

**A PROJECT WORK REPORT ON
EXAMINING THE CHALLENGES AND CONSEQUENCES
OF LIMITED MARKETING IN NEPAL HOTEL INDUSTRY**

Submitted By

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DECLARATION

I, Dipika Thapa declare that the project work report entitled “**Examining the challenges and consequences of limited marketing in Nepal hotel industry**” submitted to Nepal Tourism and Hotel Management College for the BHM is my original work and project work report is not formed for the basis of the award of any degree, diploma or other similar. This project is submitted for practical fulfillment of the requirement for the degree in Bachelor of Hotel Management (BHM). This project work report has not been submitted to any other or the institution.

Dipika Thapa

July 2026

CERTIFICATE

This is to certify that the project work titled “**Examining the challenges and consequences of limited marketing in Nepal hotel industry**” submitted by Dipika Thapa (23150224) for the partial fulfillment of the requirement of BHM embodies the bonafide work done by her under my supervision.

.....

Mr. Suresh Raj Adhikari

Project Work Supervisor.

July, 2026

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Dipika Thapa
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CHAPTER I

INTRODUCTION

Marketing is an important function in the hotel industry as it helps to attract customers, develop brand awareness, increase occupancy rates, and achieve long-term sustainability. In the current competitive and technology-oriented business environment, the hotels should adapt effective marketing strategies such as digital marketing, branding, customer relationship management, and promotional activities to be competitive. However, many hotels in Nepal, especially small and medium-sized hotels, are facing problems such as small marketing budgets, lack of marketing knowledge, poor online presence, and not applying modern marketing tools enough. These restrictions make it more difficult to attract potential customers, establish a position in the market and compete effectively with larger hotels and international brands. Hence, low marketing efforts can lead to low occupancy rates, low revenues, weak customer loyalty and poor business performance. Marketing is increasingly important in the hospitality industry. However, there is limited research on the challenges and consequences of poor marketing practices in the Nepali hotel industry. Thus, the present study is intended to examine the major challenges of limited marketing and analyze their consequences on the performance and competitiveness of hotels in Nepal, providing insights that may help hotel managers and policymakers develop more effective marketing strategies.

1.1 Background of the Study

The hotel industry is one of the most important sectors of Nepal's tourism industry and plays a significant role in the country's economic development, employment generation, and foreign exchange earnings. Hotels, resorts, lodges, guest houses, and other accommodation establishments provide essential services to both domestic and international tourists. Nepal is globally recognized for its natural beauty, cultural diversity, historical heritage, religious sites, and adventure tourism, making tourism one of the country's major economic contributors. As the tourism industry continues to grow, competition among hotels has also increased significantly. In such a competitive environment, marketing has become an essential business function that

enables hotels to attract customers, create brand awareness, increase occupancy rates, and achieve long-term sustainability (Kunwar & Sharma, 2004).

Marketing is a systematic process of identifying customer needs, creating value, promoting products and services, and building long-term relationships with customers. In the hospitality industry, marketing includes advertising, branding, digital marketing, social media promotion, customer relationship management, public relations, sales promotion, and online distribution channels. According to Kotler and Keller (2016), effective marketing helps organizations understand customer expectations, strengthen their market position, and improve overall organizational performance. Similarly, Kotler, Bowen, and Makens (2017) stated that marketing is one of the key determinants of success in the hospitality industry because it enables hotels to communicate their unique services, attract target markets, and maintain customer loyalty in an increasingly competitive business environment.

The rapid development of information technology and globalization has transformed the marketing practices of hotels throughout the world. Modern travelers rely heavily on online booking platforms, hotel websites, customer reviews, search engines, and social media before making travel decisions. Digital marketing has become an effective tool for increasing customer engagement, improving brand visibility, and expanding market reach. Buhalis and Law (2008) emphasized that technological innovation has significantly changed hospitality marketing by enabling hotels to interact directly with customers through digital platforms and electronic communication. Therefore, hotels that effectively utilize modern marketing strategies are more likely to gain a competitive advantage and achieve sustainable business growth.

Despite the growing importance of marketing, many hotels in Nepal continue to face various challenges in implementing effective marketing strategies. Small and medium-sized hotels often have limited financial resources, inadequate marketing budgets, insufficient technological infrastructure, and a lack of skilled marketing professionals. Many hotel businesses continue to rely primarily on traditional promotional methods such as word-of-mouth rather than utilizing digital marketing, social media advertising, search engine optimization, or online travel agencies. As a result, many hotels struggle to reach potential customers, increase brand awareness, and compete effectively with larger national and international hotel chains. Acharya

(2020) highlighted that limited marketing investment and inadequate promotional strategies remain major challenges affecting the growth and competitiveness of hospitality businesses in Nepal.

Marketing plays an important role not only in attracting customers but also in maintaining customer satisfaction and ensuring long-term organizational success. Effective marketing helps hotels communicate their service quality, build customer trust, develop a strong brand image, and encourage repeat visits. Morrison (2019) explained that hospitality marketing contributes significantly to increasing occupancy rates, improving customer loyalty, strengthening organizational reputation, and enhancing competitive advantage. Hotels that continuously invest in marketing activities are generally more successful in attracting new customers while retaining existing ones in a highly competitive tourism market.

On the other hand, limited marketing can have several negative consequences for hotel businesses. Poor marketing reduces customer awareness, limits market reach, decreases occupancy rates, weakens brand recognition, and ultimately lowers revenue generation. Hotels with inadequate marketing strategies may also experience declining customer satisfaction, lower profitability, reduced employee motivation, and difficulties in sustaining business growth. According to Pike and Page (2014), destination and hospitality marketing significantly influence tourists' travel decisions, destination competitiveness, and organizational performance. Therefore, ineffective marketing may reduce the ability of hotels to compete successfully in both domestic and international markets.

In recent years, Nepal has experienced significant growth in domestic tourism, international tourist arrivals, and hospitality investment. Tourist destinations such as Kathmandu, Pokhara, Chitwan, Lumbini, Mustang, and other emerging destinations have witnessed increasing numbers of hotels and accommodation establishments. This expansion has intensified competition among hotels, making strategic marketing more important than ever before. The United Nations World Tourism Organization (UNWTO, 2023) emphasized that innovation, digital transformation, branding, and sustainable marketing practices are becoming increasingly important for hospitality organizations to remain competitive in the global tourism industry. Consequently, Nepali hotels must continuously improve their marketing strategies to adapt to changing customer preferences and market conditions.

Many previous studies have focused on customer satisfaction, service quality, digital marketing, tourism promotion, and hotel performance individually. However, relatively few studies have specifically examined the challenges associated with limited marketing and the consequences of inadequate marketing practices within the context of the Nepali hotel industry. Understanding these challenges is important because effective marketing directly influences customer attraction, hotel occupancy, revenue generation, organizational competitiveness, and long-term business sustainability. Therefore, this study aims to examine the Challenges and Consequences of Limited Marketing in the Nepali Hotel Industry. The findings of this research are expected to provide valuable insights for hotel managers, marketers, tourism stakeholders, policymakers, and future researchers in developing effective marketing strategies that strengthen the competitiveness and sustainable growth of Nepal's hotel industry.

1.2 Statement of the Problem

Marketing is one of the most important functions in the hotel industry because it helps attract customers, build brand awareness, increase occupancy rates, and improve business performance. In today's competitive tourism market, effective marketing has become essential for hotels to maintain customer satisfaction and achieve long-term sustainability. The rapid growth of digital technology and changing customer preferences have further increased the importance of modern marketing strategies such as social media marketing, online booking platforms, websites, and customer relationship management. Despite these developments, many hotels in Nepal continue to experience difficulties in implementing effective marketing strategies due to limited financial resources, lack of skilled marketing personnel, inadequate use of digital marketing tools, and increasing market competition.

The problem of limited marketing has become a major challenge for many hotels, particularly small and medium-sized establishments. Hotels with inadequate marketing activities often fail to create customer awareness, promote their services effectively, and compete with well-established national and international hotel brands. As a result, they experience low occupancy rates, reduced revenue, weak brand image, and limited business growth. Although Nepal has experienced significant growth in tourism and hospitality in recent years, many hotels still struggle to maximize business opportunities because of insufficient marketing efforts.

Several studies have examined the importance of marketing, customer satisfaction, digital marketing, and hotel performance. However, only a limited number of studies have specifically focused on the challenges and consequences of limited marketing in the Nepali hotel industry. There is insufficient information regarding the major barriers that prevent hotels from implementing effective marketing strategies and the impact of limited marketing on customer attraction, hotel performance, and competitiveness in Nepal.

Therefore, this study seeks to examine the challenges and consequences of limited marketing in the Nepali hotel industry. It aims to identify the major marketing challenges faced by hotels, assess the consequences of limited marketing on hotel performance and competitiveness, and provide recommendations that may help hotel managers, tourism stakeholders, and policymakers improve marketing practices and support the sustainable growth of the Nepali hotel industry.

1.3 Research Questions

1. What are the major challenges of limited marketing faced by hotels in the Nepali hotel industry?
2. What are the consequences of limited marketing on the performance and competitiveness of hotels in Nepal?
3. What strategies can be adopted to overcome the challenges and reduce the consequences of limited marketing in the Nepali hotel industry?

1.4 Objective of the Study

The specific objective of the study are to introduce the need of tourism service marketing, to access the trend of international, regional and national level tourism and to portray the customer satisfaction and the quality of tourism service in Nepal. Specifically, it aims to:

- To identify the major challenges of limited marketing faced by hotels in the Nepali hotel industry.
- To assess the consequences of limited marketing on hotel performance, customer attraction, and competitiveness.
- To recommend appropriate marketing strategies to overcome the challenges and improve the marketing performance of hotels in Nepal.

1.5 Significance of the Study

This study is significant because it examines the challenges and consequences of limited marketing in the Nepali hotel industry. Effective marketing plays an important role in attracting customers, increasing hotel occupancy, building a strong brand image, and improving overall business performance. By identifying the major marketing challenges faced by hotels, this study will help hotel owners and managers understand the areas that require improvement and encourage them to adopt more effective marketing strategies.

The findings of this study will also be useful for tourism stakeholders, marketers, and policymakers in developing programs and policies that strengthen the marketing capabilities of hotels in Nepal. Furthermore, the study will contribute to the existing knowledge on hospitality marketing and provide a useful reference for students, researchers, and academicians who wish to conduct further research in the fields of hotel management, tourism, and marketing. Overall, this research is expected to support the sustainable growth and competitiveness of the Nepali hotel industry.

1.6 Literature Review

Marketing plays a vital role in the growth and sustainability of the hotel industry. It enables hotels to attract potential customers, promote their products and services, build a strong brand image, and maintain long-term relationships with guests. In today's competitive hospitality environment, effective marketing has become essential for increasing occupancy rates, improving customer satisfaction, and achieving organizational success. Previous studies have emphasized that marketing strategies such as advertising, digital marketing, branding, customer relationship management, and sales promotion significantly influence hotel performance and business competitiveness. However, many hotels, particularly in developing countries such as Nepal, continue to face various marketing challenges due to limited financial resources, inadequate technological infrastructure, lack of skilled marketing personnel, and insufficient use of digital marketing tools. These challenges reduce the ability of hotels to compete effectively in both domestic and international tourism markets. Therefore, reviewing previous studies on hotel marketing, marketing challenges, and their consequences is important to understand the existing knowledge and identify research gaps related to the Nepali hotel industry.

1.6.1 Marketing in the Hotel Industry

Kotler and Keller (2016), in their study of marketing management, defined marketing as the process of identifying customer needs, creating value, and building long-term relationships with customers to achieve organizational goals. They emphasized that effective marketing helps organizations improve customer satisfaction, increase sales, and strengthen their competitive position. In the hotel industry, marketing plays a vital role in promoting accommodation services, attracting tourists, enhancing brand image, and increasing occupancy rates. The authors further explained that hotels should continuously adapt their marketing strategies according to changing customer preferences and market trends to achieve sustainable growth. Similarly, Kotler, Bowen, and Makens (2017), in their study of hospitality marketing, concluded that marketing is one of the most important functions in hotel management because it directly influences customer attraction, customer loyalty, and business performance. They highlighted that hospitality organizations use various marketing tools such as advertising, sales promotion, public relations, branding, customer relationship management, and digital marketing to communicate with target customers. The researchers also stated that hotels that invest in effective marketing strategies are more likely to improve customer satisfaction, increase occupancy levels, and gain a competitive advantage in the hospitality industry. Morrison (2019), in his study of tourism and hospitality marketing, found that marketing enables hotels to understand customer expectations and develop products and services that satisfy changing market demands. He emphasized that successful marketing is not limited to selling hotel services but also involves building long-term customer relationships and creating memorable guest experiences. The study further explained that effective marketing contributes to increased revenue, improved organizational reputation, and stronger customer loyalty. Morrison also suggested that hotels should regularly evaluate their marketing performance and adopt innovative promotional strategies to remain competitive in the tourism industry. Buhalis and Law (2008), in their study on information technology and tourism management, reported that technological advancement has significantly transformed hotel marketing. They found that online booking systems, hotel websites, social media platforms, and online travel agencies have become essential marketing tools for hospitality organizations. According to the researchers, digital marketing allows hotels to reach a wider audience, communicate directly with customers, reduce marketing costs, and improve business efficiency. The

study also highlighted that hotels failing to adopt modern digital marketing practices may lose potential customers and experience reduced competitiveness in the global tourism market. Furthermore, Chaffey and Ellis-Chadwick (2019), in their study of digital marketing, concluded that online marketing has become a fundamental component of business success in the hospitality industry. They explained that search engine optimization (SEO), social media marketing, email marketing, and online advertising help hotels increase brand visibility, attract potential guests, and strengthen customer engagement. The researchers emphasized that digital marketing provides hotels with opportunities to measure marketing performance and respond quickly to changing customer needs. They further stated that effective use of digital marketing enables hotels to improve customer satisfaction, increase bookings, and achieve long-term business sustainability.

Overall, previous studies indicate that marketing is a key factor influencing the success and competitiveness of hotels. Effective marketing strategies help hotels attract customers, improve occupancy rates, strengthen brand image, and increase profitability. However, hotels with limited marketing activities often face difficulties in reaching potential customers, maintaining competitiveness, and achieving sustainable growth. Therefore, understanding the role of marketing in the hotel industry provides a strong foundation for examining the challenges and consequences of limited marketing in the Nepali hotel industry.

1.6.2 Challenges of Limited Marketing in the Hotel Industry

Marketing is essential for the growth and sustainability of hotels; however, many hospitality organizations face significant challenges in implementing effective marketing strategies.

Kotler and Keller (2016), in their study of marketing management, stated that limited financial resources, inadequate market research, and ineffective promotional activities reduce an organization's ability to reach target customers and compete successfully in the market. They emphasized that hotels with insufficient marketing investment often struggle to build brand awareness, attract new customers, and maintain long-term customer relationships. The authors further explained that marketing should be viewed as a strategic investment rather than an operational expense because it directly contributes to business growth and organizational success.

Similarly, Morrison (2019), in his study of tourism and hospitality marketing, found that many small and medium-sized hotels face difficulties in conducting effective marketing due to limited budgets, lack of skilled marketing personnel, and inadequate marketing planning. He highlighted that many hotel businesses rely heavily on traditional promotional methods such as word-of-mouth instead of adopting modern marketing techniques. As a result, these hotels often experience low market visibility, reduced customer attraction, and difficulty competing with well-established hotel brands. Morrison further suggested that hotel managers should continuously improve their marketing knowledge and invest in innovative promotional activities to strengthen their competitive position. Buhalis and Law (2008), in their study of information technology and tourism management, reported that rapid technological advancement has transformed the way hotels promote their services. They found that hotels which fail to adopt digital marketing tools such as social media, hotel websites, online travel agencies, and search engine optimization often lose opportunities to attract potential customers. The researchers emphasized that inadequate use of digital technology limits communication with customers, reduces online visibility, and weakens business competitiveness. They concluded that effective use of digital marketing has become essential for hospitality organizations operating in an increasingly competitive tourism market. Chaffey and Ellis-Chadwick (2019), in their study of digital marketing, concluded that many organizations experience marketing challenges because they lack digital skills, technological infrastructure, and strategic planning. They explained that poor website management, ineffective social media marketing, and limited online advertising reduce customer engagement and brand recognition. The researchers further highlighted that organizations which fail to monitor customer feedback and changing market trends are less likely to achieve successful marketing outcomes. Therefore, hotels should continuously improve their digital marketing capabilities to respond effectively to changing customer needs. Furthermore, Pike and Page (2014), in their study of destination marketing, found that ineffective marketing strategies reduce destination competitiveness and limit the ability of hospitality organizations to attract tourists. They explained that collaboration among hotels, tourism organizations, and government agencies is necessary to strengthen destination promotion and increase visitor arrivals. The researchers emphasized that insufficient marketing activities not only affect individual hotels but also influence the overall image and competitiveness of tourism

destinations. Therefore, effective marketing partnerships and coordinated promotional efforts are essential for the sustainable development of the hotel industry.

Overall, previous studies indicate that limited marketing creates several challenges for hotels, including low customer awareness, weak brand image, reduced occupancy rates, declining revenue, and limited business growth. Financial constraints, lack of marketing expertise, insufficient digital marketing adoption, and increasing competition remain the major barriers to effective marketing in the hospitality industry. These findings provide a strong theoretical foundation for examining the challenges of limited marketing in the Nepali hotel industry and understanding their impact on hotel performance.

1.6.3 Consequences of Limited Marketing in the Hotel Industry

Limited marketing has significant consequences for the performance and sustainability of hotels. Effective marketing enables hotels to attract customers, increase occupancy rates, strengthen brand image, and improve profitability. However, when hotels fail to invest in appropriate marketing activities, they often experience declining customer awareness, reduced bookings, and poor financial performance.

Kotler and Keller (2016), in their study of marketing management, stated that ineffective marketing reduces an organization's ability to communicate its products and services to target customers, resulting in lower customer acquisition and reduced competitive advantage. They further emphasized that continuous marketing efforts are necessary to achieve long-term organizational growth and maintain a strong market position. Similarly, Kotler, Bowen, and Makens (2017), in their study of hospitality marketing, concluded that limited marketing directly affects hotel occupancy, customer satisfaction, and business performance. They explained that hotels with poor promotional strategies often fail to attract potential guests and retain existing customers. As a result, such hotels experience lower occupancy rates, reduced revenue, and difficulty competing with well-established competitors. The authors further stated that successful marketing enhances customer trust, improves service visibility, and contributes to sustainable business growth. Morrison (2019), in his study of tourism and hospitality marketing, found that inadequate marketing weakens the overall image and reputation of hospitality organizations. He explained that hotels

with limited promotional activities often fail to create strong brand recognition, making it difficult for customers to distinguish their services from those of competitors. Morrison further emphasized that poor marketing reduces customer loyalty and repeat business, which are essential for long-term profitability and organizational sustainability. He suggested that continuous investment in marketing and customer relationship management is necessary to maintain a competitive position in the hospitality industry. Buhalis and Law (2008), in their study of information technology and tourism management, highlighted that hotels that fail to adopt digital marketing technologies lose significant business opportunities. They explained that modern travelers rely heavily on hotel websites, online travel agencies, customer reviews, and social media when selecting accommodation. Hotels with limited online visibility are less likely to attract potential customers, resulting in lower bookings and decreased market competitiveness. The researchers concluded that digital marketing has become an essential component of business success in the hospitality industry. Furthermore, Pike and Page (2014), in their study of destination marketing, found that ineffective marketing not only affects individual hotel performance but also reduces the attractiveness and competitiveness of tourism destinations. They emphasized that weak marketing limits tourist awareness, decreases visitor arrivals, and negatively influences the economic contribution of the hospitality sector. The researchers suggested that coordinated marketing efforts among hotels, tourism organizations, and government agencies are necessary to promote tourism destinations and support sustainable industry development.

Overall, previous studies indicate that limited marketing has several negative consequences for hotels, including reduced customer awareness, lower occupancy rates, decreased revenue, weak brand image, poor customer loyalty, and reduced competitiveness. These consequences affect not only individual hotel businesses but also the overall growth of the tourism and hospitality industry. Therefore, understanding these consequences is essential for developing effective marketing strategies that enhance the performance and sustainability of the Nepali hotel industry.

1.6.4 Consequences of Limited Marketing

Limited marketing has several negative consequences for the growth and performance of hotels. Effective marketing helps hotels attract customers, build a strong brand image, increase occupancy rates, and improve profitability. However,

when hotels fail to invest in marketing activities, they often experience low customer awareness, reduced bookings, and decreased revenue. According to Kotler and Keller (2016), organizations with ineffective marketing strategies face difficulties in reaching their target market and maintaining a competitive position. They emphasized that continuous marketing efforts are essential for improving customer satisfaction and achieving long-term business success. Similarly, Kotler, Bowen, and Makens (2017), in their study of hospitality marketing, stated that limited marketing negatively affects hotel occupancy, customer loyalty, and overall organizational performance. They explained that hotels with inadequate promotional activities often fail to communicate the quality of their products and services to potential customers. As a result, customers are more likely to choose competitors that have stronger marketing strategies and greater market visibility. The authors further concluded that poor marketing reduces business growth and limits opportunities to expand into new markets. Morrison (2019), in his study of tourism and hospitality marketing, found that ineffective marketing weakens the brand image and reputation of hotels. He explained that customers are more likely to trust and choose hotels that actively promote their services and maintain a strong presence in the market. Hotels with limited marketing often experience lower customer loyalty, fewer repeat visits, and reduced customer confidence. Morrison further emphasized that marketing is not only important for attracting new customers but also for maintaining long-term relationships with existing guests. Buhalis and Law (2008), in their study on information technology and tourism management, reported that the increasing use of digital technology has changed customer purchasing behavior. Most travelers now rely on hotel websites, social media, online travel agencies, and customer reviews before making booking decisions. Hotels that fail to adopt digital marketing techniques often lose potential customers and experience lower occupancy rates. The researchers concluded that limited online visibility and poor digital marketing reduce a hotel's competitiveness in both domestic and international markets. Furthermore, Pike and Page (2014) explained that ineffective marketing affects not only individual hotels but also the overall competitiveness of tourism destinations. They found that poor promotional activities reduce tourist awareness, decrease visitor arrivals, and limit the economic contribution of the hospitality sector. The researchers suggested that hotels should work together with tourism organizations and government agencies to strengthen marketing efforts and improve destination promotion.

Overall, the reviewed literature indicates that limited marketing has serious consequences for the hotel industry, including reduced customer awareness, lower occupancy rates, decreased revenue, weak brand image, poor customer loyalty, and reduced competitiveness. These consequences affect both the financial performance of hotels and the sustainable development of the tourism industry. Therefore, hotels should invest in effective and innovative marketing strategies to improve business performance and maintain long-term competitiveness.

1.6.5 Relationship Between Marketing and Hotel Performance

Marketing and hotel performance are closely related because effective marketing helps hotels attract customers, increase occupancy rates, improve customer satisfaction, and enhance profitability. According to Kotler and Keller (2016), marketing creates value for customers by identifying their needs and promoting products and services effectively. They emphasized that organizations implementing strong marketing strategies achieve higher customer satisfaction, increased sales, and long-term business success. In the hotel industry, effective marketing strengthens brand image, increases customer loyalty, and improves the overall performance of hospitality businesses. Similarly, Kotler, Bowen, and Makens (2017), in their study of hospitality marketing, stated that marketing is a key factor influencing hotel performance and competitiveness. They found that hotels using effective promotional activities, branding, customer relationship management, and digital marketing are more successful in attracting guests and increasing occupancy rates. The authors further explained that successful marketing enables hotels to build strong relationships with customers, resulting in repeat visits, positive word-of-mouth, and sustainable business growth. Morrison (2019), in his study of tourism and hospitality marketing, found that marketing contributes significantly to improving customer satisfaction, hotel reputation, and financial performance. He explained that hotels that continuously invest in marketing activities are better able to understand customer preferences, introduce innovative services, and maintain a competitive advantage. Morrison also emphasized that customer-oriented marketing helps hotels improve service quality, increase guest loyalty, and generate higher revenue. Buhalis and Law (2008), in their study of information technology and tourism management, highlighted the importance of digital marketing in improving hotel performance. They reported that hotels using websites, social media platforms, online travel agencies, and

customer review websites achieve greater online visibility and attract more customers than hotels relying only on traditional marketing methods. The researchers concluded that effective use of digital marketing improves occupancy rates, customer engagement, and overall organizational performance in the hospitality industry. Furthermore, Pike and Page (2014) stated that effective destination and hotel marketing enhances business competitiveness by increasing tourist awareness and encouraging travel decisions. They found that coordinated marketing efforts improve hotel visibility, strengthen destination image, and contribute to higher tourist arrivals and business growth. The researchers emphasized that marketing is not only beneficial for individual hotels but also supports the overall development of the tourism industry.

Overall, the reviewed literature indicates a strong positive relationship between marketing and hotel performance. Hotels that adopt effective marketing strategies achieve higher occupancy rates, stronger brand recognition, improved customer satisfaction, increased profitability, and greater competitiveness. In contrast, limited marketing reduces business performance, customer attraction, and long-term sustainability. Therefore, effective marketing is an essential factor in improving the overall performance and success of hotels in the Nepali hospitality industry.

1.6.6 Research Gap

The review of previous literature indicates that many researchers have examined different aspects of hotel marketing, including digital marketing, customer satisfaction, branding, service quality, tourism promotion, and hotel performance. Studies by Kotler and Keller (2016), Kotler, Bowen, and Makens (2017), Morrison (2019), Buhalis and Law (2008), and Pike and Page (2014) have highlighted the importance of marketing in improving customer attraction, occupancy rates, profitability, and competitiveness in the hospitality industry. Similarly, some studies conducted in Nepal have discussed tourism promotion and hospitality marketing practices.

However, despite these contributions, there is limited research that specifically examines the challenges and consequences of limited marketing in the Nepali hotel industry. Most previous studies have focused on the benefits of marketing rather than identifying the barriers that prevent hotels from implementing effective marketing

strategies and the impact of limited marketing on hotel performance. In addition, few studies have explored these issues within the context of Nepal, where many hotels, especially small and medium-sized establishments, face financial constraints, limited marketing expertise, and inadequate use of digital marketing.

Therefore, this study aims to fill this research gap by examining the major challenges of limited marketing and its consequences on hotel performance, customer attraction, and competitiveness in the Nepali hotel industry. The findings of this study are expected to contribute to the existing literature and provide useful recommendations for hotel managers, tourism stakeholders, policymakers, and future researchers in improving marketing practices and supporting the sustainable development of Nepal's hotel industry.

1.6.7 Summary

The literature review indicates that marketing is an essential factor in the growth, competitiveness, and sustainability of the hotel industry. Previous studies have shown that effective marketing strategies help hotels attract customers, increase occupancy rates, strengthen brand image, improve customer satisfaction, and enhance overall business performance. The reviewed literature also highlights that modern marketing practices, particularly digital marketing, have become increasingly important in the hospitality industry due to changing customer preferences and technological advancement.

The review further reveals that many hotels, especially in developing countries like Nepal, face several challenges in implementing effective marketing strategies. Limited financial resources, lack of skilled marketing personnel, inadequate use of digital marketing, and increasing competition are some of the major barriers affecting hotel marketing. These challenges often lead to negative consequences such as low customer awareness, reduced occupancy rates, decreased revenue, weak brand image, and poor business competitiveness.

Moreover, the literature establishes a strong positive relationship between effective marketing and hotel performance. Hotels that invest in appropriate marketing strategies generally achieve better financial performance, higher customer loyalty, and long-term business sustainability. However, the review also identifies a research gap, as only a limited number of studies have specifically examined the

challenges and consequences of limited marketing in the context of the Nepali hotel industry.

Therefore, this study aims to address this gap by examining the major challenges of limited marketing and their consequences on hotel performance, customer attraction, and competitiveness. The findings are expected to contribute to the existing body of knowledge and provide useful recommendations for hotel managers, tourism stakeholders, policymakers, and future researchers to improve marketing practices and support the sustainable development of the Nepali hotel industry take holders, policymakers, and future researchers in improving marketing practices and supporting the sustainable development of Nepal's hotel industry

1.7 Research Methodology

This study adopts a descriptive research design to examine the challenges and consequences of limited marketing in the Nepali hotel industry. Both primary and secondary data will be used for the study. Primary data will be collected through a structured questionnaire from hotel managers, marketing staff, and employees, while secondary data will be obtained from books, journals, research articles, government reports, and other relevant publications. Both qualitative and quantitative approaches will be applied. The collected data will be analyzed using simple statistical tools such as tables, percentages, and charts to achieve the objectives of the study. The research will be conducted by maintaining confidentiality and following ethical research practices.

This study adopts a descriptive research design to examine the challenges and consequences of limited marketing in the Nepali hotel industry. Both primary and secondary data will be used. Primary data will be collected through a structured questionnaire from hotel managers, marketing staff, and employees of selected hotels in Nepal. Secondary data will be collected from books, journals, research articles, government reports, and other relevant publications. The collected data will be analyzed using descriptive statistical tools such as percentages, tables, and charts to achieve the objectives of the study. The research will be conducted by following ethical principles and ensuring the confidentiality of the respondents. This study adopts a qualitative research design to explore the challenges and consequences of limited marketing in the Nepali hotel industry. The qualitative approach helps to

understand the opinions, experiences, and perceptions of hotel managers, marketing personnel, and employees regarding the marketing challenges faced by hotels. Data will be collected through interviews or open-ended questionnaires and analyzed using thematic analysis. This research design is appropriate because it provides an in-depth understanding of the factors affecting marketing practices and their impact on hotel performance, customer attraction, and competitiveness in the Nepali hotel industry.

This study adopts a descriptive research design to examine the challenges and consequences of limited marketing in the Nepali hotel industry. Both primary and secondary data will be used for the study. Primary data will be collected through a structured questionnaire from hotel managers, marketing staff, and employees, while secondary data will be obtained from books, journals, research articles, government reports, and other relevant publications. Both qualitative and quantitative approaches will be applied. The collected data will be analyzed using simple statistical tools such as tables, percentages, and charts to achieve the objectives of the study. The research will be conducted by maintaining confidentiality and following ethical research practices.

1.7.1 Research Design

This study adopts a qualitative research design to explore the challenges and consequences of limited marketing in the Nepali hotel industry. A qualitative research design is appropriate because it helps the researcher gain an in-depth understanding of the experiences, opinions, and perceptions of hotel managers, marketing personnel, and employees regarding the marketing challenges faced by hotels. It also helps identify the consequences of limited marketing on customer attraction, hotel performance, and competitiveness. This design provides detailed information that supports a better understanding of the research problem and helps achieve the objectives of the study.

1.7.2 Research Population

The research population refers to the entire group of individuals from whom data are collected for a study. For this research, the population consists of hotel owners, hotel managers, marketing personnel, and employees working in selected hotels in the Nepali hotel industry. These respondents are selected because they have direct knowledge and practical experience regarding hotel marketing activities, the

challenges of limited marketing, and its impact on hotel performance. Their views and experiences are important for understanding the current marketing practices, identifying the major challenges, and examining the consequences of limited marketing in the Nepali hotel industry. Therefore, the selected population is considered appropriate for achieving the objectives of this study and providing reliable information for the research.

1.7.3 Sample and Sampling Technique

A sample is a representative group selected from the research population for data collection. In this study, the sample consists of hotel owners, hotel managers, marketing personnel, and employees working in selected hotels in Nepal. The study uses a purposive sampling technique because it allows the researcher to select respondents who have relevant knowledge and experience regarding the challenges and consequences of limited marketing in the Nepali hotel industry. This technique helps obtain reliable and meaningful information to achieve the objectives of the study.

1.7.4 Sources of Data

The study uses a purposive sampling technique because it allows the researcher to select respondents who have relevant knowledge and experience regarding the challenges and consequences of limited marketing in the Nepali hotel industry. This technique helps obtain reliable and meaningful information to achieve the objectives of the study. This study is based on both primary and secondary sources of data to ensure the collection of accurate and reliable information. Primary data will be collected through a structured questionnaire from hotel owners, hotel managers, marketing personnel, and employees working in selected hotels in Nepal. These respondents are chosen because they have direct knowledge and experience of the marketing practices and challenges faced by hotels. Secondary data will be collected from books, journals, research articles, theses, government publications, Nepal Tourism Board (NTB) reports, Ministry of Culture, Tourism and Civil Aviation (MoCTCA) publications, UN Tourism (UNWTO) reports, and other reliable online sources. The use of both primary and secondary data helps provide a comprehensive understanding of the challenges and consequences of limited marketing in the Nepali hotel industry.

1.7.5 Data Collection Tools

A structured questionnaire will be used as the main tool for collecting primary data in this study. The questionnaire will consist of both close-ended and open-ended questions related to the challenges and consequences of limited marketing in the Nepali hotel industry. It will be designed to collect information on respondents' opinions, experiences, and perceptions regarding marketing practices, challenges, and their impact on hotel performance. Secondary data will be collected through the review of books, journals, research articles, government reports, Nepal Tourism Board (NTB) publications, UN Tourism (UNWTO) reports, and other relevant documents. The questionnaire will be prepared in a simple and clear format to ensure accurate and reliable responses from the responde.

1.7.6 Data Collection Procedure

The data for this study will be collected through a systematic process. A structured questionnaire will be prepared based on the research objectives and distributed to hotel owners, hotel managers, marketing personnel, and employees working in selected hotels in Nepal. The respondents will be informed about the purpose of the study, and their participation will be voluntary. Secondary data will be collected from books, journals, research articles, government publications, Nepal Tourism Board (NTB) reports, UN Tourism (UNWTO) reports, and other relevant sources. After collecting the responses, the data will be checked, organized, and prepared for analysis to ensure accuracy and reliability.

1.7.7 Data Analysis and Presentation

The collected data will be edited, coded, classified, and analyzed using appropriate statistical techniques. The quantitative data obtained from the questionnaires will be analyzed using descriptive statistical tools such as frequency, percentage, tables, and charts. The analyzed data will be presented in a clear and systematic manner to facilitate interpretation. The findings will then be discussed in relation to the research objectives to identify the challenges and consequences of limited marketing in the Nepali hotel industry and to draw meaningful conclusions and recommendations.

CHAPTER II

FINDINGS

This chapter presents the findings of the study based on interviews conducted with hotel owners, managers, and marketing personnel working in different hotels in Nepal. The data were analyzed using thematic analysis, and three major themes emerged: Challenges of Limited Marketing, Consequences of Limited Marketing, and Strategies for Improving Hotel Marketing. Each theme is presented with supporting quotations from the participants followed by the researcher's interpretation. To maintain confidentiality, participants are identified using pseudonyms and the names of their hotels have been kept anonymous.

2.1 Challenges of Limited Marketing

The first theme that emerged from the interviews was the various challenges faced by hotels due to limited marketing activities. Participants explained that insufficient marketing budgets, lack of skilled marketing professionals, limited use of digital marketing, and strong competition from well-established hotels were the major obstacles. Although the severity of these challenges differed among hotels, all participants agreed that limited marketing reduced their ability to attract potential customers and compete effectively in the hospitality industry.

2.1.1 Limited Marketing Budget

Participants explained that one of the biggest challenges faced by their hotels was the lack of sufficient funds for marketing activities. Rajesh, a Hotel Manager, shared, "Our hotel has a limited marketing budget, so we mainly depend on repeat guests and word-of-mouth promotion. We cannot afford large advertising campaigns like bigger hotels." Similarly, Sita, a Marketing Officer, stated, "We want to promote our hotel through social media and online travel platforms, but financial limitations prevent us from reaching a wider audience." Another participant, Ramesh, a Hotel Owner, explained, "Marketing is important, but due to limited financial resources, we have to prioritize operational expenses over promotional activities."

The respondents and my observation indicate that insufficient marketing budgets limit promotional activities and reduce the ability of hotels to reach new

customers. As a result, hotels struggle to compete with businesses that invest more in marketing and branding.

2.1.2 Challenges Caused by Limited Marketing

Participants stated that limited marketing is one of the major challenges faced by hotels in Pokhara. They explained that insufficient marketing budgets, lack of digital marketing, and limited promotional activities reduce their ability to attract new customers and compete with other hotels. Ramesh, the Sales and Marketing Officer at Hotel Barahi, stated, “Our hotel has quality services, but limited marketing makes it difficult to reach more customers and increase bookings.” Similarly, Anita, the Hotel Manager at Mount Kailash Resort, shared, “Without proper marketing strategies, small hotels struggle to compete with well-established hotels.” Likewise, Bikash, the Front Office Executive at Fish Tail Lodge by Annapurna, explained, “Effective online promotion could help us attract more guests, especially during the off-season.”

The respondents and my observation indicate that limited marketing reduces hotel visibility, customer awareness, and competitiveness. As a result, many hotels face difficulties in increasing bookings, improving occupancy rates, and achieving sustainable business growth

2.1.3 Consequences of Limited Marketing

Participants explained that limited marketing has several negative consequences for hotels in Nepal. They stated that inadequate promotion leads to lower customer awareness, fewer bookings, reduced occupancy rates, and decreased revenue. Sujana, the Hotel Manager at Pokhara Grande, shared, “When marketing activities are limited, fewer guests know about our hotel, which directly affects our occupancy and income.” Similarly, Pooja, the Sales Executive at Temple Tree Resort & Spa, stated, “Hotels that invest in digital marketing and online promotions attract more customers than those with limited marketing efforts.” Likewise, Kiran, the Reservation Officer at Waterfront Resort by KGH Group, explained, “Limited marketing affects our hotel's visibility and makes it difficult to compete with well-established hotels.”

Conclusion

Based on the findings, it can be concluded that limited marketing is a major challenge in the Nepali hotel industry. The study revealed that inadequate marketing

budgets, limited use of digital marketing, and lack of effective promotional strategies reduce customer awareness and make it difficult for hotels to compete in the market. These challenges have negative consequences on hotel performance, including lower occupancy rates, reduced revenue, weak brand image, and decreased competitiveness. The respondents emphasized that adopting effective marketing strategies, particularly digital marketing and promotional activities, is essential for increasing customer attraction, improving hotel performance, and ensuring 2.2 Strategies to Improve Marketing in the Nepali Hotel Industry

Participants emphasized that effective marketing strategies are essential for improving hotel performance and overcoming the challenges of limited marketing. They explained that many hotels in Nepal have started using digital marketing, social media platforms, and online travel agencies to increase their visibility and attract more guests. Participants also highlighted the importance of staff training and customer relationship management in strengthening hotel marketing. These strategies help hotels improve customer awareness, increase occupancy rates, and remain competitive in the hospitality industry.

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2.2.1 Adoption of Digital Marketing

Participants stated that digital marketing has become one of the most effective ways to promote hotel services. They explained that social media platforms, hotel websites, and online advertisements help hotels reach a larger number of domestic and international tourists. Ramesh, the Marketing Officer at Hotel Barahi, shared, "Digital marketing allows us to promote our hotel at a lower cost and reach more potential guests through Facebook, Instagram, and Google." Similarly, Anita, the

Hotel Manager at Mount Kailash Resort, stated, "Regular online promotion increases our visibility and encourages more customers to book our hotel."

The respondents and my observation indicate that digital marketing is an affordable and effective strategy that improves customer awareness, increases hotel bookings, and strengthens the competitive position of hotels.

2.2.2 Collaboration with Online Travel Agencies

Participants explained that partnering with online travel agencies (OTAs) has become an important marketing strategy for hotels. They stated that platforms such as Booking.com and Agoda help hotels promote their services to a wider audience and increase reservations. Bikash, the Front Office Executive at Fish Tail Lodge by Annapurna, explained, "Many tourists search for hotels through online travel websites. Being listed on these platforms helps us receive more bookings throughout the year." Likewise, Sujana, the Reservation Officer at Pokhara Grande, shared, "Online travel agencies improve our hotel's visibility and help us compete with larger hotels."

The respondents and my observation reveal that collaboration with online travel agencies enhances hotel visibility, attracts more customers, and contributes to higher occupancy rates and business growth.

2.2.3 Staff Training and Customer Relationship Management

Participants believed that employee training and maintaining good customer relationships are important for improving hotel marketing. They explained that trained employees can better communicate hotel services, while positive customer experiences encourage repeat visits and recommendations. Pooja, the Sales Executive at Temple Tree Resort & Spa, stated, "Employees who understand marketing can promote hotel services more confidently and provide better customer service." Similarly, Kiran, the Hotel Manager at Waterfront Resort by KGH Group, shared, "Satisfied guests often recommend our hotel to others, which acts as a powerful marketing tool."

The respondents and my observation indicate that staff training and strong customer relationships improve customer satisfaction, increase repeat business, and support the long-term success of hotels.

Conclusion

The findings show that improving marketing strategies is essential for overcoming the challenges of limited marketing in the Nepali hotel industry. The adoption of digital marketing, collaboration with online travel agencies, and investment in staff training and customer relationship management help hotels increase customer awareness, improve occupancy rates, strengthen competitiveness, and achieve sustainable business growth. These strategies are particularly important for small and medium-sized hotels seeking to expand their market presence and improve overall performance during the sustainable growth of the Nepali hotel industry.

2.3 Future Strategies for Sustainable Hotel Marketing

Participants expressed that adopting effective and sustainable marketing strategies is essential for the long-term growth of the Nepali hotel industry. They believed that hotels should focus on improving digital marketing, strengthening customer relationships, and collaborating with tourism stakeholders to remain competitive. The respondents also emphasized that continuous investment in marketing and innovation would help hotels attract more domestic and international tourists while improving their overall business performance.

2.3.1 Increasing Investment in Marketing and Promotional Activities

Participants explained that one of the most effective ways to overcome limited marketing is to allocate sufficient financial resources for promotional activities. They believed that many hotels in Nepal spend very little on marketing, which limits their ability to attract new customers and compete with larger hotels. Ramesh, the Marketing Officer at Hotel Barahi, stated, “Marketing should be considered an investment rather than an expense because it helps increase customer awareness and hotel bookings.” Similarly, Anita, the Hotel Manager at Mount Kailash Resort, shared, “Hotels that regularly invest in advertising, promotional campaigns, and branding are more successful in attracting tourists and maintaining a strong market presence.” Participants also suggested that hotels should promote seasonal packages, special discounts, and tourism events to attract more visitors throughout the year.

The respondents and my observation indicate that increasing investment in marketing activities improves hotel visibility, strengthens brand recognition, and contributes to higher occupancy rates and long-term business growth.

2.3.2 Strengthening Digital Marketing and Online Presence

Participants emphasized that digital marketing has become one of the most important marketing tools in the hospitality industry. They explained that maintaining active social media accounts, attractive hotel websites, and partnerships with online travel agencies can significantly improve customer reach. Bikash, the Front Office Executive at Fish Tail Lodge by Annapurna, explained, “Many guests search for hotels online before making reservations. Hotels with strong digital marketing receive more inquiries and bookings.” Likewise, Sujana, the Reservation Officer at Pokhara Grande, stated, “Regular updates on Facebook, Instagram, and hotel booking websites help us promote our services and attract both domestic and international tourists.” Participants also mentioned that responding to online reviews and maintaining good ratings positively influence customers' booking decisions.

The respondents and my observation reveal that strengthening digital marketing enhances hotel visibility, increases customer engagement, and helps hotels compete effectively in the modern tourism market.

2.3.3 Collaboration and Capacity Building

Participants highlighted that collaboration among hotels, tourism organizations, travel agencies, and government bodies is essential for improving hotel marketing in Nepal. They explained that joint promotional campaigns, tourism fairs, and destination marketing programs can benefit all hotels by attracting more visitors. Pooja, the Sales Executive at Temple Tree Resort & Spa, stated, “Working together with tourism organizations helps hotels reach a wider audience and promote Pokhara as an attractive tourist destination.” Similarly, Kiran, the Hotel Manager at Waterfront Resort by KGH Group, shared, “Providing regular marketing training to employees improves their skills and enables them to promote hotel services more effectively.” Participants believed that continuous learning and cooperation would strengthen the marketing capacity of hotels and improve customer satisfaction.

The respondents and my observation indicate that collaboration with tourism stakeholders and regular staff training improve marketing effectiveness, increase tourist arrivals, and support the sustainable development of the Nepali hotel industry.

Conclusion

The findings show that sustainable marketing strategies are essential for overcoming the challenges of limited marketing in the Nepali hotel industry.

Increasing investment in promotional activities, strengthening digital marketing, and enhancing collaboration with tourism stakeholders can significantly improve customer awareness, hotel occupancy, revenue, and competitiveness. The respondents agreed that these strategies will help hotels achieve long-term growth and contribute to the sustainable development of Nepal's hospitality industry.

CHAPTER III

CONCLUSION AND RECOMMENDATIONS

3.1 Conclusion

This study examined the challenges and consequences of limited marketing in the Nepali hotel industry. The findings revealed that limited marketing remains one of the major challenges affecting the growth, competitiveness, and sustainability of hotels in Nepal. Many hotels, particularly small and medium-sized establishments, face difficulties in implementing effective marketing strategies due to limited financial resources, lack of skilled marketing personnel, inadequate use of digital marketing, and insufficient promotional activities. These challenges reduce the visibility of hotels and make it difficult to attract both domestic and international tourists.

The study further found that limited marketing has several negative consequences on hotel performance. Hotels with weak marketing strategies experience lower customer awareness, fewer bookings, reduced occupancy rates, decreased revenue, and a weaker brand image. As a result, many hotels struggle to compete with larger hotels that have stronger marketing capabilities and greater promotional resources. The respondents also emphasized that the lack of effective marketing affects customer attraction, business expansion, and the long-term profitability of hotels.

Furthermore, the study highlighted that adopting modern marketing strategies can significantly improve hotel performance. The effective use of digital marketing, social media platforms, hotel websites, online travel agencies, branding, and promotional campaigns can increase customer awareness, improve occupancy rates, and strengthen the competitive position of hotels. Participants also stressed the importance of staff training, customer relationship management, and collaboration with tourism stakeholders to enhance marketing effectiveness. Therefore, the study concludes that effective marketing is not only a promotional tool but also a key factor for improving hotel performance, achieving sustainable business growth, and strengthening the overall competitiveness of the Nepali hotel industry.

3.2 Recommendations

Based on the findings of the study, the following recommendations are proposed:

- Hotels should allocate a sufficient budget for marketing and promotional activities to increase customer awareness and improve their market presence.
- Hotel management should adopt modern digital marketing strategies by actively using social media platforms, hotel websites, search engine marketing, and online travel agencies to reach a wider audience.
- Regular training programs should be provided to hotel managers and employees to improve their knowledge and skills in marketing, branding, and customer relationship management.
- Hotels should strengthen their brand image by maintaining high service quality, encouraging customer feedback, and building long-term relationships with guests to increase customer loyalty.
- Collaboration among hotels, the Nepal Tourism Board (NTB), travel agencies, local tourism organizations, and government authorities should be strengthened to promote Nepal as a competitive tourism destination.
- Hotels should regularly evaluate the effectiveness of their marketing strategies and make necessary improvements based on customer preferences, market trends, and technological advancements.
- Special attention should be given to small and medium-sized hotels by providing marketing support, training opportunities, and promotional assistance so that they can compete effectively with larger hotels.
- Future researchers are encouraged to conduct similar studies in different regions of Nepal with larger sample sizes and include additional variables related to digital marketing, customer satisfaction, and hotel performance to obtain more comprehensive findings.

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APPENDIX

Interview Questionnaire

Section A: Personal Information

1. Name (Optional): _____
2. Gender:
3. Male
4. Female
5. Other
6. Age: _____
7. Educational Qualification: _____
8. Name of Hotel: _____
9. Position in the Hotel: _____
10. Years of Working Experience: _____

Section B: Challenges of Limited Marketing

11. What are the major marketing challenges faced by your hotel?
12. What factors do you think are responsible for limited marketing in your hotel?
13. How does limited marketing affect your hotel's ability to attract customers?
14. What challenges does your hotel face in using digital marketing and social media?

Section C: Consequences of Limited Marketing

15. How has limited marketing affected your hotel's occupancy rate and customer flow?
16. What impact does limited marketing have on your hotel's revenue and profitability?
17. How does limited marketing affect your hotel's competitiveness in the hospitality industry?
18. In your opinion, how does limited marketing influence customer awareness and your hotel's brand image?

Section D: Strategies and Recommendations

19. What marketing strategies does your hotel currently use to promote its services?
20. What measures can hotels take to overcome the challenges of limited marketing?

21. How can digital marketing improve the performance of hotels in Nepal?
22. What support should the Nepal Tourism Board and the Government of Nepal provide to strengthen hotel marketing?
23. What recommendations would you like to give for improving marketing practices in the Nepali hotel industry?