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MARKETING OF ADVENTURE AND NATURE TOURISM
A Case Study of Shambala Trekking Agency in Nepal

Thesis

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ABSTRACT

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Name of thesis MARKETING OF ADVENTURE AND NATURE TOURISM A Case Study of Shambala Trekking Agency in Nepal		
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<p>The purpose of this thesis was to conduct a marketing research of adventure and nature tourism in a small travel agency in Nepal. The adventure and nature tourism sector is rapidly growing and tourism year of 2011 showed more of its positive more effects on the tourism industry. The main aim was to find out through the case company webpage, what the requirement and best marketing channels through a webpage. The other key element of the marketing was targeted to the seven P's of marketing mix, the targeted visitors were targeted by age and the specific adventure and nature activities used by the visitors.</p> <p>The theoretical part of this study was divided into three parts: adventure and nature tourism, the market of adventure and nature tourism in Nepal and marketing application. These three parts introduce the detail information about the current situation, the elements of the research. With the theoretical knowledge of marketing, this thesis carried out an evaluation of how the marketing concept was followed by the company.</p> <p>The empirical part was limited to one travel company instead of Nepal as a whole. The qualitative research was conducted in two ways: as semi structure interviews and textual analysis. In addition, the research was completed by analyzing the marketing strategy on two adventure company webpages. The research hopes to find out the right marketing tools to use for promotion on webpage.</p> <p>In the conclusions chapter, the negative and positive findings of the research were explained. The Marketing analysis of the company's webpage was done quite moderately in the travel agency. After texts analysis of company webpages, the outcome was unclear pictures, long text and not well-run in facebook. New methods and research techniques were the key points to implement in the field of marketing of nature and adventure tourism of Nepal to make Nepal as country of nature and adventure tourism destination country of the whole world. Hence, travel agencies in Nepal need to segment their customer for more effective marketing.</p>		
Key words Adventure tourism , nature tourism , marketing, webpage		

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1 INTRODUCTION

Nepal has been known as diversely rich in culture and environment and has been called a heaven for adventure travelers around the world. There have been various problems and obstacles preventing a successful development of tourism in the remote mountain country, but till today Nepal in itself is proud of its with culture, country economy, local people, and environmental landscape. Since the beginning of the country's economical welfare, tourism has been is the largest industry in Nepal, and the largest source of foreign exchange and revenue. The main resources of Nepal as a leading tourism country are the 8 of the 10 highest mountains in the world. Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The heritage of the Hindu and Buddhist religion in Nepal, and incredible cold weather are also strong attractions. The speed of change in the global tourism and hospitality industries means that tourism business holder need to be kept updated with contemporary trends of marketing phenomena.

Marketing is the most common phenomenon used by business and industries to establish, run and explore their market. The American Marketing Association's (AMA) defines it as “ the set of activity set of institutions and phenomena for innovative communicating delivering and exchange offerings carries the value for customers, clients, partners and society at huge is called marketing.” In tourism, marketing is vigorous for tourist destination and for the whole tourism industry. “Marketing is the process of achieving voluntary exchanges between two parties” (Middleton 2009, 21.)

This thesis is mainly focused on adventure and nature travelers to Nepal as a destination country. The key element of the marketing is targeted to the seven P's of marketing mix, the targeted visitors by age and the specific adventure and nature activities used by the visitors. However, there are many travel agencies and tour operators in Nepal. Among them, this thesis is going to research in one small Travel and Tours Company. The empirical parts will include the qualitative research, and the results and conclusion will be based on the answers of the in-depth interview. New methods and research techniques are the key points to be implemented

in the field of marketing of nature and adventure tourism of Nepal in order to make Nepal a country of nature and adventure tourism, a destination country of the world.

The main sources for writing this thesis are internet sources from the government of Nepal, and books about adventure and nature tourism. As we know, the competition in every tourism sector has been abundant just as in the field of marketing of nature and adventure tourism in Nepal, so it is quite tough and very tactical work.

The concept of travelling has been changed over time. So the application of marketing is also changing and needs revision and adaptation. The numerous tourism of industries have made marketing more competitive and narrow. Kotler 2003, 9 defines marketing as a societal phenomenon of exchanging what the individual and people needs and wants by the way of creating, offering valuable products and services to others. It is not easy to sell the products unless the company does not have enough marketing strategy. High-volume, low-skill, low-price, short- duration products on offer at highly accessible mass- market adventure and nature tourism destinations rely highly on pavement in advertisement.

The main concept of making successful marketing campaigns in Nepal with high chances for making Nepal an international tourism destination depends on the successful organization of marketing terms and conditions so that even people from abroad feel like they are in their own home environment. Hence, this is also one of the main focusing points of writing this thesis, by self interest on how the nature has been evaluated in the field of marketing of tourism in Nepal. (Naturally Nepal 2011.)

2 CONCEPT OF ADVENTURE AND NATURE TOURISM

This chapter will explain the concept of nature and adventure tourism. The sub heading of this chapter will discuss on adventure tourism, and the following sub headings will present by adventure tourism, nature tourism, its role, adventure tourism and nature tourism in Nepal with statistical data respectively.

The tourism industry is one of the fastest growing industries in the world. The demand of travelling is growing every year and new creative products to supply in this sector are increasing. It has involved into new directions within the tourist market. In the past, tourism was taken as a new development and only recently it has been considered as serious business or an academic field of study. The travel to a destination and the staying at the destination are the two key elements in tourism. A destination is the temporary and short-term activity which means that the visitors return to their own permanent destination within days, weeks, months or within a year. There are three ways to classify the visit as a tourist. The leisure and recreation category includes the holiday of cultural, sports and visiting relatives and friends. The business and professional category includes meetings, conferences, incentives and business tourism. The third category other purpose includes study and health activities. According to (World Tourism Organization 1992), subsequently ratified by the UN statistical Commission in 1994 defines that tourism comprises the activities of persons travelling to and for spending some days or nights out of the environment for less than a year in purpose of leisure, holiday, business or research or any other specific purpose. In the early 1980s, Matheson and Wall (1982, 1) indicated that tourism comprised of the Short-term movement of tourists to another destination out of the regular place of living, of work and home place. Actions that need to be taken while the spending the time in such a place are facilities created to cater for the need of the tourist. (Hudson 2003, 2-5; Middleton 2009, 4-5.)

The world tourism organization estimated (UNWTO, 2007) that there were 842 million international travelers in 2006 (this amounts was almost 12 percent of the world's population). Among all the travelers, adventure and nature travelling is one of the fastest and youngest sec-

tors in tourism. It creates physical and mental excitement and efforts that involve some kind of risk, real or perceived, the expectation varies depending on level of experience which may be taken as an element of physical danger. However, some of these activities may comprise of the same travelers involved in more than one journey per year and hence the precise scale of tourism as an industry is in some doubt (Leiper, 1999). Tens of millions of people globally work directly in the industry and many more are employed indirectly (Hudson 2003, 4.)

Travel and transport, accommodation and catering, leisure, recreation and entertainment, promoting and developing create most employment opportunities in the tourism field. Both the demand and supply side of the destination in tourism is clear. The demand side describes the destinations as the people travel and they choose accommodation where they want to stay in order to gain experiences. The supply side describes the destinations as the visitors know the geographical areas with their politics and government and approved for the tourism marketing and planning. The tourism products, place and the system of products always depend upon the tourism industry which effects its management.

2.1 Adventure tourism

In the past two or three decades adventure tourism have been an important and major component of majority in the tourism industry. The word adventure is referring to excitement, risk, and discovery to mental and physical experiments in nature. The adventurous travelers went long distances in the world and needed accommodation, food, transport and guide in the history. It was only the military, business people or religious people who travelled long distances. Modern adventure tourism is very different compared to the exploits of explorers and adventurers. There has been competition between the countries due to the political and geographical aim. The people had to travel from one part to another for long distances, from climbing the highest peak Mt. Everest, rafting in the long river to crossing the big and huge many mountains. It was risky and there was lack of safety equipment. The term adventure tourism refers to guided commercial tours where the major attraction is an outdoor activity that relies on features of natural terrain, generally requires specialized sporting or similar equipment, and is

exciting for the tour clients (Buckley 2006, 1-217). In other words, adventure includes the elements of risk, getting faster to getting higher, and getting wet. The nature of adventure tourism is challenging both physically and mentally with the risk of extreme nature which includes the environment, completing the self task or activities, motivate the feeling of risk. There are many adventure based products which they directly or indirectly market to the retailers and tourism packager worldwide outdoor travel. Marketing, management and development are important to expand the commercial side of this sector. However, there are magazines and brochures which describe the risks and challenges which ultimately end in success, excitement and glory (Swarbrooke 2003, 7)

Adventure tourism is increasing day by day. According to Lattika, 2002 there are about 60 million adventure travelers from all over the world. By 20 percent of the travelers are increasing every year. The growth rate in adventure tourism from 10 to 15 percent of the annual rate is in Costa Rica, Mexico, Peru, and North America. Even though the analysis has not become available yet, the increasing number of Japanese, Thai, and Western European travelers is also growing in adventure tourism. (Hudson 2003, 14). The increasing number of adventure tourism has also affected the physical and global social structures. The global climate change has become a more important subject. In the same way it also affects the surrounding and environment. There is a close connection between the climate, surrounding and environment. In some cases, adventure travel is also affected by war, terrorists, politics and natural disasters. Security is a key consideration before to travelling. The country which is already suffers from these problems, the international tourist affairs warn not to take any risk and avoid going to those countries. Sometimes the tour operator takes the risk of handling the adventurous activities without any experiences and the result may be an accident. This accident frequently happens in the developing countries. It is necessary to make sure that the destination, politics, surrounding and environment are safe before going on an adventurous travel

Adventure tourism can be divided into two parts, hard and soft adventure tourism. Hard tourism includes with risk and challenges and the persons involved in these activities should be physically and mentally healthy. It can be all the weather round and in any condition. Canoeing, bungee jumping, climbing, trekking, rock climbing, rafting and wilderness survival are

some examples of hard adventure tourism. Soft adventure tourism includes people who do not want any in danger and want a lower risk factor. They are not restricted by any physical or mental health requirements. Bird watching, hiking, kayaking, bicycling, camping, cross-country skiing, riding and surfing are some examples of soft adventure tourism. According to Adventure Travel Society, 2000 the number of senior and women travelers continues to increase. 46 percent of the travelers participate in soft adventure tourism and 16 percent of the travelers participate in hard activities (Buckley2010 & 2006, 215, 306)

2.2 Nature tourism

The ecological sustainability of nature tourism its main focus on experiencing nature areas, culture and life style of local people that promote environmental and cultural understanding, appreciation and conservation has contributed to the theme of nature tourism in recent days. Nature tourism often known as ecotourism, since the case study has been done regarding the experience of tourism industry in recent history. In the very beginning, nature tourism was connected with outdoor travel to remote, unique, and or scenic areas to diversify the nature tourism. However, in recent years, the demand for nature tourism has been increased rapidly and become important for educational matters and as well as in the field of the tourism industry in general.

Nowadays every year the number of nature lover international tourist groups like traditional Europeans or any other tours goes for enhancing the nature tourism of developing countries such as Kenya, Costa-Rica and Ecuador. These three countries are giving high preference for the conservation of nature areas for the tourism industry.

Hence, the general principle of nature tourism is mostly the same all over the world, such as protecting and caring of natural areas, species, local people, and ecological environment. People are always keen on seeing new things that have been naturally created on earth. Regarding the basis of nature tourism, there are different principle and laws such as the s sustainable use of resources, adequate educational knowledge about the nature area, law for avoiding the deg-

radation, improvement assistance of local community and its development, appreciation of local people, culture, social and political aspects, revenue for tourism industry and facility for the nature tourists. Since the nature tourism has become bigger, it has come to include an entire methodology of planning, management, conservation and economics of nature tourism industry. (Environment and conservation 2011.)

2.3 The role of adventure and nature tourism

In recent years, nature and adventure tourism have been one of the most commercialized outdoor recreational activities and are growing rapidly (Buckley 2000 & 2004; Travel industry Association of America 2005)

The role of nature and adventure tourism in today's market is the observation of the sources and various opportunities available inside this fast-growing industry. On the other hand, basic topics include: outdoor adventure and management training, the customer, artificial environments, supply, geography, sustainability, and environmental impacts. This is one of the dynamic theoretical courses that help in the development in the context of a competence to plan and administer the provision of nature and adventure tourism services. In the context of the nature and tourism industry of Nepal, there are still many abundant opportunities that can be achieved if the aim and scope of nature and tourism adventure had been set in the international label of competition. Therefore the aim is to formulate and enhance the wide range of possibility of diversification of nature and adventure tourism of Nepal. (Buckley2006, 1.)

Buckley (2006, 35-40), has listed from the beginning to the end of the definite outdoor activities listed in the scope of adventure tourism which is in the alphabetical order. The outdoor activities have been expanding as commercial adventure tour products from the small or short packages to the high or extreme adventure products. In history, all products have not included in the GNP (Gross National Product), since it has been a recent decades that almost all the countries have begun to approximate the scale of their tourism industry. We can approximate exactly the number of adventure and nature tourism in the tourism industry. There is an indica-

tion that around 350 publications have been released but most of them are related to the parks and recreation, sport and travel medicine or in tourism economics. It means that there is only some publications on adventure and nature tourism. Most of the writers have focused on the adventure tourist and their motivation, expectation and experiences than the adventure and nature tourism products and activities. The tourism satellites are spread all over the world, for example the estimated of the global tourism per year is about \$ 7 trillion. It seems that the adventure and nature tourism is a large industry which an estimated turnover of \$ 1 trillion (Buckley 2006, 5.)

The economics scope and scale is becoming the attractive to participate for the customers. Consumer enterprise and business skills have become important components for the adventure and nature business and for the adventurer to make a living in their field of capability. This development will be continuing along with the demand for the necessary business skills to make such a company function.

3 ADVENTURE AND NATURE TOURISM IN NEPAL

Nepal is the destination of adventure and nature tourism. The highest mountain in the world is also the main attraction for the tourist. Nepal is a destination for mountaineering, adventure activities, and rock climbing. This chapter will explain about the adventure and nature tourism in Nepal and the sub heading of this chapter present the tourism year 2011 and Shambhala trekking agency.

Nepal's Ministry of tourism affirmed that adventure or wilderness includes trekking, bird watching, mountaineering, rock climbing, paragliding, flight, hot air ballooning, rafting, kayaking, canoeing, jungle safaris, mountain biking , bungee jumping which spread from the Himalayas to the Terai region. Besides, Nepal is also destination of religious importance. Hinduism and Buddhism are the main religions in Nepal. The world heritage site Lumbini, which is known as the birth place of Buddha, and many more historical and holy places of Hindu sites attract foreign people to visit. From the neighboring countries of India and China, more religious visitors come. (Nepal Tourism Board 2012.)

In 2009, 34.0 percent were recreational tourist, 20.9 percent were trekking / mountaineering tourists, 10.4 percent came for the pilgrimage, 4.7 percent came for trade, and 7.6 came for a formal visit, 1.4 visitors came for the meeting / seminar, 0.4 percent came for rafting, 15.6 percent came for other purposes and 5.0 percent came for undefined purposes. Compared to 2008, there was an increase of tourists was by 1.9 percent in 2009. The decrease of tourists in 2008 was by 5 percent. The data of the last fiscal year shows the objectives of the tourist increased for trade, pilgrimage and for entertainment whereas the number has decreased for adventure activities (Nepal economic survey 2009-2010.)

Adventure and nature tourism is one of the fastest growing industries in Nepal. It has been renowned for the best adventure and nature destination in the world which put forward outdoor extreme activities for climbing Mount Everest to the dense forest in Chitwan National Park to watch the Bengal tiger and experience. There is no record or history about the devel-

opment of tourism in Nepal. During the Rana regime, it was not open for tourist visit Nepal. According to some historic script, there were the some monks who were from the neighboring countries. After 1953, Nepal became an attraction for foreign people. In 1953, late Tenzing Norge Sherpa and Edmund Hillary climbed the world the highest peak. Mt.Everest. The attraction in the adventure and nature tourism was gradually expanded.

According to Hall and Boyd (2005, 106) 23 percent of the visitors are regarded as nature and adventure tourists which create the important economic market in the economy Nepal. The economic development of the adventure and nature tourism in remote areas, its impacts on the local community and the environment has not been fully figured out. The future of Nepal is closely connected with adventure and nature destination. The adventure in Nepal is related to the nature and nature-based natural spots. It impacts on national economy, population, tourism industry, and conservation and protection development.

3.1 Tourism year 2011

Nepal is world-renown as an extra-ordinary destination for adventure tourism because of its variegated, formidable geography and refreshing nature. Nepal became a popular destination for trekking tourists but the visitors noticed that white water rafting and kayaking is also possible to do on the many Himalayan Rivers, and thus it became internationally famous. The commercial Australian Himalayan Expedition became the multi-activity company that ran one of the first commercial descents of the Sun Koshi (Buckley 2006, 67). According to Grant, (2001, 165), it is hard to point out clearly the concepts of nature and adventure tourism. There is an overlap between adventure and nature tourism. Adventure tourism is closely related with the area of flora and fauna which are protected and sustained.

The Nepal Tourism Year 2011 was the second successful example for Nepal after visit Nepal Year 1998. The main objective of the tourism year is to attract more visitors. The slogan of 'Together for Tourism' was started. The publicity was spread by the means of rallies, fairs in the region, districts and remote areas and also on an international level. The objectives were

also to reduce poverty, to construct the other international airport at Dumberbaba Nijgad of Bara District, and to introduce Nepal as a tourist destination country on an international level. The below (Graph 1) shows the logo of tourism year 2011.



GRAPH 1: Tourism Year 2011 logo (adapted from Nepalese Culture, Travel and Tourism 2011)

Graph 1, shows the activities, such as, trekking, rafting, climbing, cycling, paragliding, and safari which have been more attention in the logo. It is believed that tourism year 2011 had promoted mainly on adventure and nature tourism. The tourism 2011 was successful and able to welcome more than expect.

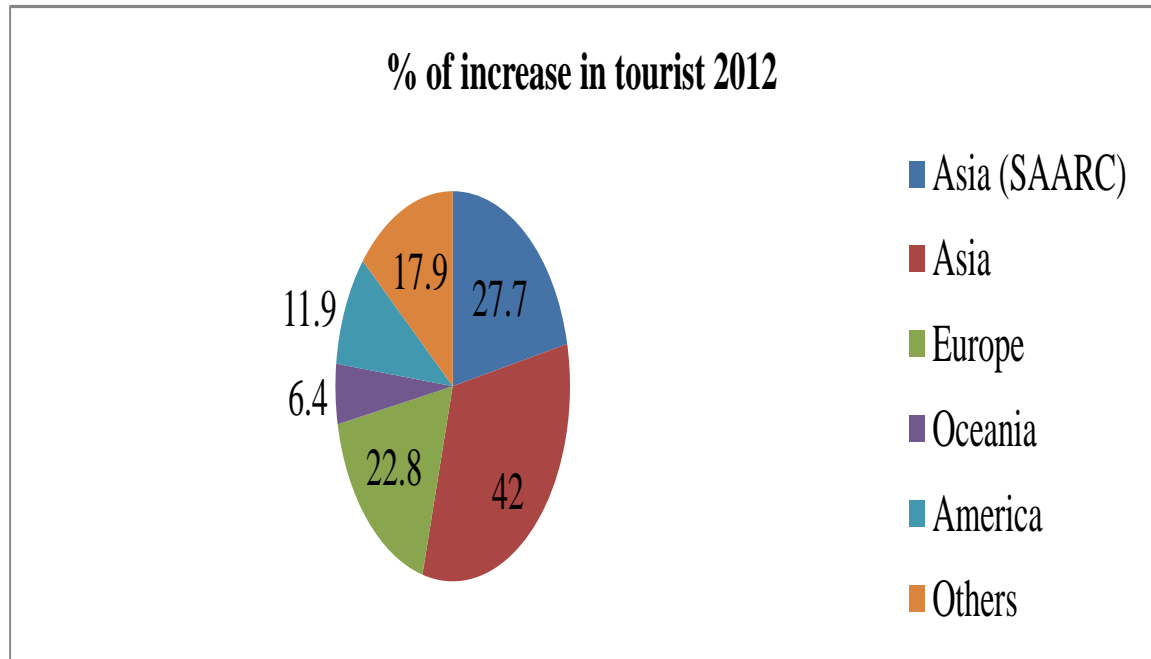
Most of the tourists came from South Asia, Asia, Europe, America and others respectively. The total number of tourist visited in Nepal was 32914 in January 2011, and 42031 in January 2012. The tourists from Asia (SAARC) were from Bangladesh, India, Pakistan, Sri Lanka and the total number of tourists was 9813 in January 2011, and 12531 in January 2012. The tourists from the Asia continent were from China, Japan, Malaysia, Singapore, S. Korea, Chinese Taipei, Thailand, and the total number of tourists was 9416 in January 2011, and 13371 in January 2012. The tourists from Europe came from Austria, Belgium, Czech Republic, Den-

mark, France, Germany, Israel, Italy, Netherlands, Norway, Poland, Russia, Switzerland, Spain, Sweden, the UK and the total number of tourists was 6434 in January 2011 and 7904 in January 2012. The countries from Oceania were from Australia and New Zealand and the total number of tourists was 1196 in January 2011 and 1273 in January 2012. The countries from America were from Canada, the USA and the total number of tourists was 3098 in January, and 3467 in January 2012. Visitors from other continents were 2957 in January 2011, and 3485 in January 2012.

TABLE 1. Visitor arrival by air in Nepal in 2011- 2012 January (adapted from Nepal Tourism Board 2012)

Visitor Arrival By Coninents 11/12			
Continent	January	January	% Change
	2011	2012	
Asia (SAARC)	9813	12531	27,7
Asia	9416	13371	42
Europe	6434	7904	22,8
Oceania	1196	1273	6,4
America	3098	3467	11,9
Others	2957	3485	17,9
Total	32914	42031	27,7

Table 1 shows the total tourist arrivals in between January 2011 and January 2012. The tourism year 2011 had an influence to the beginning of 2012. Most of the tourists who were from Asia were on pilgrimage and sport trips. Besides Asia, all the continents from Europe, America, Oceania, and others came for business, adventure and nature tourism purposes.



GRAPH 2. Increase of tourists in 2012 (adapted from Nepalese Culture, Travel and Tourism 2011)

The above Graph 2 shows the percentage of different incoming tourists in Nepal in January 2011 to January 2012. The red color indicates Asia which has occupied the largest area of the chart. The tourists who come from south Asia have the highest record and the tourists who come from Oceania indicate the purple color which has the least record visited in Nepal. The tourists visited in between January 2011 to January 2012 indicate green color from Europe was 22.8 percentages. The deep blue color indicates the Asia (SAARC) which occupied 27.7 percentages, and the light blue color indicates other continents which occupied 17.9 percentages. The orange color indicates that total tourists who visited were 27.7 percentages. The total visitors from America had increased by 4.2% during January 2012. The tourist has increased gradually with the effect of the Tourism year 2011.

3.2 Shambhala trekking agency

The Shambhala Trekking Agency provides quality services because of its professional and experienced staff. The main office is in Kathmandu, Nepal. Shambhala trekking is providing services related to nature enhancement for people throughout the world. The travel itineraries are well organized which makes the tourist feel more safe and comfortable at the beginning. Managing the implementation of trekking, mountaineering, rafting, kayaking, paragliding, tours, bungee jumping are services and products of the company in the retail tourism industry, serving both the domestic and international customers. The company brings a fresh and innovative approach to consulting nature and adventure tourism services, acting as a liaison between the nature of Nepal and nature lovers from all over the world. The goal of Shambhala is to exceed the expectations of every client by offering outstanding customer service, increased flexibility, and greater value, thus optimizing system functionality and improving operation efficiency. The company associates are distinguished by their functional and technical expertise combined with their hands-on experience, thereby ensuring that clients receive the most effective and professional service. (Shambhala Trekking Agency 2010.)

Shambhala Trekking was established in 1999 with a team well experienced in tourism and trekking in Nepal. Since the establishment, each year hundreds of clients join the trips and set out on an unforgettable journey to amazing destinations in various parts of Nepal and mostly parts are now very well known in the world of tourism. The company has such a many clients that the customer really enjoy the professional yet caring services, witness spectacular tourist attractions and sounds in expedition, and return home with permanent memories, join their program and almost every group has been made as lifetime amazing experience with Shambhala Trekking.(Shambhala Trekking Agency 2010.)

Since the beginning their most targeted country has been France and as they initially have very good co-operation with French people, and now the company is working to attract more tourists from America, Holland and Sweden. Basically Shambhala Trekking is targeting the age group from 18 years to 70 years of people depending upon the types of nature and adventure tourism they are providing their best products and services.

Their main competitors other trekking companies as like Thamserku Trekking, Asian Trekking, Himalayan Yeti and Trinetra Trekking firms, Overall Shambhala Trekking possesses operations experience in quality level of services and products at a propitious level. The company is doing well versed in all aspects of multiple location management, from budgeting to productivity to establishing and maintaining business partnerships. Shambhala Trekking was awarded themselves on their proven track record for effectively administering multiple implementations. This is due to effectively directing team members in the development of marketing tourism modifications to ensure that all business requirements are met within budget restraints and time schedules. In addition, Shambhala Trekking has experience with large services and production sales for the company's all-time favorable and popular product and they are Everest trekking area, round Annapurna trekking area, Langtang trekking area and Manaslu trekking areas, having been responsible for the successful implementation of a serving since 13 years of services internationally with gaining of 99% customer satisfaction. (Shambhala Trekking Agency 2010.)

Shambhala Trekking company is providing well qualified services with the entire team of 50 employees including permanent and temporary workers with a leading of company founder and director Mr. Padam Ghale. One of the main reasons behind selling the products in very good reasonable amount and price are because of self sincerity, qualified and most experienced guide and of course with good marketing policy of the company. Nepal a small country with just growing on developing process in many things, and these conditions making such a huge achievement with proper marketing strategy with high end competitors are very remarkable remain neutral no personal opinion how the marketing has done well for the company.(Shambhala Trekking Agency 2010.)

According to the questionnaire, it was mentioned that printed media such as brochures, flyers, and different daily newspapers as Kantipur Daily, Gorkhapatra, Annapurna Times and other magazines have been the main affective media for marketing promotion. In order to meet the individual needs of tourists, Shambhala Trekking maintains a wide range of qualifications in the matters of workers for servicing and products. The company's extensive knowledge base entails for the reason purposes of choosing the product of company as cause of highly needed

adventurous, most experienced guides, doing trekking beyond treks. Moreover, the company's functional and technical experience extends to interfacing with third-party conveyers and various marketing units. At Shambhala Trekking, they are continually expanding upon the knowledge and services to assist domestic and international tourist with successfully implementing various marketing media, public coordination system throughout various locations.

As already stated above, the founder director of Shambhala Trekking company of Nepal is Mr. Padam Ghale, a pioneer trekker, trekking guide, trekking entrepreneur, mountain rescuer and mountaineering instructor. In the history of solo mountaineering expedition in Nepal, he is the first person to summit Mt. Makalu solo in 1982, as a result it has been a tradition in Nepal to do solo mountaineering for treks and expedition. Alone in the company, he has experience of nature and adventure tourism of 30 years in Nepal along with some European countries. This personal experience helps it to step put in peak point with huge success.

Apart from the managing director of Shambhala Trekking, executive communities have been formed and categorized as three different sections. The executive director of the company has 9 employees. The administrative manager is sub divided as 1 Administration manager, 3 General Administration and correspondence, 1 Accounts officer, 1 Field Manager. The field staff is also sub-divided as 2 Trekking supervisors, 4 Assistants, 2 Travel supervisors and 3 Assistants. There is a large team with 50 well experienced adventure tourism and nature guide

4 MARKETING

Marketing is the flow or delivery of the product or service to the customer. It is about creating an experience that exceeds expectation. Every time the customer comes in contact with exceptions to the company it is an opportunity for marketing. This chapter will explain about the marketing. The sub-heading of marketing in this chapter is concept of marketing, classification of marketing, marketing mix decisions, marketing management, and impacts of marketing in tourism

4.1 Concept of marketing

The concept of marketing is the marketing philosophy which sees the customer or client as the central focus, of all the activities of the company because no company can survive without the continued performance of its customers. When the company shows the genuine concern for the customer is welfare this is called customer orientation. It is also important that a company focuses on the production orientation, sales orientation and market orientation. Among all the orientations, the customer is always in the center of the marketing concept.

In the production orientation, the dropping cost by heap production is more important than focusing of the company because it is not the requirements of the customer. The business can take advantage of income by reducing the costs through reaching the profitable of the extent the business. Every company believes that they have best product which is based on quality and characteristic in product orientation and because of this the company trusts that their customer also likes it. In the sales orientation the company focuses to make the product and make an effort to sell it on the market. There is always the uncertainty that the customer may not like what is being sold to them. The customer is always in center of the profit in business. The company always tries to use the proper research method in market orientation to know the needs of the customer. It helps to develop the company strategy from the feedback from the

customer. The company who follows the market orientation concept has more chance to be successful.

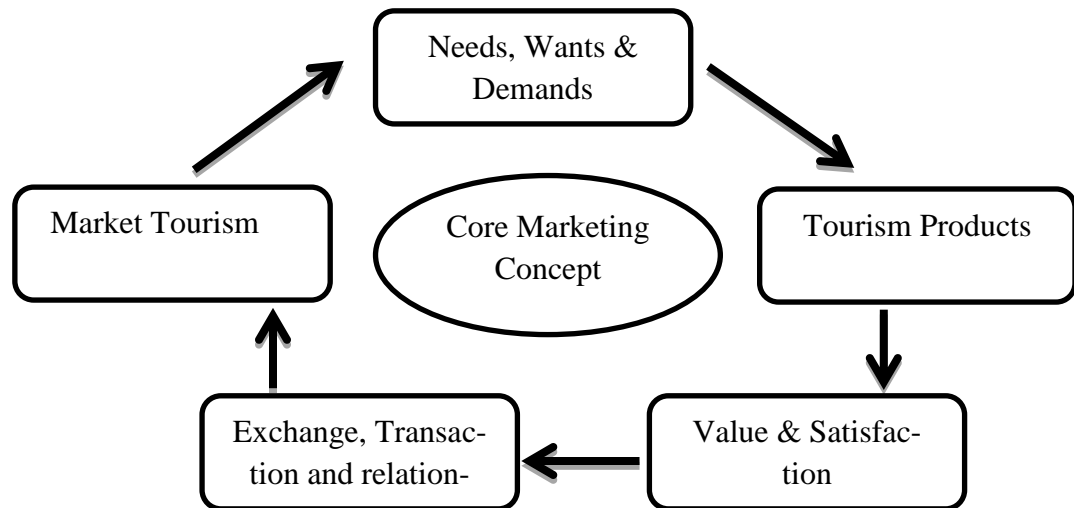
Marketing is a concentration on the customer which is a mixture of idea, opportunity, advertising, marketing research, retailing, personnel selling, and new product development. In complex economy, every organization, business, non-profit government is able to modify and adopt its offering to the needs of the consumers. According to American Marketing Association, marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to archive organizational goals. Similarly Holloway (2004, 7) stated that “Marketing is the management function which organizes and directs all these business involved in assessing customer needs and converting customer purchasing power into effective demand for a specific product or service, and in moving that product or service to the final consumer or user so as to achieve the profit target or other objective set by the company or other organization.”

By means of this definition, it is significant to understand that the client can be an individual user, a company, or more than a few people who make a payment to the purchasing choice. The product can be a hard good, a service, or even a design no matter which that would provide some charge to someone who provide an exchange. As is already mentioned above, exchange is most frequently thought of as money, but possibly will also be a contribution of time or even a particular act.

The modern concept of marketing of the company should prepare to start the plan and information of marketing mix which is the main concept of a marketing strategy. Although there are many different ways of marketing there is no hesitation to apply the marketing stagey of marketing in tourism. This is also very true that there are some differences in marketing any buyer supplies by the product producer and the selling the tourism manufactured goods to the traveler.

The main basic concept essential in marketing is that of individual desires. An individual who wants is in a state of felt deprivation. Every individual has many complex needs which consist

of essential body needs for food, clothing, warmth and safety; society needs for belonging and friendliness; and person needs for knowledge and self- phrase. The circumstance of the tourism world, tourists desire natural world, place, security, touring atmosphere, friendly support, adequate touring equipment, transportation, good guidance and everything that is related to enhance natural resources.



GRAPH 3. Diagrammatic figure of needs, wants and demands of tourists (adapted from key concept in marketing)

Human wants are the form taken by human needs as they are shaped by culture and individual personalities. People have almost unlimited wants but limited resources. Thus, they want to choose products that provide the most satisfaction for their invested money. When backed by buying power, wants become demands. Exchange is the act of obtaining a desired object from someone by offering something in return. Exchange is only one of many ways people can obtain a desired object. Exchange is the concept of marketing management. For an exchange to take place, several conditions must be satisfied. Of course, at least two parties must participate and each must have something of value to the other. Each party also must want to deal with the other party and each must be free to accept or reject the others offer. Finally each party must be able to communicate and deliver. Whereas exchange is the core concept of marketing, a transaction is marketing's unit of measurement. (Key Concepts in Marketing 2011.)

A transaction consists of a trade of values between two parties. In a transaction, must be able to say that one party gives to another party and gets in return. A transaction involves at least two things of value, conditions that are agreed upon, a time of agreement, and a place of agreement. For transaction, international and domestic tourist and the service providing company are the opposite party where transaction marketing is part of the larger idea of relationship marketing. Smart marketers work at building long-term relationships with valued customers, distributors, dealers, and suppliers. They build strong economic and social ties by promising and consistently delivering high quality products, tourist satisfaction, good service, and fair prices. Increasingly, marketing is shifting from trying to maximize the profit on each individual transaction to maximizing mutually beneficial relationships with consumers and other parties. (Fennell 2006, 29.)

Tourists usually face a broad array of products that might satisfy a given need. Almost there are not so many alternatives as like consumer daily goods in tourism products. How do they choose among these many products? Therefore, tourists make choices based on their perceptions of a nature product's value. The guiding concept has customer value. In a tourism context, it is useful to understand how motivation actually occurs and how those needs may be satisfied. Travel satisfaction has been generally used as an assessment tool for the evaluation of travel experience, products and service offered at the destination. (Fennell 2006, 40.)

Tourism is also the source of value which is useful in understanding the economic structure. The value in the tourism industry can be classified in different ways. Some of the value is taken as the money. It can also be taken as in the business sector. For example, if tourists want to go to the jungle safari, they have to pay for the entry, services and tax. Some of the value is taken as from the services which supports the destination. For instance, the tourists spent the time in the local place where there is no need for money but the value is the destination. In the tourism field, values are always related to goods, services, and experiences by market exchange system. It imitates the type and intensity of demand for the tourism as well as tourism production. The value of the products is compared with the customer behavior. There has always been the class of the people from the different society at different times making attribution of values. (Fennell 2006, 29-37.)

In addition, “a variety of natural attractions” was considered to be the highest with respect to satisfaction, followed by “a peaceful and restful atmosphere”, “security and safety”, “the friendliness of people”, and “the quality of food and beverage”. Additionally, “outstanding scenery”, “visiting friends and relatives”, “visiting historical places”, “shopping”, and “visiting natural attractions” were strong indicators of the overall satisfaction of tourists who travel to Nepal. Furthermore, “ease of communication in their own language”, “friendliness of people”, “overall value for money”, and a “peaceful and restful atmosphere” were strong indicators that tourists intended to revisit Nepal. (Dasgupta 2010, 41.)

There are several essential issues in organizing and advancing the discussion of the value and satisfaction in tourism. It is the primary research to be considered for satisfying the market. The principal of understanding the value and the satisfaction is reviewed and the critique of the major general approach is to be undertaken. When these issues are discussed, it will outline the original work approach to the tourism environment. There are many ways to make the customer satisfied, but the most important is to make the products valuable to the customers. More or less the target of the business and tourism management agencies include an integrated management plan such as quality management in the nature and adventure tourism. Frequently, the larger argument approaches is measures in the value and satisfaction. The World Tourism Organization has a guide for the developing the sustainable tourism for the local people. In the guide it includes the measures of visitor’s satisfaction which also means the value of sustainable tourism. For the many of the tourists who accept value and satisfaction measures are concerned with more significant rather than instrumental aspects of the experience, only performance approach can be considered or recommended. (Prideaux, Moscardo & Laws 2006, 284-286.)

The tourists who wish to visit a particular destination at once in their life may be likely to repeat the same experiences, depending on of their satisfaction level. The relationship between the satisfaction and repeat suggestion leads to positive satisfaction but it may also lead to negative attitude towards the destination, products, or same marketing strategy. On the other hand, tourism is more concerned to the qualities, value, experiences depending upon the goods and services that served by the providers. In other words satisfaction is not the phenomenon but it

is likely an element of effect or feelings. The positive satisfaction creates the interest and pleasure which means the products or service is valuable for the customer. The negative satisfaction creates the loosing of the customer where they take less value. Sometimes it creates sadness, disgust, fear, anger and hatred. For instance many adventure activities provide the excitement like in water rafting which appears as life-threatening. Customers can also make the comparison of products. They may ask if this service is a bit better than the last one, it means value and satisfaction comes on the same level. Mostly the customer satisfaction and value can be expected in the service sectors. In adventure tourism, the visitors may be satisfied regardless of expectations not being met because of the unexpected positive could be interval as forming an unexpected close friendship (Shaw& William 2004;24-26.)

Dasgupta (2011, 42-43) has categorized value as functional, emotional, social and epistemic. Functional value includes the quality of the price, tour, destination, transportation in a natural environment. Emotional value includes the feelings or emotion towards the products like in bungee jumping, rafting or jungle safari. The social value includes, the perceived value acquired from an alternative's association with a specific group or people. Epistemic value is acquired stimulate curiosity, provides novelty and satisfies a desire for knowledge. The major satisfaction for the novelty is shown as a component for many tourists.

4.2 Classification of marketing

The growth of marketing was accompanied by its classification in a mixture of categories depending on some of its element factors. At first, marketing was linked by means of the creation and allocation of goods and services, however then after it prolonged to other areas like social, politics, entertainment, environmental, business, non-profit organization.

Basically, classification is serious to competitive benefit and ought to strengthen every decision that requires to be completed concerning every aspect of the tourism marketing mix. A genuine tourism marketing approach needs to be created with the tourist visitor, not the destination or product. It is obvious that the tourist market is not homogenous and every visitor or

possible tourist does not desire the similar item. This immediately gives rise to a classification issue. Implementing a tourism marketing preparation has depended on the needs and its classification which is not impossible. There are a lot of destinations which have still not developed effective classification strategies, mostly because numerous of the conservative techniques are no longer appropriate for more complicated, discriminating and disjointed tourism market.

Furthermore, inside the company there is a specialization of marketing took place. Considering the area where marketing is applied, internal marketing, international marketing and global marketing. The internal marketing is about the bond between the company figure and its employees. The goals, aims and objective parts of the internal marketing are staff, motivation, training, rewards, quality and culture. International and global marketing are about the products which are from all over from the world. The competition within the national market is becoming extreme, so the company tries to go on an international market. The social, political, economical, technological are the four factors that are considered before going global. Every company tries to sell their products by direct export, indirect export, licensing, franchising, contracting, manufacturing abroad and joint venture. (Internal Marketing 2011.)

When taking into account the market features, marketing focuses on marketing of individual consumption, business to business marketing, supply marketing which is also called inverted marketing. In the same way according to the product features there are 5 different ways and they are service goods marketing, commercial services marketing (tourism), public services marketing (educational promotion and health for tourism), social causes marketing (politics, religious, environmental marketing) and cultural tourism values marketing (works of art, stage plays, concerts, exhibitions). (About.Com Marketing 2011.)

Conventional marketing hypothesis emphasizes the meaning of actively managing the classification, targeting and positioning method to notify the way in which tourism organizations put into practice the marketing concept and making happy visitors or tourists and other tourism consumer needs productively. Additionally, classification aims to provide tourism organizations with a commercially practical method of accepting their markets and mounting strategies for serving their consumers. (About.Com Marketing 2011.)

A tourism market makes the grouping of all those people with enough inspiration, aptitude and chance to visit a destination or attraction. Market classification is a consumer-led technique that involves in-between the market into groups of like-minded people with similar needs, and behavioral individuality and who therefore require similar tourism marketing mixes. (About.Com Marketing 2011.)

Furthermore, delicately classified the market, the greater the probability that the destination or magnetism will be able to implement targeted marketing campaigns to usable, distinct groups of visitors rather than randomly marketing to the market generally. Market segmentation, therefore, has significant implications for the willpower of tourism marketing strategy. (Josef & Wöber 2009, 57-60.)

4.3 Marketing mix decisions

The set of appropriate and well organized marketing tools that the firm's combine to make the respond which is wanted in the market and targeted with a marketing goal such as likes tourism market. The based on fact an inter-organizational form is clearly the scope to which it delivers two-way advantage and meets the objectives set for it. In spite of considerable discuss in the area of service marketing as to the application and value of the seven 'Ps' framework, doubtfully it is remainder of that a helpful arrangement upon which to put in order discussion on the completion of the tourism marketing mix. As usual the marketing mix contains of the entire obsession that the company can do to profit and manipulate to specify result for its product. The many possibilities can be collected in to 7 groups of variables known as "7Ps". It has proposed that instead of talking 'goods' and of 'service' it is better to talk of 'tangibles' and 'intangible'. But later on both of them core of the related matters are almost came same. (Key Concept in Marketing 2011.)

Variations in marketing mixes do not occur by chance. Marketing managers devise marketing strategies to gain advantages over completions and best serve the needs and wants of a particular target market segment. By manipulating elements of the marketing mix, marketing manag-

ers can fine-tune the customer offering and can achieve competitive success. 7 Ps can be shown by tables which are as below:

TABLE 2. The marketing mix for services (adapted from Cooper, Fletcher, Fyall, Gilbert & Wanhill 2005, 607)

Product	Price	Place	Promotion	People	Physical	Process
Range	Level	Location	Advertising	Personal: -training -discretion -commitment -incentives -appearance -interpersonal	Environment Furnishings Colour Layout Noise level	Policies
Quality	Discounts: Allowances Commissions	Accessibility	Personal selling	Other customers: -Behaviour -Degree of Customer/custo	Facilitating goods	Procedures
Level	Payment terms	Distribution: Channels	Sales promotions		Tangible clues	Mechanisation
Brand Name	Customer's perceived value	Distribution coverage	Publicity			Employee: Discretion
Service line	Quality/Price		Public			Customer
Warranty	Differentiation					Customer direction
After-sales services						Flow of activities

In table 2, marketing mix- Product, price, place, promotion, people, physical and process is evaluated through range, quality, level, brand name, service line, warranty and sales services.

Product means the good and services grouping the offers to the target market. Thus, a jungle safari consists of like one big forest where many different wildlife animals are available and protected, vehicle or an elephant for riding, security and gunman for personal security, a well trained guide, and full map of jungle, well-planned timing, and food as well as beverages services. It is very important for the company that their need to have ability to access the market and customers wants to understand of the product selling is customer oriented or not. If the time is not suitable for selling the goods it does not make sense much sale, which means the

product that is suitable according to the place and the natural environment and seasoning time. Hence, need to aware about the right product at right time in right place of touring. Suitable investigation should be done in front of time, for e.g. like can conduct marketing investigate throughout the company brainpower services. It helps a lot to discover the correct market, demographic, and most excellent time of year for encouragement the products, and then help organize the campaign.

Promoting or increasing the sale of the product it is essential to attract tourists' attention, generate interest, create aspiration and get achievement. The basic function of tourism promotion measure is to get positive response from the consumer and create demand for goods and services. Thus, promotion is important as it creates attentiveness that the tourism products exist and it is easily available, useful and reliable. Complete of what the service or product can do for the tourist. Accurate service or product will give tourist valuable money and the head of encouragement, communication mix is the term used to include advertising, sales promotions, public and press relations, and personnel selling, merchandising, packaging etc. The well combination of these techniques is the communication mix, which helps in sale. It has been stated that intensive staff training is needed to make them respond to the needs of customers, promotion objectives must aim at specific, attainable, measurable informative, persuasive and reminder based. The promotion for tourism, product media and techniques like-print media advertisement, audio-visual advertisement, directories, transportation vehicles, highway billboards, travel shows, travel films can be used in international tourism markets. The medium should be selected which is within the budget, compatible with the image of product or service being promoted, suitable for market and geographic area of the business etc.(Marketing Methods 2011.)

Pricing is an element in marketing strategy. There is no single method of establishing prices for all hospitality connected enterprises. Pricing conclusion is influenced by internal and external factors. The internal factors are product, distribution and promotion, whereas external factors are competition, economic health of a country, government regulations, behavior of the tourists, codes of practices and ethical considerations. Pricing is important as it determines how consumers perceives the product and strongly affects other elements of the marketing

mix. The marketing objectives behind pricing are increasing market share, gaining behind pricing are increasing market share, gaining prestige, market penetration and cash recovery. (Marketing Methods 2011.)

The pricing policy of a company is found as an indication of the company's objectives in setting prices. In view of the emerging trends in competition and the changing market conditions a marketing manager can adopt any three alternatives pricing at the market, pricing above the market, and pricing below the market. Thus, all three alternatives are for a non-price competition. (Marketing Methods 2011.)

Placement is where the product is delivered to the customer. Creating the tourist product easily available to consumer a marketer has to decide what distribution channels selection is determined by the product. The goods and services can reach the customer by tour packagers, retail travel agents, specialty network agents (including incentive travel firm, meeting and convention planners, hoteliers, executives, corporate travel offices etc) The width of tourism product must also be considered. New innovations must be given the preferences while selecting the right distribution channels. (Marketing Methods 2011.)

The important thing while selecting the distribution channels are determined by the various influencing factors, such as location of point of sales cost of distribution, image of the organization, effectiveness of the marketing efforts, user's motivation regarding the product, extent of market, expected cooperation from the channels use and the extent of assistance demanded and expectations. (Marketing Methods 2011.)

People refer to the general public or the customers, society, employees, management and everybody that involves buying and selling. In every company it is very important to make necessary all people understand that the standing of the manufactured goods that you are concerned with is in the people's hands. Marketing that is implemented internally incorporates the instruction system ongoing convey of the service by the stakeholder's concerned in the incident release. To understand more it means that internal marketing systems necessitate to make sure of more confident that staff (including volunteers, free lancer) is fully equipped (thorough the

HR function) to deliver the maximum level of service required to perform the service, this means that personnel need to be happy enough in their work to buy into the company products (reflected in brand values, e.g. team work) and portray all times in the performance of their specified job role. (Marketing Methods 2011.)

In any type of service leaning company like tourism industry, if people are taking responsibility in tourism marketing, they must be able to farm out the work and hire the people to do the job, like note down successful good-looking content for consumer. Each corporation wishes people that can offer responses to visitor's inquiries and provide them with the information they are looking for. It is also necessary to successfully pass it reverse to the administration. Finally, it is extremely significant to inquire if you cover the people to allocate information on the product, service, or business on blogs, forums, publication, promotional material, broadsheet, article, events etc by redistribution about it.

Process is the way of doing task with the best result. This is very important in the field of tourism marketing in various projects like planning, implementing, etc. It relates to the technique and procedure of providing a service and is therefore important to have systematic information on whether the services are useful to the consumers, if they are provided in instance, if the customers are informed in hand about the services and many such things. Process is one of the 'P's that is frequently overlooked. A customer trying to reach your company by phone is a vital source of income and returning value: but so often customers have to stay on hold for several minutes listening to a recorded message before they are able to get through many of these customers will give up, go elsewhere and tell their friend not to use the company-just because of the poor process that is in place. Even if they do get through, they will go away with a negative impression of the company. Customers are not interested in the detail of how your business runs. What matters to them is that the system works. These types' issues or questioning make great influences in the process for how it has to be made.

This has always been so important and very needy to ask if you have resiliency in services of the company, the ability to handle large number of customers, the proper support at all times, and a system to answer FAQs. That is why each and every scales of desire of customer of

campaigns according to each client's needs. There are times clients tell who to scale back the efforts since they cannot handle the volume, and have to expand resources. This part of the process is the first experience of a company that many customers have there's no value in making the rest of the company run perfectly if this part is faulty. As a consequence, this 'P' could be great source of competitive advantage if used wisely. (Key Concept in Marketing 2011.)

Physical evidence indicates to the knowledge of using a product or service. At what time a service goes out to the customer, it is essential that a company helps all the customers see what they are buying or not. For example, brochures, pamphlets etc serve this purpose. It is not easy for the customer to be acquainted by means of how the product is going to assist them. Therefore, it will very be necessary to exchange a few words in a way that the customer will be able to feel in no doubt in purchasing a product or service. A very good idea is that company can do reports and articles that will excite the customers about the product and the service. Video and images also help the customer feel comfortable. A service cannot be experienced before it is delivered. This means that choosing to use a service can be supposed as a risky business because the company is buying something insubstantial. This uncertainty can be reduced by helping potential customers to see what they are buying. Case studies and testimonials plays very good role in providing evidence that an organization keeps its promises. Facilities such as a clean, tidily and well-decorated reception areas can also help to reassure. If your premises are not up to scratch, why would the customers think the service is. (Pickton & Masterson 2010, 2-199, Bowen & Clarke 2009, 13-139.)

The above 7ps are divided in seller point of view. The 4 Cs marketing mix is customer point of view and they are customer value, cost, convenience and communication. The customer value allocates the observation of creating and carrying to the market that may be product, service or other value. The customer value always starts and ends with the customer and company serves their needs. The value is always concerned with the customer that may be product or any other thing. (Pickton& Masterson 2010, 2-199.)

Cost defined as the customer choice to decide how to spend limited money to satisfy the unlimited desire or wants. Costs is something that customer pays for the company service or

products. The company motivation in going to market should not take advantage to increase but expand the customer value. Hence, the company can provide the same cost to customer instead to asking to formulate more earnings from a product. (Pickton& Masterson 2010, 2-199.)

The term convenience make the company to remind that customer have many choices and have busy a time. It is not for the place or delivery channel but it confesses the delivery channel according to convenience of the customers. The convenience allows not only opens new ways to connect with the customer and delivery products and, but it helps the company to provide an optimum overall experience for the customers. (Pickton& Masterson 2010, 2-40.)

Communication is the concepts of customer's perceptive that create interactive marketing communication. Communication and building relationship are the two ways to interact between the buyer and seller. It is more important than the promotion because promotion is the one way to advertisement. (Sales and marketing for 'you' 2011.)

4.4 Marketing management

To achieve the executive objectives a power of programs intended to generate construct, and maintaining advantageous interactions with target buyers for the reason is called marketing management which is for analysis, planning and implementation. It is very important to know at the beginning about the definition of marketing and its fundamentals. First of all, the question always comes in mind while elaborating of term marketing, what does the term marketing mean? Nowadays it is not only enough to understand marketing as like as the classic logic of creating a trade - "advertising" – however in the context of today's rapidly growing business world, it has been most important to understand as the new sense of satisfying customer needs. Hence in the subject matter of marketing management of adventure and nature tourism of Nepal, while mean to be more sincerely able to satisfy the needs of tourists that come to Nepal for adventure and nature tourism of Nepal.

Marketing management is not an easy task to work with but it can be practically achieved. The contribution of marketing is for achieving the fundamental objectives of business. There are different ways and ideas of creating marketing strategies for enhancing the nature and adventure tourism industry in Nepal. Developing organizational and business skills that focus on the marketing aspects and implications of tourism are the main points of sustainable business. Promotional marketing activities of nature and adventure tourism are the key points for remarkable output result and those activities are as follows.

Internet Marketing is the phenomena of the promotion of goods and services by means of World Wide Web (www). The Internet is also used to promote brand image by a company to make it a well-reputed company. With the help of the Internet an entrepreneur can reach out to the international market with very low expenses. This is also one of the reasons why nowadays Internet marketing has become a very famous tool for marketing industry. This form encourages businessmen to discover newer and more business opportunities across seas and in far places. One obligation about the Internet medium is that it can draw only those customers who use this medium. In some places there are connection problems or if the company web site is more than complicated then it will have few of the barriers. Basically, advantages of Internet marketing as of 2009 are growing much faster than other types of media and advertisement agency. It is easier to track than traditional off-line media-through the use of web analytics because of exposure, response, and overall efficiency of Internet media.

Public survey is a type of question that is aimed to take specific data from the particular people in a group. The public survey can be taken in a public place, via the Internet, by mail, malls or in by phone. Normally, public surveys are used for the government budget, taxation, and other public services. In the same way, marketing in tourism has also public survey about the product, price, accommodation, and service. The survey helps to know the data as well as the open feedback from the public which helps to know the exact information.

The brochure is the printed media written about the company and company services, product and other information regarding the nature of company. Distribution of brochures is very important for marketing of company products so that every customer gets the full up-to-date in-

formation about the company that they are looking for. There are lots benefits of distribution of brochures for the company. It can also be said to be part of advertising of company for enhancing more sales and promotion of product, sales, reputation, company info etc.

Public events is a kind of meeting with different societies people or networking that companies do all the set up to let the people know about their best opportunities and services and also product launches and product presentations, workshops, company inaugurations, conferences and events where the public is invited. Behind organizing public events, the main goal is the marketing principle of advertising the services available from the company regarding nature and adventure tourism of Nepal. There is no doubt that during the public event, both domestic and international tourists will be the major priorities but the main focus will be on the product marketing that suits best for them.

As the world is growing full of competition, it is very compulsory to provide different types of offers and discounts for old as well as new customers. These types of offers and discounts help to main the regular customer stability and attract new customers. It has been very essential for maintaining the marketing policy of the company. In fact, expense on nature and adventure tourism is very expensive in Nepal due to the geographical situation, therefore, by giving offers and discounts people will always look for it in various conditions.

In the context of Nepal, the tourism industry has always focused on international customers because Nepal has been world well-known for its natural beauty and abundant resources available for nature and adventure tourism. Therefore, all tourism industry companies' main targeted customer is foreigners. Hence, in this situation interaction with international tourism customers is most important in a view of marketing the products and services. And also basically, all the prices and services quality is maintained according to the international level.

Advertisement is the form of media passing the information between the company and the public, or customer. There are different types of advertisement media as time has changed since the development of marketing phenomena till now. In recent, online advertisement has been taken as an effective advertisement though there are various means available. In the con-

text of advertising nature and adventure tourism services and product of the company, the best way has been online marketing and customer feedback showing the live video through the online, TV, or organizing public events. Hence, marketing mix has been the key concept to advertising.

Every product of the company for nature and advertisement has been very popular and given a specific name by the company for marketing promotion and branding each product. It has key concept to make customer easy and affordable to get stability with regular popular product alongside with other products even though products themes are same, but it will be effective for international customers. Nature and adventure tourism services have the same kinds of products in most of all the different companies available in Nepal but every company has introduced their own marketing and product strategy for attracting customers.

Product research indicates that the product innovation and product innovation targeted promote sales. That is why nature and adventure tourism companies depend on the , research of new nature resort, place, finding new of enhancing nature beauty and as well as latest science and technologies to help their products thrive on the market. This is true that while enhancing the nature and adventure product, all of them are very risky, and natural, so need to care about always safety first. In this sense, product research is going on in every aspect of all products, so that the minimal side effects will be faced during trekking, mountaineering, rafting, rock climbing, etc. As well as new product launches are also main focal point to introduce from the product research if there is any chance of finding some way out for enhancing nature resources.

Maintaining long term-customer relationship is a key point for running company business in a smooth way. This is a very challenging job as well for nature and adventure tourism companies in Nepal because there are lots of different and similar types of companies where they have the same kind of product. There is also the role of mutual understanding between the customer and the company to main the long-term relationship. As far as it is known, most of the companies doing business in nature and advertisement tourism, they have their own channel of making long term relation since like about 20 to 30 years. Basically, international tour-

ists who are very attracted by the diverse natural beauty of Nepal, they have always been used the products from the same company when they are really satisfied in all aspects.

Every employee who is responsible marketing for company should be highly motivated for to increase sale promotion. The marketing of nature and adventure tourism product is very highly effective when marketing personal influences the customer. Simply, it can be said that personal selling is a promotional technique wherein one party (e.g., sales executive) uses personal skills and techniques intended for maintaining personal associations with another party (e.g., customer) that results in both parties obtaining a particular value. Very often, in most situations the "value" for the sales executive is realized from side to side the financial awards of the sale while the customer's "value" is realized from the reimbursement obtained by consuming the product. Well, selling a product to customer is not always the objective of personal selling.

The ability of selling business products to the buyers with a remarkable satisfaction for both seller and buyers can be said well management of marketing. However, in thesis writing the marketing planning of nature and adventure tourism industry of Nepal is much more diverse because of lots marketing competition and thus very challenging (Kotler 2008, 685- 819.)

A key term in marketing is exchange. The concept of 'exchange' is very simple. It is all about transaction or activities associated with giving up something as the needs and receiving something rather than that they have. Similarly, in the field of tourism business, service providers give the services, caring, and other various facilities so that they can enjoy the nature of its resources where it is available like in Nepal as known as a country rich in with abundant natural resources. Money is the factor that used to make exchange for giving and receiving concept. Defining marketing management of nature and adventure tourism in Nepal is a group who obtains the need and wants during creating and substitute products and value with others by communal and managerial process. We can take to elaborate this definition some marketing terms like needs, wants and demands, products, value and satisfaction, interaction, transaction and relationship and markets. Human needs are the most basic concept of marketing terms. A human require is a situation of feel of deficiency. Humans have loads of compound needs.

These embrace vital physical needs for food, clothing, warmth and safety; social needs for belonging and affection; and personality needs for understanding and self-expression

4.5 Impacts of marketing on tourism

As one of the world's largest growing industry, tourism carries with it significant, social, environmental, economic and political impacts. As there in everything in the world have at least some impacts on their related fields. Similarly, it has been found some of the effects of marketing in tourism sector. There are impacts on social, economic and business sector. Community and business organization are more and more interested in the financial impact of tourism at countrywide, condition, and local levels. Let us assume that frequently hear claims that tourism supports X jobs in an area or that a fair or particular occasion discovered Y million dollars in sales or income in a community. "Multiplier effects" are often cited to capture secondary effects of tourism spending and show the wide range of sectors in a community that may benefit from tourism.

Consistently with the growth of the tourism business had been effecting the natural resources and social impacts by directly or indirectly is due to the over flow of popularity of tourism and that popularity is because of wide and open marketing strategies. Indirectly it has also been seen that the important and valuable things has been export from the source place after the arrival of international tourist in the destination place, which means the uniqueness of the place has gone cheaper and lost the idle of what it should have. Even somehow people had been cheated because of false marketing products what they actually have in the place or it can also happened like because of the lack of knowledge of marketing planning and projects, tourists are getting false information and come to know after visiting the place. Therefore, effects of marketing posses positive and negative both impacts to the tourists. (US Travel Association 2011.)

There are many advantages and disadvantages in marketing of tourism, some of them are explained in brief. Marketing planning helps to recognize possible sources of aggressive ad-

vantage as it makes a company look at the market situation and believe about the opportunities within it. If aggressive advantages are found, these can be broken and high returns gained. Marketing planning makes the company become further organized as it encourages preparation and the setting of objectives and strategies, this gives more direction to the firm as they know what they are doing, when, how and the deadlines.

In 2009, The National Geographic Adventure magazine has listed Nepal as the best adventure travel destination along with Brazil. The magazine mentioned Nepal in the Best of adventure category in its list of destinations, equipment and people that will inspire Adventure Travel for 2009. Therefore, it can take this as one of the media advertisements that goes internationally to get a chance for reviewing Nepal as one of the best adventure tourism destinations in the world along with Brazil. We can also take this as an example of how it will help to promote Nepal as a tourism destination and achieve maximum benefits for the tourism company and as well government revenue. Travel and tourism is connected not only to holidaying but has also emerged as one of the most significant industries of the world and generator of jobs. In Nepal, it is the nation's third largest retail sales industry. The economic, social and cultural benefits that tourism brings to the local community are commendable.

In Nepal there are many places that attract tourists and hence there are some necessities to encourage tourism. First and foremost, there should be a peaceful atmosphere in the country. Secondly, there should be enough facilities for accommodation, transportation and sufficient tourist attractions. Thirdly, effectual equipment is necessary to give wide publicity relating to tourist attractions and the authorities are taking steps towards the promotion of tourism for e.g. a number of star hotels have been constructed by the Nepal Tourism Board and the Tourist Development Corporations. The mass media are made use of, to popularize and publicize the names of various places that have tourist attractions. It should happily be noted that the Government of Nepal has decided to run a few tourist facilities transportation on some important routes. This may mitigate the hardships of the tourists to some extent.

A nation can reap many advantages from tourism. Thus, tourism continues to grow at a steady rate nationally, despite a few stormy clouds on an otherwise stable economic horizon. Locally,

the visitor industry is poised for a continued strong year in the coming years. With the development of such activities numerous advantages can be reaped for the country and local people as well. Marketing helps various sectors for a whole country directly or indirectly like as development of social impact in the country, globalization of local area and people. There will be an opportunity of job within the nation or internationally with global reputation for company and country as well. From the small things to large development and promotion activities on regional and emerging markets creates the long lasting stability for the company. In the context of Nepal, marketing tourism explores the new ways of tourism potential market segments and internationally gaining of popularity of the tourism brand Nepal: Once is not enough. (American Marketing Association 2011.)

Potential development of air connectivity with the regional, emerging and potential markets will be increased. There is also the maintenance of lobbying with the government for sufficient budget allocation to improve and expand tourism related activities infrastructures in existing and new tourism areas. Marketing for company it is not only the major profitable for a specific company that holds the policy but also for the entire country like establishment of entrance hall with the government for effective intervention in domestic tourism development in destination place e.g. Amendment in the Transportation Act, improvement of country economy and so many things on which are invisible. (Gautam, 2008, 22.)

As simple as in every matter, there are some disadvantages in every matter that takes place in consideration. So, though we have got numerous advantages of marketing of nature and adventure tourism of Nepal there is still some obligations. It has its disadvantages in the sense if a community is conservative in its culture and by traveling they want to mix their culture they may react harshly on it. The other concern is that tourism can disclose secret information about a country. And tourism can help in understanding the people's psyche. By then using your tactics you can occupy that land. As well as, there might be great possibilities getting misunderstanding between competitors in the market where the direct impact goes on pricing of the product and lacking of quality services (Shakya 2009, 93.). Even though, due to many more marketing the products this makes the consumer more illusion for they exactly are looking for.

Some of the major disadvantages of marketing areas are more competition in the market, so the value of the products can be contemptible.

4.6 Adventure and nature tourism products

People satisfy their needs and wants with products. A product is anything that can be offered to a market to satisfy a need or a want. Usually, the word 'product' suggests a physical object, such as a car, a television a bar of soap. In the matter of adventure and tourism products, they are trekking, mountaineering, rafting, kayaking, cycling, jungle safari, horse riding, and visiting national park and wildlife sources, camping in the jungle and so on. However, the concept of product is not limited to physical objects but anything capable of satisfying a need can be called a product. Thus, the term product covers physical goods, services, and a variety of other service product that can satisfy (Gautam 2008, 72).

The product should be attractive for the market or attract the customer and when the customer is willing to take the products, the products should be durable and trustworthy. The development of the products is being analyses as the market potential; planning and engineering; socio- economic; and legal and business. When the new or unique product is launched there has to considered many things to promote the products. Such as marketing, market segmentation, target market, market research, analysis has to be noted for the product. For instance, white water rafting is one of the adventure activities in Nepal which is famous all over the world and created a market for itself. But this type of adventure product is in itself a unique product.

There are also other adventure products which is no different from existing ones but in better service providing. For example, free instruction for the adventure activities like climbing, bungee jumping, and jungle safari , providing the information of the related activities, discount in the products or free in some products, providing the products at reasonable price and the condition of the products are good and available for 24 hour, i.e. trekking. There are always more competitors in the market and most of the design of the product and the target market is the same. To promote those kinds of products is easier. Bringing the adventure tourism from

India to Nepal for jungle safari experiences, bungee jumping, climbing. To develop and design the nature and adventure product mix we have to consider the product life cycle, product portfolio, relevant gaps, analysis of tourist satisfaction, and development of product differentiation.

The importance of the products has increased every year. The scope of products has directed the attention towards the market. As the value of the products increases, the infrastructure also increases. This is the reason why the tour operator provides the more than one product's scope. Bungee jumping is a day adventure activity but in the evening time it is free. The customer expects extra and new experiences. To promote such activities, it would be better to organize some local folklore, dance, songs with bonfire, local food to taste will be the new experience for the customer. Sometimes all the products should try to access in the destination that could be offered as a relationship between revenue produced and resources absorbed. Climbing the Mt. Annapurna trip in Nepal takes into consideration other products which tour operators can offer along with it. Other specific nature and adventure packages can be prepared for the segmented target market. This makes it possible to all the nature and adventure products of the hilly area.

A nature and adventure tour package gains more color when there is the presence of nature guides as in the form of locals. The differentiation of product should be related to the target and separated from the competitors. For instance, the target market is the group age of people between 23- 37, who need rafting resorts. The competition is easily facilitating rafting resort with all the facilities, such as, accommodation, food, equipment for the rafting, instructor for the beginners. All this can be introduced as rafting resort but along with night clubs too. The market research showed the need or want of the night life in the rafting resort. The product lines or the product length and depth for the specific line are the relevant gaps. These lines could be adding the famous real or mythical line to the existing line, adding to the existing line like along with the rafting resort, jungle safari, trekking can be added, and adding the product in the existing products. The products verified the scoring of attraction by the nature and adventure tourist in expressions is introduced of service provided, services wanted, and position against the competitors.

5 RESEARCH METHODOLOGY

This chapter is concerned with research methods which are applicable for the thesis. General introduction and different type of research method are explained at first. The sub chapter will describe research methods for the research, text analysis of webpage and the last sub chapter will deal with data collection.

Research is scientific and systematic of social and physical search on a specific topic. It is a type of scientific activity which creates and discovers facts, theory, and principle. In general, research means to search for knowledge, investigation which is conducted and establishes the realities, solves the problem, proves, develops or leads new theories of a related topic. A detailed fact and study is needed for the research to earn good results. In the other words, research is the study of practical activities that helps to produce, technique, or develop the model and findings the problem with the help of available data and books to optimized and make endorsements, intrusions for implementations. (Kothari 2006, 5-37.)

According to Kothari 2006, 1-10, research encompasses defining and redefining problems, formulating hypothesis or suggested, solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions, and at last carefully listing the conclusions to determine whether they fit the formulating hypothesis. The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge." Research can be divided into three categories. They are scientific research, artistic research and historical research. There are many characteristics of research methods. Among them; they are empirical, logical, cyclical, analytical, critical, methodical, and replicability (Calmorin 2007, 1-4.)

The empirical research is based on the practical experience which is based on the collection of data or it can be based on the researcher who was involved directly in the experience or observation. The research does not involve the theory or any scientific knowledge. Logical research always helps to make the important decision making. The research is based on the scientific

study, valid procedures and principles. It is in the order to have the confidence on the results for the investigator. The investigator enables to have a valid conclusion and the systemic examination procedures that have to be in the research.

Cyclical research is a process that is always about the problems. The discussion always starts with the problem and ends it with the problem. For example, an investigator completes the study and the condition is to find and depict the conclusions and recommendations. Analytical research is all about gathering the data of case study, historical, descriptive, and experimental to prove the research. The case study is mostly accomplished by the guidance counselors. The historical research is about the past and the data is collected from the past from the definite source. The descriptive research focuses on the present, past and future data. It also leads the case study, experiment of the past, present and future. This type of research designs is mostly common and conducted by graduate students. (American Marketing Association 2011.)

Critical research is always based on confidence. The investigator should be confident with the analysis whether the results are considerable or not considerable, accepted or reject the unacceptable assumption. So this type of research demonstrate suspicious and accurate its conclusion. Methodical research is carrying out in a methodical method where without bias using systematic methods and procedures. Replicability research is using the same way, methods, instruments, and process to study but it has different subjects and setting. The design of the research and the process are repeated or replicated in order to get valid and definite results by the researcher. In fact, there would be more valid and definite results if there would be more replications of researchers. (American Marketing Association 2011.)

There are three different types of research. They are descriptive, explanatory and evaluative research. Mostly the researcher would like to use the quantitative and qualitative research under those types of research. This thesis mainly focuses on the qualitative research which is website analysis, text analysis and photographs analysis.

The word quantitative comes from the quantity which means huge or quantify the whole of things. It involves the statistical analysis, numerical data. The data comes from questionnaire

surveys; observation includes the counting and the secondary data. To ensure the results data from a relatively large number of people is used in the computer and analysis of data. There are two approaches of quantitative research that is Type A and Type B. Type A uses statistical methods and tests. Type B research does not use statistical methods but instead it is based on the numerical method. It is common in the leisure and tourism research. It is closer approach in the qualitative methods. (Calmorin 2007, 45-57.)

5.1 Research methods

This thesis uses on the qualitative research which is mainly focused on the website and photographs of the Sambhala Trekking Agency. The main aim of the analysis is to know the current situation of marketing activities of the company in adventure and nature tourism. Besides the websites and photographs, there were 20 questions related to the marketing of nature and adventure subject. The questionnaire is not a quantitative research but it is asked to get the basic information about the related topic. The aim of the 'qualitative' research is used to get expanded information about a large number of cases that are related to the qualitative research. The word qualitative is to describe the research methods and techniques to use it. It is mostly use in the leisure and tourism research. The common research includes group interview or focus interview, observation, textual analysis, in-depth interview and case study.

The group interview or focus interview allows the informal/ in-depth interview approach to the group of the people rather than separate individuals. According to the Robert wood Johnson Foundation, there are five different types of interview. They are Structured Interviews, Semi- Structured Interviews, Unstructured Interviews, Informal Interviews, and Focus Interviews. (Smith 2010, 89-96.)

On the other hand, observation is the way of collecting the information by the participating of researcher. This may involve the hotel, community, or place and observes what the people do. For instance the researcher personally goes to the one specific hotel and observe specific field that may be in marketing, number of tourist visits in the hotel or interviewing the hotel staff.

According to Veal, informal and in- depth interviews involve comparatively small numbers of the people who are being interviewed at length and probably more than one time. The questionnaires based on the survey which has generally involved in small amounts of structured information from large numbers of people. Veal has explained it as text analysis including the texts, novels, literature, and media, films and material culture. This trend is increasing to describe the activity of both leisure and tourism researchers. (Veal 2006, 45-90.)

Smith, (2010, 189) explains there four types of case studies. They are: single (unified), embedded, multiple, and hierarchical cases. Research Protocol is important in the case study because case study involves multiple methods, data sources, and fairly subtle or subjective analytical techniques. For example, adventure tourism event and look forward to the case study how it is structured and negotiated or a specific case study could be the tour operator and explore, for example marketing, relation between the customer and the suppliers.

In the same way content analysis is done by the analyzing of text, photographs, records and the other records that have been prepared by other people. The important thing in the content analysis is to believe and study and analyze the visitors, organization of tourists and residents of specific place or communities. (Smith 2010, 202.)

5.2 Text analysis of webpage

This thesis is based on the qualitative research method. The aim of the research is to analyses the text, photograph and browsers which are in the website and compare it with another company website, that of Ace the Himalaya. The website has an important role for marketing in the tourism industry. Text and picture grabs the attention of the customer to look and visit the website. The accurate or attractive website helps to attract more customers. In the same way, the color, design and words make it more decorate the website. In most cases in tourism, a picture says more about the website. For instance, the Sambhala Trekking website has shown the pictures of the Himalayas, mountain and nature which means the adventures activities in the nature. In the same way social networks also has important role in marketing the company.

Social network work like Facebook, twitter, hi5 have main roles in introducing the company and to the market easily. Among all social networks, Facebook is the most common channel to use. In one way it is an easy way to get the information about the specific topic in the short period. Today most companies that are related to the tourism have their own pages to market their products. For instance, Ace the Himalaya tours and travel has its own page on Facebook, where the company has given information about their adventure products and activities. It has also included YouTube, photos, website, address and popular trips on Facebook. People who are interested in buying adventure products or if they have some suggestion and feedback, they can post it on Facebook. The open feedback in Facebook helps to know the reputation of the company and its products and the company has the possibility to improve its products and services.

Textual analysis is a type of research method that makes the researcher use to describe and evaluate the recorded message. The basic disciplines in the text analysis in the humanities are English, cultural studies and media studies. Qualitative textual analysis can go through to the quantitative research methods like in the qualitative methodology, to analyze Nobel and plays or opinion about its texts, and content. The analysis focuses on the particular text to analysis .It also concludes its characteristics and compares it to other similar texts. The researcher from this disciplines have put their attention towards to the leisure and tourism issues. It addresses how the researchers read, analyzed, described, divided, and evaluated their own writing and oral language of others.

According to Veal,(2003, 104) has explained that tourism has not involved only the text but also the examination of texts, maps, landscape, films, TV programme, paintings, brochures and so on. Thus, social research extensively includes interpreting texts, through mainly various qualitative techniques, to identify the discursive formation which gives rise to and sustain, albeit temporarily, a given tourist size. There are two basic types of using the textual analysis. The first is to study the language of specific stories from related sources, and the second is to study the language to process of their art of writing. In general, history consists of texts to be analyzed some language theorists claim. Text analysis can be useful to any communication media it is because photos, videos, graphic, illustrations and images can be reduced to the tex-

tual outline before being analyzed. Texts from the radio, television news, Nobel, books, are more available than ever and they are more often secured over the internet for the textual analysis. (Iorio 2009 154-156.)

The use of the visual research in the form of images like photographs, postcards, and brochures in tourism analysis was initiated by recent writers such as Johns and Clarke (2001) and Garlick (2002). The photography could not only view as common tourist's behavior but also the source of images that is available to the tourist. There is an important relationship between the model of photographic behavior, tourist types and the content of photographs. (Ritchie, 2002, 51-53). Visual pictures or websites facilitate the social phenomenon of tourism in deeper conception. Tourism is a big industry and it is hard to describe a specific product or service and website but a photograph makes it more attractive for the customer via advertising language. The visualization is also taken as for the fun and satisfaction because tourism is a symbolic product and its image needs a greater deal of clarity. When advertising via websites, the image is an important element of the tourism product image. There are different ways of marketing many destinations through the visual channel as much marketing in tourism is designed to attract tourists to the specific destination. The website and the picture of tourism products not only shows the attractive picture, but also its qualities, values and concepts for potential tourists. (Burns Marketing Communications 2011.)

5.3 Data collection

For the data collection, primary data, secondary data and in-depth interview were used. The questions were directly linked with the company. The main aim of the interview is to know the marketing management, product, and the customer. The interview was taken firstly on the phone and written in note from the interviewee. By giving the direct question creates the present situation and provides detailed information about the marketing management of the company. The company is of medium size and has tough competition with other similar companies. Therefore some of the questions were changed to it make easier to the interviewee to

give answer and other reason is the company doesn't want to flash the important information in public.

Each of the theory part of the thesis is constructed in a systematically. The title was review from the representative of the company which means the nature of the company. After the proposal of the interview to the Shambhala Trekking Agency in Nepal, the conversation was taken on the phone and the answer was noted down on paper. The discussions are attached in English. In the discussion the question was short and company easily gave the given question answer.

The theory part of the thesis was easy to gather from the web-books, e-articles and literature. The fast changing nature of the marketing strategy and inaccurate data makes it harder to find reliable sources of information. The accurate present data of adventure travelers and the adventure activities is nearly impossible to find. The competitive marketing management makes it narrower to find the specific information. The studies of marketing of nature and adventure tourism are very few. The unavailable data collection and graphs makes it more complicated to research the topic.

6 ANALYSIS

The text and photo analysis was based on Shambhala Trekking Agency's webpage and compared to Ace the Himalaya Tours and Travel Agency webpage from Nepal in a marketing point of view. There are different ways to analyze the text and photo. This thesis is more concerned with the marketing view rather than the technical view. In marketing not only quality products take market to the company but it should contribute all the marketing methods and techniques. For instance an adventure Tours and Travel Company needs an attractive webpage, update company page in Facebook, Twitter to market its quality product, reasonable price, time, place, targeted people, packages, activities, safety, duration and so on. Besides this, simple text, quality and attractive photograph also makes people want to visit the webpage and buy the products.

6.1 Analysis of company webpage

There are six different topics inside the company page (shambhalatrekking.com) such as Beyuls, Pilgrimages & power places, Mountains and Monasteries, Treks, Tours, Adventures & Others, Gallery and Home. The logo of the company is the religion sign of Buddhist and the slogan is Walk to Paradise with us..., Specialists in Beyuls, Power Places and Pilgrimages of the Himalayas. The quality of the pictures is good and clear. The following topic inside the Shambhala Trekking Agency webpage is divided as Group according to the topic.

The general layout of Shambhala Trekking web page is easy to understand. The title of front pages is bigger compared with its sub text. The background color has the combination of orange and rust, black, blue & white. The heading of the text is orange color with Tahoma font with almost 36 sizes and sub heading is segue UI with size 8. The main text is centered to the left. The first impressions of the web page are visual demand and business reflection. The attractive design with the products information makes the customer want to visit the web page frequently; it means the visual demand and business reflection are high.

The context of the web text is also an important content for the visitor. It makes it easy for the customer to visit the web page. The importance of content is given more importance because the reader can easily get the information. The content in Shambhala web page is divided into six categories. They are Belyuls, Pilgrimages & Power places, Mountains & Monasteries, Treks, Tours, Adventures & Other, Gallery, and Home. The quantity of the textual content is according to the topic in which some of the content has long text. The overall of the keyword concentration, Prominence & proximity is centralized in this web page. The spelling and grammar is simple and easy to understand. There is a description of related word such as Beyuls.

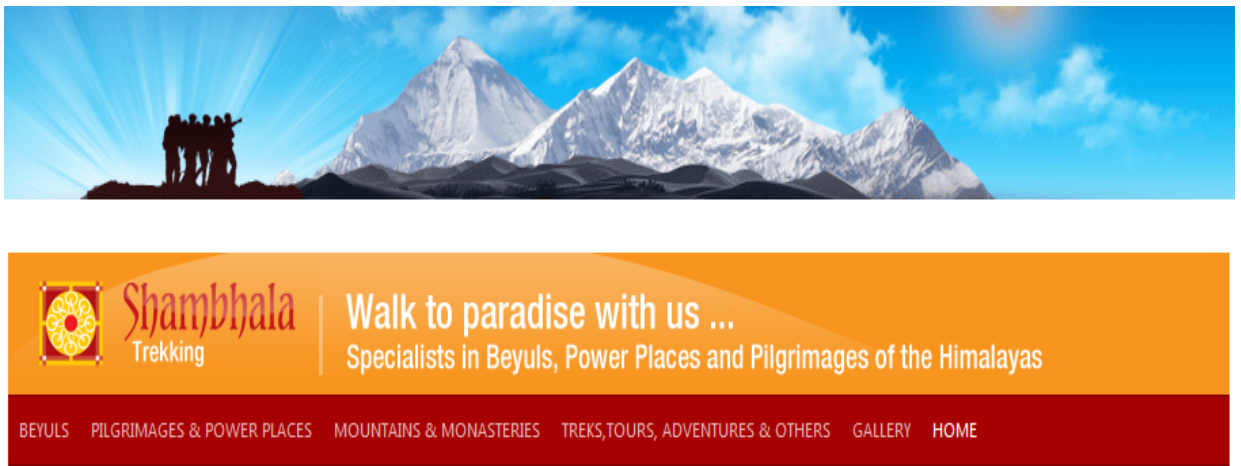
In the tourism industry, most of the web pages are made for the marketing of the company product or to get popularity. To convince the customer is hard in the competitive market. The trust website and the related member or organization makes it more confident for the customer to visit the web page. The shambhala is a member of 7 nationally and internationally reputed organizations which makes customer to buy its product. The company has correct website with its address and phone number. The blue color in web page address text make easier to open the links. The Shambhala Company has only one page and that is connected to Facebook and Twitter. The company has used Alternative text (alt text) so the other competitor or web user cannot make out the image. The writing effective alt text insures the company page accessible. The photograph has text and the text has also alternative text.

Behind the scenes of the web page of the Shambhala, the Meta data contains the keywords and Meta description. These as well as page title, are different and optimized of the web page. The Meta keywords are given priority and descriptions are treated as sales page. Using the correct amount of key words in these areas is essential. The company has given an important role to showing the information and search engine about the related topic such as tour package in Nepal, Bhutan, and India.

The clear, attractive and accurate amount of photographs shows search engine for the web page extra to offer the customer. Some of the photographs are relevant and correctly named, display appropriate keywords of all tags and titles. The image can size also influence the

whole webpage page. The Shambhala Trekking Agency Company web site all information that customers want to know about the entire key search engine. Sometimes it can report the chosen keywords as well as similar phases and some extra recommended keywords by the customer. The company has given the important things to know about where the company is at the present location so the customer can visit the company.

The company has a good search engine to reveal the excellent details. The detailed search engine gives the web page credit it and shows its analyzing accessibility through search engines. This web page design has good content with the underlying structure, foundation and web design. The web site has valid of 3w standard (www.shambhalatrekking.com) and site analysis is performed to check the broken internal and external links. There are broken anchors, deep pages, Old pages, slow pages, invalid Meta data, image data and several other factors in this web page which would make it invalid.



What is Shambhala ?

Beyuls

FEATURED TRIPS

GRAPH 4. Shambhala Trekking (adapted from Shambhala Trekking Agency 2010)

Graph 4 is from Shambhala Trekking Agency. In the marketing view, visitors to the web page always want attractive photographs, detail information of company, product, activities, price, and text simple to understand. The visitors always want to buy from online because it is quick

and fast way. The Heading of the text is too big and the text of the introduction part is too small. It would be better to put moving attractive images on the front page. The layout of the web page is not 600/600; it means the quality of web page. The web page looks attractive when all the main text is located on the left side of the web page, but text has located both sides of the web page. There is directly the description of the valley of Mountain and the fingerprint instead of the company.

The competition is high and most customers want to buy the product online after searching the destination on the webpage. There is no online booking facility and the customer has to send e-mails to book the destination. The Facebook page plays an important role in promoting the product. There are only two pictures in the Facebook page and the people who have visited their Facebook page only 19 people. There is no update of the company and one visitor in Facebook has suggested posting more pictures and added the customer those who had already visited the company which helps to promote the company and its product. Some images in the website seem old, unclear pictures and each destination has only one picture. There is no open feedback of the company on the website. The open feedback helps more motivation and encourage for both company and the customer.



GRAPH 5: Ace the Himalaya (adapted from Ace the Himalaya 2007- 2011)

The above graph shows the clear information of the products and relate to the nature and adventure products. There are altogether 7 different headings on the web page. The company

Ace the Himalaya company is an adventure tours and travel company. The front page of this webpage has moving pictures of famous places, animals, the Himalayas, Monasteries and Trekking. The company has given the 24 hour facility to the customer. There is an online booking system for the customer. The limited text and the browser have made more beauty to the webpage. The open feedback from the customer makes it more attractive to the customer to buy the product. The company facilitates the equipment for the adventure travel and the price of the different products of the company in US Dollars.

6.2 Analysis of an interview

The interview was a semi structured interview and was targeted to the manager but since the manager was busy the interview was done with one of the employees from the same company. The main aim of the interview was to find out the product, price, customer, competitors, services and place. The language English while taking the interview. There were altogether 20 questions relating to the company is marketing strategy.

According to the interviewee, the company was established in 1999. The targeted group for the products is between 18- 70 ages of the people and the targeted customer group was from France. At the present, the target customers are from America, Holland and Sweden. The popular adventure products of the company are Everest Trekking Area, Round Annapurna Trekking Area, Langtang Trekking Area, and Manaslu Trekking Area. Among them, the best-selling adventure product is Everest Trekking Area and Round Annapurna Trekking Area. The major competitors for this company are Thamserku Trekking, Asian Trekking, Himalayans Yeti and Trinetra Adventure Company. The Company has highly qualified, experienced guides and self-sincerity to sell the product in high amounts. About 99 % of the customers are satisfied and attracted to the company product due to civilized and helpful local people, and unique area. The print Media has been doing well for product promotion and according to the geographical map; Mustang, Dolpa and Manaslu are the most promoted products regarding the customer feedback result. On the other hand, the poor transportation system and insufficient policies are the major external factors affecting the product promotion or sales. To get

establish a good relationship with the customers get continuing customers, the company rewards the regular customers by providing quality services and by giving good explanation of the places. The company also provides extra services like Travel Visa, Hotel reservation for the customer. The customer feels more convenient to buy the product of the company through the website and the product satisfaction. Almost 7 times, the level of the production and services changes is the company is planning in next 2 years. The tourism equipment that is offered during the tour period is of high quality. The months of September, October and November are the best selling product in high numbers.

7 CONCLUSIONS

Nature tourism is a broad classification of tourism which includes adventure, nature based, wildlife and ecotourism. The ecological sustainability of nature tourism has its main focus on experiencing nature areas, culture and life style of local people that promote environmental and cultural understanding appreciation and conservation, and which contributes to the theme of nature tourism in recent days. There is no doubt that Nepal is one of the greatest destinations for adventure tourism.

To get hold of a great opportunity in the tourism industry opening up in the near future, Nepal's tourism sector must start taking all the preparations from this moment. At the same time it must neither ignore the increasing prospect of the domestic market of this sector. As mentioned earlier, it is not enough that the country possesses a potential for becoming a covetable tourist destination. To turn that possibility into reality, marketing is a pre-condition. Today, promotional activities through the Internet and other electronic media including TV can be utilized with reasonable costs. Nepal's Government has taken necessary measures to encourage the private sector to play a positive role in the development and diversification of tourist facilities to promote domestic and international tourism in the country.

It has declared a National Tourism Policy, recognizing tourism as an industry and a thrust sector in the latest Industrial Policy and taking appropriate measures to offer incentives to both local and foreign investors. A Nepal Tourism Board was set up in 1998 from the act of parliament of Nepal to develop Nepal's tourism. Mixed methods and interpretive paradigm have been selected for this Marketing controls to help monitor and organize undertakings towards achieving their desired objectives. The objectives of this marketing plan are both long-term and short-term. The results of its implementation can be obtained by measuring the number of tourists visiting Nepal and the revenue increase experienced by the Nepal Tourism Board. These measures will be conducted by both the board and partner agencies and it is from these figures that it will see how effective the plan will be and what can be improved in this plan.

According to the statical data of Nepal Tourism board & M. k Agarwal, the growth rate of tourism is only 6.5 percent per year during the period 1975-2000. In this sense, it does not show a sign of improvement in the growth rate. It is further estimated that even the traditional tourists from Western Europe have shown a sign of declining growth rate during 1991-2000 in comparison to the earlier one and a half decade. But there has been a rapid change after 2000 when tourism of Nepal went globally through the marketing management.

This report has provided information on how the marketing management is possible and integrated to become a major destination in the nature and adventure tourist market in Nepal and what it needs to do to attract more tourists to the tourism world of Nepal. The important data has been obtained from major stakeholders in the Nepal tourism board, some source of Internet data, articles and Google books. The incredible development in the sector of tourism in Nepal offers great opportunities for marketers to attract more international tourists from all over the world.

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APPENDIX 1

I hereby request you to please fill up short answer for the questionnaire.

The aim of the survey is to know about marketing strategy of company relating to the company sales, product and customer.

Name of Company: Shambala Trekking Agency Pvt. Ltd.

Type of Company: Trekking and Expeditions

Company Address: Tej Bhawan, Palace Road (North Gate), Lazimpat, Kathmandu Nepal

Date: 19th Feb, 2012

1. How long this company is doing business in this field?

Since 1999

2. What is the main target group age of the company product?

18-70 yrs

3. Who is the main target customer of the company?

Past – French

Current – America, Holand, Sweden

4. Which is the best selling product of the company?

Everest Trekking Area

Round Annapurna Trekking Area

5. What are the most four of popular products of the company?

a. Everest Trekking Area

b. Round Annapurna Trekking Area

c. Langtang Trekking Area

d. Manaslu Trekking Area

6. List of the major four competitors of the company.

- a. Thamserku Trekking
- b. Asian Trekking
- c. Himalyans Yeti
- d. Trinetra Adventure

7. What is the main reason behind the company product is selling in high amount?

- Self Sincerity
- Qualified, Most Experienced Guide

8. What percentage of the customers has been satisfied with the company product and services?

99% (Approx)

9. In recent years, which of the marketing media has been doing best for product promotion?

Print Media

10. According to the geographical map, which of the place has been most important for product promotion regarding the customer feedback result?

-Mustang, Dolpa and Manaslu

11. What are the major points that customers are attracted to the company product?

- Civilize and helpful village people
- Area itself unique

12. What are the major external factors affecting company product promotion or sales?

- Poor Transportation
- insufficient government policies

13. How the company rewards regular customers?

- By providing quality services
- By giving good explanation of places

14. What are the main purposes of the Tourist for buying the product of company in the recent years?

- Highly Adventurous
- Most experienced guide
- Doing the trekking beyond treks.

15. Does the company provide the extra services like Travel Visa, Hotel reservation etc.?

-Yes

16. How have been the customers feel more convenient to buy the product of the company?

- Company website
- Product Satisfaction

17. How many production or level of services changes is company planning in next 2 years?

Almost 7 times

18. Are all the tourism equipment that are offered during the tour period is?

- | | | | | | | |
|------------------|------|--------------------------|-----|--------------------------|----------|--------------------------|
| a. Quality | High | <input type="checkbox"/> | Low | <input type="checkbox"/> | Moderate | <input type="checkbox"/> |
| b. Safety | High | <input type="checkbox"/> | Low | <input type="checkbox"/> | Moderate | <input type="checkbox"/> |
| c. Quantity | High | <input type="checkbox"/> | Low | <input type="checkbox"/> | Moderate | <input type="checkbox"/> |
| d. User Friendly | High | <input type="checkbox"/> | Low | <input type="checkbox"/> | Moderate | <input type="checkbox"/> |

19. How strongly government is doing to promote the tourism industry sector especially for international market

- passive in promotional activities on behalf of government.

20. Which season has been best for selling the company product in high numbers?

Oct, Sep, Nov

Thank you for your time and valuable input.

Sujata khadka

Tourism 08

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