

Effective promotional strategies, case study on-nepal

Business



Introduction Nature has given plentiful tourism resources to Nepal. The natural scenery, high mountains, incomparable cultural heritage, art, culture and numerous specialties have made Nepal a well-known destination in world tourism map with a distinct image of its own. Almost all world climate and ecosystem is available in Nepal, moreover cultural, geographical, ethnic and bio-diversities of the country allure International visitors to Nepal.

Popular cities The capital city, Katmandu is enriched with temples more than homes and festivals exceeding the number of days in a year.

The whole valley with its seven heritage sites as been enlisted in cultural World Heritage Site list. Pokka Is Its center of adventure.

An enchanting city nestled In a tranquil valley; It Is the starting point for many of Napalm’s most popular trekking and rafting destinations. Aluminum is a small town in the southern Terra plains of Nepal, where the ruins of the old city can still be seen. Lumber has been a holy ground for Buddhists all over the world. National parks and Reserves Nepal has nine National Parks and four Wildlife Reserves.

About 15, 000 square kilometers amounting to almost 18 percent of the total area is protected.

Some of the National parks and Reserves are following: She Foxhounds National Park – Saratoga National Park – Make Braun National Park – Chitchat National Park – Landing National Park – Salvador National Park – Shaped National Park Aura national Park 1. 2 Rationale of the study The report is assigned by our Course teacher Saudi Aimed as a part of our “ Promotional Management THEM-423 ” course.

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The topic of the report is” EFFECTIVE By conducting tons study we can enhance our knowledge and skill to apply various research methods in professional life or higher educational life. The report has given us a chance to raise our quality in developing research instrument and its applications specially in tourism sector. By doing so we can boost our acceptability in Job market and develop our real life knowledge to promote our country in tourism.

1. 3 Objectives of the report 1 . Primary Objective: To learn about tourism in Nepal and to compare it with Bangladesh to enlarge tourists numbers. .
Secondary objectives: The.

Secondary objectives of this study are the following: 1. Definition of the current state of the Naples tourist sector in general. 2. Specifying of propulsive tourist subsection and market niches. .

Determining of the level and existence of specific knowledge. 4. Finding the fields insufficiently covered with necessary knowledge. 5. Establishing a solid base and guidelines for the transmission of needed knowledge on spot.

2. 4 Methodology The methodology of the research is based on the three main activities: 1 .

Desk research – collecting data on Naples tourist sector available from internet sources and library sources as it is stated in the bibliography at the end of this document. 2. Research on terrain – Nepal executed by the expert from the Agency for International marketing.

The twelve days work on terrain which was formerly prepared and later co-ordinate by the SEC in Katmandu. 3. Research on Bangladesh tourism: from observation and internet sources. 4.. Finishing the research by selecting and processing the information received from the above sources in Nepal.

1. Scope the study There were huge scopes to work in the arena of the report. Considering the dead line, the scope and exposure of the paper has been wide-ranging. The study, “ EFFECTIVE PROMOTIONAL STRATEGIES, CASE STUDY ON-NEPAL” has covered overall tourist flows and conditions of Bangladesh tourism along with Nepal. The impact of Deterrent external Ana Internal Doctors on ten now AT tourist Ana ten preloaded solutions has been showed in this report. By preparing this report it becomes more understandable about the real condition of the tourism promotion of Nepal and Bangladesh.

1. Limitations of the study While conducting the report on “ EFFECTIVE PROMOTIONAL STRATEGIES, CASE STUDY ON-NEPAL” some limitations were yet present there: * Lack of recent statistical and graphical data. * Because of time shortage many related areas could not be focused in depth.

CHAPTER-02 Definition of Developing Country A developing country, also known as a less-developed country (OLD), is a nation with a low living standard, undeveloped industrial base, and low Human Development Index (HID) relative to other countries there is no established convention for the designation of “ developed” and “ developing” countries or areas.

The designations “ developed” and “ developing” are intended for statistical convenience and do not necessarily express a Judgment about the stage

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reached by a particular country or area in the development process. The development of a country is measured with statistical indexes such as income per capita (per person) (gross domestic product), life expectancy, the rate of literacy, et cetera. Developing countries are in general countries which have not achieved a significant degree of industrialization relative to their populations, and which have, in most cases a medium to low standard of living.

There is a strong correlation between low income and high population growth. Nepal-A Developing Country: Nepal is a developing country. Nepal's real GDP growth is expected to be 3.7% and 4% in 2011 and 2012, respectively. Exports growth will initially decline to 5.

6% and then rise to 7.3% in 2012. Meanwhile, imports growth will decline to 6. % and then increase to 6.9% in 2012.

Both exports and imports (as a share of GDP) are expected to decline in 2012. Exports are expected to be 11% of GDP and 9.9% of GDP in 2011 and 2012, respectively.

The figures for imports for the same period are 26.1% and 23.7%.

That said how Nepal's existing economic performance and forecasts compares with the South Asian region, neighboring countries, and developing countries. Geography of Nepal: Federal Democratic Republic of Nepal, located between 80 degree 12' East longitude and 26 degree 22' And 30 degree 27' North latitude. The length of Himalayan Oklahoman Nepal is

85 Kilometers east-west Ana Its Dreamt varies Trot north-south. Climatically, it lies in the temperate zone with the added advantage of altitude.

Total area of Nepal is 147, 181 sq km.

According to census 2068 population of the nations approximately 31 million; Nepal is the world's 93rd largest country by land mass and the 41st most populous country. It is land locked country, situated between China to the North and India to the South East and West, which are the two giant countries of Asia. The area of Nepal is 1, 47, 181 sq. Km. In total which covers 0. 3 percent of Asia and 0.

03 percent area of the Earth. Geographically, Nepal divided in three regions:

1.

Himalayan Region: The Himalayan region covers 15 percent of total land of Nepal which lies in the northern side of country lying horizontally in the altitude of mm and above. In this region white snow falls every season. So we found here, several mountains with Mat Everest (mm), give pleasure for all mankind. 2.

Hilly (Mountain) Region: Hilly region covers 68 percent of total land area. It is formed by the Inhabited range that soars to touch mountain regions in the altitude of 600 m to 4700 m height. In winter, snow may fall in high hills.

This region is formed by beautiful valleys like Katmandu and Pokka which is now famous for its fascinating lakes in Pokka Few, Begins and ARPA. Italics Lake in the Managing District which is known as the highest lake in the world

is situated at mm on the bottom of Italics peak. Swimming and boating in these lakes be can enjoyed by everyone.

The three major rivers Kooks, Gandhi and Carnal come out from Himalaya and flow through this region. 2. Atari (plain) Region: Terra region covers 17 percent of total land area.

This is a plain land area of Nepal in the altitude of mm above sea level to 600 m in height. This region is home to religious places, national parks and wild life reserves.

The famous religious places are January, Aluminum and Breathtaking. Aluminum is the birthplace of Lord Buddha who is the activator of world peace. There are four national parks and wild life reserves in this region The Reason behind Going Large Number OF Tourists to Nepal In 2008 37% of tourist comes to Nepal alone. Those who are traveling in group are with family members and friends. 5% are coming only to Nepal. Similar to world trends, tourists from the West travel to many countries in the region.

The most popular are India and Thailand. Chart-I The most important tourist activities in Nepal Source: Nepal Troubadours(2008) Chart 2: Tourist visits to Nepal comparing to the visits in other countries in the region Purpose of travel and length of stay I en International centers on ten mall categories Like leisure, recreation Ana anomaly which includes interests in nature and culture, heritage etc, business and others.

Leisure tourism was the main purpose for 56% of the travelers. Business is the main purpose of visit for about 10% travelers. Other purposes for traveling in Nepal belong to 34%.

Activities: Rural tourism Nepal where major chunk of area is occupied by villages has tremendous potential in rural tourism. Its main aim is to link Village Development and Sustainable Tourism through the generation of income, employment and local markets for agricultural products and handicrafts.

Mountain Climbing With eight of the highest peaks in the world, Nepal has been the focus of some of the most outstanding achievements in the world of mountaineering Trekking Nepal offers excellent trekking options to visitors from the easy walking excursions to the strenuous climb of the snowy peaks.. Mountain Flight Only awe-stricken silence can come close to matching the experience of going on a mountain flight to encounter the tallest mountains on earth. Mountain flights offer the closest possible aerial views of Mat.

Everest, Exchanging and the Tibetan Plateau.

Mountain flights appeal to all category of travelers and have become a popular tourist attraction of Nepal (Nepal Tourism Board, 2008). Rock Climbing For all those cliffhangers out there, Katmandu offers a roster of stone walls that make for an experience off lifetime. Rafting Rafting is one of the best ways to explore the typical cross section of natural as well s Ethn-cultural heritage of the country. Hot Air Ballooning Hot air ballooning is very

popular with tourists for it affords the most spectacular bird's-eye view of the Katmandu valley and the Himalayan ranges towering in the background.

Bungee Jumping The ultimate thrill of a bungee Jump can now be experienced in Nepal at one of the best sites that this sport can boast of anywhere in the world. Nepal's first bungee jumping site is situated mm.

Paragliding Paragliding is a relatively new adventure sport in Nepal. Gliding is a weather dependent sport and the flying season in Nepal commences

from November through February, the best months being November and

December.. **Ultrahigh Aircraft** Ultrahigh aircraft take off from Pokka and offer spectacular views of the lakes, mountains and villages.

Mountain Biking Nepal offers a challenging and pleasant scenic ride from the tropical plains of Terra, ml-nulls, mountainous eternal alpine region.. **Jungle**

Safari n Ana Its lush valleys to ten arctic c alma e National Parks located specially in the Terra region in Nepal attract visitors from all over the world. .

Bird Watching Nepal is a paradise for bird lovers with over 646 species (almost 8% of the world total) of birds, and among them almost 500 hundred species are found in Katmandu Valley alone.

The most popular bird watching spots in Katmandu are Philosophic, Goodyear, Anagrams, Bagman river, Audit and so on (Nepal Tourism Board, 2008). 7 **ass Incentives Provided by Nepal** The Tourism Policy of Nepal tries to address various issues, such as, access of local community and people to the benefits of tourism services, promotion and expansion of rural tourism activities, as well as exploration of identification of tourist spots,

development of tourism infrastructure, enhancement in the services to be

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provided o the tourists, easy access, safe destinations and prolongation of stay period.

Aimed at earning of foreign currency and increase in employment opportunity, the tourism policy is integrated with the policy of poverty alleviation and economic and social development, by improving the living standards of people. As the government alone cannot afford and achieve quantitative and qualitative growth of tourism service sector, the Naples government is determined to develop the tourism industry by public, community and private sector partnership.

The present tourism policy of Nepal is committed to introduce Nepal as an attractive, dutiful and safe destination in the international tourism map with increased employment opportunity for livelihood, productivity and living standard of general public and economic growth along with contribution in the revenue due to the increase in various activities and enterprises of tourism sector such as airlines, hotel, travel and tour.

The tourism policy of Nepal wishes to develop ownership of local community especially in the area of rural tourism and competitiveness in quality services.

The Government of Nepal wishes to encourage the tourism sector to reserve and promote cultural, natural, archaeological and biological heritages of the country. NEPAL TOURISM YEAR-2011 : PLANS AND PROGRAMMED As Nepal began one the most important political changes in its modern history, by declaring Nepal as federal democratic republic, it is passing through a

difficult phase of transition and transformation. Coming on the heels of monumental changes in the country, the Government of Nepal is making various endeavors for the sustainable development AT Nepal The Government of Nepal has officially declared the year 2011, as Nepal Tourism Year, which has been a priority plan of the government, aiming at uplifting the quality of products and services offered to visitors. The declaration of Nepal Tourism Year is a planned ambition of the Naples Government to bring in one million visitors to Nepal. The campaign of Nepal Tourism Year will have nation-wide awareness and far-reaching impact.

Major Tourism Strategy of Naples Government under Different Five-Year Plans (1). Tourism Nepal has made a policy of five years mission for their tourism.

It includes where they have to give emphasize and where to develop. For this they are vying incentives and priority in different sectors. Those plans are given below: development process was started in Nepal through a strategy of First Five Years' Development Plan (1956-61) in 1956.

During the plan period Nepal acquired membership of different tourist organizations. Upon the request of Naples government two tourism advisors Mr.. George Libber from France and Dry. A. Lath from Switzerland came to Nepal to develop tourism in a planned manner.

During the First Five Year Plan (1956-61), the government for the first time decided to form the Nepal Tourist Development Board (. NET) in 1957.

Naples Government set up Nepal Industrial Development Corporation (MIND)

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in 1959 to provide both technical and modernization of industrial projects in private sector. (2). Forth Five Year Development Plan (1970-75) was different from the earlier three plans. During this plan period a major breakthrough was made in the form of formulating the first tourism master plan in 1972.

This master plan was the outcome of Joint cooperation of Federal Republic of Germany. “ Its emphasis was on developing qualitative tourism and projecting Nepal as a destination of its own merits called for a sustained and concerted effort on the part of the government and the private sector). The Master Plan made an attempt to separate tourism into five components, namely: Sight Seeing Tourism, Trekking Tourism, Recreational Tourism, International Pilgrimage and Nepal Brand of Tourism. (3).

The Fifth Five Year Development Plan (1975-80) had the distinction of getting the Ministry to establish basic infrastructure conducive to the promotion and extension of the tourism industry in close cooperation with the public and private sectors; I) to gradually discourage the use of imported goods and to encourage the use of domestic products in the tourist industry; II) to provide employment opportunities o the maximum number of people by engaging indigenous skills and technology; III) to further increase the contribution made by tourism in the national economy Thus, the Fifth Plan tried to follow the marks of the Master Plan (1972) nonetheless the plan should be credited for linking the growth of tourism sector with foreign exchange earnings and thereby growth of the economy, employment generation and self-sufficiency.

(4). The Seventh Five Year Development Plan (1985-90) is an important one as it made efforts to insert in its list of aims and objectives such issues that were not hitherto undertaken. To improve the balance of payments situation through increased foreign exchange earnings by attracting the upper-class tourists. It) To generate new opportunities of employment by enhancing tourist related business and by stressing their capacity utilization. Iii) To increase the duration of stay of tourists and to ensure a wider distribution of tourists generated income by expanding the tourism related activities and business to those areas which have the necessary infrastructure.

‘ v) To produce to the maximum possible extent, goods consumed and utilized by the tourism sector domestically to reduce imports and to encourage domestic industries. (5.).

The Ninth Five Year Development Plan (1997-2002) has noted that the Eight Plan targets of tourist arrivals could not be achieved. There lied a gap of 10 % between the target and achievement. However, in terms of foreign currency received the target could not be realized in the first two years of the Eighth Plan but in the remaining three years it was compensated.

(6). The Tenth Plan not only aimed to use tourism for economic growth and favorable balance of payments, but also as an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and mountain areas along trekking trails and tourism sites. And this is where the decline of tourism hurts the most.