

**THE PROBLEMS AND PROSPECTS OF PILGRIMAGE TOURISM
IN MANAKAMANA**

A Case Study of Manakamana Temple Area, Gorkha District, Nepal

**A Thesis Submitted to
The Central Department of Rural Development,
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in partial fulfillment of the Requirement for the
Degree of the Master of Arts (M.A)
In
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By

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RECOMMENDATION LETTER

The Thesis entitled **“The Problem and Prospect of Pilgrimage Tourism In Manakamana: A Case Study of Manakamana Temple Area, Gorkha District, Nepal”** has been prepared by **Mr. Mukti Panday** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for final evaluation and approval.

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APPROVAL LETTER

The Thesis entitled **“The Problem and Prospect of Pilgrimage Tourism In Manakamana: A Case Study of Manakamana Temple Area, Gorkha District, Nepal”** has been prepared by **Mr. Mukti Panday** in partial fulfillment of the requirements for Master’s Degree (M.A.) in Rural Development has been approved by the evaluation committee.

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Declaration

I hereby declare that the thesis entitled **“The Problem and Prospect of Pilgrimage Tourism In Manakamana: A Case Study of Manakamana Temple Area, Gorkha District, Nepal”** submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgements to all ideas and information borrowed from different sources in the course of preparing this thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in any form before.

.....

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ABSTRACT

These days tourism is becoming fastest growing industry in the world. It is helping to build the strong national economy of different countries by providing job opportunity and earning foreign currency. Nepal's, natural beauty, geographical diversity and socio cultural, cultural and artistic heritage, the presence of Mt. Everest and several other peaks higher than 8000m, rich biological diversity, rare flora and fauna species, innumerable rivers and lakes have enriched her as attractive with tourist destination. Besides, different historical and religious places, the birth place of Lord Buddha and the presence of worldwide famous temples of Hindu deity. "The Pashupatinath Temple" provides the special destination for tourists in the world tourism map.

Every year, millions of tourists visit Nepal to fulfill different proposes. Among them, religious purpose is one of the important factors. It has long history in tourism sector. There are different pilgrimage sites located in different parts of the country. Among them, Manakamana of Gorkha district is one of the popular religious tourist spots. After the establishment of cable car linking Manakamana with Prithivi Highway, Manakamana has been further attractive destination. However, it is facing different types of problems and the tourists' arrival ratio does not meet as of required target.

The main objectives of this study were to assess the present situation and condition of Manakamana in relation to the tourism prospective, identify the existing problems and prospects and recommend the appropriate policy and strategies for its development.. The study is based on primary data but some essential information was taken from different secondary sources. Primary information is taken through interview and structured questionnaire form local people, tourists, businessmen and other persons who were familiar with Manakamana. They were selected by purposive sampling methods.

Mainly Cable car, orange garden, Lakhan cave, Manakamana Temple (well-wisher Goddess) and pleasant weather are the main attraction of the study area. Similarly, Bada Dashain, Chaite Dashain and Kartike Panchami are the main festivals observed at Manakamana. During these festival, domestic and foreign tourists crowd at manakamana. Manakamana is well wisher Goddess of every class tourists. Facility of transportation,

hotel and restaurant, water supply and security developed at Manakamana is not sufficient during the peak season. That's why, the government and non-governmental organizations should launch different programs to address the present problems and change the actual destination for religious tourists around Manakamana.

TABLE OF CONTENTS	Page No.
DECLARATION	I
LETTER OF RECOMMENDATION	I
APPROVAL SHEET	II
ACKNOWLEDGEMENT	III
ABSTRACT.....	IV
CONTENTS	V
LIST OF TABLES	VIII
ABBREVIATIONS	IX
CHPATER I	1-6
INTRODUCTION	
1.1 General Background	1
1.2 Statement of the problem	2
1.3 Objectives of the Study	4
1.4 Rationale of the Study	4
1.5 Limitation of the Study	5
1.6 Organization of the Study	5
CHAPTER II	7-41
REVIEW OF LITERATURE	
2.1 Theoretical Review	7
2.1.1 Butler's tourist area life cycle (TALC) model	7
2.1.2 Maslow's Hierarchy of Needs Model and Travel Motivation.....	9
2.1.3 Cross-border tourism networks.....	11
2.2 Review of Empirical Studies	15
2.3 Policies Review.....	17
2.3.1 Government efforts in Tourism development.....	17
2.3.2 Tourism Policy and Programs.....	27
2.4 Types of tourism	32
2.5 Concepts of religious Tourism	34
CHAPTER III	42-47

RESEARCH METHODOLOGY

3.1	Background	42
3.2	Research Methodology and Framework	42
3.3	Selection of the Study Area	44
3.4	Research Design.....	44
3.5	Nature and Sources of Data	44
3.6	Universe and Sampling Procedure.....	45
3.7	Primary Data Collection Methods	45
3.7.1	Questionnaires Survey	46
3.7.2	Observation	46
3.7.3	Key Informants Survey	46
3.7.4	Field Note.....	46
3.8	Secondary Data Sources	46
3.9	Data Processing and Analysis	47

CHAPTER IV

48-70

INTRODUCTION OF THE STUDY AREA

4.1	Introduction to the study area	48
4.1.1	Introduction of Gorkha District	48
4.1.2	Introduction of Manakamana	48
4.1.2.1	Cable Car	50
4.1.2.2	Worship	51
4.1.3	Available facilities in Manakamana	52
4.1.3.1	Transportation	53
4.1.3.2	Attraction	53
4.1.3.3	Security	53
4.1.3.4	Communication	54
4.1.3.5	Water supply	54
4.1.3.6	Electricity	54
4.1.3.7	Accommodation	54
4.2	Socio-Cultural Setting	55
4.2.1	Important Festivles in Manakamana.....	55

4.3	Analysis and presentation of Data	55
4.3.1	Pilgrims source of information about Manakamana	56
4.3.2	Pilgrims duration of stay in Manakamana	56
4.3.3	Expenditure pattern of the Pilgrims	57
4.3.4	Pilgrims purpose of visit in Manakamana	58
4.3.5	Pilgrims frequency of visits to Manakamana.....	58
4.3.6	Current facilities and Response of businessmen of Manakamana.....	59
4.3.7	Local people's Response on current facilities available at Manakamana.....	61
4.3.8	Pilgrim's response on current facilities available at Manakamana	62
4.3.9	Pilgrims to Manakamana by cable car	63
4.3.10	Employment opportunity provided by Cable Car Company	64
4.4	Problems of tourism development in Manakamana.....	64
4.4.1	Transportation	65
4.4.2	Fluctuation of tourist arrival	66
4.4.3	Information Publicity and advertisement.....	66
4.4.4	Management	66
4.4.5	Manakamana in need of Restoration.....	66
4.5	Prospects of tourism development in Manakamana	67
4.5.1	Religious Faith	67
4.5.2	Environmental Friendly	68
4.5.3	Cultural Attraction	68
4.5.4	Hospitality.....	68
4.5.5	Orange Garden.....	69
4.5.6	Handicrafts.....	69
4.5.7	Temple and Caves.....	69
4.5.8	Cable Car	69
4.5.9	Hotel and Other Facilities	70

CHAPTER V

71-73

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1	Summary	71
5.2	Conclusion	72

5.3 Recommendations73

REFERENCES 74-78

APPENDIXES

LIST OF TABLES

Page No.

Table 2.1: Maslow's Hierarchy of Needs Model and Travel Motivation	10
Table 4.1: Pilgrims source of information	56
Table 4.2: Pilgrims duration of stay in Manakamana	57
Table 4.3: Expenditure pattern of the Pilgrims	57
Table 4.4: Pilgrims purpose of visit in Manakamana	58
Table 4.5: Pilgrims frequency of visits to Manakamana	59
Table 4.6: Current facilities and Response of businessmen of Manakamana.	60
Table 4.7: Local people's Response on current facilities available at Manakamana	61
Table 4.8: Pilgrim's response on current facilities available at Manakamana	62
Table 4.9: Pilgrims to Manakamana by cable car	64

LIST OF FIGURE

Page No.

Figure 2.1: Tourist area life cycle	8
Figure 2.2: Loop Innovation and administrative trainee in tourism processes	12
Figure 2.3: Levels of Change	14
Figure 3.1: Framework	43
Figure 4.1: Location of study area	48

ABBREVIATION / ACRONYMS

CBS	:	Central Bureau of Statistics
CDO	:	Chief District Officer
CDPS	:	Central Department of Population Studies
DDC	:	District Development committee
GDP	:	Gross Domestic Product
HAN	:	Hotel Association of Nepal
IATA	:	International Air Transport Association
ILO	:	International Labor organization
INGO	:	International Non-Government Organization
LDO	:	Local District Officer
MOT	:	Ministry of Tourism
NAC	:	Nepalese Airlines Corporation
NATA	:	Hotel association of Travel Agents
NATHAM	:	Nepal Academy of Tourism and Hotel Management
NGO	:	Non-Government Organization
NTB	:	Nepal Tourism Board
NTMP	:	Nepal Tourism Master Plan
TDC	:	Tourism Development Committee
TIC	:	Tourism Development Committee
TU	:	Tribhuvan University
UNDP	:	United National Development Program
UNO	:	United Nation Organization
VDC	:	Village Development Committee
WTO	:	World Tourist organization

Chapter I

INTRODUCTION

1.1 General Background

The word 'tourist' is believed to have been stemmed from Latin word 'TORNUS' which means tool for describing a circle or a turner's wheel. In the sense of the word of origin, tourist is a person who undertakes a circular trip, i.e. ultimately comes back to the place from where he sets about his journey. Tourism is the world's most diverse, largest and fastest growing industry. Many nations rely on tourism as a primary source for generating revenue, employment, investment and infrastructure development (Singh and Rana, 2006). The World Travel and Tourism Council estimate that in 2008, employment in the travel and tourism economy was 238,277,000 jobs or 8.4 percent of Total employment. By 2018, this would grow to 296,252,000 jobs, 9.2 percent of total employment or one in every 10.8 jobs (Goeldner and Ritchie, 2009). Similarly, travel and tourism represents approximately 10 percent of the total global Gross Domestic product (<http://www.sustainabletourism.net>)

The word "tourism" is derived from the French language dictionary; Webster's new international dictionary defines the word tourism as "traveling for recreation". It has existed from the very beginning of human civilization. There could not have been any civilization without personal communication, experience and skills. From its origin tourism has taken different forms and style (Bhatia 1991).

Tourism is one of the most dynamic and the fastest growing industry all over the world. For the significant number of developing and developed countries, tourism has become a major and the larger source of foreign exchange earnings in many instances. This has resulted in increased attention of these countries in the development of tourism, Not only from economic point view, but it is considered as an activity essential to the life of nations because of its direct effects on social, cultural, educational and international relations (Bhatia, 1997).

Tourism has five vital components viz. attraction, transportation, accommodation and food catering, infrastructure and souvenir shops. Transportation enables to visit the destinations; accommodation caters for the visitor's well being there; attraction induce him to entertain there; food catering helps the visitors to survive there and proper infrastructure enables successful functioning of all these components (Kunwar, 2006).

In Sanskrit literature, there are different terms for tourism. It is derived from the root atan, which refers to the act of leaving home for sometimes to other places. After this root various words have been use to mean different types of tourism such as paryatan which refers to going out for pleasure and knowledge; deshatan refers going out to other countries; tirthatan refers for visiting to the places of religious importance. Similarly, akhet refers for hunting and vihara for excursions (Kunwar 2006).

During these days, various forms of tourism have been emerged such as medical tourism has emerged from the rapid growth of what has become an industry, where people travel substantial distances to overseas countries to obtain medical, dental and surgical care, while simultaneously being holiday makers in a more conventional sense (Connell 2006). Spiritual tourism is also gaining its popularity during these days. Not only in the eastern countries, it has gained quite recognition in western world too (Pradhan 2007).

Nepal is a mountainous country with varying topography and landscape. It presents a unique conglomerate of scenic grandeur and virtuous beauty with rich cultural heritage of diverse ethnics groups and cultural variations. There are several places from where one can see and feel the panoramic view and beautiful sceneries and the wonderful creation of the nature. Nepal's tourism potentialities are mainly due to the natural and cultural attraction. Nepal (147,181 km) a small dominantly mountainous country (about two third area covered with mountain and hill) embodies the magnetic diversity of both nature and culture. Within its territory congregate panoply of over 1310 pinnacles exceeding 6000m height and the highest peak of the world Mt. Everest, 8848 meter height in Nepal.

1.2 Statement of the Problem

Today is a day of international age. Tourism has been growing at outstanding in the world in recent years and is now in terms of economic volume. Tourism is the words biggest and fastest growing export industry. The contribution of the tourism sector in the overall nation development has been quite significant. Tourism is one of the major industries in Nepal which helps to develop the economic condition of country.

'Manakamana' is an important religious tourism place of Nepal. However after introduction of Cable Car provides easy access to the manakamana, there are some problems for tourism industry such as lack of hospitability, lack of international marketing, weak status of infrastructure security of tourist, lack of government policies, unfair market price etc. The growth of tourism in Manakamana, Hill side area are rapidly changing the life style of people along with the surrounding environment. There is increasing number of various infrastructures mainly hotels, lodges and restaurants at the bazaar area. This place have suitable climate, diversity of landscape and natural scenario.

Prospects of tourism are the most discussed matter in the development of Nepal. The intensive discussions, initiatives and hopes are justifiable on the ground that the state is rich in cultural as well as natural inheritance. The geographical diversity, ecological miscellany and environmental assortments are good gifted assets for the development of tourism in Nepal. The economic development in general may be interpreted as attaining growth in every aspect by proper utilization of national resources and providing employment opportunity.

But developing country has to face financial problem since capital information is the most essential part for development of the economy. So far developing country like Nepal tourism promotion is vital for foreign exchange earning in large amount on one hand and providing employment opportunities directly or indirectly on the other. Next problem is the dissatisfaction caused by poor services provided by hotels, easy access by surface transportation, etc. But neither the government nor the private sector seem serious over these issues.

The present study attempts to cover the problems and prospects in Manakamana of Gorkha for Pilgrimage tourism development. The study will identify the problem and provide proper

solution and will help the tourism planner to make appropriate policies in order to improve and promote the tourism industry in a planned way.

1.3 Objectives of the study

The general objective of the study is to find out the prospects and problems of tourism development of Manakamana temple area. The specific objectives are:

1. to assess the present situation and condition of tourism in Manakamana temple area.
2. to explore the problems of tourism development in Manakamana temple area.
3. to analyze the prospects of tourism development in Manakamana temple area.

1.4 Rationale of the study

Nepal, being an under developed country, depends on agricultural economy. In the export trade of Nepal, primary and raw goods production of agricultural sector plays dominant role. But it is necessary to import machinery, fertilizer, luxurious goods and services for everyday needs from other countries. In such situation, Nepal always has to face, deficit problems on its trade and balance of payment. In this situation tourism is accepted as the most important industry of Nepal. Unfortunately key facilities like transportation, communication, accommodation, recreation, security and other facilities are not properly developed in new and potential tourist destinations. As a result, on one hand the situation of the tourist stay in the country has been the same since the beginning and on the other hand the inhabitants of different places are not benefited from this sector. In order to increase the length of the tourist-stay and diversify its flow into different parts of the country, it is necessary to identify and develop new potential tourist destinations. In this context present study is helpful in several ways like:

-) The findings of the study will be useful to the government organizations, NGOs, private sector and civil societies directly concerned or working to promote tourism in Nepal and particularly in Manakamana Temple area of Gorkha district.

-) The findings of the study will be helpful to the policy makers to make appropriate policies, strategies regarding promotion of tourism in Nepal in general and Manakamana Temple area in particular.

1.5 Limitation of the Study

The scope of the study was limited to find the problem and prospects of tourism at Manakamana Temple area of Gorkha district. The study is responsible to trace out the infrastructure development, superstructure developments that are essential for the tourism development. Limited area will be selected for questionnaire and field visits. Although tourism development of Manakamana temple area was the main study area, however rural culture life style and natural as well as other tourist products were focused for the promotion of tourism product. The study was very specific like those case studies. So, the conclusion drawn from the study might not be conclusive. Following limitations of the study have been presented as below

-) This study is concentrated only on the religious tourism spot of Manakamana about the problems and prospects of this place.
-) Business, hotel owners, tourists and the members of the Manakamana development committee were included as the respondent of this study.
-) The follow of tourists is taken from the records of the cable car company and the tourists came from trekking route is excluded.
-) This is a quantitative research. So, the study fully depends on the answer of the respondents.
-) This study is based on Manakamana; the religious place in Gorkha district. Therefore the finding may not be generalized to another religious place of the country.

1.6 Organization of the Study

This study is divided into five chapters. The first chapter deals with introduction of the subject including background, statement of the problem, objective of the study, significance of the study, limitation of the study and organization of the study.

Similarly, various studies are made in the second chapter through review of literature. The third chapter is about research methodology which includes research design, rational of site selection, source of data, universe and sampling procedure, technique of data collection and analysis of the research. The fourth chapter described Data Presentation, Analysis, and discussion of the finding. Likewise, the five and last chapter presents summary conclusion and recommendation of the study.

CHAPTER –II

REVIEW OF LITERATURE

Basically, literature review establishes the relationship of proposed research to previous and/or ongoing research. Literature review also helps to find-out methodological gap as well as in the substantive aspect of existing research. More importantly, the review of literature in any study must be able to establish the relation of relevant knowledge and information. Some related theoretical empirical and political literatures are reviewed as below:

2.1 Theoretical review:

2.1.1 Butler's tourist area life cycle (TALC) model

Tourist area life cycle (TALC) model, developed in 1980 by Richard butler is based on the product cycle concept. In his seminal article presenting his model, Butler acknowledges the contribution of others who have perceived a similar cycle in the real world. The type of tourist who visits at introduction will be very different from that visiting in consolidation or decline (figure 2.1). The tourist area life cycle is as follows:

A) *Exploration* – small number of adventurous tourists, main attraction is unspoiled nature or cultural features.

B) *Involvement* – local initiatives provide facilities and some advertising ensues. Larger number of visitors during tourist season on public sector involvement flows.

C) *Development* – outside investment is attracted to the destination as a well-defined tourism market emerges. Accessibility is enhanced, advertising becomes more intensive and extensive, and local facilities are displaced by more elaborate and up-to-date ones. This results in a decline in local participation and control. Imported labor and auxiliary facilities and services become necessary to support the rapidly growing tourist industry.

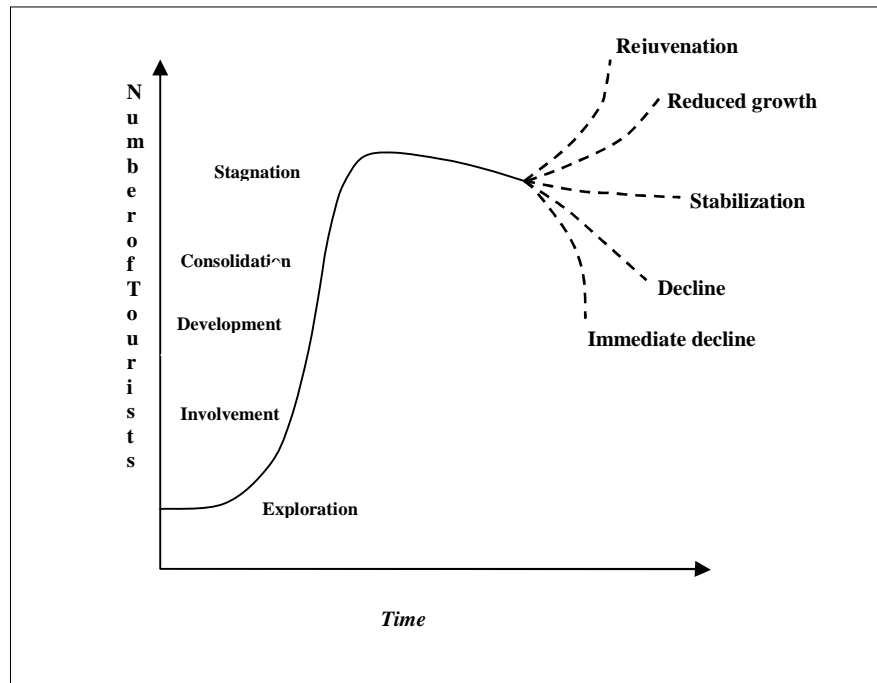
D) Consolidation – The destination is now a fully fledged part of the tourist industry; the rate of increase of visitors is reduced. Marketing and advertising efforts are further widened to extend the tourism season and attract more distant visitors.

E) Stagnation – peak visitors' number has been reduced as the destination is unfashionable with environmental, social and economic problems. Major promotional efforts are needed to maintain visitors' number.

F) Decline – Tourists are drawn away towards newer destinations. Those remaining are mostly weekend or day visitors. Tourism facilities become replaced by non-tourism establishment as the area disengages from then industry. The destination either becomes a tourism slum or finds itself devoid of tourism activity altogether.

G) Rejuvenation – A dramatic change in the resource base is established. Either a new set of artificial attractions is created or a previously unexplored natural resource is utilized. We can see the Butler's tourist area life cycle (TALC) model following figure 2.1

Figure 2.1: Tourist area life cycle



Source: Butler (1980)

Butler's model has been criticized as being too simplistic, but it forms a good basis from which further understanding can be developed. However, when we look at Butler's original paper, he acknowledges the complexity of what he is attempting to define, and recognizes that testing will be needed to ascertain the accuracy of his model. There have been hundreds of academic papers and student dissertations either using or refuting the model, yet it remains a strong theory today as can be seen by two recent volumes based on his theory, which he had edited (Butler, 1980).

2.1.2 Maslow's Hierarchy of Needs Model and Travel Motivation

A review of the travel literature reveals that travel motivations can fit well into Maslow's hierarchy of needs model present (1943). The model suggests that lower needs in the order of hierarchy warrant priority attention and satisfaction – Maslow's idea of prepotency. The hierarchy of needs proposed by Maslow can be represented as follows Table 2.1.

Table 2.1: Maslow's Hierarchy of Needs Model and Travel Motivation

Need	Motive	Tourism Literature Reference
Physiological	Relaxation	*Escape, *Relaxation, *Relief of Tension *Sun lust, *Physical, *Mental relaxation of tension
Safety	Security	*Health, *Recreation *Keep oneself active and healthy for the future
Belonging	Love	*Family togetherness *Enhancement of kinship relationships *Companionship *Facilitation of social interaction *Maintenance of personal ties *Interpersonal relation, *Roots, *Ethnic *Show one's affection for family members *Maintain social contacts
Esteem	Achievement status	*Convince oneself of one's achievements *show one's importance to others, *prestige *social recognition, *ego-enhancement *professional/business, *personal development *status and prestige
Self Actualization	Be true to one's own nature	*Exploration and evaluation of self *self discovery *satisfaction of inner desires
To know and understand	Knowledge	*Culture, *education, *wanderlust *interest in foreign areas
Aesthetics	Appreciation beauty	*Environmental *scenery

Source: Maslow (1970)

To people whom the prime motivation behind travel is "to escape" or "to relieve tension" can indeed be seen as aspiring to satisfy the basic physiological need. For such travelers, the

motivation may be to get physical or mental relaxation. Holidayers generally return home from a tour mentally revitalized and refreshed but physically exhausted. And here arise the need to differentiate between people opting or undertake an active holiday or a passive one, though both are motivated by a need for relieving stress and strains. The active holidayer achieves the objective of reduction in tension through physical activity.

This proposition also well explains the fact that, at any one time, one may be motivated to satisfy multiple needs. Moreover, drawing on the idea of prepotency, that is, before the satisfaction of higher level needs are considered, the lower level needs in hierarchy framework should be satisfied to a level, implies that products and services including holidays targeted towards the satisfaction of lower-level needs would be deemed as more of a necessity than a luxury and would, as such, be more resilient to external pressure of time and money.

2.1.3 Cross-border tourism networks

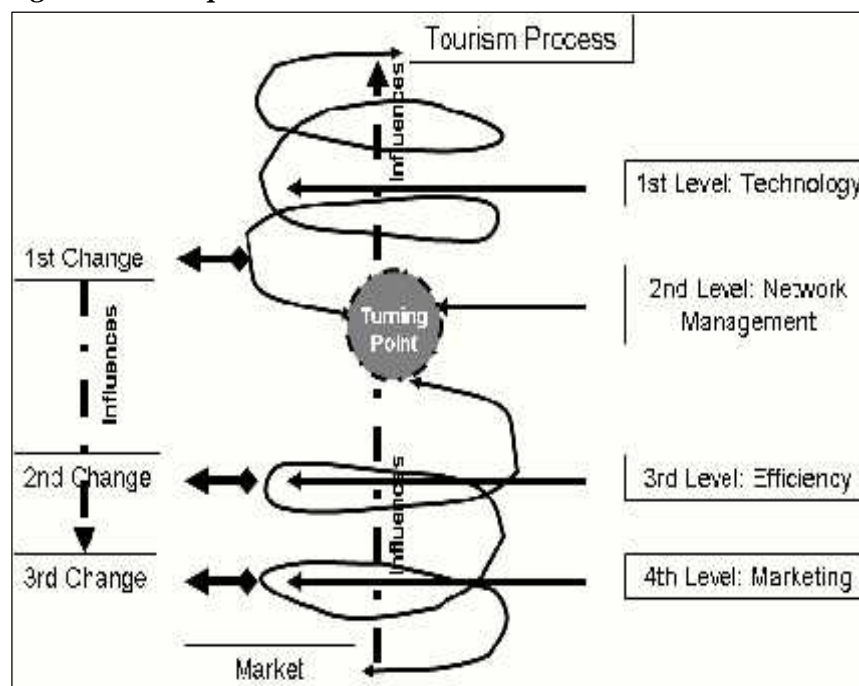
The problems of society are increasingly complex and interdependent. Hence, they are not isolated to particular sectors or disciplines and they are not emergent phenomena with non-linear dynamics uncertainties and high political stakes in decision-making. The logic of the included middle is capable of describing coherence among different levels of reality, inducing an open structure of unity (Thompson 2004).

Morin (1997) suggests the "Tetralogic loop", for differentiate order to organization, because he comprehended organization like behavior disposition with the all components relationships to act in response as one unit system. Therefore, to approach the Mexico-United States borderlands tourism phenomenon, the representation of the loop conceived by Edgar Morin under the theory on complexity is proposed. To this idea, the steps (called levels) within a process in which the use of technology already exists (see figure 2.3) are incorporated. Nevertheless, between this and the administration process, a turning point exists which prevents the product from reaching adequate efficiency and marketing labels for its correct entrance into the market. In this case, policy relevant learning is an organizational as well as a psychological phenomenon. Shifts in social structure and political power determine whose learning matters. Furthermore,

organizations must have an institutional memory and socialization procedures if lessons learned by one cohort are to be assimilated by another (Keohane, R. O. & Nye, J. S. 1987).

The graph represents the changes on paradigms that must be given from one level to another; in order for this to happen it is necessary to avoid turning points between one level and the other, to keep consistency with the expectations between the use of new technologies, a administration, tourism product, marketing and entrance into the market. The tourism process developed by Morin has been shown in Figure 2.2

Figure 2.2: Loop Innovation and administrative trainee in tourism processes



*Source:
Adapted from
Morin (1993).*

Huddleston (2000)

assumed that the basic dilemma is that governments increasingly confront problems that have their roots in other jurisdictions, problems that are genuinely global in origin and scope. If the current climate of neo-Liberalism encourages free trade while deregulating land, labor and capital. The market has been the driver and the state the facilitator, so one of the proposals could be innovation on network management on tourism process by the state not only finances the activity. Like Jacques Derrida's version of deconstruction.

It is salutary in that it focuses on the political power of rhetorical oppositions—of tropes and metaphors in binary oppositions like white/black., good/bad, male/female, machine/nature,

ruler/ruled, reality/appearance - showing how these operations sustain hierarchical world views by devaluing the second terms as something subsumed under the first (Fox, 2005).

Therefore, it could be probably thoughtful on tourism product/ efficiency, efficiency/ learning, learning/ trainee. It has been thus possible to discover the scenario about the cross-border tourism networks. The knowledge about the way in which the perspective elements of the loop integrate and their relationship with the innovation and the requirements of the management formation in the tourism processes, allow the disassociation of binational tourism activity, in this case, the cross-border tourism, and its integral context. Like Morin, woods (2003) considers, if the dynamic interplay of the rationalities of bureaucracy it's promising a conception of the trialectic that encompasses these exogenous points of orientation provides a more accurate picture of human agency. It suggests a theory of human agency that envisages people capable of aspiring to and giving approximate (flawed) expression to super-ordinate ideals and values; capable, that is, of an ethical rationality.

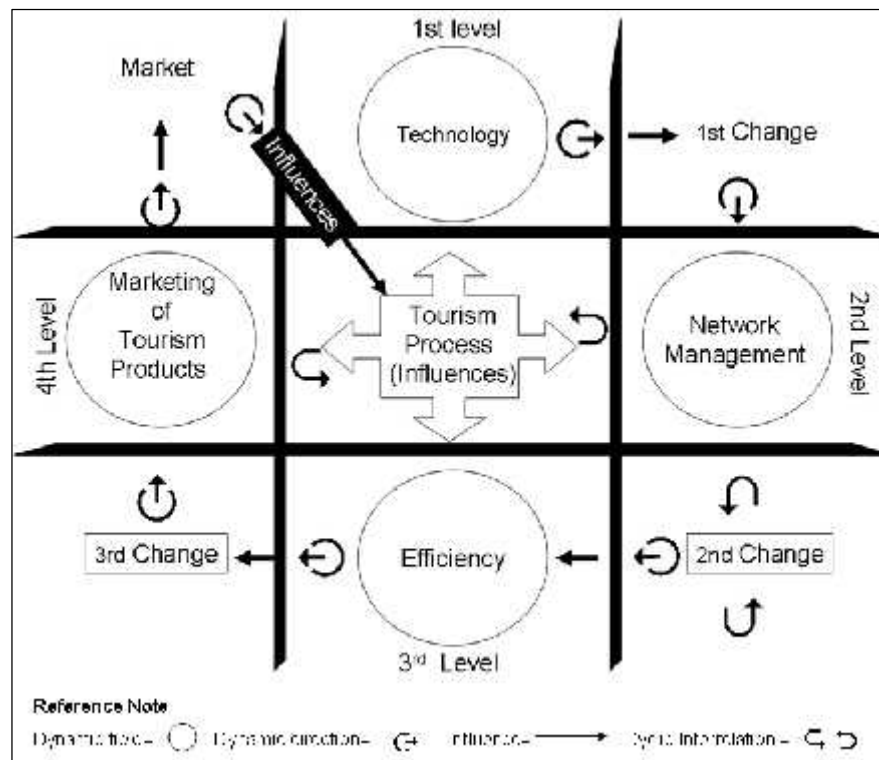
In Tourism, differ, Decelle (2004) adjust the idea of tourism: products are 'experience goods' par excellence, validated ex post facto by consumers, who commit their experience to memory and build upon it. This feature seems consistent with the trend towards 'customization'. In figure number 2, it is possible to observe the different levels and change expectations, and for these, the following aspects have been considered:

-) 1st level: Cross-border tourism. Existing limitations; the knowledge of tourism expectations; different types of tourism.
-) 2nd level: Administrative field. Management has not improved; there is not co-binational innovation; low profitability; high operating business costs; lack of loans; and formation of human resources is considered expenditure.
-) 3rd level: Efficiency. Research of new technologies supporting tourism operations; explore on new processes; examine on field products with high performance in tourism.
-) 4th level: Marketing of cross-border tourism products. Problems in the distribution of cross-border tourism products; low knowledge of cross-border tourism' products market; high competition among traditional products; lack of alternative tourism markets; products' diversification.

The cross-border tourism, at the moment require, be more productive will be trying to fashion new administrative institutions that can ride out the storm of globalization without sacrificing accountability, competence and legitimacy. I do not pretend to know what these might look like. I would guess, though, that the difficulty of forging global representative institutions will give added impetus to privatization, which allows accountability to a nebulous public to be redefined as accountability to distinct customers (Huddleston, 2000).

Other point of view is opposite that job satisfaction may be the result of a behavioral cycle reflecting the individual's way of aiming at attractive outcomes (Schmidt, 2007). So exploration is also conceived between levels. Between the level that corresponds to Administration and to Marketing, it is necessary to correctly administrate the resources and guarantee the best entrance into the market. If marketing requires also high production standards (quality, costs and periods of time), its relationship is also influenced by the administration and the research existing with the new technologies. The levels of change developed by Morin has shown Figure 2.3

Figure 2.3 Levels of Change



Source: Adapted from Morin (1993)

So, a critical question for research is how different sets of elites perceive and redefine the constraints and opportunities of the international system and the appropriate goals and means of states (Keohane, & Nye, 1987). In the case of governance Peters & Pierre (1998) refers to something that deliberately transcends the borders of government and where governmental structures coordinate and give direction to collaborative, public-private efforts. As a consequence it's required to maintain the coherence of the tourism industry and its linkage with society as a whole. It is in fact not possible to think about innovation in tourism without acknowledging the need to mobilize the population which must, in particular, be prompted to cultivate the fundamental values of warmth and hospitality (Decelle, 2004).

2.2 Review of Empirical Studies

Rai (2010) in his master thesis, "Prospects and Problems of Tourism Development in Bhaktapur area" studied flow of tourist and estimated its trend identifying the prospects and problems of tourism in Bhaktapur. The researcher only used secondary data while analyzing statistical correlation between tourist arrival and income.

Singh (2003) studied the problems and prospects of tourism industry in Nepal. The objective of the study was to examine and analyze the role of economic development of Nepal. Using the primary and secondary data including interview and questionnaire the study gives the information that tourism sectors not only a major source of earning foreign currency but its contribution to create employment opportunities also important. He also identified that tourism industry plays vital roles of national economy so government and private sector should work together in order to uplift that industry. Singh tried to recommend that all the organization related to the tourism sector try to remove the environment pollution in all over that country and should develop the tourism infrastructure.

Poudel (1999) in his paper enunciates that tourism can be engine for the economic growth in SAARC region since the development like export trade, foreign exchange earnings, agriculture industries, transport and communication development, fishing and horticulture. The development of tourism should aim at generating more employment and income opportunities in the economics, correcting regional imbalances and benefiting lower level of people as well. For the

development of tourism in this region, Poudel has recommended that joint efforts should be made by all member states to sell the SAARC region as a single destination in the international tourism market and to attract extravagant tourists. SAARC member countries can attempt for the establishment of Trans SAARC airlines to obtain more benefits from the arrival of tourists.

Shrestha (1999), in her Phd. Dissertation tourism in Nepal: problems and prospects have identified the basic problems of tourism in Nepal. The study has also highlighted tourism industry having great prospects in Nepal. The study has observed that the average growth rate of tourist arrivals in Nepal from 1955 – 1997 is 7.27% per annum. As regards that arrivals from SAARC countries, the highest number of visitors come from India, while arrivals from other SAARC countries is around one percent or even less than that. It reveals that Nepal has not been able to promote regional tourism and has relied heavily on only few countries. Nepal's share in international arrivals rose from 0.04% in 1975 to 0.07%. In 1997, on the other hand the share of Nepal in south Asia had increased from 5.91% to 9.27% during the same period.

Satyal (1988) in his book "Tourism in Nepal-a profile" pointed out the various points that help to analyze prospects of tourism. It also supplies information on concept of tourism, meaning, forms, type, scope, nature and its approaches. Satyal in his book has recommended suitable ideals and suggestions for systematic development of tourism in Nepal.

Poudel (1996) has attempted to appraise the natural and cultural resources of tourism, assess growth of tourism, tourist facilities, impact of tourism on physical and socio-cultural environment and to suggest measures for sustainable tourism development and planning in Pokhara region. Based on detailed field study and data collection the study gives the detailed information of Annapurna circuit trekking route, Ghandruk and camp.

Baskota and Sharma (1995) in their study analyzed carrying capacity of Himalayan resources for mountain tourism development. The study writes that a clear long-term policy on mountain tourism development is yet to be formulated in Nepal. It suggests, in a small country like Nepal, tourism development must be defined in terms of national goals and appropriate path for growth must be prioritized. Tourism development cannot be viewed in isolation from conservation, natural resource management and mountain development as mountain resources from the very

basis of both mountain tourism and the survival of the local mountain communities. Referring to the economic advantages of mountaineering they have pointed out that mountain resources can sustainably generate more revenue than the amount currency generated. Mountain resources can generate income in various forms. This revenue can be grouped into wages earned by porters, guides, expenditures on food and accommodation, mountaineering expenditure, royalties and other forms of fees (peak, trekking and park). However, in real terms this revenue has not been increased sustainably.

Berger (1978) conducted the doctoral study on tourism in Nepal. His work is considered as an important research study in the field of Nepalese tourism. The main objective of the study was to examine the role international tourism in the process of economic development of Nepal. The study emphasized how tourism relates employment, income distribution, earning of foreign exchange and regional development. Based on both primary and secondary information the study finds that tourism plays an important role in the Nepalese economy. Berge explains that tourism has been promising instrument for earning foreign exchange but requires high investment in both public as well as private sectors, providing relatively few jobs and offering little scope for the improvement of personal and regional distribution. The study has suggested developing tourism to the extent that foreign exchange is needed for development purposes of the country and tourism industry should be developed on terms of labor incentives rather than capital incentives in developing countries like Nepal.

2.3 Policies Review

2.3.1 Government efforts in Tourism development

A) Planned efforts

Tourism development planning is essential to receive maximum benefit with least burden on fragile natural and social cultural resources. Without planning, it may create unexpected and superfluous impacts. Planning means giving shape to the future. This requires knowledge of the present on development trends, from which the future can be forecast, as well as control of techniques and methods which govern the transformation from the recent state to a future one.

Planning, in tourism provides a bridge between the present situation and the desired further situation in a destination area (Tewari, 1994). Therefore, some of the important points regarding mountain tourism planning can be categorized as follows:

-) Tourism is a complicated, multispectral and fragmented activity and closely, inter-related with other sectors such as local community, accommodation, eateries and transportation. Planning profit development and co-ordination are particularly necessary to ensure that tourism should be developed in an integrated manner.
-) Tourism brings various direct and indirect economic benefits to local people that can be best optimized through careful and integrated planning. It cannot be organized in isolation, as it requires particular skilled manpower. Furthermore, balanced tourism development requires marketing strategies, promotional programs, effective legislation and regulation. Without comprehensive planning, these factors cannot be implemented. After the advent of democracy in 1951, the entrance of tourism was opened in Nepal. However, only after 1956, different national development plans were launched. From then, the country has been giving importance towards the development of tourism sector. Different plans formulated by the country on Mountain Tourism Development area as follows:

First Five Year Plan (1956-61) Nepal had become a new destination for the tourist. Nepal was accepted world wide as one of the places for the new attraction in the world owing to her immense potentialities. Keeping this in view, Tourism Development Board was established in 1957, which was transferred to the Ministry of Transport and Communication in 1958. During the plan period, Nepal joined various international tourism organizations. The setting up of rates of various standards, establishment of travel agencies, development of Tribhuvan International Airport and Tourism Guide Training were some of the achievements of the first five year plan. Having realized the importance of tourism as a major source of foreign exchange earnings, emphasis was given to promote Nepal's image in abroad and develop travel agencies, hotels during the Second Three Year Plan.

Second Three Year Plan (1962-65) the most important achievement of this plan for tourism was the establishment of Company Act 1964 to regulate and develop tourist sector. The new

tourist resorts were explored and constructed in Pokhara, Lumbini, Kakani and Nagarkot. The development of sightseeing services, trained guides and increasing publicity of Nepal in the international market were other priorities.

The Third Five Year Plan (1965-70) emphasized to develop tourism infrastructure by establishing hotels, extending aviation facilities, publicizing Nepal in abroad, and producing of promotional films related to Nepal. It also focused to distribute tourism materials, conservation of temples, historical places and development of Museum. Efforts were made accordingly and an Advisory Committee for tourism was set up in 1968. After a few years, Nepal Tourism Development Committee replaced the Advisory Committee (Shrestha, 2000).

Fourth Five Year Plan (1970-1975) it sought to enlarge the scope of tourism with trade as an important source of increasing national income and foreign exchange earnings.

The Nepal Tourism Master Plan (1972) was formulated during the Fourth Five Year Plan period with the joint co-operation of the government of Federal Republic of Germany under the chairmanship of HRH Himalaya Bir Bikram Shah in 1971. The main objectives of Nepal Tourism Master Plan were:

- to develop international tourism and provide sustained economic benefit to Nepal.
- To provide a planned development of tourism sector and best utilization of the resources and possibilities of Nepal.
- to induce economic activities through tourism they would assist in the development of agriculture, industry, infrastructure, foreign exchange earnings and employment opportunities, and
- to develop tourism in a manner that would preserve and enhance the social, cultural and historical values of Nepal.

The plan also aimed to establish Tourism Information Centre in Pokhara and Birgunj. The private sector was encouraged providing loans for hotel and industry through Nepal Industrial Development Corporation (NIDC). Foreign experts were also invited to prepare effective master plan for tourism development in Nepal. Tourism Master Plan pointed out the potentiality of

sightseeing and trekking tourism of Nepalese style including the recreational tourism as well as international pilgrims in the country.

Tourism Master Plan (1972)

In the Nepalese tourism history, to develop tourism in a planned manner and to formulate appropriate tourism development policy, Nepal tourism master plan was prepared in 1972 with joint co-operation of Bundesstelle Fur Entwicklungshilfe of Germany and the Government of Nepal. This plan had important features with two phases: Phase one (1972-1975) and phase two (1976-1980). This master plan determined tourism development programs and projects for ten years. The master plan surveyed attractions of Nepal, both natural and cultural, and found great potentialities for tourism development. The main features of this plan were given below:

(i) The plan proposed five different types of tourism in Nepal which are as follows: Sightseeing tourism, Trekking tourism, Recreational tourism, Pilgrimage tourism and Nepalese style tourism.

(ii) The USA, France and UK were identified as the primary market and West Germany, Japan, Scandinavia and Australia had been the target as secondary market. Nepal was known as the tourism market of the world because of mountaineering expeditions but Nepal should publicize its other attractions in the world travel market.

(iii) Kathmandu was seen as the centre of tourism activities. For this the following activities were proposed: a) To increase the duration of stay of tourists, sightseeing tours in the west and east of the valley, the development of resort areas with appropriate recreational facilities were recommended, b) Place of high natural and cultural interest was thought for integration into west-ward and east-ward tours included Kathmandu-Gorkha-Pokhara-Tansen-Lumbini-Chitwan-Kathmandu circuits. Following activities were proposed for west-ward tour:

- Development of Pokhara and Chitwan should be forwarded for tourism.
- New facilities at Lumbini and Tansen should be developed.
- Overnight facilities at Gorkha should be provided.

- Resort areas should be developed at Tansen and Gorkha to fulfill Indian recreational demand.
- Chitwan National Park should be extended.
- The second east-ward destinations were Kathmandu, Namche bazaar, Janakpur and Chitwan. For these east-wards tours following activities were proposed.
- Development of National Parks at Langtang, Annapurna, Dhaulagiri and Khumbu regions.
- Development of pilgrimage centre at Lumbini, Muktinath, Barah Chhetra and Janakpur.
- Development of resort areas with of basic infrastructure was thought for different locations in Kathmandu, Pokhara, Tansen, Lumbini, Chitwan and Gorkha.
- The need of investment flow from the public and private sector was envisaged; the public sector for necessary infrastructure and private sector for industries such as accommodation facilities. On the institutional aspect, the master plan recommended for the establishment of the Ministry of tourism and culture as an authoritative body for overall planning, promotion and development of tourism.

The Fifth Five Year Plan (1975-80) focused on the reservation of historic, cultural and natural attractions of the country. The Fifth Five Year Plan adopted an integrated approach with the following objectives:

- To increase the foreign exchange earnings and thereby improving balance of payment situation.
- To increase employment opportunities in tourism sector by developing skill and ability.
- To achieve balanced regional development by establishing tourist centers in different parts of the country.
- To encourage regional and inter-regional tourists.

The Sixth Five Year Plan (1980-85) allocated a total amount of 20 million rupees in tourism sector. It adopted an integrated approach with the following objectives:

- To earn foreign currency.
- To increase the number of tourists and length of their stay.

- To replace foreign goods by domestic products.
- To provide employment opportunities through tourism related industries.

The main concerns were adaption of liberal policy in field of aviation, regulation of air services, tourism survey, research, compilation of authentic data and producing manpower required for tourist industry.

The Seventh Five Year Plan (1985-1990) had the policy to attract investment from both the public and the private sector in tourism. It allocated budget of 74.34 million rupees for tourism development. The main objectives of the plan are as follows:

- To improve balance of payment situation through increased foreign currency earnings by attracting upper class tourists.
- To create new employment opportunities by utilizing tourism industry to a large capacity.
- To increase the length of stay by extending tourism related activities and business where tourism infrastructure is available. To encourage the use of local goods required for tourists thereby reducing imports gradually. Mountain Tourism Development program was initiated to maintain the mountaineering, trekking, rafting and sightseeing by means of air ballooning. The plan also took into consideration for the protection of the nature. For the promotion of tourist, tourism industry in each development region was proposed.

The Eighth Five Year Plan (1992-1997) allocated 3719 million rupees for the tourism development. There is highly emphasized in the promotion of cultural, historical and environmental assets by developing linkage between tourism and other sectors of the economy. The government of Nepal also had formulated Tourism Policy 1995. During this plan period some of the significance changes had been observed such as previously restricted areas namely Manang and Mustang were opened for trekking. To attract foreign investors, required atmosphere and suitable policies were formulated. The objectives of this were as follows:

- To maintain high image of the nation in international community by providing standard services and necessary security to the tourists.
- To increase employment, foreign currency earnings and national income and to improve regional imbalance expanding the tourism industry up to the rural areas.

- To develop the tourism industry as a main economic sector of the nation by establishing its interrelation with other sectors of the economy.
- To develop and expand tourism industry by promoting natural cultural and human environment of the economy.

The plan launched many promotional programs such as to increase the number of tourists from the countries having greater spending capacities like East Asia, South East Asia, Australia, West Europe and the USA to increase Indian tourist. The plan also emphasized on developing trekking tourism in new and restricted areas.

The Ninth Five Year Plan (1997-2002) highly emphasized to assist poverty alleviation program by making tourism sector a part of the all round economic development of the country. To intensify the process of industrialization by developing various sectors such as agriculture, water resources, industry, tourism and transportation, the government declared 'Destination Nepal' which was operated for two years since 2058/59 to fiscal year 2060/61 and 'International year of Mountain 2002' and 'Visit Year 2003' had also been planned to operate tourism sector harmoniously and as an important program. During this plan period, it was targeted to increase the number of tourists by 20 percent. The number of tourists expected to visit Nepal during the first and last year of this plan is 420,000 and 676,414 respectively. The Ninth Five Year Plan had the following objectives regarding the promotion of tourism:

- To establish backward and forward linkage of the tourism sector with the national economy and to develop it as an important sector of economic development.
- To establish Nepal as a premium destination in the world tourism market through effective publicity and promotional activities.
- To enhance employment opportunities, income generation and foreign currency earnings from the tourism sector and decentralize these benefits down to the village level.

The plan had thrown limelight on the tourism activities focusing the rural tourists, according to the plan, were developed as the tourist centers. Tourist security, security arrangement and facilities in Tribhuvan International Airport were extended and improved. Private sector was encouraged to make a significant contribution in qualitative and quantitative development of

tourism. The production and use of indigenous tourist consumable goods and handicrafts were also emphasized. Temples, monasteries, building and national sites of history, religious are taken as tourist spots. The religious, cultural, historical and natural heritage of tourists spots, at the same time, were preserved with the active participation of local municipalities and village development committees across the country.

The plan was aimed to develop the all season tourism for which the plan had bought out some policies regarding the tourist trade festivals. Studies were carried out to know the feasibility of rafting tourism in major rivers like Koshi, Kali Gandaki, Karnali and Mahakali. The Ninth Year Plan adopted a long-term tourism development concept with the following objectives:

- To promote the use of high technical instruments like internet and e-mail.
- To survey and keep the record of lakes, ponds, caves and water falls to attract public and tourist attention.
- To study the international tourist, market thoroughly to implement the tourism promotional plans and market by making conclusion of the finding.

The Nepal Tourism Development Program (1998)

The Nepal Tourism Development Program (1998) had recommended the overall development of tourism sector. NTDP has reviewed existing plans and policies and suggested timely modification for the sustainable use of tourism resources. The study had included past studies, master plan 1972 and its 1984 review. NTDP analyzed various aspects tourism and Nepalese economy product development program, marketing strategy, environmental impact, importance of education and training, institutional framework for the development of tourism, incentives to be given to tourism industry. The major output of the study was a set of action plan recommended for the growth and promotion of this sector in long and short term. The action plan was expected to release bottlenecks in Nepal's tourism industry and increase Nepal as a premium tourist product.

The action plan covered over 50 projects that can broadly be categorized in to the following: Infrastructure, Tourist attractions, Accommodations, Technical assistance and Economic linkage.

The plan also recommended a number of suggestions regarding the development of tourism industry in Nepal. The suggestions given by the program were as follows:

- To establish Mount Everest and the Himalayas as a 'must see' attraction for any world tourist.
- To establish Kathmandu valley as the mystic valley of 'Shangri-la kingdom'.
- To establish the Pokhara valley as 'the Gateway Mountain Resort to the Himalayas'.
- To establish and promote a series of outstanding excursions for the ordinary sightseeing travelers.
- To increase the budget for promotional program.
- To formulate the National Tourism Commission (NTC) and the development of the Department of Tourism exports within the Ministry of Tourism.

The report also produced and proposed 'Tourism Infrastructural Development' project by ADB with the total fund of US \$10.4 million. The infrastructure development projects proposed in the report were:

- To upgrade the Pokhara import and Pokhara–Sarangkot access to road and to improve the environmental improvement of Pokhara and Gorkha conservation area.
- To develop the small Phewa Lakeside footpath and garden.
- To establish the two tourists service centers, one in Kathmandu and other in Pokhara.
- To upgrade the facilities at the Hotel Management and Tourism Training Centers (HMTTC).
- To develop model of eco-tourism circuit from Pokhara-Sikles-Ghalegaun trekking route.

The Tenth Five Year Plan (2002-2006) reviewed the problem and progress of the Ninth Five Year Plan and concluded that tourism industry is a backbone of developing country. The Tenth Plan had following objectives:

- To develop quality and sustainability in tourism sector.
- To conserve, preserve and maintain the historical, cultural and religious resources and increase their practical use.
- To improve, standardize and make air transport services easy accessible and affordable.

The tenth five year plan has also made some policies to develop tourism in Nepal which are as follows:

- First priority will be given to develop required infrastructures (road, communication, water supply etc.) in co-operation and co-ordination with concerned ministries.
- The role of local bodies will be increased to develop quality of tourism services and quality facilities of tourist and tourism market.
- Tourism related commodities will be developed and emphasized in the communities.
- When the tourism industry becomes competitive, new tourist destinations will be developed and internal tourism will be enhanced.
- Institutional arrangement will be made to develop required manpower for tourism in the country.
- High priority will be given to the neighboring tourists like Indian and Chinese to make them increase their expenditure during their stay in Nepal.
- Improve the tourism security and tourism transportation facilities.
- For market exploration activity, new technologies like internet, e-mail etc. will be developed.
- Emphasis will be given on the equipments used in the production of tourism products.
- The challenges of the Tenth Year Plan are political instability, strike, people's movement etc. Besides these, negative impact upon the tourist, lack of tourism infrastructure development, decrease in length of tourists stay and dealing less foreign exchange are the main challenges of the tenth plan.

Three Year Interim Plan (2064/65-2066/67)

To enhance contribution of tourism sector in national economy by promoting air service and urban and rural tourism destinations by Three Year Interim Plan focused on:

- New tourism products and destinations will be identified and developed with emphasis on increasing employment, regional balance and social inclusion.
- New destinations based on the natural beauty and biodiversity potentials will be developed.

- New tourism areas and products based on religion, sports, meetings, incentives, conferences, exhibition (mice), health, education and others would be developed and expanded.
- With the objective of facilitating tourist arrival and supporting the export and import trade, the construction of the second international airport will be started. Similarly, regional airports will also be developed.
- The airports destroyed due to the conflict will be reconstructed.
- Looking at the potentials of developing tourism around large lakes, new ideas such as using large lakes for landing of small aircrafts. Hydro-plane's technical feasibility study would be conducted.

2.3.2 Tourism Policy and Programs

Tourism Policy (2065)

Recognizing the necessity of tourism promotion for economic change, the Government of Nepal has placed tourism in high priority of new economic policy.

Since Fiscal Year 2065/066 (2008/09) declared to frame a new tourism policy by revising Tourism Policy 2052 (1995) and making the policies and activities of all concerned ministries oriented towards promotion of tourism. Together with the earning of foreign currency and increase in employment opportunity, it is found that tourism is required to be integrated with poverty alleviation and new economic development by improving the living standards of people. In this background, it is expedient to revise the existing policy and frame a new tourism policy for the attainment of new height in tourism promotion in order to lay the foundation for economic change. In this regard, the following policies have been obtained:

- To attract maximum number of tourists in Nepal and to give continuity to this trend, besides different kind of attractive programs, specific year or period shall be presented as Visit Nepal Year or Tourism Year.
- In order to establish the image of Nepal in the global tourism market, 'branding' of Nepal shall be carried forward in an appropriate manner as a comprehensive tourism heritage and tourist spot.

- Arrival and departure procedures at international airport shall be simplified and well managed.
- Effective programs shall be implemented on rural tourism affiliating it with poverty alleviation.
- A mechanism shall be drawn and developed to provide access of poor, women, ethnic community, Madhesi and other communities, who were not included to the benefits of tourism through rural tourism.
- Tourism enterprise shall be diversified, expanded and developed on the basis of professional tourism, mountaineering, trekking tourism, rafting, adventure tourism, cultural tourism, religious tourism, sports tourism, casino, cinema tourism, education tourism, health tourism and agro tourism.
- Travel to tourist spots, which are considered sensitive from peace, security and military point of view shall be regulated.
- For the search and rescue of tourists in trouble and crisis management, a revolving fund shall be established and Nepal Tourism Board shall contribute definite amount in the fund every year.
- By extending the services of the national carrier, Nepal Airlines Corporation, which helps to bring more number of tourists to Nepal, services of the corporation shall be made more reliable, regular and effective.

Programs

The following programs have been launched to enhance the tourism activities in the country.

Visit Nepal Year-1998

The Visit Nepal-1998 was a broad Nepalese campaign announced in the year 1996. It had the objectives of creation public awareness towards tourism, promoting the domestic tourism, mobilizing the private sector in the field of tourism and enhancing the quality of tourism goods in Nepal. It aimed to attract at least 500 thousand tourists during the visit year and launched various activities all over the country as an attractive tourist destination. The Ministry of Tourism aimed to indentify 109 new spots for the purpose of tourism during the year.

On the function, the area of Nepal was decorated in their own indigenous customs. The core attractions of opening ceremony were of various unique activities like hotel agencies reflected their outstanding features on decorated vehicles which demonstrated their occupational activities being carried out in the country throughout the year. The seven gates constructed at various entry point of the city were designed depicting the richest Nepalese culture and craftsmanship. The evening was observed by fireworks and food festivals at Tundikhel. The major objectives of the Visit Nepal-1998 were to:

- Increase the number of visitors arrival and elongate the duration of stay.
- Enhance the image of Nepal by repositioning it as a unique visitor destination.
- Improve and develop friendly and value based tourism product.
- Create intense awareness of the benefits of tourism.
- Establish measures to ensure regional development through tourism.
- Provide thrust to improve and develop infrastructure and effectively deal with environmental issues.

The theme of Visit Nepal-1998 was a sustainably habit through sustainable tourism and its marketing slogan was Visit Nepal-1998 'World of its Own'. The theme was highlighted to make tourism activities better for Nepal and to ensure the development of environmentally sound products, environment of service standard and distribution of the benefit of tourism to the people in cities and the remote regions. The government declared the year as Visit Nepal-1998 on 15 April 1996. To materialize the declaration into action various programs and objectives were set. They were followed by some work strategies as given below:

- More airlines would be encouraged to make more international flights by 1998 and more airlines would be setup.
- There would be an atmosphere for travelling internationally.
- There would be major socio-political stability and approve tourism policies would continue their direction.
- Program and activities would be designed to make infrastructure to handle the expected number of visitors. Visit Nepal-1998 was celebrated within these presuppositions.

The strategies were equally important as ever and were effectively brought into force throughout the year. Visit Nepal-1998 also aimed to develop Nepal as a final destination for tourists and to operate the tourism industry as a main source of employment generation. The result of the 'Visit Nepal-1998' was very positive and productive. The total tourist arrival in the year was 463,684 which were 99 percent higher than the previous year. The tourist arrival by air and land were 398,008 and 65,678 respectively. The foreign currency earned was US\$ 12,152,500 during the year. Male and female tourists were 268,871 and 195,813 respectively.

Destination Nepal Campaign (2002-2003)

The Tourism Council represented by the government as well as the travel trade sector in Nepal in its 5th meeting on 19th November 1999, decided to launch Destination Nepal Campaign (DNC) 2002-2003 which was officially announced by the Government of Nepal on 9th January, 2002. In a landlocked country like Nepal, having abundant natural beauties, tourism has always been underlined agenda of national economy and development. A comprehensive action plan has been developed by the program committees on subjects like the developing tourism infrastructure, creating awareness about tourism service, presentation for tourism purpose international promotional and marketing policy driven changes including other necessities. The activities held for one year as a part of Mt. Everest Golden Jubilee Celebration 2002-2003 began in June 2002 and ended in May 2003. Events lined up for the period included international rock climbing competition, golf tournament, cricket tournament, Everest marathon, white water rafting and elephant polo tournament etc. Nepal is said to be the meeting point of famous Everest submitters from all over the world who were honored in the country. The government of Nepal announced the Destination Nepal Campaign (DNC) 2002-2003 in January 2002 with a view of reinvigorating the tourism sector of Nepal for sustainable development. The objectives of DNC were:

- To enhance and re-establish the image of Nepal as a safe, reliable and attractive travel destination by effective international marketing and promotion.
- To create massive awareness about tourism and tourist related activities.

- To make necessary improvements in policies and structural levels to make tourism policies compatible to the current need for the sustainable, integrated and co-ordinate development of the tourism sector.

Nepal Tourism Year 2011

Government of Nepal has shown greater concerns about the real value of tourism and its role in contributing to economic growth, poverty alleviation, equity and overall tourism development in the country. In this connection, government of Nepal in consultation with Nepalese Tourism industry, concerned organizations and experts decided to launch a national tourism campaign "Nepal Tourism Year 2011". This announcement reflects the government's anticipation to bring into at least one million international tourists in Nepal by the year 2011 and spread the benefits of tourism to the people at large. The cultural, geographical, ethnic and bio-diversities of the country allure international visitors to Nepal time and again which truly substantiates the spirit of Nepal tourism brand, 'Naturally Nepal, once is not enough'.

Objectives of Nepal Tourism Year 2011

- The main objectives of the Nepal tourism year 2011 are:
 - To establish Nepal as a premier holiday destination with a definite brand image.
 - To improve and extend tourism related infrastructures in existing and new tourism site.
 - To enhance the capacity of service renders.
 - To build community capacity in the new areas to cater the need of the tourist.
 - To promote domestic tourism for sustainability of the industry.

Programs

To gain the objectives of the Nepal Tourism Year 2011 program has focused on:

- Focusing marketing and promotion activities on regional and emerging markets.
- Exploration of new tourism potential market segments.
- Highlighting the tourism brand; Naturally Nepal, once is not enough.
- Enhancement of air connectivity with the regional, emerging and potential markets.

- Lobbying with the government for sufficient budget allocation to improve and expand tourism related activities infrastructures in existing and new tourism areas.
- Attract and encourage private sector for investment in tourism sector.
- Capacity building of human resource involved in tourism.
- Lobbying with the government for effective intervention in domestic tourism development, e.g. amendment in the transportation act.
- Promotion of domestic tourism by endorsing leave travel concession (LTC) by the government.
- Organize major sports/events in association with tourism associations and stakeholders during the Nepal tourism year 2011 (at least one event in a month).

Tourism policy of other country is to promote outbound tourism and also giving economic and diplomatic emphasis for example, Japan and Taiwan (People's Republic of China) promoted outbound tourism after accumulating massive foreign currencies during 1980s giving little attention to inbound tourism (Hall, 1994).

2.4 Types of Tourism

There is not uniformity about types of tourism. Different scholars classified differently on the basis of purpose of visit and nature of destination place. Some of them are as follows:

Rural tourism: It is a small-scale tourism from which the local population gets income and work from the activity because of the possibility to exploit its own resources in the form of labor force, knowledge, skill land, local machinery and building materials which offer opportunities to the less wealthy population segments as well. Through the bulk of rural tourism experiences come from the industrialized world: Like Europe, North America, and Australia etc. Rural tourism at least in the present approach which excludes much of current tourism practices in the third world.

Eco tourism: Environmental friendly tourism, which both host and guest are aware of environmental degradation as a result of participation in tourist activities, protection and preservation of natural as well as socio cultural environment while traveling has attracted the attention of all concerned with tourism. Although, it is a new concept, it has become quite popular in tourism literature and tourism activity.

Ethnic Tourism: It is marketed to the public in terms of the "quaint" customs of indigenous community like Eskimos, the San Blas Indians of Panama and the Toraja in Indonesia. Destination activities are characterized by visiting native home and village for observation of

dance and ceremonies and shopping for primitive wares or curios. As long as the flow of visitors is sporadic and small, host-guest impact is minimal.

Cultural Tourism: It is concerned; this includes the "picturesque" or "local color", a vestige of a vanishing life-style that lies within human memory with its "old style" houses, home-spun fabrics, ox-drawn carts and plows, handicrafts. Destination activities are also characterized by in taking meals in rustic inns, folklore performance, costumed illustrated by the case studies on Bali and Spain. Host-guest stresses may be maximal because the rural peasant areas are often readily accessible from tourist's resorts and large number of visitors comes for the very purpose of observing and photographing the lives of peasants who become objects of study.

Historical Tourism: People generally visit Museum and Cathedral for the purpose of knowing the glories of the past i.e. Rome, Egypt and Inca. Favored destination activities include guided tours of monuments and ruins. Host-guest contacts are often impersonal and detached.

Recreational Tourism: It is often sand, sea and sex promoted by beautiful color pictures that make you want to be "there" on the Ski slopes, the palm-fringed beaches, the championship golf course, or sunning in a deck chair that attracts tourist who want to relax or commune with native destination activities mostly confined to the sports, curative spas or sunbathing. They might have good food and convivial entertainments.

Business Tourism: It is an increasingly important component, especially in the Alps and the Rocky Mountains, where it allows resorts developed mainly for skiing to attract customers in the off-season.

Agro Tourism: Charms of agriculture and farming attracts visit for farms. Buying and ownership of second home in rural area has increasingly become popular to urban dwellers as a result of increased income, more leisure time and the wish to escape from the pressure of urban life have made agro tourism popular these days.

However, other additional types are available in tourism sector. Such as health tourism, sports tourism, adventure tourism, religious tourism, space tourism.

2.5 Concept of Religious Tourism

Pilgrimage Tourism

The term 'pilgrimage' and tourism are both related to travel. 'Pilgrimage' derived from Latin word 'Peregrinus' i.e. stranger which means visit to a sacred place. Therefore, tourism is secular while pilgrimage is a sacred act. Tourist derives mental relaxation from novel sights, (Gurung: 1998).. The term 'pilgrimage', according to Morinis (1984:2), refers to the structured institution, that is, the full composite of all relevant features which constitute the socio-cultural ecology individual pilgrim behavior. Pilgrimage is the significant form of tourism for the holy places can have very positive effects on communities nationally and internationally. 'Pilgrimage is an institutionalized journey to the holy places. At the site, usually marked by a temple or other

structure, they pray and perform rituals, praying and worshiping to the god walking around the shrine or mounting a flight of stairs on their knees'(The Encyclopedia 1829).

In Hindu tradition the pilgrim is known as Yatri. In the context of (Hindu tritha) yatri, Morinis (ibid.) writes, a person is on pilgrimage when he consciously sees himself to be so, and adopts the yatri (yatra: journey to the ford) role, with whatever dress, behavior, attitudes etc., that such a role might involve .The designation of a pilgrimage center or a pilgrim does not inhere on the thing labeled but in the these entities play a process of self-labeled pilgrimage.

In Buddhism, Lord Buddha advices for pilgrimage without which there is no release from grief and unless world's end to be reached. So let a man be a world knower, wise,, world-ender. Let him led the holly life, will knowing world's end, as one who is quenched, he longeth not for this world or another. The grove of Lumbini is so great that the Buddha himself advised his followers to make pilgrimage. Lord Buddha explained the significance of Lumbini in the words: "Lumbini should be(visited) seen by person of devotion, and which would cause awareness and apprehension of the nature of impermanent"(World Buddhist Summit, 1998)

Religious or Pilgrimage tourism is a significant type of tourism for place such as Vetican Rome and Mecca-Medina in Saudi Arabia; Lumbini, Janakpur, Pasupathinath and Muktinath in Nepal. Usually accommodation and other facilities must be specially proved for religious pilgrims but these travelers also function as tourists bringing benefit to the local community.

Samuel Johnson contemplated a journey to Italy in 1776, and Boswell records him as saying. A man, who has not been in Italy, is always conscious of inferiority, from his not having seen what it is expected a man should see. The grand object of traveling is to see the shores of the Mediterranean. In this sentence lies the concept of the Grand Tour, the peregrination through Europe, by which the wealthy young might become civilized by exposure to European art, architecture, and manners, and by which they might also enrich their country houses at home.(Kunwar, 2006:241)

Just as the pilgrim follows in the footsteps of the legendary, saintly pilgrims in order of participate in mythology of the life and miracles of a saint or deity at the shrine itself; so do tourist follow in the footsteps of explorers and repeat their meritorious actions. The reward is not

religious merit, but rather connoisseurship, elite status, enhanced prestige, and self-esteem. One has briefly participated in the mythologies surrounding every given sacred journey (Kunwar, 2006).

Religiously the art of traveling is highly appreciated by Hindu Gods. This is known from the conversation between the Indra, Traveller of comrade, and the Rufus of Rivu, the group of celestial beings. This is mentioned in the Aitariya Brahman, vii. 15, (c.1500 B.C.) and found also in the Sankhayana Srauta sutra

In the context of pilgrimage, Morinis (1984:4) writes, through the millennia of human history, in every corner of the world, seekers have left their homes and crossed broad and frequently dangerous stretches of foreign territory in search of sanctified places. Their pilgrimages have taken them to sea in untrustworthy vessels, to the depths of remote caves, to the peaks of distant mountains, to the desert, to the spring, to death by suicide, to the center of imperial cities, to war with the infidel. The flow of human history has been reflected in the journeys of pilgrims- of Abraham to Canaan, Quetzalcoatl to Tenochtitlan, Huen Tsang to the sacred land of Buddha, Ibn Batuta to Mecca, the Crusaders to Jerusalem and now of the faithful of Lenin's Tomb in Red Square, the Mausoleum of Mao Sedung in Beijing's Forbidden City and, in other ways to Disneyland and Buckingham palace. Every culture has had its archetypal quest, and every age, this search has been given expression in journeys to places that embody the highest values of the culture. Man seeks the tangible symbols of his ideas. The nature of the pilgrimage of an individual or group, or of a pilgrimage tradition, is revealed by probing the elements, which structure, the performance and experience. The most important of these structures occurs in two dimensions: individual through and behavior, and institutional pattern.

See further proposes that the ideal pilgrimage is an expression of human aspiration for perfection, then those myths and legends associated with sacred journeys define the ideal and the structures and symbols for its enactment. One can notice quite different models for the heroic ideal when one compares, in a general way, the legends of Buddhist, Christian and Hindu traditions. For the monastic Hindu, the ultimate goal- to become one with the universal principle of Brahman- can ideally be accomplished through various stages of renunciation? This applies to Buddhism as well but Buddhists aspire to an intermediate stage along the path, namely that of a

teacher or guide who leads the pilgrim to truth. Since the guide is often symbolized by the sacred texts. Buddhist pilgrims plan their sacred journey to secure teachings as well as to accumulate merit through good deeds. We can interpret a pilgrimage as the travels of Tibetan Buddhists across the subcontinent to hear a lecture by an esteemed priest. Buddhists seem less concerned with vision (*darsana*) of the divine and more with receiving the sacred word, as ritualized in the practice of stopping during their circumambulating of a shrine to listen to monks or mendicants recount stories of the travels, trials and accomplishments of a legendary hero or heroine. Thus, our pilgrim's journey is augmented by episodes from the life of an arhat, or enlightened one. And the two stories perhaps become inseparable in his or her mind.

In Hinduism and Buddhism, the tradition of the wandering *sadhu* or *sannyasi* or *bhikkhu* remains strong. The wandering Christian mendicant can claim an equally long tradition, although he or she is less commonly seen today. What Aziz has said may also be applied to the ascetic pilgrims who have renounced the worldly life and spent their days moving to sacred places. Because pilgrimage is essentially one of austerity, it is inextricably bound to the ascetic tradition and to renunciates. Pilgrims not only act out the ideal quest discussed in the last section. They themselves can also be conceived as the incarnation of the archetypal pilgrim. These ascetics, as she suggests, are the quintessential pilgrims. Whereas the lay pilgrim goes off in search of the dwelling place of the divine only as an extraordinary act. The ascetic has committed a life to this pursuit. Therefore, lay pilgrims can be seen to model their behaviour and their quest on the life of the ascetic who has abandoned all other socially approved pursuits to follow a religious discipline while walking a path towards the deity, of the shrine and of the universe.

Regarding Hindu pilgrimages, Jha (1985) describes that *tirtha-yatra* (pilgrimage) is an act aimed at securing a coordination between pious life and the highest *gyanam*. The pilgrimage rules mainly lay emphasis on fasting, sexual abstinence, rejection of soft bed and aid of any vehicle for making journey and walking without shoes in the *tirtha-yatra*. Some of the common practices practiced by the pilgrims at almost every important tirthas are holy bath, vows, prayer, gift and charity, *panda-dana* (offer of rice-rice-balls in the name of passed ancestors of both paternal and maternal sides), *tarpan* (offer of water to the passed ancestors, gods and rishis) etc, the Gods and goddesses of tirtha are to be propitiated by cultivating devotion and by performing *puja* and art to them. Regarding Himalayan pilgrimage, i.e. Muktinath and its vicinity,

Messerschmidt(1998) gives nine important attributes of the sacred field of Muktinath. These are: its dedication to universal and supernatural concept, association with natural elements, historic tradition, staged development, structured approach, physical ascent (as a high mountain sites) peripheral location, secular associations, and its over as distinctiveness. The analysis of one attribute, the association with natural elements (water, fire, and ammonite fossil stones) is especially revealing of the sanctity any mysteriousness.(Kunwar, 2006:247).

The Himalayan pilgrimages were both holistic and humanistic in their system approach. Austerity and simplicity remaining their keynotes, the system encouraged local benefits, people's participation, spiritual and social enrichment of the guests and the hosts, besides respect for the environment –as encapsulated in a yatra ritual, which was almost a sacrament(Kaur, 1982). The fast pace of modernization has altered the whole schemed of religious travel to the determine of pilgrimage ethos and the Himalayan society (Kuar, 1985). Many of these religious resorts have assumed mass character, and a queer mix of the religious and the mundane needs re-orientation with pragmatic approach. Let the classic art of religious tourism be conserved as part of Himalayan heritage (Singh, 1989:35).

Concept of pilgrimage Tourism in Nepal

Perhaps one of the most difficult elements to grasp in the Nepali people's way of life is their religion and their religious practices. Their religious fervor is indeed intense and devout. Their religious practices, especially Hindu ones, follow a typical pattern of physical offering which is extremely colorful, as can be witnessed by the variety and abundance of festivals celebrated throughout the year such as Shivaratri, Basanta Panchami, Janai Purnima, Gaijatra, Krishna Aatami, Indrajatra, Dashain, Tihar, Ram Nawami, Teej, Akchhaya Tritiya, Balachturdeshi etc.

The Nepalese people have been religious minded and spiritual oriented since time immemorial. They have religious tolerance and communal harmony among themselves. Religious syncretism has been the special characteristics from generation. Shaivism, shaktism, Vaishnavism and Buddhism flourished together without any discrimination and difference. So there are thousands of pious places of pilgrimage in our Kingdom, Nepal. Some have spiritual significance than others, and the benefits spiritual attainment for a religious person going there is increased.

Thousand of Nepalese go to several places of pilgrims to neighbouring countries India, Bhutan, Thailand, Japan, Burma, Tibet etc. Likewise millions of Indian pilgrims come to Nepal every year to pay their homage to their favorite gods and goddesses. This way the exchange of this type of religious visits increases the age-old relationship between the two countries.

Potentiality of pilgrimage Tourism in the Country

Nepal has enormous religious tourism potentialities due to importance places of pilgrimage such as Pashupatinath (Lord of Animals), Lumbini (by virtue of being the birth place of Lord Buddha), Swayambunath, Bouddhanath, Changunarayan, Kathmandu Durbar Square, Patan Durbar Square, Bhaktapur Durbar Square, (which are included the world heritage sites) Janakpur(the birth place of Sita), living place of eternal kumari(living goddess) etc. To shows the potentialities of pilgrimage tourism Kirkpatrick writes ‘the valley (valley of kathmandu) consists of as many temples as there are houses and of as many idols as there are men.’ There are many ancient artistic and religious temples in Nepal where only Hindus are allowed to enter. This is strictly enforced throughout the whole country. Every year, thousands of Hindu pilgrims from India visit the important religious and pious places of prayers such as Pashupatinath temple in Kathmandu, Manakamana in Gorkha, Dhanushadham in Janakpur, Haleshi Mahadevsthan in Khotang, Swargadwri in Pyuthan, Gosaikunda in Rashedi and Muktinath in Annapurna region Mustang.

A tourist to Nepal long ago has called it a home of gods and land of festivals. The authenticity of this remarks can judged from the scores of ideals of various gods and goddesses to be ground in this land. Thus Nepal has become a decent destination for religious tourism with her large number of both, Hindu and Buddhist pilgrimage sites and shrines and temples. There are valuable and vibrant important assets of this Himalayan Kingdom of the world. They have contributed significantly in the development of pilgrimage tourism as well as domestic tourism.

Nepal is known as “Abode of God” since time immemorial Himalayas and Kailash itself is symbol of God Shiva, Parvati the daughter of Himalayas is the wife of god Shiva. Hinduism, as well we all know, is based on the Vedas, Upanishads and Puran. It has a basic trinity of three Gods, Brahma - the creator, Vishnu – the preserver and Shiva – the destroyer. Besides, two of the

Vishnu's other incarnation-Ram and Krishna, the heroes of Classic epics Ramayana and Mahabharat are also worshipped by the Hindus. Other deities like Ganesh, Bhairab etc are also revered. The cult of Mother Goddess too, occupies a prominent place of repose and worship of Hindu Gods and Goddesses, so arduous religious sentiment urged people from neighbouring countries to visit Nepal on long pilgrimage to holy places of religious worship. Historical accounts refer that Hindus from India and the Chinese Buddhists traveled long distance to visit the holy shrine of Pashupati Nath at Kathmandu and Lumbini at Kapilvastu (the birth place of Lord Buddha) in Nepal, enduring many hardships.

Nepal may be called the home of sacred place of pilgrimage full of sacrament and lively age-old culture and arts. The people of Nepal in peace and harmony shrine of both the religious Hinduism and Buddhism amiably stand side by side and have given a tradition of religious tolerance, which is quite amazing. The reflection of these uniqueness of Nepalese culture is still venerate. The holy shrines of Hinduism and Buddhism are visited annually by large number of pilgrims from India, China, South Korea, Japan, Burma, Tibet, Sri Lanka and other countries of the world. Several Pilgrims congregate to pay homage to the shrine of Lord Pashupatinath, Ram Janaki Temple, Buddhist sacred places of Lumbini, during the *Maha Shiva Ratri*, *Bibaha Panchami* and *Baishak Purnima* day each year.

The numerous places of pilgrimage in Kathmandu valley belonging to both Hinduism and Buddhism and Buddhist Gods and Goddesses are equally venerated and these religious places comprise of temple of Guhyeswari, Budhanilkantha, Machhendranath, Krishna Mandir, Nyatapola, Changu Narayan etc. equally worshipped places of religious pilgrimage to both Hindu and Buddhists that lie inside Kathmandu valley. The famous Hindu places of pilgrimage outside Kathmandu valley are: Janakpur (epic famed town and birthplace of Sita, wife of Ram, the hero of the epic Ramayan). The holy shrine of Mukteswar (God of Salvation or Lord of Liberation), lies on the northern shoulder of the Annapurna Himal in Mustang. Barahakshetra, situated on the left bank of the Koshi river at a distance of 4 miles from Dharan, is an important destination for Hindu pilgrimage. Palanchok Bhagawati Temple, situated 7 km far from Kavre District is an equally important pilgrimage place for Hindu. Dantakali Temple, situated at a hillock called Bijayapur, north east of Dharan town, thousands of Hindu pilgrims come and pay homage to this goddess on various auspicious occasions around the year. Manakamana Temple is one of

the most popular pilgrimages site for Hindu pilgrims, this is called Goddess of fulfilling all wishes of devotees, located in the district of Gorkha in the Gandaki Zone. There also several Buddhist Shrines outside Kathmandu Valley such as Namobuddha, situated on a hill above Panauti, Devout devotees of Lord Buddha visit this place of pilgrimage and pay homage to him on the auspicious occasion of Baisakh Purnima. Lumbini, the nativity of Gautam Buddha is the most important shrine and a major pole of pilgrims the Buddhist world. Lumbini lies in the southern places of Nepal in the Terai.

Holding the greatest religious significance, the national shrines of Lord Pashupatinath and Lumbini, can play a key role in further pilgrimage tourism. It is necessary now to make improvement and the creation of catering and service facilities for pilgrims, and tourists. Preservation of religious shrines and the provision for pilgrim facilities are regarded a cultural need, beyond economic impacts.

The prospect for pilgrimage tourism of Nepal is the greatest where cultural values such as the people, their religious shrines, historic monuments and treasure and festivals and still a living culture. And whatever other attractions and their developments will be the principal destination for culture tourism in Nepal. The planned development and preservation will help Nepal to attract pilgrims in both places of Hindu as well as Buddhist pilgrimage from all over the world and foster her socio-religious heritage.

Nepal can be called the home of sacred places of pilgrimage full of religious curiosities and lively ancient culture and arts. Nepal as referred in ancient holy texts may be called the place of numerous Hindu and Buddhist places of pilgrimage.

CHAPTER – III

RESEARCH METHODOLOGY

3.1 Background

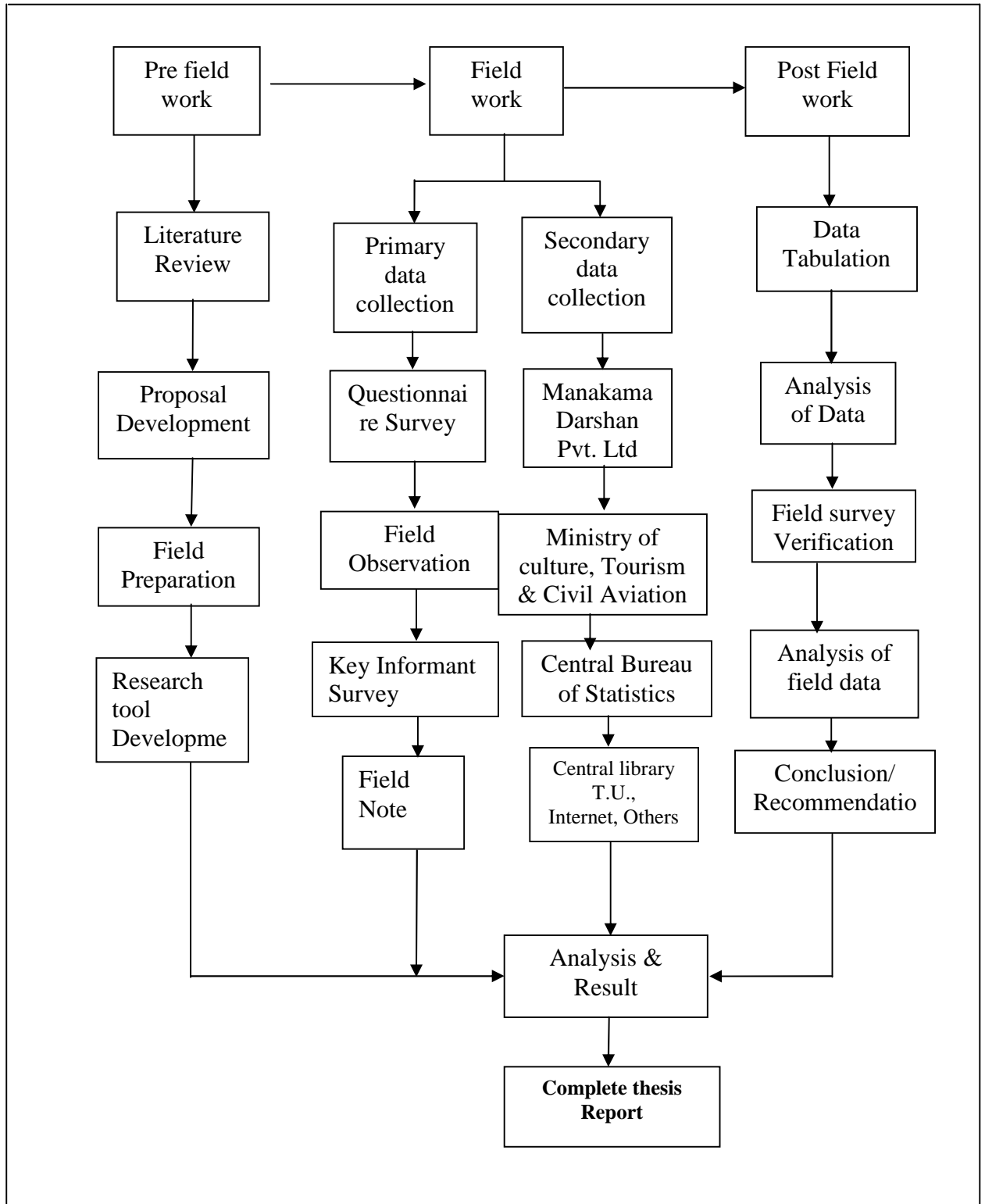
Research methodology provides a whole framework for selecting research gap, analyzes order and exchange of information for a particular issue. The research is always based on collection and analysis of data which are processed to fulfill research questions. To conduct a research in a systematic way requires a method. Methods are sets of techniques or identifying a topic, receiving the related literatures, conducting fieldwork and writing a report.

The methodology is the description and justification of various methods of conducting research. Methodology is defined as the study of methods by which we gain knowledge; it deals with the cognitive processes imposed on search by problems arising from the nature of its subject matter. It is the procedure where researcher can go about their work of describing, explaining and predicting phenomena. The term 'research' describes a process of systematic investigation leading to an increase in the act of asking, listening and interpreting.

3.2 Methodological Framework of the Study

The whole research work has been divided into three major parts. First part considers the pre-field work which included literature review, proposal development, map collection, inventory sheet development and field preparation. The second part is related to field work. During the field work, primary and secondary data were collected and field observation was made. The third part of the study is the analytical work including literature review, pointed the tourism spot in the map, pattern of flow of tourist in Manakamana Temple etc. The flow chart of research methodology and framework are shown in figure 3.1.

Figure 3.1 Research methodologies and framework



3.3 Selection of the Study Area

Manakamana Temple Area is selected for the study. This area is the potential area for pilgrimage tourism destination in Nepal. It is equally important with Kedarnath, Badrinath of India and Lumbini of Nepal. But having the most important place for Hindu pilgrims, it is still not being first destination of Hindu pilgrims nationally as well as internationally. It is due to the lack of effective marketing policy and strategy of government, Nepal Tourism Board and different private sectors, which are working at tourism sectors, and also lack of proper accommodation, lack of special packages to bring pilgrimage tourism & failer to shows the religious important of Manakamana nationally as well as internationally.

Manakamana is most important area for Hindu pilgrims, where we can bring thousands of pilgrims from home country Nepal and India as well. If we apply effective marketing policy, the number of pilgrims increase the Manakamana area, it increase the living standard of people, who are working different sectors of this area (Flower business, Hotelier, Religious goods seller, tourist guide etc), which ultimately change the face of people from poverty to prosperity. But still now this area is in shadow, only limited numbers of pilgrims are coming at Manakamana. So I select this area for study aiming to promote pilgrimage tourism by providing some effective marketing strategy to the concerned authority, which can be the milestone for poverty alleviation for the country.

3.4 Research Design

This study on the topic of problems and the prospects of pilgrimage tourism in Manakamana is specially designed to identify the present problems and prospects form the tourism point of view. It is used on the descriptive and exploratory research design. The analysis is mainly based on the primary data, which were taken from tourists, businessmen, hotel owners and local people of Manakamana.

3.5 Nature and Sources of Data

The study has been completed mainly with the help of primary data and also supported by the secondary data. The primary data had collected from the study area. Secondary data had been collected from the relevant articles, books and report (published and unpublished) of different institutions. But mainly study is primary information base. The primary data had collected during the fieldwork through interview and questionnaire with different people such as tourists, tourism business people (hotelier, flower seller, religious goods seller etc) expert and local people.

3.6 Universe and Sampling Procedure

The local people of Manakamana, arrival tourists, directly and indirectly related person of this place were the universe of this study. Purposive and random and systematic samplings were used to the study. Following table shows the sampling procedure.

Table 3.1: Universe and sampling procedure

S.N	Activities	Universe	Sample	Percent
1.	Restaurant with garden	15	3	20
2.	Hotel/ lodge	75	15	20
3.	Worship materials shop	128	26	20
4.	Handicraft and memento shop	20	4	20
5.	Grocery	17	3	20
6.	Tea shop	5	1	20
7.	Stationary and photo studio	8	2	20
8.	Pharmacy and health posts	2	1	50
9.	Tourist	-	30	-
10.	Others	25	5	20
Total		295	90	-

Source: Field survey, 2013

3.7 Primary Data Collection Methods

For the purpose of primary data collection, field survey had been conducted. In the study area, tourist, hotelier and religious goods & flowers sellers' were surveyed with systematic sampling method. The survey was completed purposive random sampling for the tourist and local people. However, some expert and hotelier were selected for the survey.

3.7.1 Questionnaires Survey

It is one of the important techniques in research to generate quantitative data. The researcher developed a set question comprising open and close questions. The questionnaire was helpful in generating data. More specifically, Tourists, the manager and owners of the hotels, restaurants, and shops are taken as respondents.

3.7.2 Observation

Observation is a fundamental technique of data collection in social research. It is the systemic viewing of visible phenomena. Without observation, collected information cannot be real and authentic. So, observation is necessary for collecting actual information. Detailed observation was done before making questionnaires and noted different information.

3.7.3 Key Informants Survey

Key information survey was used to obtain information from the informants who were working in the field and had explicit knowledge on that issue. A checklist was developed to generate the data of qualitative nature. Manakamana Darshan Pvt.Ltd., Members of Manakamana Bazar Management Committee were taken as key informants.

3.7.4 Field Note

It is one of the most resourceful instrument and invaluable source of information. Observed information as well as important events, incidents and field difficulties were noted in the diary. Some information was noted down immediately in the field and some of them were written in the

hotel room during survey period every day after returning from the field. Field notes has played vital role in analysis and interpretation of information in the present study.

3.8 Secondary Data Sources

Besides primary sources, secondary sources have also been used for understanding about comparative situation of religious tourism activities in the region and study area, such secondary sources of data have been collected from Ministry of culture, Tourism & Civil Aviation, Manakamana Darshan Pvt.Ltd, Nepal Tourism Board, Central Library of TU and Center Bureau of Statistic (CBS) and different books and journals which are related to pilgrims tourism.

3.9 Data Processing and Analysis

Information collection from questionnaire was transformed into a master sheet and raw data were tabulated on the basis of master sheet. Information was grouped, sub-grouped and classified as necessary and so as to meet the objectives of the study. The systematic analysis has been done using quantitative as well as qualitative techniques. To analyze the quantitative data, simple statistical data tools such as percentage, weighted average etc are used, beside these, maps, tables chart; diagrams are used for the presentation of the findings. The study is mainly descriptive and the analysis of the result is described logically.

CHAPTER – IV

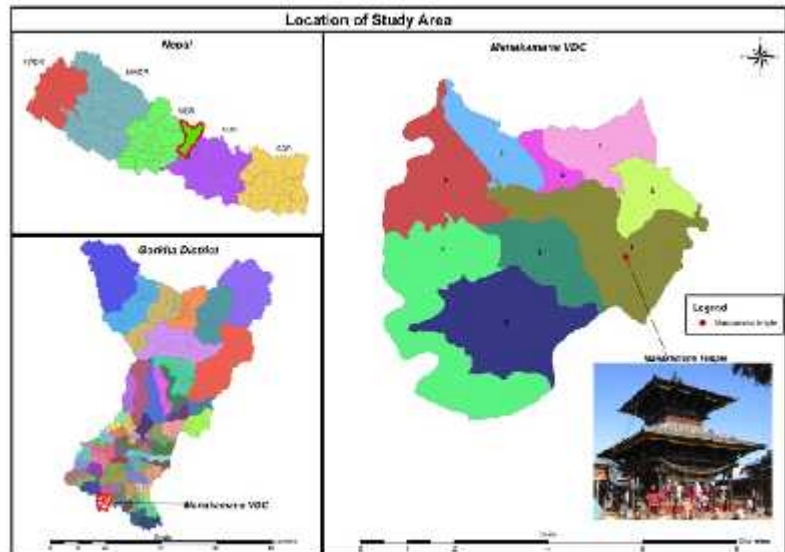
ANALYSIS AND INTERPRETATION OF SURVEY DATA

4.1 Introduction to the Study Area

4.1.1 Introduction of Gorkha District

Gorkha District, a part of Gandaki Zone, is one of the seventy-five districts of Nepal, a landlocked country of South Asia, and home of legendary Gurkha soldiers.

Figure 4.1. Location of Study Area



The district covers an area of 3,610 km². It has VDC, 1 municipality, 3 constituencies and 13 Ilakas. It is situated, as a ladder form mahabharat himalayan range which is located in 27⁰15' to 28⁰45' north in latitude and 84⁰27' to 84⁰58' east

longitude. It is the location of the Manakamana Temple Also, the temples of great sage Gorakh Nath and goddess Gorakh Kali temple is located in district, after which the district got its name. Four major rivers run within and along it, they are Chepe, Daraudi, Marsyangdi and Budhi Gandaki .

4.1.2 Introduction of Manakamana

The Manakamana temple situated in the Gorkha district of Nepal is the sacred place of the Hindu Goddess Bhagwati, an incarnation of Parvati. Manakamana was known as Goddess of wishful filing and famous for the pilgrimage tourism spot and the gateway of reaching heaven. Even it is

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in the height of 1302 meters, it has been recognized not only in Nepal but also out of the countries as one of the most important religious places, so the climate is very healthy and pleasant. It means this is a place of heaven everything remains clam and quite. People from different parts of Nepal and India visit this place for wishful filing.



Photo 4.1. Location of Manakamana Area, Google Earth.

Manakamana is the focal points of pilgrimage in Nepal it is believed that the goddess Manakamana fulfills the wishes of its devotees, situated 105 kms west of Kathmandu at an altitude of 1302 meters, Manakamana is one of the holist pilgrimage spot for Hindus. The place of Manakamana is famous for the temple of Goddess, Manakamana the scenic views and the cable car.

One of the Devis (Goddesses) is Manakamana, where 'mana' came from the word 'Mann' which means heart and 'Kamana' means wish, so it is believed that if you wish it from your heart the Goddesses Manakamana fulfil these wishes.

The Manakamana temple is set in a square and looks across a massive sacred magnolia tree. The temple is four storied with tiered pagoda style roofs and lies on a square pedestal. In 1996, brass

plates were installed on the roof. The entrance to the temple is in the southwest direction and is marked by one stone, which is the sacrificial pillar.

Since 17th century the Manakamana temple has been widely venerated, as of the obvious reasons believing that Manakamana Devi fulfill all wishes it is located just 102 Km. from the capital Kathmandu enroute to Pokhara and Chitwan and banks of Trisuli river which is famous for white water rafting.

Photo 4.2, Manakamana Temple as seen from Google Earth.

It lies 12 km south of historic town Gorkha and is located on a permanent ridge (1302m) overlooking the river valley of Trisuli (south)



and Marshyandi (west). The unique location of the place is dramatized during winter when the ridge appears as an island above the sea of morning mist. People believe Manakamana Devi fulfill the wishes of her devotees thus called the wish fulfilling deity. At the cable car station Kurintar there are some resorts, which serve tourists.

4.1.2.1 Cable Car

The 10 minutes cable car ride takes the visitors to the temple of goddess Manakamana who is believed to have the power to fulfill the wishes. Cable car is the newly introduced phenomenon in Nepal which becomes extremely popular among the locals as well as the tourists. This cable car is in Kurintar, from where Manakamana is 10 minutes distance via cable car. Kurintar is

around 105 km west of Kathmandu the highway to Pokhara. Before the cable car was established, millions of pilgrims have to go Manakamana by a long strenuous trek. Few numbers of people still prefer the foot path. The cable cars, ride covers a distance 2.8 km. with 31 passenger and 3 cargo cars, each with a seating capacity of handling 600 persons per hour.

4.1.2.2 Worship

By worshipping or making how or say recall to Manakamana Devi will fulfill all types of desire of devotes, even people make recall for Manakamana Devi if she do so they will do certain things for example hang bell in Manakaman temple.

This is a famous Hindu shrine in pagoda style and one of the beautiful places of tourist attraction. It is the name of Hindu goddess. It is believed that the Goddess fulfils the wishes of the people. The term 'mana' means the heart or soul; and kamana means the 'wish'. The most popular temple of Manakamana is in Gorkha. The other is in various places like Tumlingtar. It is said that a king of Gorkha was blessed by the Goddess to get victory over small kingdoms and make a big Gorkha. Manakamana of Tumlingtar is a popular place for a specific air called ekadashi.

Photo 4.3, Pilgrims in Manakamana Temple waiting queue to worship the goddess.



This place is famous for the temple of Manakamana, one of manifestations of the Hindu goddess Bhagawati. Manakamana temple located 12 km south of historical town Goarkha and situated on a prominent ridge (1302 mt. above sea level) overlooking the river valley of Trisuli (south) and Marshyandi (west). The unique location of the place dramatized during winter when the ridge appears as an island above sea of morning mist. People believe Manakamana Devi fulfilling Deity. The reward on reach the shrine is both spiritual and physical exhilaration. Spectacular views include deep valleys, terraced fields and the Manaslu Himalchuli Annapurna ranges. The adventure is to getting your wishes fulfilled.

It is interesting that the priest of Manakamana temple is taken from the Magar community. Rest of other Hindu temple the priest is selected or nominated from the high cast i.e Brahmin or Kshetri.

Legend has it that Gorkha king Ram Shah's (1614-1636 AD) Queen possessed divine powers- a fact known only to Lakhan Thapa, her devotee. One day, when the king discovered that his queen was a goddess, he suddenly died. As per the custom, the queen had to commit sati on his cremation pyre. Consoling the lamenting Lakhan, she promised to reappear near his home. Six months later, a farmer hit a stone while plugging his field and noticed blood and milk flowing from it. The flow ceased when Lakhan worshipped the stone with tantric rituals. The site became the foundation of the present day shrine- the current pujari being the 17th generation descendant of Lakhan Thapa.

Renovated many times over the centuries, the Manakamana temple has a four-tiered pagoda style roof with the entrance facing southwest. The pujari performs daily prayers and rituals behind closed doors before allowing the public to enter. Manakamana Devi is widely believed to bless her devotees by fulfilling their wishes.

4.1.3 Available Facilities in Manakamana

The development of tourism depends upon the infrastructure facilities of destination place. Those facilities determine the geographical location of any country. It includes the various aspects such as transportation (road, air, water) communication, electricity, drinking water and so on. Beside

these facilities hotels, resort, complex, suitable environment, culture and traditions are also influencing factors for tourism development.

Among the various religious places, Manakamana is one of the important religious places of Nepal. Thousands of tourists are visiting Nepal for a long time. The infrastructure facilities are not developed properly but comparatively those facilities are improving then the previous year. Available infrastructures facilities having in Manakamana are given below.

4.1.3.1 Transportation

Tourism and transportation facilities are the interrelated subject matters the tourism industry developed with the development of transportation. It is making possible to travel from one place to another. Similarly, it makes the travel fast, easy and effective. The volume of the tourist depends upon the transportation facilities of that place. Because of the transportation facilities, the world is becoming the global village. Every person can visit from one corner to another corner of the country and one country to another country in a short time.

Manakamana is located hilly place because of the geographical difficulties, transportation facilities are not developed properly and there is a walking road (3-4 hours) from Khaireni to Manakamana and Cabal car (10 Minutes) from Kurintar (Chitwan District) to Manakamana. But the bus road has not reached upto this place.

4.1.3.2 Attraction

Attraction is the strong component to attract the visitors. Manakamana have so many natural as well as manmade attractions. Manakamana Temple itself, view seen at Himalayan, Trisuli River, Lakhan Cave, pleasant weather, souvenir shops, garden, woody handicraft etc.

4.1.3.3 Security

Security is one of the essential factors for tourism development. If there is no security, nobody wants to go and stay in destination place due to the poor security and conflict with in the nation.

These days one of the police stations is located in Manakamana temple area to provide security of temple and the local people.

4.1.3.4 Communication

Communication is also one of the important factors for tourism development. It helps to connect tourism industries, tourism product and tourists by providing information about them. Because of development of modern communication technology, we can visit the world from our own room. In the context of Manakamana, it is very quite good communication facility and mobile network. Some telephone line is available which provide the service properly in case of emergency work.

4.1.3.5 Water Supply

Manakamana is located at the tophill side of Gorkha district although there is not any water supply problem. In the previous year they were facing the water problem but the development of electricity, the water supply has been made easy by the help of motor, and then it is being collected in cement and plastic tanki.

4.1.3.6 Electricity

Electricity is also a major factor for tourism development. Now electricity facility is available in Manakamana. In the previous year solar panel was used for electricity. Mainly the electricity is being used for lighting and now for different purposes such as cooking, using Refrigerator, TV, Mobile charging etc.

4.1.3.7 Accommodation

Accommodation is an important aspect of tourism industry. It determines the expenditure and duration of stay of tourists. Hotels motels, restaurant, resort complexes etc are accommodation facilities.

Manakamana has not been developed properly. Sufficient accommodation facilities are not available indeed instead of rest rooms; toilet and other required facilities are also available for the tourist. Most of the hotels are quite good and providing fooding and lodging both.

4.2 Socio-Cultural Setting

Nepal is a multi ethnicity country. According to the census of 2011, 131 Cast/Ethnicity groups are found in Nepal. Ethnicity is social component of population. It reflects socio cultural characteristics of population. According to the census of 2011, total population in Gorkha District is 271061 in which males are 121041 and female 150020. More than 48 castes and ethnic groups are living harmonious relationship with each other. However, majority of them are Gurung (19.5%), Brahman (15.12%), Chhetree (11.6%), Magar (11.59%), Newar (7.74%), Sarki (7.69%), Kami (5.53%) & Tamang (4.9%).

In manakamana VDC, Total House Hold no. is 1392, Total population is 6203, among them male are 2876 & Female are 3327. However, our study area confined within Manakamana Temple area, there are about 274 no. of House Holds. Gurung, Brahman, Chhetree, Magar, Newar & Tamang are mostly found within the study area.

4.2.1 Important festivals in Manakamana

According to the local people except the regular worship Dashain, Tihar, and other hindu festivals on the special day of special month people celebrate very greatly in Manakamana. Among them Baishakhe Purnima, Kartike Panchami, and Janai purnima are the famous festival of Manakamana. Ghatu and Chudka, folk music, and local songs singing by Gurung community during the Chandi purnima. Rituals with Pancha Bali and Panchhe baja are observed by local people and Lakhe dance, Taktuke dance and Gaijatra are celebrated by Newars in the special occasion at Manakamana temple. Bhajan Kirtan is one of the entertainment activities which attract visitors, conducted and organized by the Manakamana area development committee.

4.3 Analysis and presentation of Data

Different informations were collected to know the present situation of tourism in Manakamana. Mainly those information were collected form primary and some from secondary sources. In this chapter, those information are tabulated, interpreted and analyzed in different topic.

4.3.1 Pilgrims Source of Information about Manakamana

Manakamana is located in remote area of Gorkha District. It is not well developed form the tourism point of view. Here is not well management about advertisement of Manakamana. Similarly, little information is published about Manakamana but thousands of tourists come to visit per year. Different tourists got information from different sources, which are given below.

Table 4.1: Pilgrims source of information

S.N	Items	No. of Tourist	Percentage
1.	Neighbor and friends	28	46.66
2.	Book and newspaper	17	28.33
3.	Radio and television	8	13.33
4.	Travel agencies	3	5.00
5.	Others	4	6.66
Total		60	100

Source: Field survey, 2013

The above table shows that out of the 60 tourists 28 (46.66%) got information by neighbour and friend or relatives. Likewise 17(28.33%) got by book and newspapers. Similarly, 8 (13.33%) got information by radio and television. Only 3 (5%) got information by travel agencies and 4 (6.66%) got by other sources of information. It shows that neighbour and friend were the main source of information about Manakamana but other sources playing normal role regarding information for the tourist who visit Manakamana temple.

4.3.2 Pilgrims duration of stay in Manakamana

The duration of stay is determined by the natural environment, accommodation facilities entertainment and recreational activity of the destination place. In the context of Manakamana, tourists don't want to stay for long time; the duration of stay of tourist is given below.

Table 4.2: Pilgrims duration of stay in Manakamana

S.N	Duration of stay	No. of tourist	Percentage
1.	One day	41	68.33
2.	Two day	14	23.33
3.	Three day	3	5.00
4.	More than three days	2	3.33
Total		60	100

Source: Field survey, 2013

The given table shows that out of the 60 visitors 68.33 percent stayed one day and 23.33 percent stayed two days. Similarly, 5 percent of the tourist stayed three days and rest of are stayed more than three days.

It shows that the most of the visitors stayed only one day and the lowest number of tourist stayed more than three days in Manakamana.

4.3.3 Expenditure pattern of the Pilgrims

The expenditure pattern depends upon the nature and the condition of tourist and the tourist's product of destination place. In the context of Manakamana, most of the tourists were domestic and coming from various districts entire the nation. Similarly, foreigners also belonged to most of the Indians and the middle and lower class categories. So the expenditure pattern of the tourist in Manakamana is given below.

Table 4.3: Expenditure pattern of the Pilgrims

S.N	Expenditure Amount in NRs.	No. of Tourist	Percentage
1.	Below 500	19	31.66
2.	500-1000	37	61.66
3.	1000 Above	4	6.66
Total		60	100

Source: Field survey, 2013

The above table clarifies that out of 60 tourists, 19 (31.66%) spent below 500 rupees and 37 (61.66%) tourists expenditure was in between 500-1000 rupees. Only 4 (6.66%) tourist spent above 1000 rupees.

4.3.4 Pilgrims purpose of visit in Manakamana

The desire of the people was different so far as their purpose of visiting was concerned. The tourists of Manakamana visited for different purpose, which are given below by making table.

Table 4.4: Pilgrims purpose of visit in Manakamana

S.N	Purpose of visits	No. of tourist	Percentage
1.	Worship the God	34	56.66
2.	Pleasure and relax	11	18.33
3.	Observe the place	7	11.66
4.	To fulfill the desire	5	8.33
5.	All of the above	3	5.00
Total		60	100

Source: Field survey, 2013

Above table shows that most of the tourists 34 (56.66%) visited for religious purpose or worship the God, 11 (18.33%) tourists visited for pleasure and entertainment and 7 (11.66%) visited for observing the place but 5 (8.33%) tourist visited for the fulfill the desire, and only 3 (5%) tourists visited for all purpose such as pleasure, entertainment, to fulfill the desire, worship the god and observe the new place. It shows that mainly 56.66 percent visited for religious purposes and other 43.34 percent visited religion as the second purpose of visiting.

4.3.5 Pilgrims frequency of visits to Manakamana

The attraction and facilities of the destination place play the vital role for tourists. The visiting time of tourist in Manakamana is given below with the help of table.

Table 4.5: Pilgrims frequency of visits to Manakamana

S.N	Times of visit	No. of tourist	Percentage
1.	One time	38	63.33
2.	Two times	14	23.33
3.	More than two times	8	13.33
Total		60	100

Source: Field survey, 2013

Out of the 60 Pilgrims 38 (63.33%) expressed that it was their first visit in Manakamana. Similarly, 14(23.33) expressed having second visit and only 8 (13.33) tourists visited more than two times. It was found that when the desire of the tourist fulfilled after visiting the Manakamana, they visited second times and referred to go this place for their neighbour.

4.3.6 Current facilities and Response of businessmen of Manakamana.

Manakamana is becoming a popular religious tourism sports since long time. Because of the geographical difficulties there is problem to develop the infrastructure facilities. Since their

origins programs were partially succeeded. Anyway, some of the facilities are available in Manakamana. That's why the opinion about the facility of Businessmen and hotel owners is given below.

Table 4.6: Current facilities and Response of businessmen of Manakamana.

S.N	Facilities	Conditions of facilities							
		Exce-llent	%	Good	%	Bad	%	Don't know	%
1.	Transport	2	<i>6.67</i>	11	<i>36.67</i>	17	<i>56.67</i>	0	<i>0.00</i>
2.	Electricity	19	<i>63.33</i>	8	<i>26.67</i>	3	<i>10.00</i>	0	<i>0.00</i>
3.	Communication	21	<i>70.00</i>	7	<i>0.00</i>	0	<i>0.00</i>	2	<i>6.67</i>
4.	Health service	5	<i>16.67</i>	20	<i>66.67</i>	2	<i>6.67</i>	3	<i>10.00</i>
5.	Water supply	3	<i>10.00</i>	17	<i>56.67</i>	10	<i>33.33</i>	0	<i>0.00</i>
6.	Security	3	<i>10.00</i>	20	<i>66.67</i>	3	<i>10.00</i>	4	<i>13.33</i>
7.	Sanitation	7	<i>23.33</i>	18	<i>60.00</i>	5	<i>16.67</i>	0	<i>0.00</i>
8.	Hotels	9	<i>30.00</i>	17	<i>56.67</i>	2	<i>6.67</i>	2	<i>6.67</i>
9.	Rest house	1	<i>3.33</i>	8	<i>26.67</i>	18	<i>60.00</i>	3	<i>10.00</i>
10.	Toilet	2	<i>6.67</i>	9	<i>6.00</i>	17	<i>56.67</i>	2	<i>6.67</i>
11.	Environment	17	<i>56.67</i>	12	<i>40.00</i>	0	<i>0.00</i>	1	<i>3.33</i>
12.	Behavior of people	16	<i>53.33</i>	13	<i>43.33</i>	1	<i>3.33</i>	0	<i>0.00</i>

Source: Field survey, 2013

Note: Condition of Facilities

1 = Excellent – when a particular facility is sufficient

2 = Good - when a particular facility is Satisfactory

3 = Bad - when a particular facility is not supply adequately or difficult to use

4 = Don't know - when particular facility respondents don't have any idea about the facility

The above table shows that when tourists are directly exposed to the facilities, they tend to be more accurate. But in some cases they were confused about the particular facilities. Most of the

respondent replied having excellent condition about communication, Electricity and Environment of Manakamana. Similarly water supply, Health services, Sanitation, and behavior of local people were in satisfactory condition. Likewise, the facility of toilets, rest houses were in bad condition. But some respondent were unknown about some facilities.

4.3.7 Local people's Response on current facilities available at Manakamana

Permanent Residents of Manakamana core area is known as local people of this study. Most of them were taken by structured questionnaire, which is given below.

Table 4.7: Local people's Response on current facilities available at Manakamana

S.N	Facilities	Conditions of facilities							
		Exce- llent	%	Good	%	Bad	%	Don't know	%
1.	Transport	1	3.33	9	30.00	20	66.67	0	0.00
2.	Electricity	17	56.67	11	36.67	2	6.67	0	0.00
3.	Communication	19	63.33	10	0.00	1	3.33	0	0.00
4.	Health service	4	13.33	19	63.33	7	23.33	0	0.00
5.	Water supply	3	10.00	15	50.00	12	40.00	0	0.00
6.	Security	4	13.33	21	70.00	3	10.00	2	6.67
7.	Sanitation	7	23.33	18	60.00	4	13.33	1	3.33
8.	Hotels	4	13.33	17	56.67	7	23.33	2	6.67
9.	Rest house	1	3.33	11	36.67	16	53.33	2	6.67
10.	Toilet	1	3.33	13	6.00	14	46.67	2	6.67
11.	Environment	20	66.67	9	30.00	0	0.00	1	3.33
12.	Behaviour of people	15	50.00	13	43.33	2	6.67	0	0.00

Source: Field survey, 2013

Note: Condition of Facilities

1 = Excellent – when a particular facility is sufficient

2 = Good - when a particular facility is Satisfactory

3 = Bad - when a particular facility is not supply adequately or difficult to use

4 = Don't know - when particular facility respondents don't have any idea about the facility

The above table shows that most of the respondents were satisfied about the security, Sanitation, Health services, Hotels and other facilities. Similarly they were more satisfied with the Communication, Electricity, and environment condition. But they were unsatisfied about the facility of water supply, Transportation, Water Supply and Toilets and others. Likewise some of them were unknown about the facilities. It shows that local people of Manakamana are not negative about the available facilities. They are not serious about the problem of Manakamana but they are hopeful for the help by different individuals and institutions.

4.3.8 Pilgrim's response on current facilities available at Manakamana

Manakamana is familiar for religious tourism sport. But infrastructures are not developed properly. Different organizations are involving for its development but they are getting partial success. Comparatively, the condition of Manakamana is better than the previous year so the opinion of tourist about the facilities is given below.

Table 4.8: Pilgrim's response on current facilities available at Manakamana

S.N	Facilities	Conditions of facilities							
		Exce- llent	%	Good	%	Bad	%	Don't know	%
1.	Transport	5	<i>16.67</i>	11	<i>36.67</i>	6	<i>20.00</i>	8	<i>26.67</i>
2.	Electricity	0	<i>0.00</i>	17	<i>56.67</i>	4	<i>13.33</i>	9	<i>30.00</i>
3.	Communication	9	<i>30.00</i>	19	<i>0.00</i>	0	<i>0.00</i>	2	<i>6.67</i>
4.	Health service	2	<i>6.67</i>	9	<i>30.00</i>	2	<i>6.67</i>	17	<i>56.67</i>
5.	Water supply	2	<i>6.67</i>	17	<i>56.67</i>	0	<i>0.00</i>	11	<i>36.67</i>

6.	Security	4	13.33	14	46.67	8	26.67	4	13.33
7.	Sanitation	2	6.67	15	50.00	2	6.67	11	36.67
8.	Hotels	5	16.67	17	56.67	6	20.00	2	6.67
9.	Rest house	1	3.33	8	26.67	13	43.33	8	26.67
10.	Toilet	2	6.67	9	6.00	17	56.67	2	6.67
11.	Environment	17	56.67	12	40.00	0	0.00	1	3.33
12.	Behaviour of people	7	23.33	16	53.33	7	23.33	0	0.00

Source: Field survey, 2013

Note: Condition of Facilities

1 = Excellent – when a particular facility is sufficient

2 = Good - when a particular facility is Satisfactory

3 = Bad - when a particular facility is not supply adequately or difficult to use

4 = Don't know - when particular facility respondents don't have any idea about the facility

The above table shows that most of the tourists expressed having excellent condition for Communication and natural environment. Likewise most of the tourists satisfied for the facility of Transportation, Electricity, Hotel services, sanitation and others. Toilets, Rest houses, hotels and security were inadequate in their thought. But some of the tourists were unknown about the available facilities. It might be due to short time of duration to stay to the spot. However, most of the tourists were found more satisfy about the service provided by the Cable Car.

In the context of Manakamana most of the tourist were devoted Gods so they were more careful for worshipping the Goddess Manakamana rather than the facilities.

4.3.9 Pilgrims to Manakamana by cable car

Manakamana Cable car is only one ropeway of Nepal, which help tourist to reach the temple with short period of time. Since the establishment of cable car numbers of visitors are increased in the temple for religious purpose, which is shown as below.

Table 4.9: Pilgrims to Manakamana by cable car

Fiscal year	Nepali	SAARC	Foreigner	Total	No. of Goat
55/56	290137	0	1599	291736	3880
56/57	382502	0	2922	385424	6560
57/58	424014	17310	2758	444082	6327
58/59	311973	13925	1791	327689	6618
59/60	416655	14460	1529	432644	9272
60/61	273724	20533	2159	296416	7349
61/62	298821	11760	1115	311696	6816
62/63	424527	20090	1485	446102	9595
63/64	530996	35163	2534	568693	10826
64/65	534852	44336	3757	582945	11239
65/66	623746	40868	3709	668323	12126
66/67	775217	43600	4096	822913	14673
67/68	798211	45897	5698	849806	15674
Total	6085375	307942	35152	6428469	120955

Source: Manakamana Darshan Pvt. Ltd.

This table shows that with the installation of the cable car, number of visitors in manakamana increases gradually year by year. In the first fiscal year The total no. of visitors in Manakamana was 291373 and increased to 444082 in F/Y 2057/58. Between 2058/59 and 2062/63, the flow of visitors to Manakamana remained the same, at an average 350000 per year. Since then the figure has risen dramatically, hitting a peak of 849806 in the last fiscal year.

4.3.10 Employment opportunity provided by Cable Car Company

After the establishments of Cable Car Company local people have got an opportunity for their job, not only employed, they are directly benefited in various sectors such as, ticketing discount, subsidies etc. according to available data near about 120 local person has got an employment opportunities form the cable car company.

4.4 Problems of Tourism Development in Manakamana

Now tourism is becoming a great industry in the world. It is helping to build the strong national economy of many countries by providing job opportunity and earning foreign currency. In the context of Nepal, tourism is becoming an issue of challenge and opportunity. Nepal is rich in different aspects such as social, cultural, religious and natural resources. Here are very important places for tourism development. Similarly, it is providing job opportunity for thousands of unemployed Nepalese people. It is one of the major sources of earning foreign currency and balance of the defect trade, in this way it is known as opportunity sector. But in the other hand, Nepal is a country in which here are mountains and rural features. Most of the tourism spots are located in rural and mountainous area. Because of the complicated geographical structure is very difficult to develop infrastructure facilities. Similarly, some events of the country, such as plane hijacking and crash, tragic incidence in Royal palace, political instability, and others are creating problems for tourism industry. That's why it is taken as a challenging issue for tourism development in Nepal (NPC, 2003).

There are various factors to determine the problems in Manakamana. Mainly tourism industry, infrastructure facilities and tourism product are the interrelated subject matters for its development. In the modern situation the tourist desire facilities and like to go only to the facilitated tourist spots. In the context of Manakamana, various programs are performed for the development of Manakamana hermitage and infrastructure. Comparatively the condition is improved for that of the previous years but that is not enough for the tourists. Even if there are many problems related to different sectors, only those that have direct impact on tourism development have been stated below.

4.4.1 Transportation

Transportation play vital role to attract the tourist. However, after introducing the Cable Car, the tourism spot became more famous and easy for travel, cable car Company dominantly functioning because of its routine of closed and opened. The cost of the ticket is not affordable for the lower class people and the fare of goods carried is high for the businessmen and local people. Due to the short time ups and down facilities provided by cable car local people have not

benefited from the visitors because they returned quickly. Currently the spot is being accessible with an earthen road but construction of the road is not complete.

4.4.2 Fluctuation of tourist arrival

Nepal is known as an all season tourist's destination place. But different tourism spots are located in different parts of the country and they are popular for different purposes in certain places in certain time. The number increase as a result of this the place becomes crowded. It is the main problem in tourism industry. In such cases, neither tourists get facilities nor do business men get opportunity for long time. Manakamana is also facing such problems/. Most of the tourists come in certain period and festivals but in other days there is less participation of tourists. It creates different problems for tourist and local people

4.4.3 Information publicity and advertisement

Manakamana is an important religious place of Nepal. Tourists come from different parts of India. But there is the lack of advertisement. Consequently the tourists who have the desire to visit can't get information. Without adequate information, publicity and advertisement no place is known by the visitors. No guidelines, books, pamphlet, historical writings and caption are founded.

4.4.4 Management

The trust, treasury and fund of temple is not properly managed. No transparent of 'veti'. Unnecessary huddle for tourist and long time queue for short period worship, poor management of sanitation in temple area, ritual slaughter of animals.

4.4.5 Manakamana in need of Restoration

The highly acclaimed Manakamana temple is currently in plight. After the disastrous earthquake in 1934, Manakamana's southwest portion began to tilt. The entrance to the temple has digressed from its silver doorframe and the wood frames are also decaying. Two colossal black wooden pillars supporting the temple have also shifted positions, causing the temple to incline. Mice and cockroaches can be seen crawling on the temple premises. The earthquake on November 13, 2011 with its epicenter in northeast Gorkha further weakened the temple's structure because of which the temple base depressed into the ground. The slopes next to the temple have faced numerous mudslides creating a threat to the temple. According to a report submitted by the Department of Archaeology (DoA) and the Ministry of Culture (MoC) in 2011, the wooden planks supporting the temple are swarming with termites. The improper channeling of water has led to the decay of the temple's brick foundation.

4.5 Prospects of Tourism Development in Manakamana

Nepal is known as destination place for pilgrimage tourists. Various places are known as religious places so it has long history of religious tourist. Among the many tourism spots of Nepal, Manakamana is one of the important religious places for Hindus. It is popular in national and international (especially India) level (Dhakal, 2058 BS). So many tourists come to see the pagoda style of temple. Since long time it has not developed properly because of which here are various problems and prospects for tourism development which are given below.

Prospects of tourism development in any area are influenced by different geographical, social cultural, religious elements of that place. Some tourism spots have multiple features and some have mono features and some have mono features so those features determine the tourist follow that place. In the context of Manakamana, it is mono feature tourism spot of Gorkha district. Some components about prospects of tourism development are as follows.

4.5.1 Religious Faith

Religious faith is the most important aspect to motivate the human being. More or less all people are faithful with god in different ways. So, millions of tourists are visiting in different religious places per year. Among those places Manakamana is an important religious place for Hindus; mainly there are two religious aspects about the attraction of Manakamana.

First: it is destination place for domestic Nepali and foreign (especially Indian) tourist. These tourists have genetic faith about God and Goddesses. So they come to visit Manakamana.

Second: it is believed that, after visiting Manakamana the desire of the tourists is fulfilled and various tourists are still hopeful about the faith.

In this way, Manakamana is becoming a popular destination place for Hindu. Thousands of tourists from different parts of the country are visiting every year among the various tourists. So all of Hindu pilgrimages want to visit Manakamana and those people who had visited Manakamana refer to visit this place for their neighbors and friends.

4.5.2 Environment Friendly

Climate and environment of this place is the another important aspect for tourists. Manakamana is located at the surroundings of hill and orange trees and the climate is appropriate, healthy and pleasant. Blissful movement and quiet environment makes most of the tourist very self satisfaction.

4.5.3 Cultural Attraction

Festivals and events are also of short duration of primary attraction. The use of festivals as an instrument for tourism development has gained worldwide momentum in recent years. Fairs, festivals and other community run special events are a growing force in tourism industry and new ones are being created each year (Chacko And Schaffer, 1993). Festivals and events add attraction in a destination for tourists. In Manakamana, there are variety of festivals and cultural events promoted by different caste and ethnical groups and communities, such as Ghatu, chutka,

Tuktuke, lakhe, Gaijatra, Pancha Bali (ritual slaughter of animals), bhajan kirtan and many folk music (local songs) is organized in the Manakamana temple area.

4.5.4 Hospitality

Hospitality can be defined as the reception and entertainment of guests or strangers with empathy, kindness and an overall concern for their well-being. It is at the heart of all tourism and without providing a friendly and welcoming environment for visitors, tourism cannot be developed successfully. Touristic place have hospitality based on their culture and environment for attracting tourist and growth of the economy. In Manakamana, People are very cooperative, friendly and helpful. Their behaviour towards tourist satisfaction is the ample example which helps to increase the observer and stay a long period.

4.5.5 Orange garden

During the month of November and December whole Manakamana VDC and temple area is covered by ripen oranges. It is rear that under the garden of orange visitors are able to eat organic orange and their lunch.

4.5.6 Handicrafts

Wooden handmade mementos and other handicrafts are very popular in Manakamana. Visitors are taking those handicrafts for their remembrance of visit, such handicrafts are Madal, Theki, Khukukhari, Dallo, Nangloa and other different items of handicraft made by local raw materials can be get in resonable prices.

4.5.7 Temple and Caves

The temple of Manakamana, the cave of Lakhan Thapa, Temple of Bakreshowr Mahadev, cave of Gorakhnath, Temple of Triveni and Cave of Gorkhaknath are the major attraction in the Manakamana temple area.

4.5.8 Cable Car

A revolution in Nepal's transport & tourism field, Manakamana cable car has helped uplift the economy of Manakamana and surrounding regions. With proven safety records, excellent service, stations of international standards along with the religious importance of the region and breath taking views of the Himalayas from the vicinity, the Manakamana region and Manakamana cable car has become very popular among all. A truly international class restaurant is in operation at the Bottom Station premises serving local, Indian and international cuisines. A souvenir shop, coin operated games are also operational and many other developments are planned for the future. A resort of International standards is also planned at the bottom station complex at Kurintar.

4.5.9 Hotel and Other Facilities

There are so many restaurant, lodge and star hotel with attached bathroom under the shadow of orange tree are available in the territory of Manakamana. Online reservation of hotel, cable car ticket, and package programs and so on.

CHAPTER – V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Tourism industry is becoming an important source for earning foreign exchange and employment generation industry in the world, and Nepal is also not far away from that fact. Every year millions of tourists visit Nepal form different purposes. Among them, pilgrimage tourists are playing important role in tourism industry. According to the record of Tourism stat 2012, it covered 13.7 percent. Here are very important religious places so Nepal is called as a home of Gods and land of festivals. Among them Manakamana is one of the important religious places for Hindus.

This study is mainly focuses on the problems and prospects of Manakamana form tourism point of view. It is hoped that, it has useful for different individuals and organized institutions. This study was mainly based on the primary data but some essential information was taken from different publications, articles, books dissertations of related field. Similarly different methods were used to conduct this study. Local people of Manakamana, tourists, businessmen and well-known person about Manakamana become the universe of this study. The summaries of major findings of the study are as follows:

-) Manakamana is located at 1,302 meter high hill and it becomes very pleasure for the tourist in the orange season (winter season).
-) Manakamana is production land for orange rather than food crops.
-) Mainly Gurung, Brahman, kshetri, Magar, Newar are the main cast of the study area.
-) Temple of Goddess Manakamana, cave of Lakhana Thapa, Gorakhnatha cave, temple are the important places of Manakamana.
-) Baishakhe panchami and Kartike Panchami is famous festival in the study area.
-) Among many tourist 60 were taken as respondent of this study.
-) Neighbours and friends (46.66%) were the main sources of getting information about Manakamana. Similarly some tourists got information by radio, book and newspaper.

-) Expenditure patterns of tourist are very poor. Local people are not getting the proper benefits from the tourist.
-) High percentage (68.33%) of tourist stay only one day and 63.33 percent are visited first time at Manakamana.
-) The response of tourist, businessman and local people, the current facilities of Manakamana is quite satisfactory.
-) Religious faith, environment friendly, cable car, handicraft, orange garden, scenic attraction are the development tools for tourism prospective.
-) Transportation, management, publicity, fluctuation of tourist creates the major problem for the development of religious tourism in Manakamana.

5.2 Conclusion

This study was conducted about the problems and prospects of religious tourism of Manakamana. That's why different information's were taken from tourists, local people, businessmen, hotels, owners and others. According to the information and observation, following conclusion has been taken which is given below.

-) Both domestic and foreign tourists came to visit Manakamana but there was dominant role of domestic tourists.
-) Religious faith is the main attraction of Manakamana so most of the tourists were visited for religious purpose. Similarly, better climate and weather, wonderful scene are another attraction of Manakamana.
-) Security, water supply, transport, communication were taken as the main problem by many tourist, businessmen and local people.
-) Tourists came to worship the god form long distance by facing many problems but they were not worried about their visit.
-) Besides the temple of Manakamana, there are not another movable and attractive places and facilities for tourists so most of the tourists stayed for very short duration.

5.3 Recommendation

Manakamana is one of the important religious tourism spots of Nepal. Here are various possibilities for tourism development but it is facing different problems. So following recommendations should be taken up to promote further tourism development in Manakamana.

-) First of all the government should conduct survey and research of Manakamana in different aspects such as, problems, prospects management and required facilities.
-) Mainly transportation facility (dominate by Cable car) is the main problem of Manakamana so it should be solve as soon as possible.
-) Specially, there is problem of well lodging and fooding for tourists so comfortable lodge should be conducted for those tourists.
-) Temples, halls and other buildings are in poor condition so those temples and buildings should be renovated and reconstructed.
-) Most of the tourist wants to take more entertainment in their visiting time so religious entertainment activities should be began in Manakamana.
-) Transportation, security, water supply, hotel health, service and toilet facilities are the main problem of Manakamana and they are in poor condition so those facilities should be improved for tourism development.
-) There is not actual record about number of tourist and other features such as, age, sex, nationality, purpose of visit and others. It might useful for its evaluation and further management.
-) Even a single book is not available in Manakamana about it establishment and development of this place so such types of books, religious books and other publications should be kept in Manakamana. It could helpful for the researcher and tourist.
-) The study is only focus on present status of Manakamana temple area and problems and prospects of pilgrimage tourism in Manakamana. There are immense opportunities at outer periphery of the study area such as Lakhan Cave, Mandir. It is better to study in holistic approach and find out the problems and prospects for entire area for the development not only for pilgrimage tourism but also for the best tourism spots for all seasons and all tourists.

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