**Comprehensive Answer Question.**

**Case Study 1**

**Nepal is a beautiful country having biodiversity varied culture across the country and beautiful Himalayan range from east to west. It has attracted the tourist in Nepal. Nepalese culture has also changed. Thus, the scope of internal tourism has also been increased.**

**Increased in the internal and external tourist in the country has led to the establishment of hotel industries in Nepal. After the restoration of democracy in Nepal democratic government has come up with new policies in lieu of tourism industry in Nepal including hotel industry. The flexible policy in terms of capital investment, operation and easy criteria in operating hotels attracted foreign direct investment in the hotel sector of Nepal but various illusive advertisement of foreign countries related to security, child labor etc. hindered the flow of tourist in Nepal.**

**New and liberal policy of government and changing culture of visiting various places in different point of time like Newyear, Dashain, Tihar and Honeymoon etc. Leveraged the revenue of hotel industries. As the outcome of it, numbers of hotels have been established in the different corners of the country ranging from east to west and north to south.**

**New hotels came up with a new policy of cutting prices to attract people, providing facilities that are unwanted in society and restricted by the policy of the nation. Such activities help to expand negative rumors in the people so that hotel industries are facing problems. Even though the situation is not so favorable but the investments and number of establishments in the hotel sector is rapidly increasing and after the peace agreement between government of Nepal and Nepal communist party (Maoist), their financial position and operating results are also positive and encouraging.**

**Questions:**

1. **Identify the marketing environment of hotel industry in Nepal.**
2. **Discuss the competition faced by the hotels in Nepal.**
3. **Identify the marketing problems of hotel industries.**
4. **Give suggestions for solving the problems.**