audience information about the products.

c) Nepal should also consider about "Word of Mouth" Promotion. Tourist destination images more effective than word of mouth than others. Word of Mouth is extremely important promotion activities of customers. Positive expectation and meeting of the customer would be able to recommendation to their friends and family and vice versa. So Nepal should maintained by hospitality and cooperation will the tourist. This will also help to maintain good public relation.

Promotion program is more complex in the context of Nepal. Uncertain political situation, people perception about the safety, strikes and irritating security checks cause lots of inconvenience. For this local insurance can play an important role which will cover accident and emergency risk. Foreign embassies in Nepal know all the current situation of Nepal can put alarm and issuing warnings against travel to the country. It is important that the message should be circle in the international market place that the area of Nepal are clam, the tourist are safe and in the times of strike also tourist will not seriously affected (For examples in the time of strike also tourism board will arrange the transportation facilities for tourist).

Tribhuvan International Airport (TIA) should be managed: In Nepal TIA is only one international airport in Kathmandu, Nepal. TIA is not according to the standard of ICAO (International Civil Aviation Organization). Management, cleanness, sanitary, parking, etc. should be properly manage and concern for repair and maintenance. And lots of others problem should be solved to make the good reputation and image of Nepal.

d) Nepal can also consider the "billboard advertisement" in major areas, city buses, buildings, etc.

NTB lack the investment in the research and development program in the sector of marketing. NTB need to create and should apply the branded approach for destination marketing. NTB lack the international marketing so it need to look forward for the outward marketing and planning (should consider the international travel trade and the consumer). Great spirit of co-operation and joint marketing development plan should develop with the private sector which may help to create the Nepal brand. And critical barriers for the tourism growth are an under-resourced and uncertain national tourism marketing budget.

### ***5.3 Design new activities***

Nepal needs to promote awareness in the market areas in the minds of the consumers. After comparing and measuring policies, strategy and performance of China and India Promotion of Tourist Destination we found many weaknesses in Nepal Tourism development plan, strategy and management. The major important weakness that Nepal should consider and can improve the tourism. For this Nepal need to design new activities which is related to tourist destination management which is discussed below:

#### **a) Destination Planning**

- Long Term tourism strategy: Nepal is celebrating “Nepal Tourism Year 2011” and its main target is to bring 1 million tourists by the year’s end. While looking about Nepal plan we are not able to find any long term strategy. Nepal should focus on making long term plan and that plan should be properly implement so that we can increasing the number of tourism in the year 2015 by 50 percent.
- Focus on attracting investment on infrastructure projects: Infrastructures in Nepal are not well developing. The main construction program is only functioning only by His Majesty’s Government. For development of national as whole only one concern party is not sufficient so government of Nepal should focus on attracting investor and providing facilities such as quota, etc.

#### **b) Destination Marketing**

- Travel Channel

Attractive International travel Channel for the promotion of tourist destination can help Nepal for affective marking of the destination.

- Travel and Leisure magazine

Nepal should consider in publishing weekly or monthly travel and leisure magazine for the promotion. Magazines should so informative so that the customers willing to visit Nepal can easily find necessary information about all hotel, lodges, climate, required phone number, etc.

- Global marketing and International exhibition

While concerning this activities Nepal is doing this activities in different countries such as New Delhi, Dubai, Denmark, USA and Thailand but Nepal can also design new promotional activities to many places such as Norway, Switzerland, Czech

Republic, Pakistan, Sri Lanka, Malaysia, Singapore, Thailand, Austria, Poland and Sweden.

- Adventure Tourism

Nepal can promote Tourism as a Himalayan sector and create adventure tourism in Mount Everest and Annapurna based advertisement campaign.

- Unique Religious and pilgrimage tourism destination

Promoting related new activities is need about unique religious festival such as Gaijatra in Bhaktapur, Patan and Kathmandu Darbar square, Shree Krishna Janmastami in Patan Durbar Square, Buddha Jayanti in Lumbini, Teej in Pashupati Temple and Dashai and Tihar Events in United Kingdom, United States and European country. Pilgrimage destinations could be increase more from India: Muktinath, Bajraogini, Guhyeshwari Temple, Pashupatinath Temple, Changu Narayan, Janaki Mandir, Budhanilkantha Temple, Holy Tilcho Lake, Buddhist pilgrimage and Lumbini Buddhist Tour, etc.

- Sports Tourism

Attractive leisure and pastimes activities will attract the tourist. Due to different geographical features including snow-capped peaks, mid hills and fertile plains of tropical jungles tourist can enjoy luxury sports and physical activities in Nepal.

Many tourists arrive from all around the world to Nepal just for unique sport to play and to watch. A) Everest Marathon trong that organized in highest altitude every year. B) Elephant Polo which is also play only in Nepal. C) Paragliding and Sky Diving Nepal has others attractive sports such as Mountain Biking, Golf, White Water Rafting. There are numerous pitches and natural rock wall around the hilly area so that the tourist can enjoy Cannoning and Rock Climbing.

- Cultural Heritage

Nepal is rich in culture heritage. There are altogether ten World Heritage Sites in Nepal among which 7 are in Kathmandu (UNESCO: United Nations Educational Scientific Cultural Organizations).It includes both natural as well as cultural sites. Cultural heritage are the groups of monuments and buildings which display the full range of historical and artistic achievements. The seven sites in Kathmandu are Kathmandu Durbar Square, Patan Durbar Square, Bhaktapur Durbar Square, Changu Narayan Temple, Swayambhunath, Pashupathinath Temple and Bouddhanath Stupa. Outside the Kathmandu valley are Lumbini. (Other two World Heritage sites includes the National park: Chitwan and Sagarmatha)

- Diversify Flora and Fauna of Nepal:

Forest of Nepal: In Terai we can find forest consist of Shore Robusta called Sal. In forest big and high trees in the sandy area consist of Simal malabarica. Spring red flower and also cotton are bloom. In 4000ft. Churia Hill .Pine tree having leaves like long hair and at the same time leaves being acidic no other shrubs are found to grow

underneath. In terrain above 1200ft. Rhododendron with different color it starts flowering in February and March. Katus (Catonpsis Indica) also find from midlands to Himalayas. From 10000 ft. pine changes species to Gobare Sallo. Varieties of wild growing Mushroom and orchids are found in mountains and also lots of eatable vegetables such as Thane, Niuro, bamboo shoots, etc. are founded

Medical and Spicy Plants and others: Several hundred types of natural herbal plants are growing and Nepal Exports approximately millions of dollars of raw herbs.

Santwar, Silajit, Musk deer naval and Rhino horn are exported.

In nature's garden and we can find varieties of flowers in Mountain, Midland, Mahabharat and Terai. Wide varieties of roses, Godavari botanical garden, some Himalayas flowers, Rhododendron, wild orchids of thousands of varieties adore, khaptap etc. are found in Nepal.

Fauna of Nepal: Different birds and animals make the Nepal rich in fauna .Elephant in Bardiya and Kailai Kanchanpur, One Horn Rhinoceros in Chitwan ,stag in Suklaphat area with Blue Ball, Spotted Deer, Barking Deer, Jackel, Fox, Buffalo, Wild Boar, Leopard, Tiger, Rabbit, Wild Hens, Partridge are found in Nepal. Different birds and animals such as Peacocks, Parrots, Doves, Dhanesh Ducks, Egrets, Crocodile, Dolphin, Wild boar, Black Beer, Musk Deer, Thar, Wild Goat are found.

### **c)Destination Management**

#### Infrastructure Development

Nepal need to develop new plan related to infrastructure development such as transportation, water, electricity, communication, etc. Are needed to reconstructed and developed mainly in the famous tourist destination places. For transportation there are only two modes of transport aircraft and roadway for long way destination. Though Nepal has only two modes they are also not properly developed. Well still there is lack of some technical or manual problem to reach the certain destination. Road-way development program and international as well as domestic air flight should be properly manage and developed.

#### Training and Educational program

Tourism can be formally organized and manage by human made setting. Train human power involving in the tourism related services could generate the positive result in promotion of tourism and tourist destination. Create sufficient man power from the University by educating in “Hotel Management Training”, training and development program for tourism related bodies such as owners and managers hotel and lodges, special interested groups, and government officials about handling the foreigner in country.

#### Quality of product

Tourism related areas such as Tourism Board, Tourism Association, Nepal Tourism Hotels Association, Tourist market and informal body such as Tourist Guide should care about the right and interest and quality of tourism consumer and operators. It may also include the tourism product that can offer to the tourist attention, acquisition



or consumption. Include any physical objects, places, personalities, services and ideas. Tourism product generally included what a person does and experiences; the services s/he uses and the products s/he purchases during the travelling.

Nepal offer variety of souvenir item as being country rich in culture and traditional arts. Tourist can enjoy unique handmade items- painting, handmade paper items, wooden crafts, metal crafts, stone crafts, jewelries made from precious stones and cottage garment. Nepal must do promotional activities to promote this product. The concerned body should take care of about the advertisement and quality of standard of products.

#### Tourism Infrastructure

Provide infrastructure such as electricity, transport, accommodation, and relax center, etc.

#### Safety

Government of Nepal should develop and implement special law and regulation regarding the tourism safety.

#### Environment cleanness

Due to so much crowd and populated Nepal should concern about environmental cleanness program.

## Chapter 6. Conclusions and Recommendation

### Conclusions

Consumer has mixture of emotion about the destination and has different rational evaluation of merits and demerits of the location for a holiday. Some people have negative images but still have positive attitude to visit that place. Positive attitude is created by natural beauty and Himalayas, effective tourist destination promotional activities and negative image is created by media report on political unrest. There are many influencing factors which might affect in taking decision about the destination such as weather, risk of the natural disasters (landslides, avalanches, floods, etc.), terrorism, strikes, and problem getting to the place, environment, and civil disturbances.

Media play an important role in promoting tourism. Destination promotion made know to tourist before they set off any plan for the holidays. Destination is popularized among tourist through different media. Nepal needs to promote the destination. For marketing tourism products Nepal need to focus on cheap publicity media such as internet. Internet is most effective and one of effective means of sharing information. While Nepal need to make more effective promotional tourist destination advertisement. Nepal government and the concerned Travelling Agencies should more consider about making more affective e-marketing. E-marketing is easily to copy from others so concern department can imitate website. Due to the unique natural resources and the religious places for Hindu and Buddhist, there are more possibility of tourism growing. This things is need is only effective promotion of tourist destination. Government of Nepal also needs to focus on political and social activities which should support the tourism activities such as safety and security, environment cleaning, infrastructure development. In the above we discussed transport policies and infrastructure development plays an important role in the quality and capacity of effective tourism industries.

### Recommendation

Many actions can be taken to contribute for the tourism promotion of Nepal. Some recommendations can be draw based upon the results of the study which are as follows:

- I. Tourist segment specially related to Buddhist religious should be promoted in Europe and other parts of the world.
- II. Develop tourist packages based on marketing
- III. Need marketing on unique spots on foreign TC channels (such as spot on BBC)
- IV. Human resources development (training and development) with appropriate program.
- V. High quality tourist brochures with sufficient information about the ecological environment of Nepal.
- VI. Development of tourism infrastructure should encourage to both private and public sectors
- VII. Promote unique fair and festival
- VIII. Making more effective websites of destination with different languages, appropriate sight-seeing destination, important information, etc.

IX. Preservation of natural and cultural resources

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## **Chapter 8. Appendices/supplements**

### Appendix 1

Ranking and scores on the travel and tourism competitiveness index, business environment and infrastructure, air and ground transport infrastructure, selected Asian and Pacific countries.

	World Bank income grouping	Overall travel and tourism competitiveness		Business environment and infrastructure dimensions		Air infrastructure factor		Ground transport infrastructure factor	
		Rank	Score	Rank	Score	Rank	Score	Rank	Score
Australia	HI	13	5.21	10	5.04	5	5.41	20	5.18
Azerbaijan	LHI	75	3.92	70	3.29	77	2.75	49	3.87
Bangladesh	LI	120	3.21	108	2.61	114	1.99	87	2.82
Cambodia	LI	96	3.64	103	2.71	89	2.54	82	2.93
China	LHI	71	3.97	61	3.51	36	3.78	45	3.99
Georgia	LMI	66	4.13	98	2.77	106	2.16	76	3.07
Hong Kong, China	HI	6	5.33	14	4.81	12	4.83	2	6.46
India	LI	65	4.14	55	3.64	33	3.86	40	4.17
Indonesia	LHI	60	4.20	68	3.30	64	2.98	89	2.80
Japan	HI	25	4.99	17	4.72	16	4.68	6	6.32

Kazakhstan	LHI	82	3.81	81	3.03	75	2.76	72	3.19
Republic of Korea	HI	42	4.58	24	4.46	24	4.10	19	5.30
kyrgyzstan	LI	102	3.54	104	2.69	107	2.15	104	2.41
Malaysia	UMI	31	4.80	27	4.44	31	3.91	15	5.58
Mongolia	LI	91	3.72	109	2.57	96	2.31	109	2.35
Nepal	LI	106	3.49	117	2.47	112	2.02	116	2.11
New Zealand	HI	14	5.20	20	4.57	15	4.69	25	4.83
Pakistan	LI	103	3.52	75	3.19	84	2.64	52	3.84
Philippines	LMI	86	3.79	79	3.10	72	2.80	91	2.70
Russian Federation	UMI	68	4.03	49	3.75	21	4.23	65	3.52
Singapore	HI	8	5.31	11	5.01	10	4.88	3	6.45
Sir Lanka	LMI	79	3.89	91	2.86	91	2.48	74	3.11
Tajikistan	LI	110	3.46	112	2.52	109	2.09	94	2.58
Thailand	LMI	43	4.58	35	4.14	25	4.07	28	4.67
Turkey	UMI	52	4.32	63	3.49	51	3.34	59	3.66
Viet Nam	LI	87	3.78	95	2.81	90	2.54	85	2.88

Source: World Economic Forum, the Travel & Tourism Competitiveness Report 2007(Geneva: World Economic Forum, 2007)

Note: Air transport infrastructure factor is comprised of six variables ;( 1) Quality of air transport infrastructure, (2) available seat kilometers, (3) departure per 1,000 population, (4) airport density,(5) number of operating airlines and (6) international air transport network. Ground transport infrastructure factor is comprised of four variable ;( 1) road infrastructure, (2) railroad infrastructure, (3) port infrastructure and (4) domestic transport network.

## Appendix 2

Ranking and scores on quality of ground transport infrastructure variables, Selected Asia and Pacific countries:

	Road infrastructure variable		Railroad infrastructure variable		Domestic transport network variable	
	Rank	Score	Rank	Score	Rank	Score
Australia	24	5.20	22	4.60	21	5.80
Azerbaijan	63	3.30	34	3.80	45	4.80
Bangladesh	72	3.10	68	2.30	107	3.50
Cambodia	77	2.90	97	1.50	84	4.00
China	45	4.00	33	3.80	64	4.50
Georgia	80	2.80	52	3.00	112	3.20
Hong Kong, China	6	6.30	5	6.30	3	6.70
India	66	3.20	21	4.70	32	5.30
Indonesia	110	2.10	64	2.40	74	4.20
Japan	8	6.10	2	6.60	6	6.60
Kazakhstan	98	2.30	46	3.30	59	4.50
Republic of	25	5.20	13	5.20	27	5.60

Korea						
kyrgyzstan	115	1.90	74	2.00	72	4.30
Malaysia	15	5.70	17	5.00	23	5.80
Mongolia	118	1.80	63	2.50	106	3.50
Nepal	100	2.20	119	1.20	99	3.70
New Zealand	41	4.40	37	3.70	24	5.70
Pakistan	61	3.50	39	3.60	65	4.40
Philippines	86	2.60	86	1.70	92	3.80
Russian Federation	103	2.20	30	3.90	54	4.60
Singapore	1	6.70	9	5.70	5	6.60
Sir Lanka	81	2.70	61	2.50	105	3.50
Tajikistan	109	2.10	55	2.80	94	3.80
Thailand	28	5.00	40	3.60	31	5.40
Turkey	53	3.70	67	2.30	28	5.50
Viet Nam	91	2.50	70	2.20	77	4.20
Average score for Asian and Pacific countries		3.60		3.47		4.75
Average score for all 124 countries surveys		3.70		2.90		4.60

Source: World Economic Forum, the Travel & Tourism Competitiveness Report 2007(Geneva: World Economic Forum, 2007)

Note: Ranking covers a group of 124 countries, with 1 as the highest ranking. Score represents the variable based on a scale of 1 to 7 utilized in the WEF's executive survey. 1 represents the lowest possible score and 7 is the highest possible score.

### Appendix 3

Comparing country scores on government priority given to travel and tourism with selected infrastructure variables

	Government prioritization of travel and tourism	Quality of air transport infrastructure	Quality of railroad infrastructure	Quality of road infrastructure	Quality of domestic transport network
Australia	5.30	6.00	4.60	5.20	5.80
Azerbaijan	3.90	5.10	3.80	3.30	4.80
Bangladesh	3.20	2.50	2.30	3.10	3.50
Cambodia	5.90	3.90	1.50	2.90	4.00
China	4.80	3.70	3.80	4.00	4.50
Georgia	4.80	3.40	3.00	2.80	3.20
Hong Kong, China	6.00	6.70	6.30	6.30	6.70
India	4.70	5.10	4.70	3.20	5.30



Indonesia	5.10	4.10	2.40	2.10	4.20
Japan	3.60	6.40	6.60	6.10	6.60
Kazakhstan	3.90	4.10	3.30	2.30	4.50
Republic of Korea	3.90	5.50	5.20	5.20	5.60
kyrgyzstan	4.60	3.10	2.00	1.90	4.30
Malaysia	5.90	6.00	5.00	5.70	5.80
Mongolia	4.50	2.80	2.50	1.80	3.50
Nepal	4.80	3.30	1.20	2.20	3.70
New Zealand	5.80	5.70	3.70	4.40	5.70
Pakistan	3.50	4.60	3.60	3.50	4.40
Philippines	4.50	4.00	1.70	2.60	3.80
Russian Federation		4.30	3.90	2.20	4.60
Singapore	6.00	6.90	5.70	6.70	6.60
Sir Lanka	5.30	4.10	2.50	2.70	3.50
Tajikistan	4.50	2.90	2.80	2.10	3.80
Thailand			3.60	5.00	5.40
Turkey	4.40	4.70	2.30	3.70	5.50
Viet Nam	4.70	3.80	2.20	2.50	4.20
Average for selected countries of Asian and Pacific countries	5.08	4.55	3.47	3.60	4.75
Average for 124 countries	4.50	4.50	2.90	3.70	4.60

Source: World Economic Forum, the Travel & Tourism Competitiveness Report 2007 (Geneva: World Economic Forum, 2007).

Note: Scores for each variable are based on a scale of 1 to 7 utilized in the WEF's executive opinion survey. 1 represents the lowest possible score and 7 is the highest possible score.