
Editorial

It is indeed a great pleasure and honor to introduce the inaugural issue of “REPOSITIONING The Journal of Business and Hospitality.” It is an annual journal of Nepal Tourism and Hotel Management College, Pokhara, Nepal. This inaugural issue contains nine research papers pertaining to different areas of business, tourism and communication. The aim of publishing this journal is the culmination and dissemination of new business paradigms across the globe.

There is an inevitable need for educational institutions to focus on research that ensure and promote quality delivery in the classroom settings. Such effort, by and large, also ensure that our country competes effectively with the most advanced countries in many fields of study like management, tourism, engineering and technology.

Taking in mind the suggestions of our visiting dignitaries, we have tried our best to make this journal interdisciplinary to cover the wider range of audience all the way from our neighboring countries also.

The board is highly indebted to the Professors who scholarly reviewed the articles and thankful to the researchers for article contribution, faculty members and staffs for their kind cooperation. We are pretty much hopeful that this journal will make a notable contribution in the field of Nepalese academia and reflect a solid evidence to our intellect in the global academic platform. Finally, the board welcomes all noble thoughts, constructive comments and valuable suggestions.

Managing Editor