

# MARKETING STRATEGIES OF NEPALESE TOURISM INDUSTRY POST COVID-19

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## Abstract

*Tourism service is one of the highly affected sectors of the economy from COVID-19 all over the world. Nepalese tourism is also completely fallen and may take years to resurrection from its position. The primary objective of this paper is to identify the changing marketing strategies in the tourism industry of Nepal after COVID-19 to survive and carry over its existence. Qualitative frameworks of an in-depth interview with leading personalities of the tourism sector of Nepal representing Nepal Tourism Board (NTB), Hotel Association of Nepal (HAN), Trekking Agencies' Association of Nepal (TAAN), Home-stay Association of Nepal, and tourism experts have been selected as primary informants of the study. The secondary information has been taken from the Ministry of tourism culture and civil aviation, Nepal tourism board, and records of tourism associated organizations. Manual content analysis is the main analyzing approach to analyze the transcripts of the interview on the basis of the theme. Domestic rural tourism has been considered for the survival of Nepalese tourism immediately after the pandemic situation. Providing paid leave to visit some outline non-crowded areas from Government and some other organized sector employees can help with the survival of this sector after this tragic situation. Targeting and providing a special package to the pilgrimage visitors of neighboring nations who can come in their own vehicle should be the starting point for international visitors.*

*Key Words : Nepal Tourism, Marketing Strategies, Tourism development, Pandemic issues.*

## Introduction

The pandemic of Covid-19 started from Wuhan, Hubei province of China in December 2019 and January 2020 (Peng et al., 2020) is expected to have a massive impact on the tourism industry worldwide. The first case in Nepal was confirmed on 24th January 2020 (Bastola et al. 2020) In response to the COVID-19 outbreak, the Department of Immigration of Nepal suspended visa-on-arrival for all foreigners from 7th March 2020 (Department of Immigration, 2020) and which is not normal to the date. The government of Nepal, on 23rd March 2020, taking cognizance of the evolving global situation and recourse to the Infectious Disease Act 2020, decided to lock down the country effective from 24th March (WHO, 2020) which is also still going on throughout the nation. Furthermore three more cases on new coronavirus cases have been detected in the third week of January 202.

On March 11, 2020, United Nations Secretary-General Antonio Guterres characterized COVID-19 as a pandemic from a media briefing (UN, 2020). Pandemic influenza refers to a situation in which "a new and highly a pathogenic viral subtype, one to which no one in the human the population has immunological