

**CHALLENGES OF COVID-19 ON HOTEL  
ENTREPRENEUR AND THEIR COPING STRATEGIES  
(A Sociological Study of Lakeside Area, Pokhara Nepal)**

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## LETTER OF RECOMMENDATION

This is to certify that Ms. Laxmi Tajhya has completed this dissertation entitled "Challenges of Covid-19 on Hotel Entrepreneurs and their Coping Strategies" under my supervision and guidance. I therefore, recommend this dissertation for the final approval and acceptance to the dissertation committee.

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This dissertation entitled "Challenges of Covid-19 on Hotel Entrepreneurs and their Coping Strategies" submitted by Ms. Laxmi Tajhya to the Department of Sociology, Prithvi Narayan Campus, Pokhara, faculty of Humanities and Social Science, Tribhuvan University, in the partial fulfillment of the requirements for the Degree of Master of Arts in Sociology and Rural Development has been found in scope and quality. Therefore, we accept this dissertation as a part of the mentioned degree.

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## **ABBREVIATIONS**

AIDS	:	Acquired Immunodeficiency Syndrome
COVID	:	Corona Virus Disease
EMI	:	Equated Monthly Installment
GDP	:	Gross Domestic Product
HIV	:	Human Immunodeficiency Virus
HAN	:	Hotel Association Nepal
IATA	:	International Air Transport Association
ICU	:	Intensive Care Unit
MOCTCA	:	Ministry of Civil
MOF	:	Ministry of Finance
MOHP	:	Ministry of Health and Population
NATTA	:	Nepal Association of Tour and Travel Agents
NTB	:	Nepal Tourism Board
NTS	:	National Testing Service
PTC	:	Pokhara Tourism Council
SARS	:	Severe Acute Respiratory Syndrome
UNCTAD	:	United Nations Conference on Trade and Development
UNTWO	:	United nation
VNY	:	Visit Nepal Year
WHO	:	World Health Organization
WTO	:	World Tourism Organization

## **ABSTRACT**

The hospitality and tourism sector is considered the backbone for economic growth, especially in developing countries. However, this thriving sector is particularly vulnerable to natural and human-made disasters. Tourism is one of the leading industries in the world where as Nepal is certainly not at a position to avoid its benefits. Tourism is such an investment which can provide immense benefit to countries comparatively at a low cost.

This study assesses the challenges of the COVID-19 (coronavirus disease-2019) pandemic on hotel entrepreneur and their coping strategies(specially focusing at Lakeside Pokhara) by addressing essential aspects such as impact, challenges, current conditions as well as future strategies to cope with this pandemic and review of supports from Government to Hotel Stakeholders. For data collection, primary data as interview schedule and case study and secondary data has been collected through literature, journal articles, government documents, etc.

The research findings show that COVID-19 in Lakeside area has significantly affected the hospitality and tourism sector. Global and domestic tourists have canceled their programs to visit the natural, religious, and cultural sites. A significant number of workers have lost their jobs. This pandemic has affected the economy of the country as well as the well-being of the individuals to a large extent. Similarly, the coping strategies are focused on attracting tourist with various adventurous package on low price as well as on extending the vacation of visitors as long as possible.

COVID-19 is predicted to cause a long-term adverse impact on tourism in Pokhara. The government of Nepal and tourism organizations as HAN and NTB has declared an incentive package for early economic recovery that is needed for businesses to survive the pandemic.

**[Key words: Impact, Challenges, Strategies]**