

Study on Advertising Agency and Tourism Industry in Nepal

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ABSTRACT

Advertising forms an image in the minds of targeted tourists and persuades them to visit various locations in Nepal. Advertising agencies must create various promotional advertisements for Nepali tourism. Nepal has a thriving tourism industry and is working to develop it through various programs. The large presence of advertising agencies will aid in the retention of quality human resources in this industry, which will aid in the creation of an image of tourism in Nepal. The tourist sector and destination advertising are critical for the promotion of the tourist sector in Nepal. Though a large percentage of tourists visit Nepal on the advice of friends and family, there is a fortunate opportunity to improve the tourism sector by developing an efficient advertising policy for tourist areas.

Keywords: tourism, jobs, industries, advertising agencies, areas

I. INTRODUCTION

Nepal has promising tourism possibilities, and the increase in tourism creates job opportunities. Tourism is one of Nepal's most important industries. It accounts for 7.87 percent of GDP.

Despite Nepal's enormous potential for attracting a huge number of tourists, the results have been mixed. As time passes and visitor demands change, there are numerous areas that can be improved. Tourist demand and expectations are changing on a daily basis as a result of technological advancements and people's hectic lifestyles. Tourists are demanding better service at a lower price in this competitive environment.

Tourism is valued as a major contributor to a sustainable Nepalese economy, having been developed as an appealing, safe, exciting, and unique destination through conservation and promotion, resulting in equitable distribution of tourism benefits and greater harmony in society.



Source: <http://businessmanagementsystems.blogspot.com/2010/12/prospects-of-tourism-industry-in-nepal.html>

In general, an advertising agency is a business that primarily prepares advertising materials for clients, such as writing copy, artwork, graphics, and other creative work, and then places such advertising in periodicals, newspapers, radio and television, the internet, and other advertising media on a contract or fee basis (CBS, 2015). Advertising, in addition to its

importance as a discipline of cultural and consumer studies, is a major field of corporate promotion. It has taken on special significance as a key component of brand marketing. Marketing communications in general and advertising in particular are now seen as a significant, if not the primary, source of competitive advantage in consumer markets. Advertising can be used to promote a business in the twenty-first century. Advertising does not create a brand, but a successful consumer brand is inextricably linked to its portrayal in advertising and other marketing communications media.

Advertising and other types of promotion influence nearly everyone in the modern world to some extent. Organizations in both the private and governmental sectors have discovered that effective and efficient communication with their target audiences is vital to their success. Advertising and other forms of promotional communications are used to sell items and services, as well as to support causes, market political candidates, and address societal issues like alcohol and drug abuse. Consumers are finding it increasingly difficult to escape marketers' efforts to develop new ways to interact with them (Belch, 2003). The advertisement of tourist destinations has an impact on the audience and persuades people to visit the areas depicted in the advertisement. The Nepal Tourism Board also advertises in CNN and BBC media to entice foreign visitors to visit Nepal. So, in this day and age of information technology, we may use advertisements to persuade individuals. If we look at the Tourism Board's website, we can see advertisements for tourist destinations as well as a promotional video for Visit Nepal 2020 (www.welcomenepal.com).

II. LITERATURE REVIEW

Nepal's tourist industry has great potential, and job opportunities arise as a result of its growth. One of the most important sectors in Nepal is tourism. According to WTTC, 2019 it contributes 7.87 percent to GDP.

Even though Nepal has a great deal of potential to draw in a lot of tourists, the outcomes haven't been great. As time and the demands of visitors change, there are numerous areas that may be improved. The demand and expectations of tourists are changing daily as a result of technological advancements and people's busy lifestyles. Tourists are demanding greater service at their pricing in this cutthroat market (Bhote, 2019).

Tourism has been developed as an appealing, safe, exciting, and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society, according to Tourism Vision 2020 of Nepal from May 2009 (UNCTAD, 2011). Tourism is also valued as the major contributor to a sustainable Nepalese economy.

According to CBS (2015), an advertising agency is a place of business that is primarily involved in creating advertising materials for clients, such as writing copy, creating artwork, graphics, and other creative work, and placing those materials in periodicals, newspapers, radio and television, the internet, and other advertising media. Advertising is a significant area of corporate promotion in addition to its significance as a topic of cultural and consumer studies. Given that it is the primary component of brand marketing, it has taken on special significance. Advertising in particular and marketing communications in general are now considered to be significant sources of competitive advantage in consumer markets (Shimp, 1997). In this century, advertising can be used to promote a firm. A successful consumer brand is nevertheless inseparable from how it is portrayed in advertising and other marketing communications media (Hackley, 2005). Advertising does not create a brand by itself.

In the modern world, almost everyone is subject to some degree of influence from advertising and other forms of promotion. Organizations in both the public and private sectors have discovered how important it is for them to be able to effectively and efficiently connect with their target consumers. Advertising and other promotional messages are used to advertise political candidates, raise awareness of social issues including drug and alcohol misuse, and sell goods and services. The efforts of marketers, who are continuously looking for new ways to interact with customers, are becoming harder for consumers to resist (Belch, 2003). Advertising for tourist attractions influences the audience and encourages them to visit the various locations depicted in the advertising. To encourage tourists from other countries to visit Nepal, the Nepal Tourism Board also runs advertisements in CNN and BBC media. We may therefore use advertising to persuade individuals in the information era. If we look at the Tourism Board's website (www.welcomenepal.com), we can see advertisements for tourist attractions and a movie promoting Visit Nepal 2020.

III. RESULTS AND DISCUSSION

Nepal's first printed form of advertisement in Nepali language was published in a cover page of a book called Mokshashiddi, by Krishna Giri in 1919 BS. This advertising announced another book being brought out by Nepal Manoranjan Press, which is the only authentic document on advertisement of Nepal. The formal advertising agencies are not enhanced since long time. The advertising agencies registered as private limited are very low. The following figure will show the situation of the advertising agencies as per the ownership in Nepal. The individual ownership of advertising agency is high in comparison

with the formal private ownership. There are 127 advertising agencies which are registered as private limited. This data indicates that the presence of advertisement agencies as formal sector is in the phase of development. The advertisement agencies registered in the name of individuals cover the large number in comparison with the formal sector.

Table 1: Distribution of Advertisement Agency

| S.No | Province | Frequency | Percentage |
|------|--------------|-----------|------------|
| 1 | Province 1 | 18 | 7.66 |
| 2 | Province 2 | 1 | 0.43 |
| 3 | Province 3 | 180 | 76.60 |
| 4 | Province 4 | 12 | 5.11 |
| 5 | Province 5 | 8 | 3.40 |
| 6 | Province 6 | 7 | 2.98 |
| 7 | Province 7 | 9 | 3.83 |
| | Total | 235 | 100 |

Table 2: Impact of advertisement on tourists

| S.N | Age group | Advertisement | Information by friends | Other sources | Total |
|-----|---------------------------|---------------|------------------------|---------------|-------|
| 1 | 20-30 | 4 | 5 | 1 | 10 |
| 2 | 31-40 | 3 | 7 | 0 | 10 |
| 3 | 41-50 | 2 | 7 | 1 | 10 |
| 4 | 51-60 | 1 | 6 | 3 | 10 |
| 5 | above 61 | 1 | 8 | 1 | 10 |
| | Grand Total | 11 | 33 | 6 | 50 |
| | Mean | 2.2 | 6.6 | 1.2 | 10 |
| | Standard Deviation | 1.16619 | 1.019804 | 0.979796 | 0 |

Province 2's advertising agencies are in a terrible state of affairs. There should be a lot of advertising firms that support the advertisement of tourism for the promotion of the tourist region in Province 2.

The researcher interviewed travelers in the Basantapur Durbar Area in an effort to determine the role of advertising in tourism. The summary of the reply is given below.

According to the aforementioned table, around 22% of visitors to Nepal arrive as a result of seeing advertisements in print or visual media. The majority of visitors to Nepal learn about the country from friends or family. One of the most efficient ways to develop tourism in Nepal is through the information offered by friends and family. But we should also concentrate on marketing our tourism destinations and work to imprint images in travelers' minds. Despite Nepal's natural beauty and environmental preservation, we have not been successful in reaching the goals we have set for it through several periodic plans and annual plans. If we look at table number 1 in the above image, we can see that the Nepali advertising market is really little. The lack of advertising agencies suggests that there is little public awareness of the tourism industry. 9,40,218 tourists traveled to Nepal in 2017 (Nepal Tourism Statistics, 2017).

Table 3: Purpose of tourist to visit Nepal

| S.N | Purpose | Number | Percentage |
|-----|-----------------------------|----------|------------|
| 1 | Holiday/Pleasure | 6,58,153 | 70.1 |
| 2 | Pilgrimage | 1,41,033 | 15.1 |
| 3 | Trekking and Mountaineering | 75,217 | 7.9 |
| 4 | Others | 65,815 | 6.9 |
| | Total | 9,40,218 | 100 |

If we look at the tourists coming to Nepal, we can see that they all have distinct reasons for doing so. The majority of tourists travel to Nepal for vacation and enjoyment. The campaign may persuade this sizable group to travel to further locations, lengthening their stay in Nepal and ultimately boosting the country's economy. There is currently a dearth of advertising for the various tourism destinations in Nepal. The majority of visitors arrive in Nepal on the advice of friends, and they frequently visit the locations suggested by their friends and relatives. The aforementioned chart demonstrates that there is potential to increase this industry through advertising and other promotional efforts despite the relatively modest number of visitors traveling for trekking and climbing. About 15.1% of tourists go on pilgrimages when they are in Nepal. Due to Nepal's abundance of Buddhist and Hindu pilgrimage sites, this statistic suggests that there is a great likelihood that tourism in this industry will increase. In order to promote this industry, we can create various packages and run effective advertisements aimed at tourists from India and other Buddhist-majority nations. The government can assist the advertising firms in producing effective and original advertising for Nepal's tourist destinations. These sectors should be able to shape people's perceptions of the locations and influence their decision to travel to Nepal. If we consider the offerings of other Asian nations, we indubitably create images, and these images will influence us to travel to these locations. For instance, if we want to go to Dubai, we picture the Burj Khalifa, the Deserts, the Burj Al Arab Hotel, and the Pam Jumeriah. Numerous media outlets heavily promote these locations. The government is also aware of the promotion of these locations and is successful in convincing many people to travel to Dubai. On the other hand, if we were to consider traveling to Malaysia, the image of the twin towers would come to mind. Similarly, in the case of Nepal as well, we should be able to paint a picture in people's minds and foster an environment that is welcoming to tourists. In order to create compelling and effective advertisements for the promotion of Nepali tourism, advertising agencies have a major role to play. The number of visitors in 2017 is broken down into age groups in the table below.

Table 4: Age group of tourists

| S. No | Age group | Number | Percentage |
|-------|-------------|----------|------------|
| 1 | 0-15 years | 35,332 | 3.75 |
| 2 | 16-30 years | 2,17,143 | 23.09 |
| 3 | 31-45 years | 2,92,827 | 31.14 |
| 4 | 46-60 years | 2,44,342 | 25.98 |
| 5 | 61+ years | 1,41,316 | 15.04 |
| | Total | 9,40,218 | 100 |

If we overserve the table it is clear that the large number of tourists fall under the age group of 31 to 45 which indicates that young people are interested to visit Nepal, so the advertisement agencies should make attractive advertisement with collaboration with tourism industry to promote tourism activities among this group. If we observe the table, we can see that the people in old age are also interested to visit Nepal for different purpose. About 15.04 percentages of the old aged people above 61 have visited Nepal in 2017.

The above table indicates that there is possibility of tourism in Nepal. Even the old aged people are interested to visit Nepal. So the government should focus on the package related with all age group of the people and develop packages with the help of marketing experts and promote these packages through the help of advertisement. So, advertisement of the tourist areas plays vital role for the development of the tourism sector in Nepal. Nepal in lack of low publicity is not being able to promote tourism as targeted. Nepal is prosperous in tourism having diverse environmental calamities and different terrain; it can attract tourists in all seasons. The government should focus on the promotion of tourism and pay attention towards the facilities to tourists and enhance tourism sector.

IV. CONCLUSION

Advertising firms are essential for promoting products and services. Advertising agencies in Nepal are concentrated in the Kathmandu Valley, and their presence there is actually extremely minimal. Advertising firms help consumers form an impression of a certain tourist destination. One of the best strategies to attract tourists is to build up the tourism industry's reputation. We might use the photograph to stimulate interest in the tourist location. Therefore, advertising agencies play a critical role in creating that perception in the minds of potential tourism sector targets. Therefore, there is great opportunity for the growth of the tourism industry in Nepal as a result of the expansion of advertising agencies. The government should concentrate on promoting and publicizing the tourism industry, especially various tourist destinations. We can create a picture in the mind of the targeted tourist that persuades them to create an image in their head with the expansion of creative advertisements for various tourist destinations. The promotion of the location by travelers to their friends and neighbors is one of the most successful forms of advertising. One of the incredible strategies for growing the tourism industry is through this kind of advertising. The quality of service delivery, effective destination management, infrastructure development, and

connectivity development should all be prioritized in order to improve the perception of a place in the minds of tourists. In the backdrop of Nepal, the number of tourists is growing daily, and the government should concentrate on various programs to boost the industry.

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