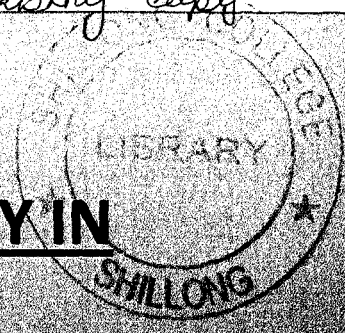


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# PROJECT ON TOURISM INDUSTRY IN NEPAL



Submitted by

NAME: RAHUL SHARMA

CLASS: BBA 6 SEMESTER

ROLL NO: 71

UNIVERSITY ROLL NO : B1500071

# **ACKNOWLEDGEMENT**

At the very beginning it is of great pleasure for me to express my sincere thanks and deepest sense of gratitude to all the individuals who give me full guidance and support while carrying out the project.

I take the privilege to express my heartiest gratitude to our principal, Sir K.D Ramsiej, and those people whose co-operation, suggestion and feedback helped me.

I am extremely thankful to Miss Wanda Sohliya, head of the department of management, Shillong College and all other faculty members for giving me a tremendous amount of inspiration and encouragement not only in completion of my project but also in my personality development.

At last but not the least, I express my heartfelt gratitude to The Almighty, my family, my selected friends and well wishers for giving for giving their constant support and encouragement during the project work.

Rahul Sharraf

BBA 6<sup>th</sup> semester

Roll no: 71

# Registration

The registration fee payable for approval and renewal of a tourism industry is Rs. 5000. The demand draft may be made payable to “pay an account officer”, ministry of tourism, Kathmandu.

Regional director:

Nepal tourism

Eastern region

Embassy, 6

Harshana khadka

Kathmandu- 124563

Tel: 033-22821420

E-mail: [neptour@cal2vsnl.net.in](mailto:neptour@cal2vsnl.net.in)

The committee will be chaired by the regional director, Nepal tourism, and office of the concern region, director, District Tourism Department or his nominee. The recommendation will be sent to HRACC Division Ministry of Tourism, Government of Nepal within three weeks.



## STUDENT DECLARATION

I hereby declare that the project report entitled "the proposal for setting up Tourism Industry in Janakpur, Nepal", submitted by me to Shillong College, Shillong. In partial fulfillment of the requirements for the degree of Bachelor of Business Administration, is my original work and not submitted for the award of any other degree or any other similar title or prize.

Rahul Sharraf

BBA 6<sup>TH</sup> SEMESTER

ROL NO: 71

DATE OF SUBMITTED:

29-03-2018.

## **CERTIFICATE**

The foregoing project title" set-up new business" is here by approved as a credible study of project and it has been presented in a satisfactory manner to warrant its acceptance as pre- required to the degree for which it will be submitted.

It is understood that by approval that the undersigned do not necessarily endure any conclusion drawn or opinion express therein, but approved the report for the purpose for which it is submitted.

Mrs W.C.Sohiya

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# PROJECT SUMMARY

Name of industry: Nepal tourism industry

Name of owner: Rahul Sharraf

Location of company: Janakpur, Nepal

Number of employees: 30

## Total expenditure per tourist per day

- Transportation cost: RS.400 per day
- Lunch, Dinner, breakfast: RS. 400 per day (veg food)

Extra RS 200 for non veg.

- Guide for tourist: FREE
- Hotel room: Starting from RS 500.

Ownership: Family

E-mail address: sharrafrahul007@gmail.com

Contact no: 8227020857



## 2.1 CONCEPT OF TOURISM

The word "tourism" so popular today is derived from of the French word Tourism that originated in the 19<sup>th</sup> century. Tourism means journey from place to place for pleasure. Tourism has been defined in various ways. Some authors describe tourism as a system consists of four interrelated parts-market, travel, destination and marketing. In general Webster's new international dictionary defines tourism is "Traveling for recreation."

According to Edmend Picard, professor of economics at university of Brussels, "The function of tourism is to import currency from foreign resources into the country. Its impact is what tourist expenditure can do to the different sector of the economy and in particular the hotelkeepers".

In 1981, according to international association of scientific experts on tourism (IASET) and tourism society Cardiff "Tourism may be defined in term of particular activities selected by choice and under taken outside the home environment. Tourism may or not involve overnight stay away from home".

Similarly, base on tourism statistical report 1965 of Nepal "The citizens of al the foreign countries, expect India visiting the kingdom of Nepal for at lest 24 hours in the pursuit tourists interests such as recreation, health, study, religion pilgrimage, sports, visit to friends and relatives, meeting and conference, trekking and mountaineering, short delegation and mission, excluding the person on any remunerative job and representative of staff or organization permanently located in Nepal". This definition is based on the decision made by the international union of

official travel organization (IUOTO) at Rome in 1968. At present however, Indian visitors are also considered to be tourists.

The travel and stay attributes of tourism are defined by the demand for the provision of a wide range of goods and services. In term of the tourist destination these can be grouped into five board sectors.

72 Attraction

73 Transport

74 Accommodation

75 Supporting facilities and,

76 Infrastructure

The attraction help to encourage the tourists to visit the country, transport service enable them to do so, the accommodation and supporting facilities (e.g. shops, restaurants, travel insurance, sports, banks and travel goods etc) cater for their well being, while infrastructure assures the essential functioning of all of these.

## 2.2 NATURE OF TOURISM

Tourism is a service industry. It represents one of the world's largest industries with nearly 700 million estimated international visitors arrivals in the year 2000. While a total of 25.5 million international tourist arrivals were recorded in the year 1950, their volume has increased to 692.7 million arrivals in 2001. Which are over 27 times increase over a period of 50 years. Similarly in terms of receipts from tourism, while 2100 million US Dollars were recorded in the year 1950, a total receipt of 516 billion dollars has been recorded in the year 2001 which is approximately 25 times increase in 50 years.

Tourism today has become a very complex activity encompassing a wide range of relationships. Resulting in the improvements in standard of living and disposable income with more leisure time, the overall numbers of tourists are expected to grow further. Factors like availability of cheaper and convenient transport, no restrictions on travel, availability of information on various destinations and new marketing techniques contributed the growth of overall number of tourists in this modern world. Additionally, a number of socio demographic factors such as increased urbanization of population, higher educational standards, advancement in information technology, and increased paid holidays for the worker have strongly influenced the increased

growth of tourism. Tourism is a leisure activity, which involves a discretionary use of time and money, and recreation is often the main purpose for participation in tourism. Some of the main characteristics of tourism are:

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

According to Young (1973): "Tourism as a heterogeneous group embracing a large variety of trade and industries that have the supplying of traveler's need as a common function".

Tourism product can be seen as a composite product with the combination of attractions, transport, and accommodation of entertainment. The individual hotel, company, airline or their supplier supplies each of their components. Some of SCHOLARS conceptualize tourism product as a bundle of activities, services and benefits that constitute the entire tourism experience. The bundle consists of four components: destination attractions, destination facilities, accessibility image and the price.

Tourism product is perceived as an experience from the point of view of the consumer. This experience even in the tourist's product's ready-made package form is purely subjective and differs in time and place. Tourist product is essential intangible. It cannot be stored nor transported. The intangible nature of tourist's product poses problems of measurements. It is just a perception of individual or perceived as an experience from the viewpoint of the consumer. In tourism it is

## LOCATION OF INDUSTRY

Nepal TOURISM INDUSTRY is located in Janakpur is a major city of religious and historical importance situated in eastern terai region of Nepal. It is a popular place of pilgrimage for Hindus from all around the world and a major tourist attraction in the region. It is the capital of ancient Mithila kingdom, the land of the wise and righteous king Janak of legend, and also the legendary birthplace of goddess Sita. The people of that place also speak Maithili.



Janakpur Municipality is the District HQ of Dhanusha and a busy historic religious centre with an estimated population approaching 90,000 people. It is home to the historic 200 year old Janaki Temple, a major attraction for Indian Hindu pilgrims and international tourists. Janakpur is also the birthplace of the Goddess Sita and place of her marriage to the God Ram while the "City of Ponds" is also home for Nepal's only railway and redhead ( a tourist attraction for

steam international locomotive enthusiasts ), and many annual colourful festivals.

Dhanusha ( Janakpur in particular) is regarded as the world centre of Mithila Culture. For tourists that want to experience Nepal's Mithila culture, Janakpur is an interesting and worthwhile one or two-day trip. In addition to many temples, it has shopping bazaars and over one hundred ponds. Janakpur has three reasonable hotels, a wide selection of Mithila handcrafts at the Janakpur Women Development Centre, and a daily flight service to Kathmandu from the local airport.

Get in by plane Janakpur Airport

Janakpur has an airport and is connected to the country's only international airport in Kathmandu with round the year daily flights. The airport is served by a few private airlines including Buddha Air, Yeti Airline, Sita Airline with 3-4 flights daily to and from Kathmandu. The duration of flight is about 20-25 minutes. The aircraft is usually small with 17-20 and medium sized with 45-49 passengers capacity. Currently, the airport is being expanded into a regional airport and will start operating direct flight services connecting other major cities in Nepal and neighbouring Indian cities.

Airports in nearby Indian town have domestic flights to major Indian cities, and one can travel the rest of the distance via road.



By train Janakpur proudly hosts the only railway service in Nepal owned by Nepal Railways, which connects Janakpur with Jaynagar, a border town in India (now a major junction with direct connectivity with major Indian cities like Delhi, Kolkata, Mumbai, etc). The track, engine and coaches are in poor condition though, and it takes around 3 hour to complete the 32 km journey for the age old train that runs at a top speed of 15km/hr.

The service has been temporarily halted for now since 2013-14. A new broad-gauge line is under construction and proposed to be completed by 2017-18. The previous line was a narrow gauge railway constructed by the British in 1937.

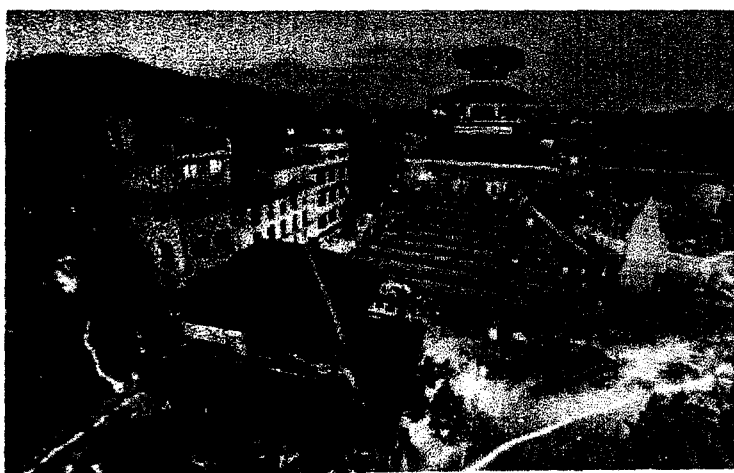
It is near to Jaynagar railway station which is just 32 km and Sitamarhi railway station which is just 45 km, both in nearby Indian state of Bihar. Both stations are connected to important cities like New Delhi, Kolkata and Mumbai.

- By road Janakpur is well connected to the major cities in Nepal via road network, and also to neighbouring cities in India across the border. The nearest major highway, the Mahendra highway is just 24 km from Janakpur, where as the BP Koirala highway links Kathmandu-Sindhuli-Bardibas-Dhalkebar-Janakpur. Regular local buses, Deluxe, Deluxe AC and Tourist buses connect it with other major cities in Nepal and Indian border.

By bus from Kathmandu (Nepal): Several day and night buses leave from Janakpur daily from the Kalanki Bus Stop. Both

day and night busses are equally safe but with a day bus, you can enjoy the scenic beauty of Nepal (for free). A one way bus ticket costs around Rs. 1000 (10 euro or \$15) and can be bought from many bus ticket counters at the Kalanki Bus Stop, Sundhara (Near GPO), and Gausala. It takes around 8 hours to reach Janakpur by bus. These busses stop at several places for lunch or dinner. However, these highway restaurants are often very expensive (and often unhygienic) and it is wise to carry your own food and water for this day long journey.

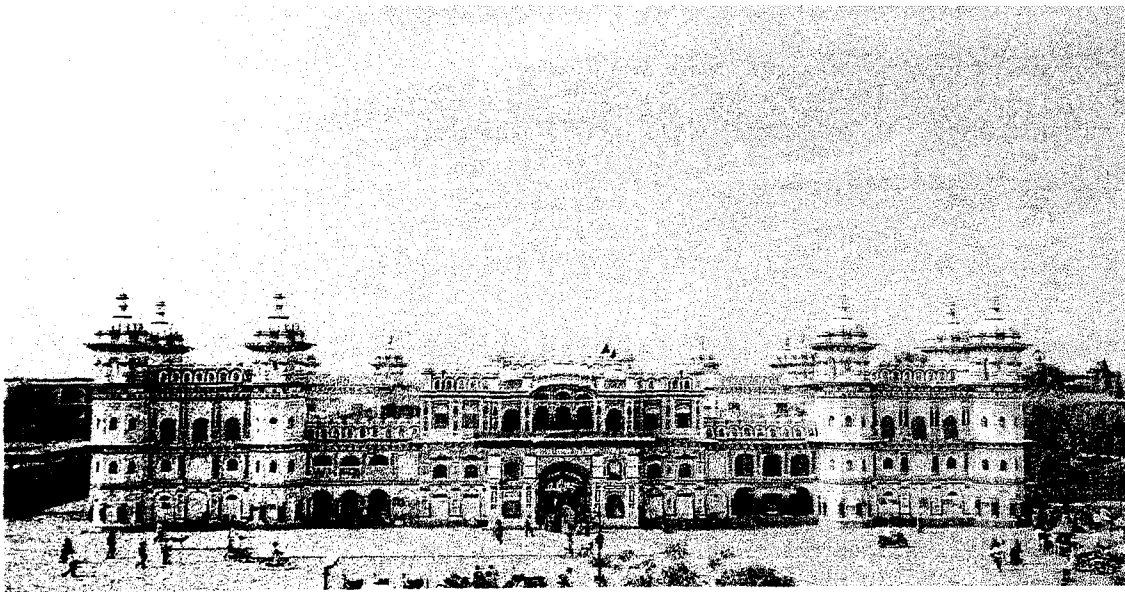
## **Best places to visit in JANAKPUR**



Get around once you reach the town, there are a number of options available locally to reach your destination, or just to tour the city. The most basic and traditional means of transportation are human powered rickshaws, but in recent years they have been replaced, to a large extent, by the more efficient E-rickshaws (electronic rickshaws), tempo, auto-

rickshaws. They are the best way to reach the heart of city, market areas, and perfect for narrow streets. Taxi and cabs are not available as yet. City busses also run on the outer edges of the town on major (wider) roads, and the ring road at cheap fares. However, when you board a rickshaw be wise to bargain and move on if they don't agree. These days E-rickshaws and autos are a better alternative to traditional rickshaws, and they are more comfortable, efficient and unscary given the condition of roads.

## Janaki Mandir



Janaki Mandir is the major landmark and the centre of attraction, heart of Janakpur city. It is a 19<sup>th</sup> century temple dedicated to the great daughter of the holy land of Mithila Kingdom and her consort Lord Ram. The temple was built by the Queen of Tikamgadh, now in Madhya Pradesh, India, as a reverence towards the birth place of Goddess Sita, and the temple is a great example of sikh and mougul architecture.



## Bivahmandap



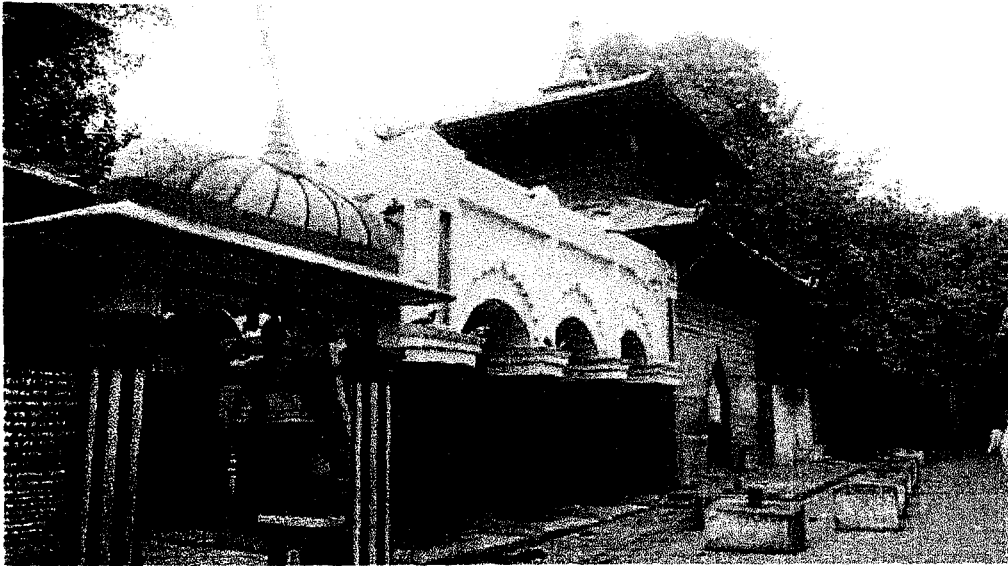
Alongside the Janaki Temple (to the north), stands the Bivahmandap amidst a beautiful, scenic, lush green garden to symbolize the wedding spot of Lord Ram and Sita. This pagoda-styled temple exhibits the exact wedding scene of Ram and Sita with the presence of all major Hindu Gods to bless the divine couple.

## Ganga Sagar and Dhanusha Sagar



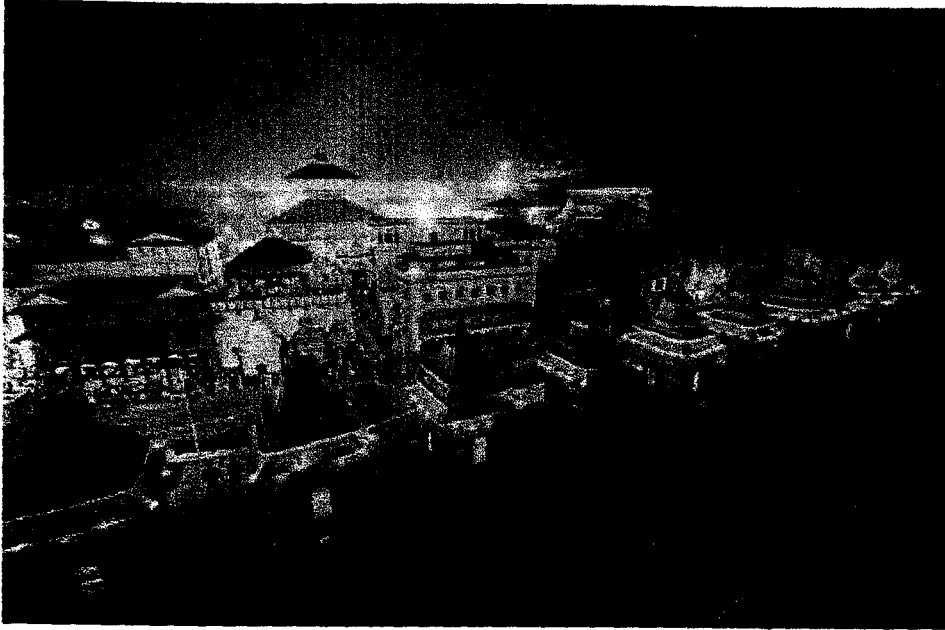
These sacred ponds of great religion and historical importance are situated just a few minutes walk from the Janaki Temple to the east.

### Sankatmochan Mandir



It is situated at the northwest corner of the Barhabigha Ground. This temple is dedicated to God Hanuman and is also one of the most important places of worship in the region, and held with great reverence by the local people.

### Bhootnath Mandir



Previously a cremation ground for Hindus, the place underwent a dramatic transformation and now hosts a beautiful garden (park) and a temple dedicated to the Hindu god of the nether world, death and reincarnation.

Ram Mandir is the oldest temple in the town, built by the mighty Gurkha warrior Amar Singh Thapa in the 17<sup>th</sup> century, dedicated to Lord Rama. It is situated south of the Janaki Temple and is just a few minutes away.

Rajdevi Mandir lies just adjacent to the Ram Mandir on the north side. The temple is dedicated to the female patron Goddess Durga or Kali. The temple is specially a highlight during the 10 days long most important Hindu festival of Dashain, with thousands of devotees worshipping daily, and offering different sacrifices to Goddess Durga. A fair is held here during Dashain and is well worth a visit at this time.

Ponds and Kutis



Also known as the city of ponds and hermitages, there are 72 ponds of historic and religious value scattered in the city. Among them the notable ones are Gangasagar, Dhanusagar, Argaja, Maharajsagar aka Dashrathsagar, Agnikund, Viharkund, Suryakund, etc.

Dhanush Saagar



Janakpur Railway's is the first and only operational railway service in Nepal, presently run by Nepal Railway. The line was constructed by the British East India Company in 19<sup>th</sup> century, at that time this region used to be part of Colonial India, to carry timber and other raw products from forest of terai and chure. Later it was handed over to the Nepal Government as part of the Indo-Nepal treaty which involved handing over the terai districts to Nepal. The line used to run using steam locomotive engines but has been recently replaced by diesel engine. The 19<sup>th</sup> century British Manufactured Steam Engine can still be witnessed at Khajuri Railway Station some 27 km east of Janakpur. These heritage engines and railway line along with the entire Railway system is in a deteriorated condition due to political corruption, negligence from the

side of central government, lack of funds, and lack of maintenance.

Janakpur Cigarette Factory is one of the oldest multi-national largescale industry in Nepal established by the Russian Government, as an aid to Nepal to utilize locally produced agricultural raw materials and provide mass employment to local people, which once was the largest industry in the country and also the largest provider of employment to the local workers and skilled manpower from all over the country. But this too has been closed due to political corruption and intervention. It has a place as a distinct landmark in this region and it is worthwhile to visit inside the factory.

Ram Nawami Festival

Vivaha Panchami

Falgun Purnima Janakpur Parikrama

Holi Festival

Chhath Festival

Dashain Festival

Sama Chakewa

Ghijiya Dance

Mithila Chitra Kaala

Being a religious and historical city, it is primarily a place of pilgrimage and religious tourism. And as a centre of the distinct Mithila Culture, it acts as an open university for people and scholars interested in culture, anthropology, religion and social sciences. The Hindu tourists and pilgrims come here to worship in the numerous temples and to take holy dip/bath in one of the numerous sacred ponds.

Particularly, there is a huge gathering of devotees and pilgrims on festivals and purnima (Full Moon Day). Special puja is done on such days, fairs are also held.

For art enthusiasts, getting to know and learning Mithila art can be unique experience. For those interested in language, culture and traditions, getting to know the local Maithili language, local costumes, lifestyles, cultural and traditional practices can be a wholesome experience.

# 6 BEST PLACES TO VISIT IN NEPAL FOR FIRST-TIMERS

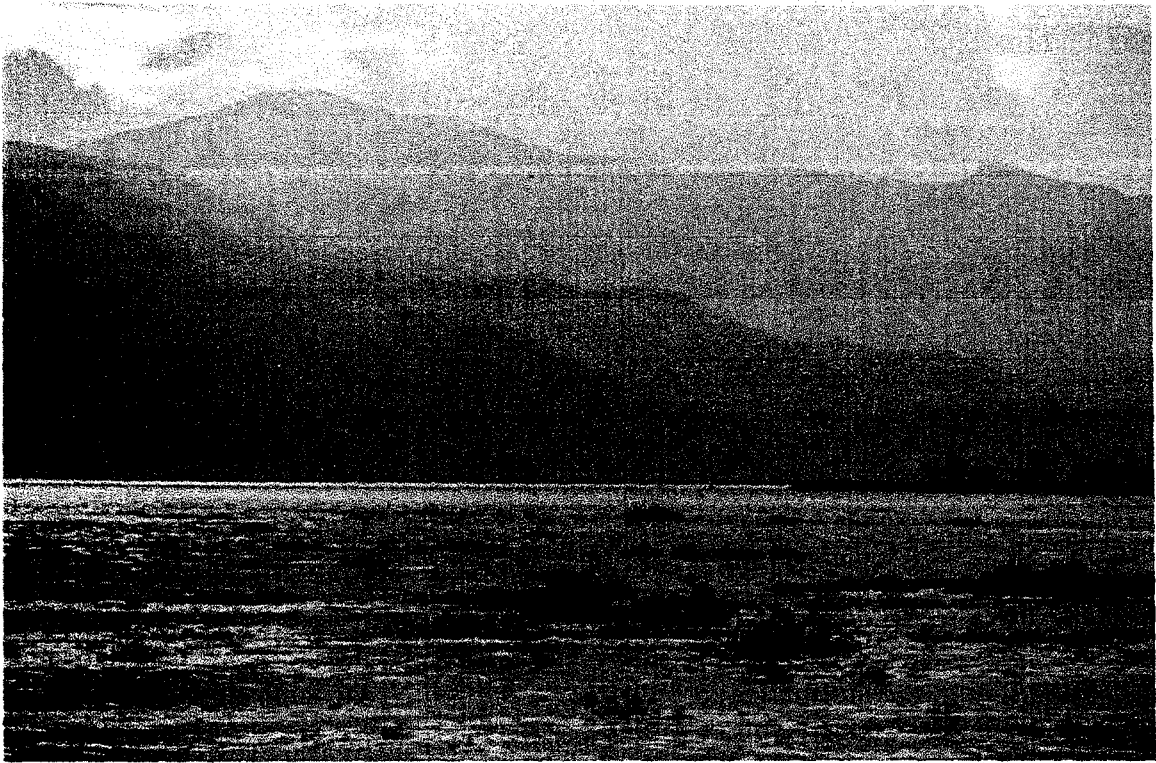
Nepal is the ultimate destination for mountain lovers. The Nepali Himalayas is the roof of the World, home to Mount Everest – the highest peak on Earth.

Travellers who venture to this country soon discover that many more sights and experiences in this country, worth the long journey from home as well.

Nepal is home to medieval squares, for people who love to get lost in old cities. Sacred Tibetan Buddhist and Hindu sites for those who love to go a spiritual stroll. And, highland regions beyond Everest that offer great treks and stunning landscapes.

Is Nepal on your bucket list? Inspire your trip with these must-visit places and top things to do for first-time travellers.

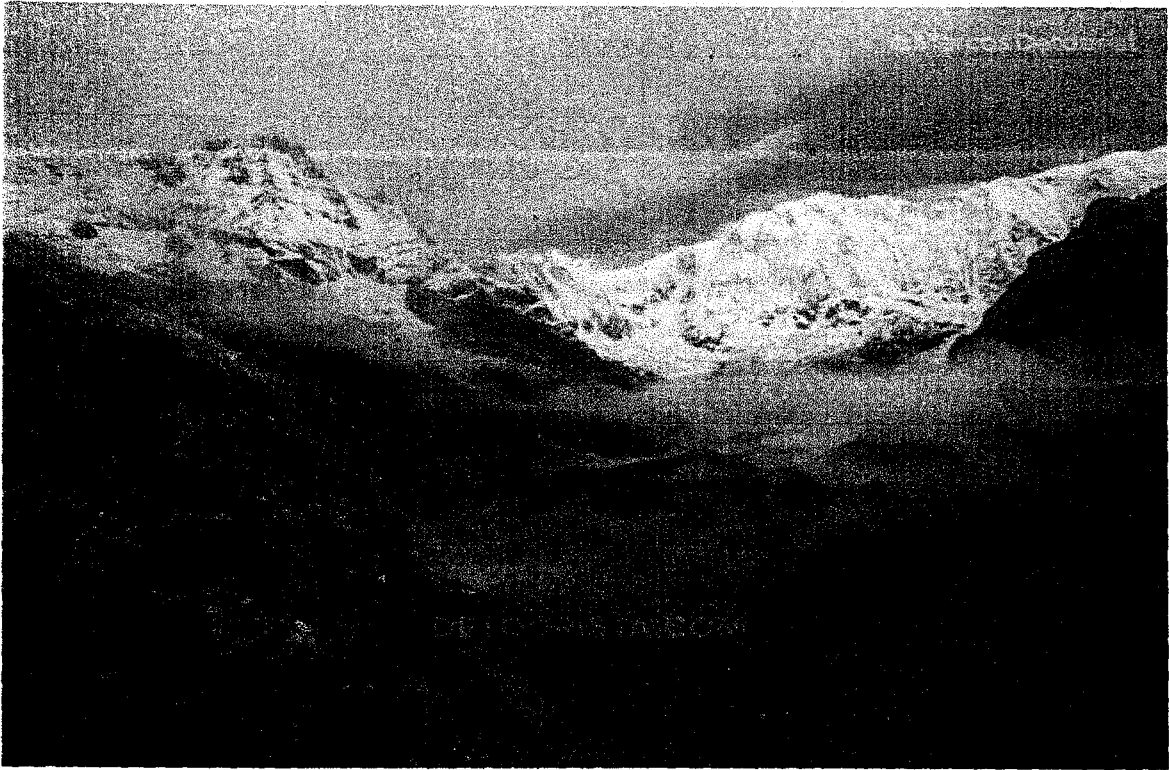




Sunset view at Phewa Lake in Pokhara, Nepal

## 1. Pokhara

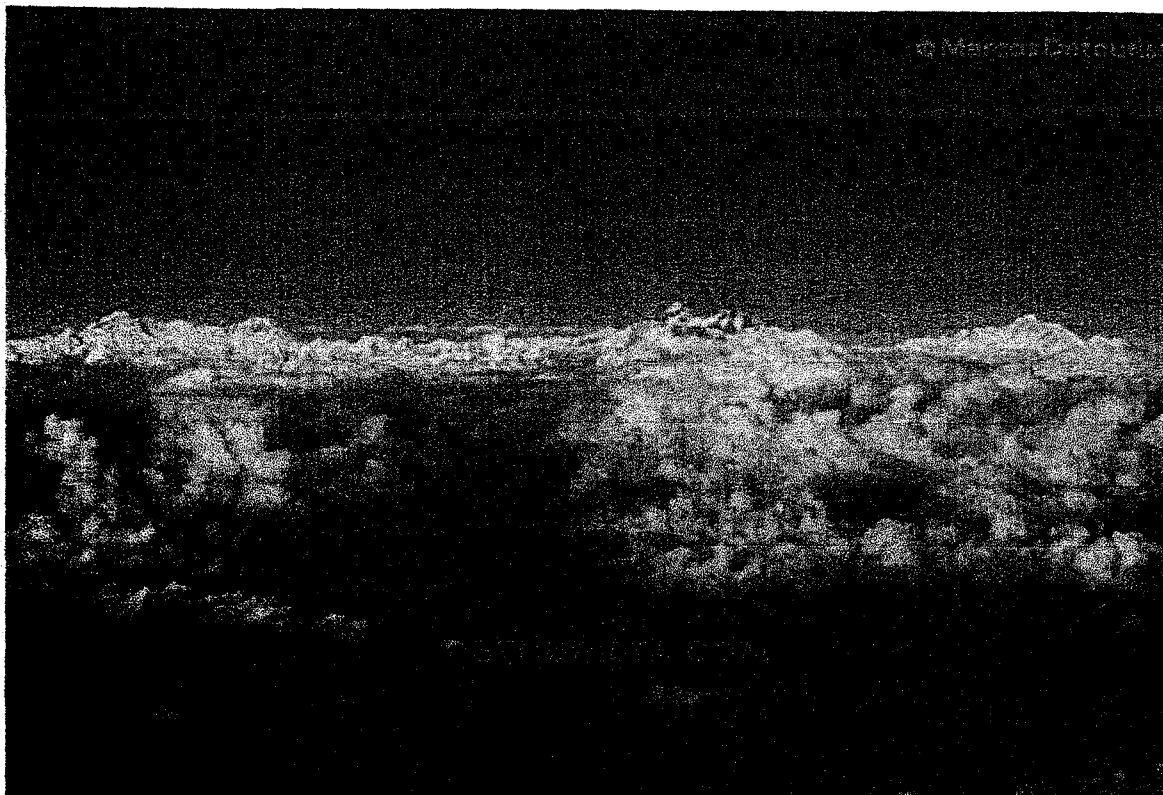
Why go – Pokhara is the second largest city of Nepal after Kathmandu. Three out of the ten highest mountains in the World – Annapurna I, Dhaulagiri and Manaslu – are near Pokhara , which makes it a popular gateway to the western side of the Nepali Himalayas. It's a beautiful place to visit even if you're not keen on trekking. This scenic lakeside city is surrounded by hills that make perfect viewing decks to see the Annapurna mountains from afar. Paragliding is very popular here and reportedly one of the cheapest in the world.



Sunrise view of the Annapurna Mountains from Annapurna Base Camp in Nepal

## 2. Annapurna Region

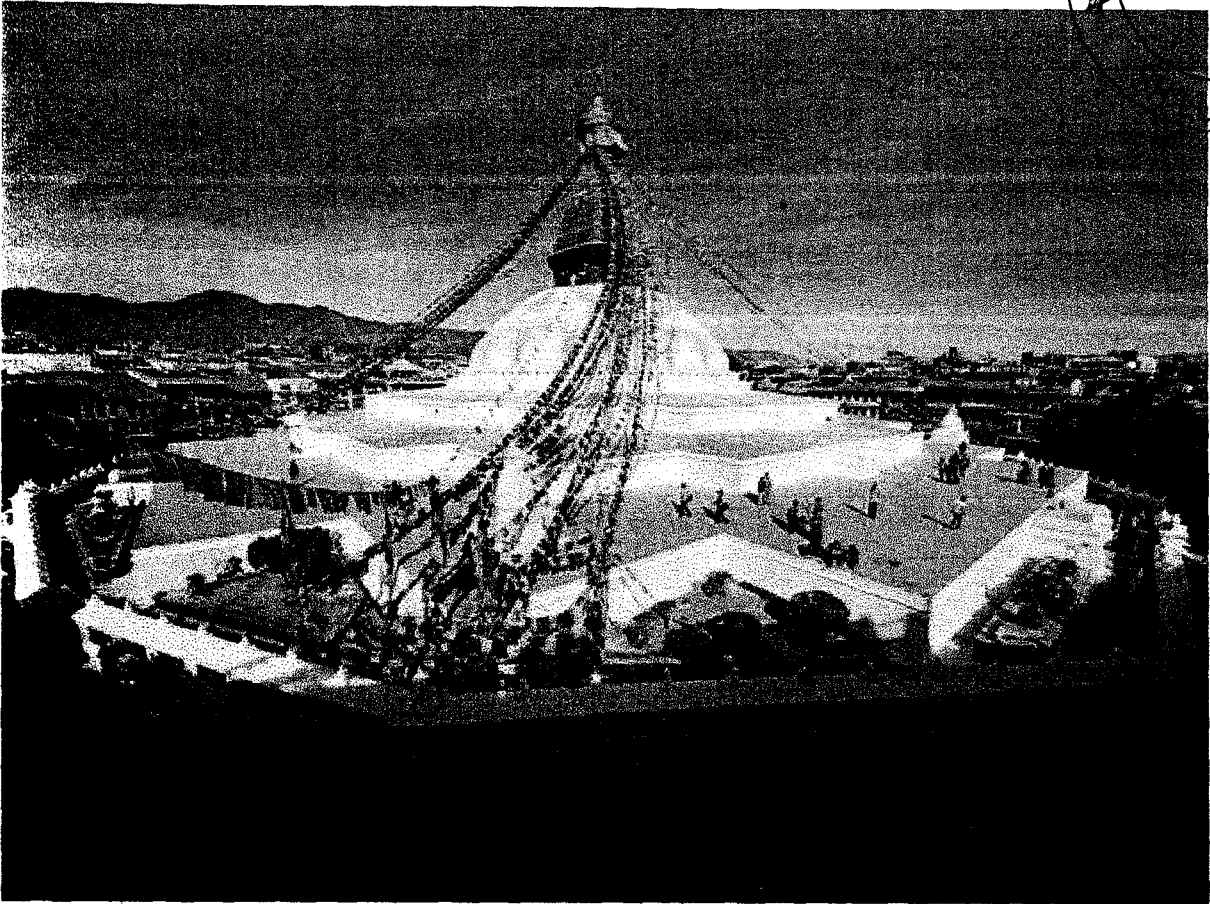
Why go – Lying on the western half of Nepal, the Annapurna region is one of the major trekking destinations in the Himalayas. Popular treks in the region include the Annapurna Circuit trek, which circles the Annapurna Range, and the Annapurna Sanctuary Trek up to the Annapurna Base Camp, which offers a stunning 360-degree view of the snow-capped Annapurnas.



View of the Himalayan Mountains from a plane

### 3. Everest Region

Why go – Mount Everest, the Earth's tallest, stands on the eastern side of Nepal. Even if you do not plan on trekking all the way to the summit, you're assured of seeing incredible views of Everest, Lhotse and the other jagged peaks of this breathtaking region.



#### 4. Kathmandu Valley

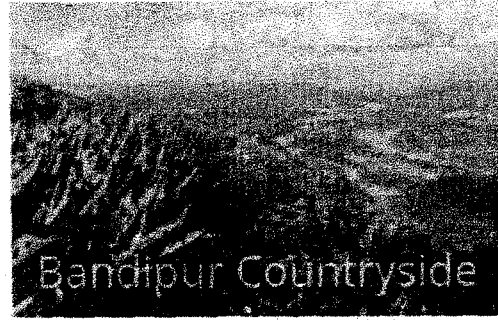
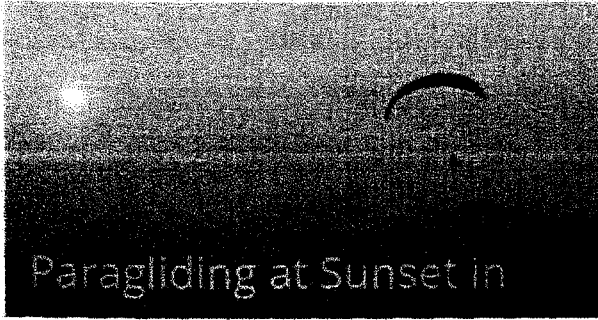
Why go – Kathmandu is not just Nepal's capital and largest urban jungle, it is also one of the country's major spiritual and cultural center. At its heart lies the Kathmandu Durbar Square with its historic places, temples and public spaces. This site along with six other groups of monuments and buildings in Kathmandu Valley is recognised as a World Heritage Site.



Durbar Square in Bakhtapur, Nepal

## 5. Bhaktapur

Why go – Bhaktapur found an hour east of Kathmandu is another ancient city packed with fascinating heritage buildings linked by a maze-like network of narrow cobbled streets and squares. Head farther east to Nagarkot and enjoy a panoramic view facing Mount Everest and the Himalayan mountains.



## 6. Bandipur

Why go – Bandipur is the perfect place to break the long journey between Pokhara and Kathmandu. This small hilltop village is home to traditional Newari-style houses that have been transformed to charming cafes and lodges. Go on a trek around town for picturesque views overlooking the Nepali countryside. A glimpse of the Annapurnas can even be seen on a clear day.

Dear Travel Lovers!!!!!!

Namaste and greeting from Mystical Land Nepal

Adventure Mountain Nepal Trekking and Climbing Pvt. Ltd is a reputed and leading trekking agency in Nepal. Our main aim is to establish Eco-friendly Trekking in Nepal. Since establishment, we offer simple city tour to extreme Trekking, Expeditions, Peak Climbing and Adventure Travel in and across Nepal, Bhutan and Tibet. We also design and operate several off route tour and trekking which gives opportunity to know actual culture, religions, language and beautiful landscape of Nepal to the travellers. We guarantee our services at all the time. Our main objective is to maximize travellers experience by providing international standard service arrangement while travelling. Adventure Mountain Nepal Trekking and Climbing has a team of experience and motivated staff whom always intend to facilities better services to their clients. Decades of working Guide, Sherpa, Cooks, Potter makes your trips unforgettable. We always provide modern equipped technology in every field to please clients in even on worst circumstances.

Why you choose us:

Service Guarantee:

We facilitate better service to the visitor at all the time. We always do what we promise to the guest. Because of that, we

have thousands of travellers who like to do business with us at all the time.

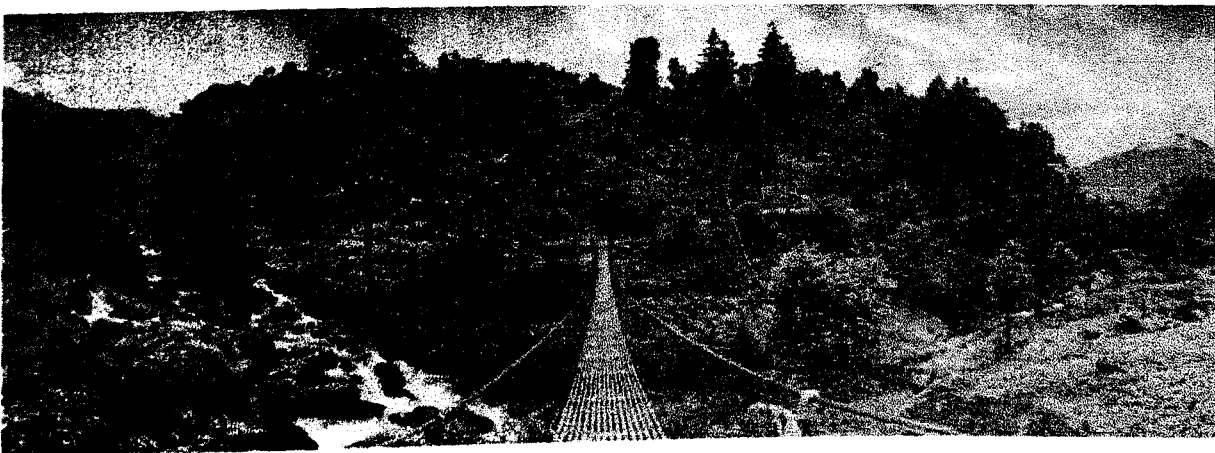
Affordable price:

We provide best price rate to the travellers. According to the need and demands of the guests we develop package. Guests either can choose readymade package or tailor made package according to their will.



Best travel partner:

Travel industry needs different travel partner to operate tours and trekking. Hotel, Resorts, Transport Company, are some of them and we have better links with them which definitely helps your travel enjoyable.





Trustworthy:

Travellers can rely on us because we are reputed and leading trekking industry in Nepal. We would also like to add that we are the members of different travel association such as TAAN, Trekking and Tour Association of Nepal. NTB, Nepal Tourism Board.

Experience Official and Field Staffs:

We have well trained, experienced and motivated staffs who always do their best to ensure your travel safely and securely.

# **TOURISM PACKAGE: 10 NIGHTS/11 DAYS**

Day 1:

Itinerary: Arrival transfer from TIA International Airport-Transfer to hotel-Overnight stay at Kathmandu

Activities and Sightseeing: Our representative will be there to receive the guest at TIA airport, Kathmandu-At an height of 1400 metres/4600 feet lies the central region of Nepal-Kathmandu is the capital of the Federal Democratic Republic of Nepal-The city has a rich history, spanning nearly 2000 years-Most of Kathmandu's people follow Hinduism and many others follow Buddhism-Nepali is the most commonly spoken language-English is understood and spoken by educated and professional residents-Welcome and receive the guest at TIA airport-Transfer to hotel-hotel check-in-free for own activities-overnight stay at Kathmandu.

Day 2:

Itinerary: Full day local sightseeing-overnight stay at Kathmandu

Activities and sightseeing: Breakfast-after breakfast full day sightseeing of Kathmandu-Pashupati Nath Temple-05 km east of Kathmandu city centre. Pashupati Nath Temple is one of the most important holiest sites for Hindus all over the world-Baudha Nath Stupa-05 km east of Central Kathmandu. The stupa stands on a three-tiered platform raised over the crossed rectangles in order to bring the Yantra form-Swayambhu Nath Stupa-04 km west of central Kathmandu on a little hillock. Patan Durbar Square-05 km south of central Kathmandu. The city founded in 3<sup>rd</sup> century A.D by King Veera Dev. The monuments in this square date back to the medieval Malla period from 16<sup>th</sup> to 18<sup>th</sup> century-overnight stay at Kathmandu or Kathmandu Durbar Square-heart of the Kathmandu City-local name of this area is Hanuman Dhoka-an ancient seat of the Nepalese Royalty. The Royal palace during medieval times used for Royal Activities, Cultural Activities and Festivals-overnight stay at Kathmandu.

### Day 3:

Itinerary: Transfer to Chitwan-activities-overnight stay at Chitwan.

Activities and sightseeing: Breakfast-hotel checkout Kathmandu-transfer to Chitwan 168 km 03-04 hours-Chitwan National Park-hotel check in-lunch at hotel-after lunch visit Tharu (local) village tour-The village tour is famous for personal observation of the Tharu community and their culture-Museum- The Museum is famous for study and observation of the Tharu community and their culture. The museum exhibits various equipments, utensils, dresses and daily items used by the Tharu people-overnight stay at Chitwan with cultural program and dinner.

### Day 4:

Itinerary: Activities-Elephant back ride safari-overnight stay at Chitwan

Activities and sightseeing: Breakfast-Canoe Trip-Canoe ride along the Rapti river inside the Chitwan National Park gives a opportunity to take a close view of

crocodiles and other wild animals at Chitwan National Park-Jungle Walk-Elephant Bathing-one can play with the elephants and dive in the river from the back of elephant while it is bathing-lunch at hotel-Elephant back ride safari-Elephant ride is also the safest way to enter the jungle while one can observe wild animals and birds from up-close-overnight stay at Chitwan with dinner.

Day 5:

Itinerary: Transfer to Pokhara-overnight stay at Pokhara

Activities and sightseeing: Breakfast-bird watching-elephant breeding center visit-hotel check out-transfer to Pokhara 158 kms 03-04 hours-hotel check in Pokhara-evening free for own activities-overnight stay at Pokhara.

Day 6:

Itinerary: Early morning excursion sunrise tour to Sarangkot-half day local sightseeing-overnight stay at Pokhara

Activities and sightseeing: SARANGKOT- Early in the morning 4-4:30 AM departure from hotel-drive up Sarangkot hill and few minute walk to observe a stunning view of sunrise over snow caped mount Fish Tail and mount Annapurna range

(about 02 hours)-breakfast-half day Pokhara-sightseeing- Davis Falls, Gupteshwor Mahadev temple cave, Goddess Bindyabashani Temple, Seti river gorge and Tal Varahi Temple-evening free for own activities-overnight stay at Pokhara.

Day 7:

Itinerary: Transfer to Dhulikhel-Manakamana temple darshan-overnight stay at Dhulikhel

Activities and sightseeing: Breakfast – hotel check out – transfer to Dhulikhel 240 Kilometers 6-7 hours drive-via Manakarna Temple Darshan by Cable car (cable car ticket own) – Manakamana Darshan proceed to Dhulikhel 30 kms from Kathmandu-DHULIKHEL-a tourist paradise: the spectacular snow fed mountains seen from Dhulikhel must be one of the finest panoramic views in the world. When a blue haze covers the lower portion of the mountains, they seem to be floating in the air. With the snowing mountains on the backdrop, Dhulikhel is a stage of immense beauty and a paradise for nature lovers. Green inviting hills of which still virgin and some turned into beautifully carved agricultural terraces cater to the beholders pleasure-hotel check-in-overnight stay at Dhulikhel.



Day 8:

Itinerary: Transfer to Nagarkot-overnight stay at Nagarkot

Activities and sightseeing: Breakfast-transfer to Nagarkot-58km from Dhulikhel, in Bhaktapur District. At an elevation of 2,195 metres, it is one of the most scenic spots for its sunrise view of the including Mount Everest as well as other snow-capped peaks of the Himalaya range of Eastern Nepal. Nagarkot also offers a panoramic view of the Kathmandu Valley-overnight stay at Nagarkot.

Day 9:

Itinerary: Transfer to domestic airport for Janakpur flight-Kathmandu/Janakpur by air-Mithila art and culture center visit-overnight stay at Janakpur.

Activities and sightseeing: Breakfast-transfer to TIA Kathmandu domestic airport for Janakpur flight-25 minutes flight-JANAKPUR- Janakpur Dham, is one of the historical and religious cities of Nepal-Janakpur has a substantial tourism industry due to its significance in the Hindu religion and is home to the only operational railway in Nepal, historically call Mithilanchal, is the centre of the ancient Maithil Art and Culture, which has its own language and script. The most important reference to Mithila and Janakpur is in the Hindu

epic Ramayana, where Lord Rama's wife Sita is said to have been the princess of Videha. Her father, King Janak, found baby Sita in a furrow of a field and raised her as his daughter. As Rama and Sita are major figures in Hinduism, Jankpur is important pilgrimage sites for Hindus-arrival transfer at Jankpur-hotel check in-freshen up-visit Nari Kala Kendra (Mithila Art and Culture Centre)-overnight stay at Janakpur.

**Day 10:**

**Activities and sightseeing:** Early in the morning before breakfast visit Janaki Temple (Naulakha Mandir), Ram Mandir and Vivaha Mandap, Bhutnath temple, Ganga sagar (pond), Dhanush Sagar(pond) and Sankat Mochan Temple- breakfast-hotel check out- departure transfer to airport-Janakpur /Kathmandu by air- arrival transfer at Kathmandu-hotel check in Kathmandu-free for own activities-overnight stay at Kathmandu.

**Day 11**

**Itinerary: Departure**

**Activities and sightseeing:** Breakfast – free till departure- departure transfer to TIA airport Kathmandu or Bus stand Kathmandu for onward journey.



# Description of employees

Total expenditure on employees per years:

SL NO	PARTICULAR	NO OF EMPLOYEES	AMOUNT PER YEARS
1	Manager	2	4,00,000+4,00,000 8,00,000
2	Guide	10	3000per guide 30,000×12 3,60,000
3	Helpers	15	2500 per helper 33,500×12=4,50,000
4	Semi helpers	3	1500 per helper 4500×12=54,000
	TOTAL	30	16,64,000

**Vision** : The Vision is to develop a tourism center in a sustainable and acceptable manner, taking full advantage of regional and international trends and developments so that it will significantly contribute to the continued improvement of quality of life in the village while promoting & conserving the State's & Country's cultural and natural heritage.

**Objectives/ Mission:-**

1. Enhancing and encouraging tourism and development in the area
2. The project introduces visitors to the tourist attractions of the Janaki mandir, familiarizing them with the places to visit.
3. Improving the socioeconomic conditions of the people living in the City and adjoining areas.
4. Safeguard and protect the Temple.
5. Regional development.
6. To encourage the local community to take care of their ecology and wildlife by giving them an alternate livelihood in an eco-responsible activity.

## Tourist arrivals up 28 percent in first half of 2017

After facing many ups and downs in the past couple of years, foreign tourist arrivals recorded a healthy growth of 28 percent in the first half of 2017.

According to the Department of Immigration, Nepal welcomed a total of 460,304 foreign tourists via air in the first six months of 2017, compared to 359,672 in the first half of 2016.

India was the largest tourism market for Nepal in the review period, as Nepal welcomed 93,049 tourists from the southern neighbour in the first six months of 2017. A total of 64,842 Indian tourists had visited Nepal in the first half of 2016. Similarly, arrivals from China improved to 54,090 in the first half of 2017, compared to 39,609 in the same period of 2016.

Nepal welcomed 41,691 tourists from USA, 19,729 from Sri Lanka and 27,444 tourists from the United Kingdom in the first half of 2017. In the same period last year, the country had received 33,032 tourists from USA, 18,463 from Sri Lanka and 22,397 from the United Kingdom.

Arrivals from Thailand (22,405), Myanmar (10,717), Republic of Korea (17,488) and Australia (15,514) also improved in the first half of 2017.

According to the office, March received the largest number of tourists (106,291). In the same month last year, a total of 74,494 tourists had visited the country.

Tourist arrivals had fallen significantly in 2015 due to impacts of earthquakes as well as the unofficial Indian blockade. Though tourist

arrival increased from 2006 till 2011, it had started falling after 2012. The trend continued until 2015.

Durga Dutta Dhakal, the information officer of the Department of Tourism, said Nepal is on track to record healthy growth in 2017.

“Compared to previous years, tourist footfall has remained encouraging so far this year. Arrival fell due to impacts of earthquake and blockade in the past couple of years. However, it has posted healthy growth in the first half of 2017,” he added. “Tourism promotional initiatives taken in recent years have played a great role in bringing more tourists to the country.”

Dhakal, however, said that the existing growth rate will not be sufficient to meet the target of bringing two million tourists by 2020.

“The growth rate is appreciable. However, we need to post more aggressive growth if we are to meet the target,” he said, adding, “We need to promote aggressively in the international market and create conducive environment in the c

# SEGMENTATION, TARGETING, POSITIONING

There are many types of tourist in the side with their different Needs and wants.

## Segmentation:

- An tourism is segmented in to high level and middle level income tourist
- We segmented the market especially for family ,school and college students.

## Targeting:

- This targets all types of tourists both domestic and foreign. It also targets all types of business travellers and families.
- The main target for this tourism are the youngster and children.
- The students from various schools and colleges they get some knowledge which can help in increasing their intelligence about the various place in Nepal.

## **Positioning:**

- The service that we provide is unique and affordable for every group of peoples.
- Discounts are provided to the customers visiting the land on various basis i.e. Coming for survey or project.

## 5 Ps Marketing Mix

Marketing mix is a set of marketing tools that a firm used to pursue its marketing objectives in the target market. They are the tactical tools which a marketer can use to influence the target consumer.

The elements of marketing mix are:

1. Price
2. Place
3. Promotion
4. People
5. Process

**1. Price:** The business will price the services provided by them at a fair level market price.

**2. Place:** Place is where the company is located. The origin of the business is located at Janakpur, Nepal.

3. Promotion: The company will promote their services through advertising as the main source of creating awareness about the services to the customers. Different means of media e.g. local channel like Mithila, Janakpur media etc. and through radio, newspaper and other print media.

4. People: The people in the company are all those who are responsible for running the service smoothly and efficiently.

5. Process: The business should enhance the proper facilities for easy access of the services provided to the customers and to obtain a good image and good will.





## TOTAL INVESTMENT:

SL NO	PARTICULAR	AMOUNT
1	Fixed capital	50,00,000
2	Loan from bank	10,00,000
3	Loan from Paramjeet	20,00,000
	Total investment	80,00,000

## TOTAL EXPENDITURE (cash out flow)

SL NO	PARTICULAR	AMOUNT
1	Purchase of land and building	25,00,000
2	Purchases of materials	25,000
3	Salaries of employees	16,64,000
4	Purchases of transportation materials	15,00,000
5	Electricity and water	15,000
6	Reserve (for emergency)	2,500,000
	<b>TOTAL</b>	<b>59,54,000</b>

## TOTAL INCOME (CASH IN FLOW)

SL NO	PARTICULAR	AMOUNT
1	Hotel room	40,00,000
2	Food (breakfast, lunch, dinner)	10,00,000
3	Transportation	5,00,000
4	Other income	8,00,000
5	Guide	5,00,000
6	Service charge	5,00,000
	TOTAL	73,00,000

PROFIT/LOSS OF INDUSTRY = TOTAL INCOME  
(CASH IN FLOW) - TOTAL EXPENDITURE (CASH  
OUT FLOW)

PROFIT/LOSS OF INDUSTRY = 73,00,000 - 59,54,000

= 13,46,000

INDUSTRY PROFIT = 13,46,000

# SWOT analysis

## Strengths

- a. Nepal is the birth place of Lord Buddha.
- b. It is the second richest country in the water resources.
- c. It is the Himalayan kingdom in the world with Mount Everest.
- d. It consists of the lowest valley in the world, which is Arun valley from Sankhushabha district
- e. The only living goddess in the world "Kumari".
- f. Nepal also consists of the lake at highest place of the World i.e. Tilicho Lake.
- g. Nepal consists of diversified culture with changeable climate.

## Weaknesses

- a. Nepal consists of only one International Airport.
- b. It is a landlocked country.
- c. There is lack of good infrastructures.
- d. Huge pollution in city areas.
- e. Lack of several facilities in remote areas.
- f. Security problems
- g. Lack of package programs to increase average length of stay.

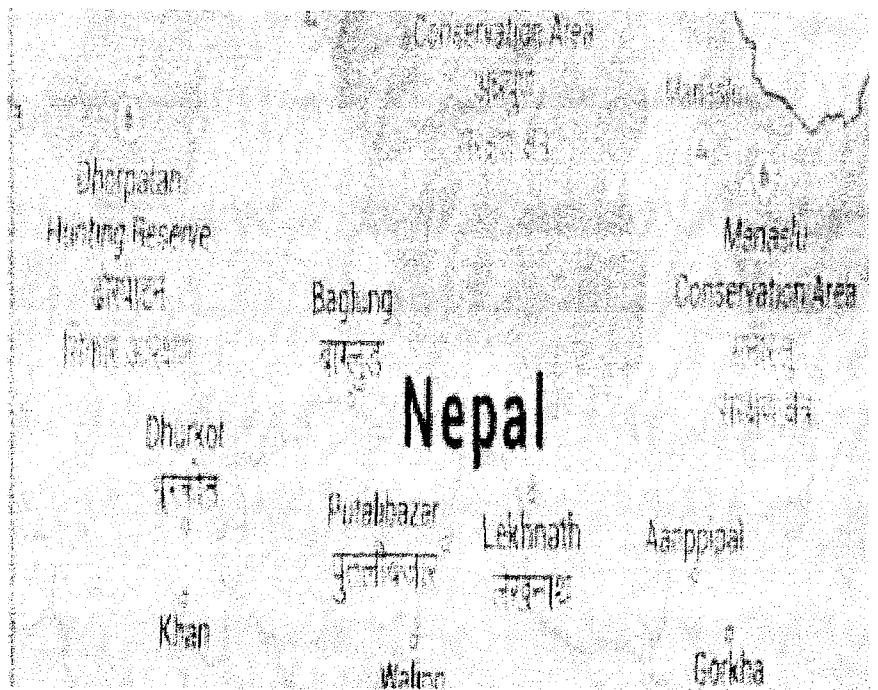
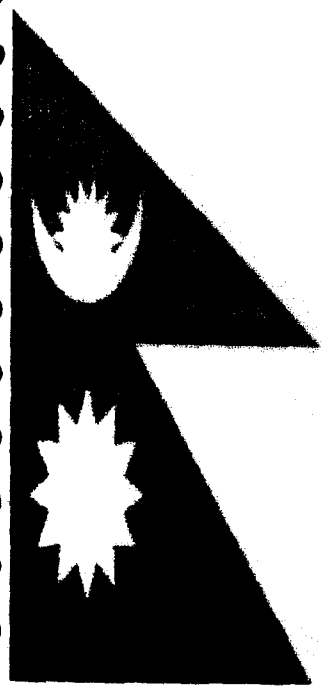
## Opportunities

- a. Poverty alleviation regarding tourism as national policy.

- b. Creating good environment for infrastructural development.
- c. Making hotels and motels in order to facilitate tourism.
- d. Making other international airport.

### Threats

- a. Political instability
- b. Inflation
- c. Pollution
- d. More competition
- e. Internal Violence



**Nepal**, officially the Federal Democratic Republic of Nepal, is a landlocked sovereign state located in South Asia. With an area of 56,827 square miles and a population of approximately 27 million, Nepal is the world's 93<sup>rd</sup> largest country by land mass and the 41<sup>st</sup> most populous country. It is located in the Himalayas and shares its borders to the north with the People's Republic of China, and to the south, east, and west with the Republic of India. Kathmandu is the nation's capital and largest metropolis. In 2013, Nepal ranked the 157<sup>th</sup> place on the Human Development Index (HDI) and is one of the least developed nations in the entire world.

by the House of Representatives, and the remaining 15 elected by an electoral college made up of chairs of villages and towns. The legislature had a five-year term but was dissolvable by the king before its term could end. All Nepali citizens 18 years and older became eligible to vote. Nepal has close ties with both of its neighbors, India and China. In accordance with a long-standing treaty, Indian and Nepalese citizens may travel to each other's countries without a passport or visa. Nepalese citizens may work in India without legal restriction. The Indian Army maintains seven Gorkha regiments consisting of Gorkha troops recruited mostly from Nepal. The executive comprised the King and the Council of Ministers, which is the cabinet. The leader of the coalition or party securing the maximum seats in an election was appointed as the Prime Minister. The Cabinet was appointed by the king on the recommendation of the Prime Minister. Governments in Nepal tended to be highly unstable, falling either through internal collapse or parliamentary dissolution by

# Political environment

Nepal has seen rapid political changes during the last two decades. Up until 1990, Nepal was a monarchy under executive control of the King. Faced with a communist movement against absolute monarchy, King Birendra, in 1990, agreed to a large-scale political reform by creating a parliamentary monarchy with the King as the head of state and a Prime Minister as the head of the government. As a mountainous country with agriculture, hydropower and tourism all important for its economy, Nepal is vulnerable to the impacts of climate change, such as rising temperatures, erratic rainfall patterns and incidents of drought. According to the Climate & Development Knowledge Network, this has prompted the government to introduce new initiatives and institutional reforms. Nepal's legislature was bicameral, consisting of a House of Representatives called the Pratinidhi Sabha and a National Council called the Rastriya Sabha. The House of Representatives consisted of 205 members directly

# Economical Environment

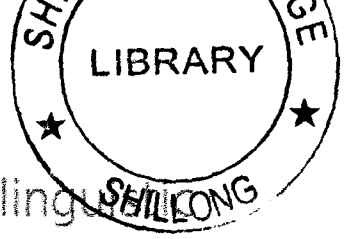
Nepal's gross domestic product (GDP) for 2012 was estimated at over \$17.921 billion (adjusted to Nominal GDP). In 2010, agriculture accounted for 36.1%, services comprise 48.5%, and industry 15.4% of Nepal's GDP. While agriculture and industry is contracting, the contribution by service sector is increasing. Agriculture employs 76% of the workforce, services 18% and manufacturing/craft-based industry 6%. Agricultural produce, mostly grown in the Terai region bordering India, includes tea, rice, corn, wheat, sugarcane, root crops, milk, and water buffalo meat. Industry mainly involves the processing of agricultural produce, including jute, sugarcane, tobacco, and grain. Its workforce of about 10 million suffers from a severe shortage of skilled labor. The spectacular landscape and diverse, exotic cultures of Nepal represent considerable potential for tourism but growth in



this hospitality industry has been stifled by political instability and poor infrastructure. Nepal's economic growth continues to be adversely affected by the political uncertainty. Nevertheless, real GDP growth is estimated to increase to almost 5% for 2011/2012. This is a considerable improvement from the 3.5% GDP growth in 2010/2011 and would be the second highest growth rate in the post-conflict era. Sources of growth include agriculture, construction, financial and other services. The contribution of growth by consumption fueled by remittances has declined since 2010/2011. While remittance growth slowed to 11%, in Nepali Rupee terms, in 2010/2011 it has since increased to 37%. Remittances are estimated to be equivalent to 25-30% of GDP. Inflation has been reduced to a three-year low to 7%.

# Social Environment

According to 2011 census, Nepal's population grew from 9 million people in 1950 to 26.5 million in 2011. The population was 23 million in 2001 with a subsequent family size decline from 5.44 to 4.9 from 2001–2011. Some 1.9 million absentee population was noted in 2011, over a million more than in 2001, most being male workers. This correlated with the drop in sex ratio from 94.41 as compared to 99.80 for 2001. The annual population growth rate is 1.35%. Folklore is an integral part of Nepalese society. Traditional stories are rooted in the reality of day-to-day life, tales of love, affection and battles as well as demons and ghosts and thus reflect local lifestyles, cultures and beliefs. Many Nepalese folktales are enacted through the medium of dance and music. The Nepalese are descendants of three major migrations from India, Tibet, and North Burma and the Chinese province



of Yunnan via Assam. Nepal's diverse linguistic heritage evolved from four major language groups, such as Indo-Aryan, Tibeto-Burman, Mongolian and various indigenous language isolates.

rate. Most of the data service is accounted by GPRS users. Twelve months earlier the data/internet penetration was 10.05%, thus this represents a growth rate of 74.77%. Public health and health care services in Nepal are provided by both the public and private sector and fares poorly by international standards. According to 2011 census, more than one third (38.17%) of the total households do not have toilet in their houses.

# Technological Environment

The bulk of the energy need is dominated by fuel wood with 68% agricultural waste with 15%, animal dung with 8%, and imported fossil fuel 8%. Except for some lignite deposits, Nepal has no known oil, gas or coal deposits. All commercial fossil fuel, mainly oil and coal, are either imported from India or from international markets routed through India and China. Fuel imports absorb over one-fourth of Nepal's foreign exchange earnings. According to the Nepal Telecommunication Authority MIS May 2012 report, there are 7 operators and the total voice telephony subscribers including fixed and mobile are 16,350,946 which give the penetration rate of 61.42%. The fixed telephone service account for 9.37%, mobile for 64.63%, and other services for 3.76% of the total penetration rate. Similarly, the numbers of subscribers to data/internet services are 4,667,536 which represents 17.52% penetration

## CONCLUSION

Tourism has an important role to play in uplifting the Nepalese Economy. It is therefore, essential to consider all the aspects of tourism development to present the country the best place to travel explore and adventure. Though, the data so analyzed show the subsequent increase in the tourist arrivals yet the question of quality vs. quantity arises. The actual and the expected data do not match. It is because of certain weakness of our country possesses that are yet to be strengthened.

The lack of sound tourism marketing, planning, processing and research system, Nepal could not achieve better result in tourism as per its potentiality. The international tourism marketing was carried out without sound linkage between the products and their target market. The limited funds and scattered marketing activities hardly achieve any desired targets. Due to the government instability and bureaucratic procedures, tourism was hardly treated as a professional business sector that needs competitive marketing strategy.

The environment pollution and degradation hinder upon the natural beauty. Though tourism was pointed out as one of the major foreign exchange earning, the priority given to tourism sector was only after "the VNY 1998" that the realization of the importance of tourism spreads nationwide for greater and more and coordinate effort for tourism development. Therefore, the need for a planned tourism development has been realized so that tourism development program could be measurable and achievable. The creation of different institutional arrangement would be helpful for the development of tourism in Nepal.