

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

“We are facing a human crisis unlike any we have experienced” and “our social fabric and cohesion is under stress” is the quotation of UN Deputy secretary General Amina J. Mohammed during a digital meeting of the Forum covid-19 Action platform, 8 April. The Covid-19 pandemic is more than a health crisis; it is an economic crisis, a humanitarian crisis, a security crisis, and a human rights crisis. As per World Health Organization (WHO) Covid-19 is the disease caused by a new coronavirus called SARS-CoV-2. WHO first learned of this new virus on 31 December 2019, following a report of a cluster of cases of ‘viral pneumonia’ in Wuhan, People’s Republic of China and it spread in all over the world within March. World Health Organization (WHO) declared this COVID-19 as a pandemic. The speedy spread of novel coronavirus (COVID-19) has led to a substantial reduction in all forms of economic activities in all over the world. This pandemic has caused in massive shutdowns in all types of business activities and supply chain disruptions causing global wave effects across all economic sectors that was never predictable.

In Nepal, the first COVID-19 case was confirm on 32-year-old man, a Nepalese student at Wuhan University of Technology, Wuhan, China, with no previous history of comorbidities, returned to Nepal on Jan 13, 2020. Another case was confirmed on 8 March 2020, which has shocking force Nepal to shutdowns the whole nation. According to Ministry of Health and Population (MOHP 2021), Covid-19 Dashboard, from a total population of 164.64 million, the number of death tolls and infected by Covid-19 pandemic has reached 5,657 and 480,418, respectively. Of the total infected by Covid19 pandemic during the first-wave, the case fatality rate was 1.09 percent whereas the fatality rate during the 46 days of second-wave has remained 1.29 percent. The number of active infected of Covid- 19 was 114,358 in May 21, 2021 whereas the number of cases of recovery was 360,403 in this period. In addition, the real time PCR test was performed in 2,834,098 persons.

The COVID-19 outbreak impacts all sectors of the economy, such as manufacturing, tourism, financial, service, trade, transport, and people in every field in every country with more significant economic shocks. Due to the uncertainty and fear of the pandemic, most firms are more likely to have low profits as people are advised to stay at home, with travel bans and cancellation of events, and the prohibition of mass gatherings. The COVID-19 outbreak causes sudden economic disruptions with demand and supply shocks in almost every sector of the economy. The travel and tourism sector is more likely to get influenced by the COVID-19 pandemic (Shretta, 2020). The global tourism sector accounts for more than 10% of the global GDP and 30% of the world's export services (World Bank, 2017).

Among all segments in the economy, Tourism is one of the main sectors which impact the economy as many governments impose travel restrictions, travel bans, shutting down airports, and mass passenger cancellations. Thus, the tourism industry cost with a loss of over US\$ 820 billion in revenue globally due to the COVID-19 pandemic (Ozili & Arun, 2020).

Governments of all countries are involved in the development of tourism sector. Tourism is considered to be a set of superior and praiseworthy activities of modern man. Tourism is an increasing global phenomenon. Every year more than one billion people travel to destinations outside their usual environment. Tourism has become a medium of economy indicator and economic balance of a country. According to Satyal (2020), it creates economic sources as well as promotes international understandings. Tourism is a medium through which we can exchange knowledge with each other and we can create mutual understanding in the people of the whole world. Chandra (2006) argues that tourism teaches respect for different beliefs, religion, tradition and customs at the same time. It inspire religions and cultural harmony and tries to create peaceful relationship among the nations of the world.

In modern scenario, tourism has become a fundamental activity of human beings. A modern man can live in modest living but he cannot forsake his habit of travelling. With his interest of knowing something new, consequently tourism is developed astronomically throughout the world (kunwar, 2010). Tourism persists with the dynamic growth, new activities new technology and a new markets. Precisely, changes record numbers of tourist are travelling across the world for multiple purposes.

Tourism is now recognized as being an economic activity of global significance. According to the definition of United Nation's World Tourism Organization, tourism is "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes" (Williams & Lew, 2015, p. 6). Tourism is an activity which cuts across conventional sectors in the economy which requires inputs of an economic, social, cultural and environmental nature. So, Tourism is often described as being multi-faceted. Tourism plays an important role in enhancing a nation's business activity, income, foreign currency earnings and the creation of jobs.

Tourism industry of Nepal has been facing many crisis and obstacles since its inception. Nepal has been officially open for international tourist since 1951 (MoCTCA, 2014). There have been crises and disasters which have directly affected tourism industry of Nepal in different time period. The sector was hard-hit by earthquake, trade blockade in the year 2015, now it is COVID-19 pandemic. As per Nepal tourism Board (2019), contribution of travel and tourism to GDP for Nepal was 7.9 %. Though, the contribution of travel and tourism to GDP fluctuated substantially in recent years, it tended to decrease through 2000. The Nepalese economic growth has become negative by 2.12 percent first time in the last two decades in fiscal year 2019/20 due to the impact of Covid-19 pandemic, which is severer than that of the economic loss caused by the devastating earthquake of fiscal year 2014/15 according to the MOF (Government of Nepal, Ministry of Finance), 2020. Nepal Tourism Board estimates the loss of 85.2 billion USD monthly from tourism sector due to covid-19 pandemic and cancelation of "Visit Nepal 2020" campaign.

With the onset of 2020, Nepal was going to launch an ambitious tourism campaign 'Visit Nepal Year 2020' with a theme of "Lifetime Experiences". A year committed to tourism of Nepal with vision of making reasonable brand picture of Nepal as travel and vacationer destination, backing up the tourism foundation enhancing the growth of tourism industry and locale tourism as supportable industry. The Nepal Government had planned to accommodate more than two million visitors amid the year of "Visit Nepal 2020".

Thus, with the goals to increase annual international arrivals in Nepal to two million, expand economic and employment opportunities in tourism sector to one million by 2020. Nepal Government focus the mindset on various infrastructure development as

supply chain of transport, social, recreational and environmental infrastructure collaborating at central, provincial, and local level to develop attractive tourism destinations. Transport infrastructure includes airports, roads, and cable cars which provide tourists easy and safe access to various destinations. Social infrastructure includes hotels, convention centers, stadiums, galleries and other necessary facilities. Environmental infrastructure has a natural value, and refers to national parks, mountains, lakes, trekking routes and reserves.

1.2 Statement of the Problem

Tourism Sector in world-wise is severely affected by Covid-19. Only 1st three months of 2020 was open respectively. Out of the total international arrivals 183,130(79.6%) arrived by air and 46,955(20.4%) arrived by road (NTB, 2020) for arrivals. The pandemic, Covid-19 has affected the social, economical, cultural and environmental sectors of tourism.

The outbreak of coronavirus also has developed a fear on travelers. Tourism of Nepal has been facing many crisis and obstacles since its inception. Nepal has been officially open for international tourist since 1951 (MoCTCA, 2014). There have been crises and disasters which have directly affected tourism industry of Nepal in different time period This sector was hard hit by earthquake, trade blockade in the year 2015, now it is COVID-19 pandemic. Lockdown is considered to be an effective measure in slowing the spread of coronavirus around the globe. To further stop the spread of the virus, many countries are currently in some degree of lockdown. Extreme social distancing, hand sanitizing, wearing mask and vaccination are the only intervention available to reduce the spread of this pandemic.

Tourism is related to human movement. As per the decision of shutdown imposed by the government of Nepal which restricted all types of travel and tourism activities to remain closed from Mid-March of 2020. Travel and tourism were two of the first business sectors to be affected by COVID-19. It has brought about a remarkable change in the economy, social, cultural and environmental lifestyle of every Nepalese. Various infrastructures of tourism as Hotel, motel, restaurant, and transport sector activities are mostly postponed due to pandemic.

Moreover, the decision of government about lockdown had not only affected the hotel entrepreneurs but also all the employers engaged in tourism sectors. Many of them were forcefully unemployed where some of them were compelled to remain staff with no salary. So, this study had focused in the analysis about Covid-19 and its influence on people to hotel entrepreneurs of Pokhara, especially during and after the shutdown time period imposed by the government of Nepal from Mid-March 2020.

Eventually, we can say that the statement of problem in the study is related with the following questions:

-) What are the challenges of covid-19 faced by Hotel entrepreneurs?
-) What are the coping strategy of the Hotel entrepreneur to overcome the pandemic crisis on local basis?
-) How are hotel entrepreneurs handling the post pandemic crisis?

1.3 Objectives of the Study

The General Objectives of this study is to analyze resilience of tourism sector during Covid-19 Pandemic. I intend to explore the condition of the Tourism sector of Pokhara, Lakeside area which was the capital of tourism, all over the Nepal analyzing the preliminary impact of COVID19 outbreak as a pandemic affecting traveler's mobility and its impact on tourism sector of Nepal.

Specific objectives:

-) To explore the challenges faced by hotel entrepreneurs during Covid-19 pandemic
-) To find out the strategies of hotel entrepreneurs to cope with those challenges.
-) To review government's policy and support programs for recovering tourism sector.

1.4 Significance of the Study

Nepal was in its climax for planning to celebrate "Visit Nepal 2020", an eminent project which aimed at attracting around 2 million foreign tourists to the economically dependent naturally blessed country who believes in "Atithi dewobhwa" which means that guest is the epitome of the God in Nepal. This campaign had immense hope to uplift Nepal's tiny economy with a GDP of just \$30 billion by bagging home a predicted amount of \$2 billion (NTB, 2020).

The “Visit Nepal 2020” campaign was also planned in order to revitalize Nepal’s tourism industry after the massive destruction by earthquakes of 2015. But then suddenly, the pandemic of covid-19 start with a huge effect on human life mobility. Due to sudden lockdown announcement by Government of Nepal most of the strategic plans were halted and many of the stakeholders of those plans have faced various crisis. Not only, through economical crisis but all the stakeholders of hotel industry were compelled to face social, cultural and environmental as well as health related crisis due to pandemic.

Therefore, this study is focused to explore the challenges faced by those stakeholders who have invested all their hopes in hotel industry. Without proper plans and strategies development of tourism is expected to be temporary. So this study will be beneficial to find out those coping strategies of stakeholders as well as the support of Government and other tourism organization towards Hotel entrepreneur.

1.5 Limitations of the Study

This study is an academic research conducted for a partial fulfillment of the degree in MA Sociology. The sample size has its limitation due to fund and time constraints. Similarly, the study is based on the fieldwork of purposively sampled area. The study has also not included every aspects effected by Corona Virus. And to draw finding on the impacts of Covid-19 on respondents and the study area, a good amount of secondary data has been also used from MOHP, PTC, HAN, NTB, NATTA.

The study is based on the challenges and strategies of hotel entrepreneur at lakeside. The study area of my research is Pokhara, Lakeside ward no. 6 and I have only taken the data from tourist standard hotels of lakeside area.

1.6 Organization of the Study

There are all together six chapters. The first introductory chapter deals with the background of the study. The background study of the tourism and hotel industry as well as the emergences of covid-19, statement of the problem, the objectives of this study, significance of the study and limitation of the study are included in the first unit.

The second chapter is about the review of Literature and dividing others sub contents such as Conceptual review, Conceptual framework, Theoretical overview and review of previous study. The third chapter deals with methodology, which was adopted during the fieldwork. It describes about the Rationale of the study, Research Design,

population and Sample, nature and the Source of the data as well as the processing and Analysis of the study.

The fourth chapter elaborates the existing scenario of hotel stakeholders with demographic distribution of respondents, challenges they are facing due to pandemic. Chapter five elaborate their strategies to cope with the challenges of covid-19. The chapter six describes the glimpse of plans and supports from Nepal Government and other governmental organization of tourism sector incoping with current covid-19 crisis. And Lastly, the chapter seven summons the summary, findings and conclusion of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Review

This section focuses on the theoretical review of the COVID-19 outbreak and the global tourism industry. The tourism industry has been identified as of key economic sector that faced more challenges due to the COVID-19. The study argues that the tourism sector plays a prominent role in the economic growth of a country, and further illustrated that the COVID-19 pandemic affected the tourism sector, ultimately leading to risks in the economic growth of a nation.

Nevertheless, the COVID-19 outbreak may cause relatively greater influences than other previous pandemics. As the COVID-19 epidemic spread globally, international tourist arrivals are forecasted to decline in 2020 by up to 30%, with a loss of worldwide tourism revenue of US\$ 450 billion (UNWTO, 2020). This is ten times more than the global financial impact of the SARS epidemic (Shretta, 2020). Thus, it can be concluded that the COVID-19 outbreak is expected to critically impact international tourism compared to the previous pandemics and outbreaks in the world. The tourism industry's decline may severely impact employment and supply chain income. Countries that heavily depend on the tourism sector may experience massive recessions in the labor market and the GDP of the country. The main sub-sectors involved with the tourism sector are health, financial, constructions, trade, air transport, accommodations, food and beverages, transportation, and communication. Thus, all such sub-sectors are negatively influenced by the decline of the tourism sector (UNCTAD, 2020). As per the WTTC (2020), the tourism industry is more likely to recover slower than the other sectors in the economy, as the previous pandemics have taken more than 19 months to recover.

Scholars have identified the impact of various previous epidemics on the economy and the hospitality industry. The earlier studies have determined that such pandemics have relatively less impact than the COVID-19 outbreak in 2020. The notable epidemics and pandemics which influenced the world economy are H1N1 influenza, SARS, HIV AIDS pandemic, Ebola virus, Zika virus, and now, COVID-19. Those pandemics and epidemics create huge economic losses globally. The SARS

epidemic was the most influential disease in the tourism industry, as it affected international air travel for six months (IATA, 2020).

The impact of COVID-19 on economic development is being discussed less by scholars due to the lack of data availability. A considerable amount of studies is available on the negative growth of economies with the COVID-19 outbreak influence (UNCTAD, 2020). Thus, the present literature is much needed to review the corona virus's impact on the tourism industry, as tourism is one of the most significant sectors in both developing and developed economies in the world. The findings may help to overcome economic shocks that occur due to the COVID-19 pandemic.

2.1.1 Functionalism Theory

Functionalism theory is a framework for building theory that sees society as a complex system whose part works together to promote solidarity and stability. Consistent with individual health and effective medical aid are essential for society's ability to function. Sickness decreases our ability to perform our roles in society and too many of us are unhealthy. Society's functioning and stability suffers. "Sick role" is a concept created by Parsons, a term that explains sickness and therefore the rights and obligation of the affected. Parson argued that being sick means the sufferer enters a task of "sanctioned deviance". A sick individual isn't a productive member of society. Parsons sees illness as a sort of deviance that disturbs the affair of the society, the physician-patient relationship is hierarchical. The physician provides information and therefore the patient must follow them. So, functionalism theory has been linked with COVID-19 pandemic. As many are infected by coronavirus disease, numerous economical and social institutions remain closed as people can't participate in their work properly. Therefore, affairs also disrupted society, losing its stability and solidarity.

2.1.1.1 Sick Role Theory

"Sick role" theory as described by sociologist Talcott Parson in 1951 in his book "The Social System" is a way of explaining the particular rights and obligation of those who are ill. Talcott Parson, the sociologist formulated "sick role mechanism" of how a patient and a doctor should ideally interrelate. Within this mechanism, ill people and doctors had to abide by several "right" and "obligation" attached to their respective roles. As per right, the sick person is temporarily exempted from performing 'normal' roles. And the sick person should not be blamed for their illness. While on the

obligation side, the sick person should try to get well and co-operate with the advice of doctor to get better.

Forty years after Parson's death, the sick role model is still relevant in describing the current pandemic crisis of Covid-19. Globally, when the covid-19 pandemic has been reported as per the World health organization (WHO), the main weapon for prevention against the pandemic have been social distancing and enhancing hand hygiene.

Relating to Parson's model these "right" and "obligation" include to maintain hygiene practices as (proper hand wash, sneezing, avoid touching eye, nose and mouth with unwashed hand, and where relevant isolation, quarantine and physical distancing). These protocols launched by government under the guidance of WHO will potentially enables those infected to heal and those not yet infected to not contact virus, so that they can get back to fulfill their normal social roles. The sick role right and obligation have been widely shared since the outbreak of pandemic, yet authorities keep on reminding that individuals should abide by them.

Additionally, those experiencing covid-19 signs, such as difficulty breathing, cough and anosmia should seek for technical help and co-operate with the advice of doctor to get better. With each individual abiding by that we will be performing our specific role to ensure our social and health system function smoothly. The sociology of health offers analyses of contemporary public health policy, lifestyle, consumption, risk and health. The influence of sociological factor on disease is that it provides us with further insight to humanity's core issue and obstacles.

Here, with the linkage of "sick role" theory, we can represent the role of patience and doctors as hotel entrepreneurs and Nepal government along with other tourism organization respectively. As covid-19 has decreased the ability of hotel entrepreneurs to perform in this crisis, the society's function and stability has suffered and created a "sanctioned deviance". As per the rights of the sick person which is represented by the hotel entrepreneurs are very much sick and they have right to be not blamed for the sickness and temporarily exempt from performing normal social roles in the country. And they should be taken care by the (doctors) Nepal government and others tourism organization until they can resume their normal social life.

On the side of obligation, hotel entrepreneurs are expected to see being sick as undesirable and try their best to get well soon as quickly as possible not being too dependent only on government and other organization to uplift their downfall. And

they should seek technically competent helps and co-operate with the advice following protocols created by government.

Parson also argued that a sick person does not want to remain sick for a long term and intend to come back on normal condition so the hotel entrepreneurs are now intended to be back to their normal business which can be linked with strategies followed by hotel entrepreneurs to overcome the crisis. Entrepreneurs have provided various package of adventurous holiday to attract domestic tourist and tried as possible as they can to extend the holidays for tourist stay. They have also provided the discounts to their clients which have upgraded to 25 per cent which is among the highest discount rate. They have considered that the future of the tourism sectors is to build trust between tourists and all other stakeholders and started preparation for welcoming tourists announcing that they have recover from sickness and have followed all the protocols of government to be healthy and safe.

2.2 Review of Previous Studies

Ritchie and Jiang (2019), in their article, noted that most previous studies had not disclosed the nature of the crisis. They argued that understanding the nature of crises and disasters can help identify management strategies. The repercussions and challenges faced by hotels as well as the strategies deployed are presented. The study also explores the crisis management during the response and recovery stage. It also focused the effectiveness of those strategies through the lens of complexity theory. This study concludes with theoretical contributions and implications for hotels during the crisis.

Kumar deu et.al (2020) in their journal provides a brief background of the COVID-19 outbreak and examines the impact of this pandemic in the Bangladesh tourism industry. It tries to make clear about COVID-19 adversely impact on the travel and tourism industry. When both domestic and international tourists cancelled their bookings due to the pandemic, travel restriction in different countries has led to the cancellation of all air travels. When businesses are losing their revenue and employees are losing their jobs. To handle this situation, the researcher emphasizes that special stimulus package from the government is necessary for the travel and tourism industry to survive the current situation and revive after the pandemic. They focused their study on the relief package that government should provide to the stakeholders to cope with this pandemic.

Kaushalet.al(2021) on their articles addresses two important concerns, first, pertains to the major challenges that hospitality and tourism industry faces in current conditions and second relates to the vital learning for the industry. They have also focused on need of multiskilling and professional development of the employees, increased sense of hygiene, sanitation and optimizing towards media roles, and need of better crisis preparedness. In this articles, “Human Resource Management”, “Health and Hygiene”, “Continuity” and “Concerns” are presented as the coping strategies of hotel stakeholders during the pandemic crisis.

Rahma et.al (2020)on their articles they aims to determine the impacts of Covid-19 for Indonesian and Chinese tourism aspects in the hotel industry and analyze the efforts to overcome it. The Covid-19 pandemic incident was a non-natural disaster that was one of the factors in the external environment, resulting in a decrease in tourism activities in Indonesia and China. As a result, hundreds of hotels in Indonesia and China were forced to close their hotels without operating for an undetermined time which was the effort made to break the chain of this deadly virus spread.

Sharma Gagan Deeet.al(2021),have focus their journal on Future research agenda of COVID-19, which has triggered unprecedented casualties for mankind in life-changing circumstances as pre-COVID-19 and post-COVID-19. As per this article, the post-COVID-19 research is bound to be characterized by economic, environmental, and social setbacks, and the policy suggestions to counter. They emphasize that with the help of the resilient approach from governments, market players, technology innovators, and the workforce employed in the hotel industry, the hotel sector may end up evolving in a much more sustainable way post-pandemic. When the involvement of local communities is going to be critical as the restrictions on international travel may stay longer and such developments would widen not only the base of the tourism industry but also present opportunities for less-developed tourism spots to grow further. Large-scale tourism players would need a reboot to survive in post-pandemic times while small-scale players certainly can emerge victorious and ensure the well-being of the society at large also facilitating sustainable tourism.

Ahmad Al-Fadly (2020), have focus his articles on how COVID-19 caused immense failures to society, particularly Small-Medium Enterprises (SMEs) in the hospitality

and tourism sectors which provide employment to many people. This research addressed the gap in understanding what and how business was affected as seen by business owners using phenomenology to study businesses crippled by the pandemic. Importantly, the study revealed several government actions are needed to support surviving businesses and revive lost businesses, specifically, in the form of stimulus funds, prohibition, extended loans and interest. This phenomenological study exposed three themes of the COVID-19 pandemic on the collapse of SMEs and failing employment. The first theme revealed the plight of SME business owners and the hardships faced due to the pandemic. The second theme uncovered difficulties of the businesses. The third and most important theme revealed quite clearly, what SME business owners expect of government and financial bodies to support surviving businesses and revive failed businesses.

Yang & Han (2021), in this article, they aim to conduct a “real-time” investigation with user-generated content on Twitter to reveal industry challenges and business responses to the coronavirus (Covid-19) pandemic. Specifically, using the hospitality industry as their main focus example. They analyze how Covid-19 has impacted the industry, what are the challenges and how the industry has responded. In particular, the information and discussions about topics such as New hotel opening, Event hosting and Event planning have dramatically reduced on Twitter since the Covid-19 outbreak.

Ranasinghe, Rauwan et.al (2020), this article explores the Tourism after corona and impact of covid -19 on Tourism, Hotel and MICE Industry in Sri Lanka. The article focuses on the unprecedented public health crisis which has become an economic crisis to the entire globe and consequently the tourism hotel and event sector. They also emphasize that recovery has to be gradual parallel to the recovery of other sectors, fighting the outbreak and regaining economic performances. Ensuring the safety of the guests and the staff has become a top concern of the hospitality industry stakeholders. At the same time, to recover business losses and to rebuild the positive image in the mind-set of the guests it is essential to initiate strong marketing and promotional campaigns both locally and internationally. The article is also one of the first to feel its impact of the hardest hit on MICE industry of Sri Lanka.

Rai (2020), this research brings attention to those low-level employees working in the tourism sector and their family's survival. The research tried to explore the experiences of low-level employees of the tourism sector in their life, livelihood,

occupation and their respond to the disastrous COVID-19 in terms of their occupation. This paper tries to explore the employees experience during this time of crisis.

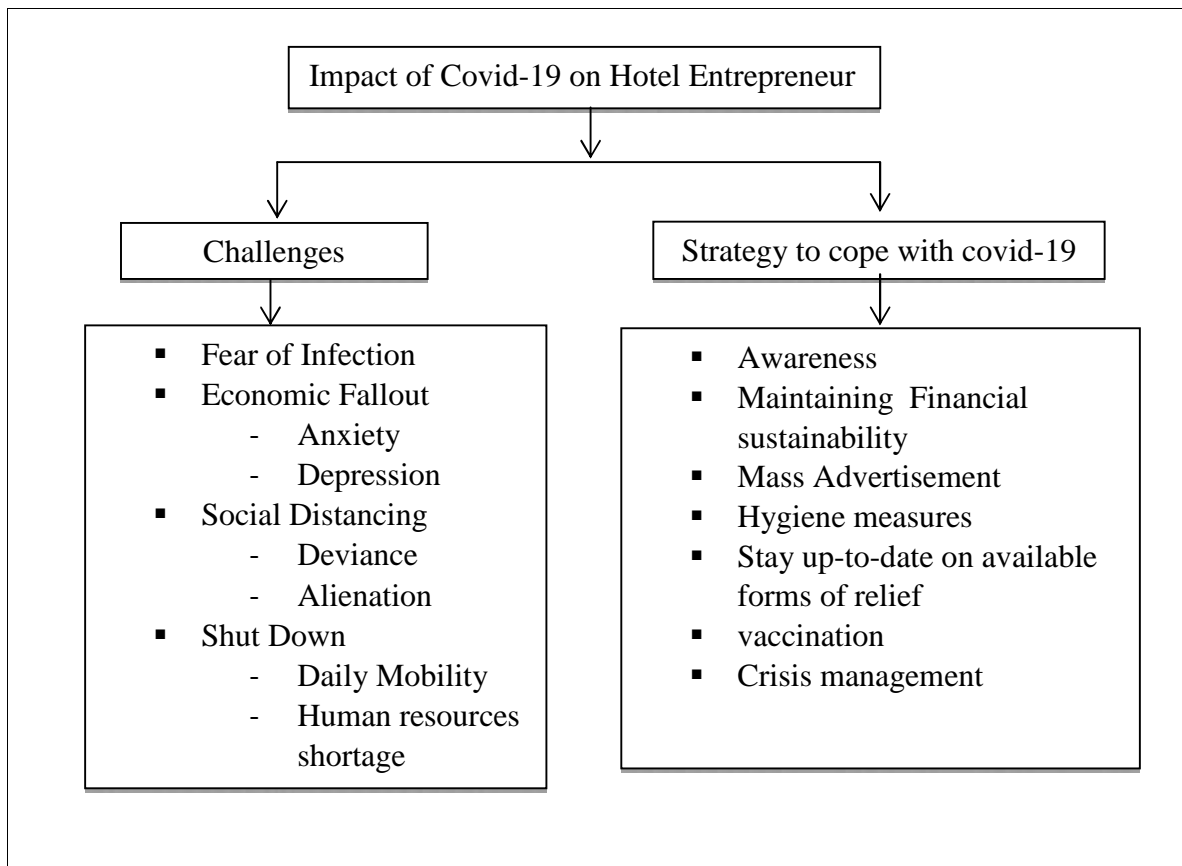
Many researchers has stated the problem and challenges faced by the people engaged in tourism sector during the pandemic and had make aware of post pandemic, but they were shortly unable to state the further strategies and capacities that should be taken on the points to cope with those challenges and overcome this problem faced due to pandemic. They are also not completely focused on Hotel stakeholder rather other tourism sectors employee and have not mentioned the supports of Government. Hence, in this research study, I have triedto erase the research gap and describe the strategies that are adopted or should be adopted to overcome the problems of pandemic with the available forms of relief package from the government and other tourism organization.

2.3 Conceptual Framework

Tourism and Hotel industry are understood as the complex and multidisciplinary nature, so efforts are required to identify the business market environment. According to Rocca (2015), tourism is a social, cultural and economic phenomenon, which represents the set of movements generated by the search for places and activities that are different from usual and have no economic motivation which underlines the “mobility” as essential to tourism. Tourism is traditionally associated with leisure and vacation, where tourists look for rejuvenation and relaxationinaholiday,however,crisisaffectsthetourismmobility.

The pause of tourism activities and halt of traveler’s mobility due to outbreak of COVID-19hasinvitedcrisisintheindustry.Tourismcrisisisnotanewphenomenon, there have been crises in history, such as war and terrorism, natural disasters, political disruption which interrupted the growth of tourism, but the study of crisis management in tourism began recently (Tse, 2006,)

Figure 2.1: Conceptual Framework



2.3.1 Challenges of Covid-19

The ongoing situation, travel restrictions, boarder closures, event cancellation, quarantine requirement and fear of spread have placed extreme challenges on tourism and hospitality sectors. Hotel entrepreneurs face crucial task of reviving and sustaining enterprises and industry at large. Fear of infection has become a concern in the context of Covid-19 pandemic because it has worsen emotion, cognition and behavioral responses. Similarly, Due to self-isolation and social distancing with the neighbor and relative many people became the patients of Anxiety and Depression as there was no work, no business and no economic gain. Everyone economical condition was on downfall and the scarcity of basic necessities also create more depression to every individual.

After the long term lockdown, reoperation of hotel business was very difficult task as their best and qualified manpower were all reduced and many of them even left job for other opportunities. Likewise the crisis management strategy for recovery is concerned with the restoration and reoperation of industry. Hence, the stakeholders of hotel industry should focus on effective tourism planning, networking with

international

intermediaries,

Assuringthesafetyandsecurityatthedestination,propermediamanagementandso on.

2.3.2 Strategies to Cope Challenges

As for the coping strategies hotel entrepreneurs should try maintaining financial sustainability is the most important task for hotels to survive the pandemic. The health and safety of customers and employees should be the priority of hotels. Some examples that should be applied in hotels include technology-enabled and Disinfecting rooms and air-conditioning units with medical-grade disinfectant etc.

It is important that hotels develop strong operational protocols as well as strategically plans to survive extreme crises like the COVID-19 outbreak. It is important for hotels to analyze the strengths and weakness of each market segment and have a healthy mix of market segments, so that if one or two segments under-perform, hotels can still rely on others. They should be aware of government assistance and financial support during coronavirus in your area. grant funds, make low-interest working capital loans available to businesses, etc.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

Research Design means an overall framework or plan for the collection and analysis of data. Research design is a plan, structure and strategy of investigation conceived so as to obtain answer to research questions and control variances.

This research is basically designed to investigate the challenges faced by Hotel Entrepreneur of lakeside area due to Covid-19. The overall research design of this study consists of a combination of observation, field work, and case study data collection by interview schedule and secondary data sources. The research design is descriptive and analytical in nature particularly based on qualitative and quantitative information although qualitative data was used to support to research findings.

3.2 Rationale of the Study Area

Pokhara is known as the tourism capital in Nepal because of its natural beauty and culture. It is regarded as a tourism hub in Nepal. Every year the majority of tourists travel Pokhara in order to experience the ultimate adventure especially in mountain trekking. Besides trekking, there are many reasons which made Pokhara a must-visit destination for all in South Asia.

Lakeside has been the heart of tourism not only for Pokhara but also for the whole Nepal itself. Pokhara is a metropolitan city in Nepal, which serves as the capital of Gandaki Province. It is the country's largest metropolitan city in terms of area and second-largest in terms of population. Our study is mainly oriented on lakeside-6, Pokhara, where there is a good flourish of tourism industry since long time. Lakeside is famous for tourism and there are more than 300 hotels around this area with availability of various international base service.

According to the International Finance Corporation study report, Pokhara was a favorite destination for western hippies during the 60's and 70's who were adventure seekers, explorers and they were the first explorers to visit Annapurna range. Their contribution is still remembered in the sense that they popularized those places through photography.

3.3 Nature and Source of Data

The study is descriptive in nature that follows qualitative and quantitative method of analysis. The study had been carried out until Dec. 2021. The study is based on primary as well as secondary data through desk research and field survey.

3.3.1 Primary Data

The primary data had been included for a large amount of assorted information's are collected from the study area. The source of primary data are hotel entrepreneurs and staffs. The primary data are collected by using following methods:

-) Interview Schedule
-) Case study

➤ Interview Schedule

To collect information and experience of the Hotel Entrepreneurs and people engaged in hospitality tourism sectors, a set of semi-structured interview schedule had been used. It was used to obtain quantitative data from respondents. Furthermore, the challenges and the coping strategy in that pandemic period also had been asked by interview schedule. Similarly, the respondents were also asked about the supportive plan and policies from various organizations. In addition, cross questions were asked in order to obtain more accurate and fact information from the respondents.

➤ Case Study

Case study method is probably one of the most efficient techniques of data collection in all social science research. Applying this method, I had expected more in-depth appreciation of the issue, which is not possible with the structure interview so more in-depth perceptions of the respondents have been unveiled through the case study method.

3.3.2 Secondary Data

This study accomplished the analysis by reviewing different records and reports, articles, newspaper, Nepal Tourism Board (NTB), Nepal Tourism Board Pokhara, Pokhara Tourism Council (PTC), Hotel Association Nepal (HAN) ,Paschimanchal Hotel Association (HAN Pokhara), Ministry of Health and population (MOHP), World Tourism Organization (WTO) data, World Health Organization (WHO) data etc.

3.4 Universe and Sampling

The samples data were collected from the hotel entrepreneurs of Lakeside, Pokhara. The universe sampling for my study were Tourist Standard Hotel's Entrepreneurs as classified by Hotel Association Nepal (HAN) and Paschimanchal Hotel Association (HAN Pokhara). There are altogether sixty-five (65) Tourist Standard Hotels at lakeside-6, Pokhara. So, the total no of sample for my study will be 65 Hotels stakeholders. For the data collection, census method had been used.

3.5 Reliability and Validity of Data

For the reliability of data, based on the reviewing of literature, the variables were identified and a questionnaire was design. After all, the general data had been checked for their authenticity. Whether they were reliable or valid had been checked. The primary data has been checked by putting the cross-question and rearranging them.

Similarly the published data has also been checked by re-studying the publication. The question had been changed if the sound data won't be drawn. With the collection of primary data the information is expected to be more reliable and valid than any existing secondary data. I had used the following tools to measure the validity and reliability.

-) Editing
-) Coding
-) Tabulation of the data

3.6 Analysis and Presentation of the Results

After collecting data in the field, it has been categorized and analyzed on the basis of the information obtained. After general editing, data processing involved the major steps as coding, data entry and verification, computer data editing, processing and tabulation.

Qualitative as well as quantitative methods of data analysis has been made. The survey has been conducted at Lakeside-6 Pokhara. Descriptive methods of data analysis has been used in the data. Information has been presented on tables with three case study for in-depth study within a box. Depending on the frequency of the information, conclusion has been made. Conclusion had included the challenges of Covid-19, strategies of hotel entrepreneurs and supports of government on social, economic and cultural themes of tourism sectors.

CHAPTER FOUR

CHALLENGES OF COVID-19 FOR HOTEL ENTREPRENEUR

4.1 Demographic Distribution of Respondents

Demography is the study of characteristics of populations. It provides a broad description of how those characteristics change over time. Demographic can include statistical factors that influence population growth or decline with several parameters as Age, Race, ethnicity, Gender, Level of Education, Income, Employment status etc.

4.1.1 Distribution of Respondents by Gender

Gender refers to the socially constructed characteristics of men and women, such as norms, roles, behaviors. It varies from society to society and change over a time. Gender is based on hierarchical and produces inequalities that intersect with social and economic inequalities. Gender interacts with but is different from sex, which refers to the different biological and physiological characteristics of females, males and intersex persons.

Table 4.1: Gender of Respondents

Gender	Frequency	Percent
Male	57	87.7
Female	8	12.3
Others	0	0
Total	65	100

Source : Field Survey, 2021

The table 4.1 represents the gender of the respondents. There was majority of male respondents engaged in Hotel industry is 57 out of 65 respondent, (87.7%) which is more than half of the total respondent whereonly 8 respondents which is (12.3%) out of total were female. It also reveals that the male are more dominant in leadership position also in the hotel industry. As per the data collected on the gender of respondent it is also clearly evaluated that all the higher position in

hospitality industry are occupied by male respondent whereas female are only provide with lower to middle level of position in hotels of lakeside area.

4.1.2 Literacy level of Respondents

Education is one of the important factors for each and every human beings in the world. And the role of education depends on the status of people in their society. It plays an important role in shaping our life and career providing constructive and positive vibes. The literacy level of the respondents can impart the level of employee and their role in the hotel service. The table shows the literacy level of the respondent engaged in hotel sectors.

Table 4.2 : Education Status of the Respondents

Educational level	Frequency	Percent
Secondary	-	-
Higher Secondary	10	15.4
Bachelor	48	73.8
Master	7	10.8
Total	65	100

Source: Field Survey, 2020

The table 4.2 depicts that, out of 65 respondent, the literacy level appears high on bachelor degree with 48 person (73.8%) in the total share, followed by 10 respondent with higher secondary level education which is 15.4% of the total share. Only 7 out of 65 have qualifies themselves on Master Degree which 10.8% of the total share. Among 65 of the respondents no one is with secondary level education so, we can obviously opine that all the respondents engaged in hospitality industry are well-educated or the overall table shows that the highest literacy level of the respondents in this sector.

4.2 Health Precaution Measures of Covid-19

Health is a state of complete physical, mental and social well-being. A health of one is predicted to be the wealth of self. It is believed that a healthy body can only provide the intellectual manpower to an organization. Healthy work environment can lead to higher employee job satisfaction and reduce employees intention to leave an organization. So, everyone should be aware of unhealthy environment. Covid-19 is

one of the very fast communicable diseases found recently all over the world. So, it is very essential to each person to know about its prevention and cure.

Table 4.3: Universal Precaution Measures for Safety of Guest

Knowledge about precaution measure	Frequency	Percent
Yes	65	100
No	0	0
Total	65	100

Source: Field Survey, 2020

According to the table, 100 % of the respondent which is 65 in total were aware about the precaution measures for safety of the guest. None of the respondents were unaware about the universal precaution measure that should be followed to avoid the infection of Covid-19. From this analysis, it can be said that hotel industry is putting much effort to raise awareness for safety of guest. This will aid in promoting hotel and tourism industry.

4.2.1 Measure Precaution adopted for the Safety of Guests

All hotel staff were informed with health instructions for avoiding infection in accordance with health authority recommendations. In this respect, hotels install new hygiene equipment including special air filters, chemical sterilizers, masks, and gloves. Effective communication between public health authorities and the tourism industry are essential in order to prevent the virus transmission. As per the guidance of WHO everyone should follow the precaution measure as Hand sanitizing, social distancing, wearing mask while in the crowd and frequently hand wash with soap etc.

Table 4.4: Precaution Measures Adopted by the Respondent

Precaution Measure	Frequency	Percent
Hand Sanitizing	-	-
Mask compulsory	-	-
Social Distancing	-	-
All of the above	65	100
Total	65	100

Source: Field Survey, 2021

The table 4.2.2 depicts that, all the respondents (100%) responded that they practiced all the precaution measures as per the guidance of WHO as hand sanitizing, mask compulsory and social distancing as a control measure for operation during Covid-19 situations. It can be noted from the table that all the respondents have practiced good safety precaution while serving the guest. This indicates that the successful adaptation of safety measures for controlling Covid-19 by hotel management in tourism.

4.3 Challenges of Covid-19

Challenges are also the sources of opportunities. Covid-19 has exacerbated many existing challenges among all Nepalese people. Leadership qualities comes into play while dealing the crisis: building strong motivation and networks. Leaders should have the ability to take proactive actions, risk-taking attitudes and innovativeness.

The challenge for tourism entrepreneurs is to stop that downturn of tourism in the Lakeside area. The very first challenge of hotel industry is there are no tourist around. “The pandemic has made Pokhara even more cheaper as all hotels and resorts have cut their tariffs heavily as their survival strategy.”As per respondents the discount offers will stay until the situation becomes normal because they have to at least survive this period until the boarders for tourist will completely open and there will be no more fear of Covid-19 around the world.

They also indicate that it will take at least two years for tourism demand to return to 2019 levels. This prolonged period of low demand means we have to survive on domestic tourists,” said Dhananjay Regmi, chief executive officer of the Nepal Tourism Board. “The battle against Covid-19 is not over yet. But we cannot remain indoors all the time. We have to travel.” (Cited: The Kathmandu Post, 2020)

4.3.1 Impact of Pandemic on Tourist visit: Before and after Comparison

According to the Ministry of Tourism, Gandaki Province, Pokhara and the surrounding districts attracted 400,000 international and 600,000 domestic tourists in 2018, generating Rs30 billion—or 10 percent of the provincial GDP. Tourist numbers peak in spring and autumn, but the first wave of covid-19 wiped out both seasons. This year, as Nepal was gearing up for the spring peak, the second Covid-19 wave struck. Now, as autumn approaches, the industry faces a fourth season without visitors. The number of tourist visits per day has been displayed in the following table:

Table 4.5: Proportion of Tourist Visit before and After Pandemic

Tourist visit per day	Frequency		Percent	
	Before	After	Before	After
0-5 per day	-	28	-	58.5
5-10 per day	3	25	4.6	38.5
10-15 per day	13	2	20.0	3.1
More than 15 per day	49	-	75.4	-
Total	65	65	100	100

Source: Field Survey, 2021

According to the above table, we can clearly analyze that, before pandemic the highest number of tourist staying in hotel used to be more than 15 persons per day, which was the answer of 49 respondents out of 65 which is 75.4% of the total respondents which is the majority respond. Similarly, 20% of respondent used to have 10-15 persons per day staying at their hotel. While rest 4.6% had responded to the option of 5-10 persons per day as number of guest staying at the hotel.

Whereas, after the pandemic, 58.5% of the total respondent answered that there are only 0-5 person per day staying at the hotel after the pandemic. Likewise, 38.5% out of the total had chosen the option of 5-10 persons per day as their answer. While rest of the 3.1% respondents had responded the option 10-15 persons per day as the number of guest visiting their hotel.

From the above table, it can be concluded how badly Covid-19 has hit tourism and hotel industries. The mobility of people after the pandemic has severally decreased in this sector after covid-19 crisis. The main reason is the fear of infection found in every visitors either within domestic or International .

4.3.2 Challenges in Business

The challenges in this sector varies on the basis of different factors which are directly related with their profession. The effect of Covid-19 in hospitality industry has a large and overwhelmingly negative and effects according to phase they are. Different challenges are faced by every respondent but it varies as per the hotels. Some of the respondent told that they faced challenges only during the lockdown periods whereas

many of the hotels with new entrepreneurship told about the challenges during the lockdown, after the lockdown and till the date.

Table 4.6: Views of Respondents towards Challenge of Business

Response towards challenges	Frequency	Percent
Yes	65	100.0
No	-	-
Total	65	100.0

Source: Field Survey, 2021

The above given table 4.6 reveals that the whole respondents which embrace the total of 65 (100%) have been suffering from the pandemic towards the business challenges. All of them were tackling themselves through various challenges created by covid-19 pandemic and lockdowns. The pause of tourism activities and halt of traveler's mobility due to outbreak of COVID-19 has invited crisis in the hospitality industry around lakeside area. This indicates that the hotel's crisis management should come out with an effective plan to overcome the challenges that arise due to Covid-19. It solely depends on the hotel's crisis management strategy to sustain the business through this Covid-19 situation.

4.3.3 Nature of Challenges

Hospitability is about serving the guest to provide them with good effect. The guest is treated with utmost warmth and respect and is provided the best services. Hospitability is all about offering the warmth to someone who looks for help at a strange or unfriendly place. The Hotel industry is one of the fast growing industries worldwide. At the same time today's hostel industry is globally dealing with vast set of major challenges like economic fluctuation, skilled employee shortage, rising technology demand, finding new customers, funds to grow business, self-doubt and fear, laws, policies and regulations, social supports, informative and guidance etc.

In my research, the following challenges have been mentioned by the respondents which are listed below.

Table 4.7: Types of Challenges

Types of Challenges	Frequency	Percent
Economical related	29	44.6
Health Related	-	-
Social/cultural related	-	-
All of above	36	55.4
Total	65	100.0

Source: Field Survey, 2021

The table 4.7, displays the main challenges of hotel entrepreneur after the pandemic. The majority of 55.4% respondents, which is more than half of the total respondent had noted that they are facing all the economic related, health related and social/cultural related challenges. While rest 44.6 % (i.e. 29 out of 65) respondents have marked economic related challenges as major challenges they are facing due to pandemic. So, we can analyze that economic related problems are not the challenges faced by hospitality industry or hotel around lakeside area but other health related problems like many of them were infected by covid-19 and they even faced social and cultural challenges during pandemic.

4.3.4 Financial Status of Respondents

When the business of respondent suddenly goes down many of them are on measureable loss and on debt trying to manage more loan to survive until the situation turn good, whereas some of them have invested their remaining profit amount other business for their economical survival at the current period.

Table 4.8: Current financial condition of Respondent

Financial status	Frequency	Percent
No change	-	-
Normally change	10	15.4
Measurable profit	-	-
Measureable loss	55	84.6
Total	65	100

Source : Field Survey, 2021

The above table's data represents the prevailing changes in the current financial condition due to pandemic. It presents only 84.6 % which is equal to 55 out of 65 respondents have suffered through measurable loss due to pandemic while rest of 10 respondents which is 15.4% business among 65 total surveyed respondents has been through normal financial changes after the pandemic. The data depicts that none of the respondents had chosen the another option (measurable profit and no change) during the pandemic crisis. The data is pointing out the fact that pandemic has led to measurable financial losses to business that have challenged to sustainability of the tourism and hotel business.

4.3.5 Satisfaction of Respondents towards Profession

In General, hospitality profession is associated with risk, uncertainty higher levels of autonomy and responsibilities. At the very moment satisfaction of respondents towards their profession is very low. They are not satisfied with the current conditions of their profession. Many of them have high level of stress because of financial imbalance and impossibilities of hiring skillful employee. They have also stress about the high possibilities of transmitting virus due to interaction with tourist and their daily mobility.

Table 4.9: Respondent's view Regarding Satisfaction

Respondent's view	Frequency	Percent
Yes	11	16.9
No	54	83.1
Total	65	100.0

Source: Field Survey, 2021

The above table clearly shows that, out of total 65 respondents, 54 respondents (83.1%) were found to be completely unsatisfied with their business after the pandemic scenario. Whereas 11 respondents which is only 16.9% were found to be somehow satisfied with the current changes on their business. It is obvious from the data that present condition created due to pandemic is unsatisfactory to majority of the hotel business and decisive steps and decision should be taken to flourish and upgrade the business status of current to the next level or to the satisfactory level of tourism.

Case Study 1

Mr. Rajesh Phuyal, Entrepreneur of Hotel Queens park, lakeside is a Master Degree Graduate from Hospitality Management from Kathmandu. Being a General Manager of this Hotel, he is much happiest hotelier ever. He has also been working as Motivator and engaged on various social welfare programmes since the start of his career.

He has been working in this sector since 18 years. And with 18 years of experience with International chain and many local brands in between of hospitality journey he feels satisfied and proud to be a part of Hospitality industry of Nepal. In between of 18 years of his journey many problems and challenges were there in his life. But he had faced them easily and successfully till now. He was one of the seriously infected patients of Covid-19 virus and almost was very end of his life. He feels very scary to remember those days as a Covid-19 infected patient. But with grace of God and prayers of his relatives he is back to a new life and again working back in hospitality industry till the date.

Due to good reputation of his hotel, he didn't face any challenges after the end of lockdowns. Only Lockdown and curfew period of pandemic crisis were very challenging for him and his hotel. Somewhere he feels sorry that they have to reduce 25 % of their working staff. He had a good business before the pandemic, so he was able to pay all the payment of the working staff till the date he cut off the staff. For tourism here at Pokhara, he doesn't see any tourism issues or problems and this crisis may not affect much if any more lockdowns are implemented by government..

As his main strategies these days are focusing on social media promotion and as always they have been serving best and quality service with safe and hygienic environment to their guests cooperating with HAN and Nepal government safety guideline. Being a Covid-19 infected patient himself, he had learned to be sure of the safety and proper hygiene. Due to the flow of domestic tourists he doesn't have any issues or challenges to run his business. He has been focusing on domestic tourists at the very moment not very focusing on international tourists which has very low hopes of arrival at current crisis. For sustainable business in hospitality industry they are also offering discounts to the group package. Pandemic makes us realize that we are not fully dependent on international tourists, 80% of our clients were all domestic whereas only 20 % clients occupy the international platform.

As for the policies of Nepal government, HAN and other associations, he is not

depending because he feel that all the support package are focused only on paper work policies not for the favor or with the intention. He feels very sorry to share this with me for not getting any support from neither Nepal Government nor HAN. Hotel or tourism sector was last to operate their business due to negligence of Nepal government. HAN was also passive due to government policies or and cannot speak in favor of Hoteliers to Nepal Government. Vaccine programme was implemented only when HAN was forced to appeal to Nepal Government.

In this case study, we can see that the hotel entrepreneur is satisfied with his business through domestic tourist. We can conclude that tourism in Pokhara is not only dependent on international tourist. More than 80% tourist visiting Pokhara are domestic tourist which can be analyze through the time period of Covid-19 where boarders of Nepal was close for more than two years.

4.3.6 Comparison of Tourists before and After Covid-19

According to the Nepal tourism statistics, 2020, Nepal hosted 230,085 tourists in 2020, a drop of more than 80 percent compared to 1,197,191 in 2019. Among many sectors that were terribly affected, the tourism and hospitality sectors were the sectors that had been hit the hardest.

Pokhara has always been the first choice of every tourists either domestics or international tourists. A flow of domestic tourists amid in pandemic is quite satisfactory after the second wave of pandemic ends. There are definitely more people around the street of Pokhara compare to other tourist place. Covid-19 pandemic had restricted every citizen to stay at their places instead of migrating to different places which has one of the effective methods to break down the chain of transmission.

Table 4.10: Types of Tourist visit After Pandemic

Types of Tourist	Frequency	Percent
Domestic	53	81.5
International	-	-
Both	4	6.2
None of above	8	12.3
Total	65	100

Source: Field Survey, 2021

According to the above table 4.3.6, the data depicts that the majority of respondents 53 out of 65 which is 81.5% responded that after Covid-19 pandemic only domestic tourists are visiting their hotels. While 8 hotels 12.3% have responded that neither domestic nor international tourists have a booking or visit their hotels during the pandemic. Rest of 4 respondents which is 6.2% out of total, answered that both domestic and international tourists still visit their hotels. We can evaluate that the Nepal government should take strong plans and actions to attract more international tourists in Nepal that can boost up for overall business in tourism.

4.3.7 Economic Impact of Pandemic

An economic impact is the effect of an event on the economy in a specific area, ranging from a single neighborhood to the entire globe. An economic impact analysis typically measures the change in economic activity. This is the impact directly seen on every sector due to various crises or pandemics. The economic crisis or impact created by the Covid-19 pandemic is huge in measure. It has created people to fall into debt, suffer from hunger with various mental problems such as anxiety, depression, fear of infection, etc.

Table 4.11: Business Turnover after Pandemic

Business turnover	Frequency	Percent
Yes, it was within normal range	14	21.5
No, it was outside the normal range	51	78.5
Total	65	100

Source: Field Survey, 2021

The table apparently depicts that 78.5% of respondents, which is 51 out of 65, answered that their business was outside the normal ranges, whereas the rest of only 21.5% respondents, 14 out of 65, supported the answer that their business turnover is within the normal range. The number of tourists visiting Nepal has decreased drastically, which creates more stress in business as well as in personal life. This scenario of the tourism sector shows the necessities of a strong plan by the government to sustain the business.

Case Study 2

Mr. Pratik Pahari, Entrepreneur of Swiss international Hotel Sarowarand is a MBA graduate. Hospitality industry is not a new field for him and since he was a management student he joined Swiss International to provide its management in a modern and systematically. Its not been that long since Swiss international hotel sarwaor and he engaged in the field of Hospitality as a new project. Swiss was launched with the brand name Swiss International since 2018 and with property in town designed and developed with eco-friendly and sustainable practice. Since the establishment of Swiss it was popular and proactive among leisure and business tourist either they were domestic or international.

The hotel was on its starting phase and business was running more than expected until the Covid-19 pandemic started to show its effects on human beings all over the world. And as it show its impact all over the world, he also started to face challenges to run business as soon as the government announced the lockdown all over the country. They were compelled to shutdowns business which directly effects their economic status. Hotel lose its skillful employee since the lock down and shut of tourism sectors remain for more than a year. Directly, he didn't cut off or reduce his employee since he was sure that it will get better but it didn't and was also unable to pay them during the lockdown period.

He was also infected by the Covid-19 on the second wave and some of his employee too. The time period of shutdown of tourism sector was very challenging for him. After the reopen of tourism all over the country, there were still fear, lack of information and guidance by the Government. The new laws, policies and regulation were also the challenges for him. He even faced challenged to gather back his skilled manpower team to run after more than one year. Not only economical challenges but also social, health focused and manpower challenges were there for him.

But luckily through reputation, powerful global distribution and revenue management system through SWISS-REZ, the hotel was all supported to re-established business again. Now thefirst and foremost strategies are to housekeeping and hygiene, where hospital-grade cleaning products and upgraded protocols are currently in use. The hotel provide various discount package and offer to business tourist in groups as well as discount on booking with promocode. This hotel has become one of the best hotels with various facilities in the town. He is now focused on domestic tourist and Asian tourist since the boarders are fully opened till the date and trying to provide quality

service with adventurous package on reasonable price with hygienic room and environment.

Nepal Government's policy was late for tourism sector where as vaccination programme was not implemented as soon as possible. HAN provide motivational and play informative role very slowly. But with the help of HAN and other association's voice all the hotel staff were able to be vaccinated which somehow reduced their fear of covid-19 infection and its hard effects even it was late. He thanks to them for these activities. But on behalf of other policies Nepal Government and tourism association's policies implementation was weak and remain only on the paper work.

Through this case study, we can conclude that when covid-19 pandemic compelled all the hotel industry to shut down and there was no support from any organization and Nepal Government in favor of hoteliers, many reputational global distribution supported their globalized hotels to re-established business again after the pandemic through various management system. We can also analyze that many hotels around lakeside area were on their starting phase when the pandemic hit Nepal and were drastically effective by the crisis.

4.3.8 Assumption towards Business Movement

Pokhara hotels have witnessed about 15% of occupancy during the New year eve 2022 celebration after the second wave of pandemic. It shows that somehow domestic tourist had flourished lakeside area during new year. Tourism in Pokhara is returning to normal. But foreign tourists have yet to arrive. Entrepreneurs said that the number of domestic tourists visiting Pokhara has increased substantially after the local administration lifted the restrictions after second lockdown.

Table 4.12 : Expectation About Business Turnover

Expectation about business turnover	Frequency	Percent
Expect it to stay same as it is	11	16.9
Expect it to substantially change	28	43.1
Expect it to decrease a little	18	27.7
Expect it to increase a little	8	12.3
Total	65	100.0

Source: Field Survey, 2021

The above table 4.12 shows the different overviews of business turnover. In the survey, the majority of 28 respondents 43.1% which about half of the total respondents intended to sustainably change their business. Likewise, only 18 respondents 27.7% had expected their business to decreased a little after the pandemic. Similarly, 11 hotels business which is 16.9% of the total reported that they expected the business to stay same as before. While 8 of them 12.3% responded that they expected their business to increase a little beyond the Covid-19 crisis situation so that they can survive the post pandemic on the coming days. From the data above we can evaluate that majority of respondents are having patience through the pandemic and expect to sustainably change as the covid-19 infected cases goes down and there will be easy mobility of travelers to increase their business.

4.3.9 Respondent's View regarding upcoming Business

The upcoming days for Hotel stakeholders are going to be very challenging to operate their business. They should focus on how the obstacles can be managed or avoided altogether. The most common obstacles are lack of capital or funding, retaining an inadequate management team, a faulty infrastructure or business model, and unsuccessful marketing initiatives. So, they should be prepared to those obstacles to turn their business success on future.

Table 4.13 : Response to the Collapse of Tourism Demand

Expectation about business turnover	Frequency	Percent
Staying in business with some adjustment	31	47.7
Re- purposing to other business opportunities	8	12.3
Sharply reducing business size	13	20.0
Scrambling for capital and want to survive.	13	20.0
Total	65	100.0

Source: Field Survey, 2021

Due to Covid-19 disastrous impact, the respondents had different view regarding upcoming planning. From the survey data analysis, it was found that 31 of the respondents (47.4%) which about half of the total respondents still prefer to sustain in their business implementing some adjustment. Whereas 13 respondent (20.0%) of the total choose to reduce the business size while other (20.0%) of them are scrambling for capital and still want to survive in the business. While remaining 8 out of 65 respondents which is 12.3% responded that they have repurposing to other business

opportunity while shutdown period of Hotels was for a long time. It can be noted that the hotel business are struggling to be in their business so it is expected that Nepal government should provide the financial support and bring about effecting program to thrive the tourism industry.

In Chapter four, I have stated the demographic distribution of the respondent along with the challenges faced by the Hotel entrepreneurs during the Covid-19 pandemic. In this chapter, we have included the challenges, health precaution, impact of covid-19 on tourist visit at lake side along with types of tourist visited more and respondents view regarding upcoming business.

In this chapter, we can conclude that out of total 65 respondent 57 are male and 8 of them are female, every respondent have answered that they have followed all the precaution measure of Covid-19. The tourist visiting hotel have severally decreased after the pandemic, entrepreneurs are found to be scrambling for capitaland staying in business with some adjustment. Some of them are re-purposing to other business while some of them are reducing the business size.

CHAPTER FIVE

STRATEGIES TO COPE WITH PANDEMIC

5.1 Strategies to cope with Pandemic Crisis

Strategic Management is nothing but planning for both predicted as well as unpredicted contingencies by formulating and implementing appropriate strategies, they can attain sustainable competitive advantages. It deals with making and implantation decisions about future direction and an organization.

Pokhara Hotelier have provided various package programs to attract domestic tourist and tried as possible as they can to extend the holidays for tourist stay in pokhara. They have also provided the discounts to their clients which have upgraded to 25 per cent which is among the highest discount rate till the date in Pokhara.

The study found that the tourism entrepreneurs have cut off the workers after the COVID-19 pandemic as it pushed them to close their business for a longer period of time followed by two lockdowns in two years for several months. When the Covid-19 pandemic is over, and the tourism sector is recovering, the tourism sector needs to be boosted. It should be considered that the future of the tourism sectors to build trust between tourists and all other stakeholders. The preparation for welcoming tourists should start as soon as possible. This requires loans to the tourism sector, support, and good planning. At that time, the stakeholders could create a wide range of tourism circuits with friendly neighboring countries. Tourists for medical tourism are visiting from all over the world as India is still a famous destination.

Similarly, travel trade entrepreneurs said that the number of domestic tourists visiting Pokhara has increased substantially after the local administration lifted the restrictions on September 17, 2021 two weeks after Nepal lifted the second lockdown. All adventure activities including ultralight, zip flying, bungee jumping, canyoning in Pokhara are now fully open. Bikal Tulachan, president of the Hotel Association of Nepal western chapter, said 80 percent of the hotels in Pokhara are now fully operational. But, these hotels have an occupancy rate of only 10 percent as foreigners have yet to arrive but somehow domestic tourists in Pokhara have increased as soon as the lockdown was lifted "The hotels have started to recall their employees who were sent on forced leave", he said. "We are hopeful that with the rise in the number of domestic and foreign tourists, occupancy will gradually increase". Gopi Bahadur

Bhattarai, chairman of the council, said “Tourism in Pokhara is safe so far as they are adopting strict health safety protocols. People can, without hesitation, visit Pokhara now”. (The Kathmandu Post: Thursday, March 24, 2022). To recover from the COVID-19 crisis, stakeholders need to choose the direction of survival by reducing losses rather than considering the business’s profits.

5.1.1 Strategies under the Pandemic Crisis

In tough periods, staff retention is highly important for organizations to avoid the bad effects of losing employees on quality, productivity, and profitability. Pokhara hoteliers have also provided various package to attract domestic tourist and tried as possible as they can to extend the holidays for tourist stay in pokhara. They have also provided the discounts to their clients which have upgraded to 25 per cent which is among the highest discount rate till the date in Pokhara. The following table has presented the different strategies to cope in the pandemic period.

Table 5.1 : Action to Operate Business under Pandemic Crisis

Operating environment under Pandemic Crisis	Frequency	Percent
Reducing staff	38	58.5
Reducing other cost	16	24.6
Borrowing loans	6	9.2
Utilizing government's supportive measure	5	7.7
Total	65	100.0

Source : Field Survey, 2021

The table exhibits that, the first operating environment in pandemic crisis was created by reducing the working staff as there was large number of staff and low number of tourist staying which create imbalance. So, 38 respondents (58.5%), more than half of the respondents answered that they reduced staff to operate in the environment of crisis. whereas, 16 hotels which is 24.6% of the total respondents adopted the process of reducing other cost of the hotel expenditure rather than reducing staffs. Similarly, 6 respondent 9.2% out of total started operation by borrowing loan to re-establish their business. While the rest of 5 respondents 7.7% answered that they utilized the government supportive measure to operated their business in the environment of pandemic crisis.

5.1.2 Reduction of Staff

The hotels owners have largely cut off the workers. A large number of workers were cut off at hotels of Lakeside area due to certain announcement of lockdown and shut down of tourism sector for a long period of time serially following to two waves of covid-19 which has created unemployment to thousands of people engaged in hotel industry.

Table 5.2: Percentage of Total Staff Reduction

Total percent of staff reduce	Frequency	Percent
10%	9	13.8
25 %	25	38.5
50 %	8	12.3
More than 50 %	23	35.4
Total	65	100.0

Source: Field Survey,2021

In the table, the percentage of total staff reduction to survive the impact of pandemic is presented. Among the total 65 survey conducted, 25 respondents which is 38.5% of the total have responded that they have to reduce up to 25% of their working staff due to pandemic and lockdown. Similarly, 23 respondents (35.4%) of them have reduced more than 50% of their staff. While 9 respondent (13.8%) have reduced the staff by 10% to cope with epidemic. Where rest of 8 of the business has reduced the number of their staff up to 50%. This not only conclude that the hotel business has taken a drastic step to sustain their business loss, but also present the frightening situation of unemployment which might further lead to economic crisis in the Nepalese community. It is an important issue of pandemic crisis that the government should provide its focus to the rising tension of unemployment.

The employee relation refers to an organization's efforts to create and maintain a positive relationship with its employees. By maintaining positive, constructive employee relations an organization hopes to keep employee loyal and more engaged in their work. The employee relation management usually demonstrates following points:

-) Equality
-) Effective and open communication

-) Shared vision
-) Motivation
-) Inspirational leadership

It is also essential that organizations should always keep their employees' health and safety as their first priority. The relation of employer and employee doesn't only remain till the working period but also beyond the work. As employee left the work for their good intention of due to others crisis, the relation should not change. the organization should support the employee and motivate them even they left their jobs and it is essential that organizations support their employees' health and safety.

Case Study3

Mr. Bishnu Prasad Subedi, owner of Hotel dream Pokhara is from Lwang Gaun of kaski . he completed his bachelor on Arts from Prithvi Narayan campus. He has been running this business since past 10 years after completing bachelors degree. After many years of job experience during his student days he thought of opening his own Business. Completing Bachelors study, even though he was students of Arts, he somehow collect his confident of worked experience and open this Hotel. He has invested much more of his finance and hard work in this Hotel.

As Hotel entrepreneur he has been facing many obstacles and it is not the first time. Every crisis that happen in Nepal either small or big that directly and indirectly becomes problem. Since he establish this business he had beenfacing many obstacles as : Political instabilities, strikes, Nepal Banda, Massive earthquakes etc. But, those were short term obstacles compare to the problems he is facing or hotel owners are facing at the current moment. Other crisis used to end within a week or a month but this pandemic doesn't take a name to stop since its already been 2 years.

There are mental and Psychological problems after the pandemic started. As being the owner of the Hotel, he was completely shattered. On one hand he was very much afraid to run business after second wave of covid-19. He used to have fear of infection to operated but outside but somehow used to so confident to his remaining staff which hecut off more than 50% staff, when the lockdown was announced. Lucky are they and thanks to God, till the date no one from his family member and staff had got infected. It is very mush scary to heard the news of infection from the media and my close relatively who were infected by covid-19. It was very hard for him to battle with covid-19 and recover. Some of relative also died because of Covid-19 and due to

social distancing and lockdown curfews I was unable to visit them and attend their funerals.

He individually faced a lot of economical problem as well as social and cultural problems during the crisis. He also to unemployed many staff, and personally managing with the help of his family members and two kitchen staff. He was thinking this might be the last year of the crisis since two year passed away but when the news of new and new variants of virus now it is Omicron, he personally feels that business through international level will be shut down for again 2-3 more years.

If this crisis remain like this for more than 2-3 years than he said he has to completely shut down this business and fully focused on his side business which he had started after the 1st lockdown. A small farm house at Lwang village with some goats, cows and buffalo and visit there when he has no business at hotel. The invested new business money was with new loan policies implemented by Nepal government for agriculture and farms. He had divided that loan some on Hotels to restart business and others on farm business.

Usually before lockdown, hotel used to have more than 15-20 clients international as well as domestic to stay at my hotel but now there very few domestic tourist to stay. To attract more tourist he had implemented some new policies of Nepal Tourism Board and HAN Pokhara through out motivational programmers. Firstly, main prototypes as strategies goes to the health sectors of his employee as well as visitors. He personally have started all the precaution measure to ensure safe and healthy environment during the stay of our tourist. And secondly, he is focusing on more grouped base tourist with various package for more days to extend the stay of domestic tourist because there are no international tourist visit till the date. There is also discount package for grouped visitors and cheap rate holiday package for all the tourist. The main strategies for now is to survive on this business till the flow of international tourist in Nepal. Due to no attention and properly implemented policies of Nepal Government, Nepal tourism Board, HAN and other association, when other business were able to operate after 6 months of lockdown , Hotel Entrepreneurship were not allowed to operate our business for more than 1 years which makes him mentally and psychologically depressed. He want Nepal Government and other association to implement the new policies created in favor of Hotel Entrepreneurship strictly and as soon as possible so he can gear up his business. He is very much hopeful for smooth running business days on future or as soon as this year 2021 ends.

From this case study, we can conclude that after Covid-19 pandemic, some of the entrepreneurs are re-purposing to other business with the help of low-interest loan to survive this crisis. They are spending the pandemic crisis and their skill manpower to other business to tackle with the economic crisis created by covid-19 pandemic. We can also say that the entrepreneurs are utilizing the non-business period to other business.

5.3 Strategies to Recover Business

Hotels Entrepreneur have followed various strategies such as group bookings, direct bookings, destination marketing, revenue management strategies, employee/staff management strategies and strategies to extend holidays of tourist as much as they can etc. There's currently focused strategies is vaccination to all the working staff at their hotels. Many of the hotels have provided various discount package focusing the group based tourist.

Table 5.3 : Measures adopted to Recover Business

Adaptation to recovery of business	Frequency	Percent
quickly scale up operating levels	19	29.2
restart with a different business model	27	41.5
Left business	0	0
None of above	19	29.2
Total	65	100.0

Source: Field Survey, 2021

This table unveils the fact that, most of the respondents intend to restart with a different business model due to covid-19 pandemic. Among 65 interviewee, 27 respondents which is 41.5% of the total told that they want to restart with a new business model to cope with this situation. Likewise, 19 of them (29.2%) preferred to scale up their operating trends, while other 19 respondents(29.2%) chose to remain business same as previous condition. Interestingly, no one said that they have an intention to leave their business.

In chapter five, we have included the strategies adopted by the respondent to cope with Covid-19 pandemic. The main strategies adopted by the respondent immediately to cope with pandemic was reducing the others costs of hotel and borrowing loans. It

is found that the reduction of staff at hotels were up to more than 50%. The respondent have restart their business with different business model and focus on attracting domestic tourist with various cheap package during the pandemic crisis.

CHAPTER SIX

ROLE OF GOVERNMENT AND OTHER ORGANIZATIONS

The Government sector has traditionally played important roles in supporting tourism development which include the provision of infrastructures to attract tourists, support festivals and events and implementation of tourism plans.

Government efforts to promote Nepal as a safe tourism destination and initiatives like, “Visit Nepal Year” promoting the country's vast culture and safety, adoption of e-visa and visa on arrival, significance of medical tourism, rupee depreciation leading to comparatively weaker currency for international tourists will enable the country to recover its position in the World tourism. With a rapid surge of COVID-19 cases and increasing fatalities globally, Visit Nepal Year 2020, an initiation by the Government with a target to bring 2 million foreign tourists in the country, resulting in infrastructure development and huge public as well as private investments in the tourism and hotel sectors has been cancelled by Government. Further, Government announced a series of measures to restrict the spread of virus in the country.

To cope up with this crisis, Nepal Government has adapted the policies and guidelines of World Health Organization (WHO). The preparedness of Nepal seems effective as the country has been able to stop the local transmission of virus. There is no report of escalation of local transmission of virus since April 4, 2020 which has been the only case in Nepal till April 11, 2020. As per MOHP (2020), the preparedness and response of Nepal Government in coping with COVID-19 pandemic are: Nepal established health-desks at the international airport and border check points starting in mid-January with India and the borders of China were temporarily closed. Similarly, Nepal government called lock down effective from 24 March, 2020 to 15 April, 2020 for the first time. The lock down also sealed the land-borders with India and China along with all international fly suspended. Many temporary hospitals, schools and Hotel for quarantine centers were being set up across the country under the guidance of province to make safety and easier quarantine to those returning Nepal from abroad as well as for safe facilities people tested positive. Laboratory facilities for Rapid test and PCR were being upgraded and expanded so that all the people with close contact and symptoms can have test to stop further spread of corona among the local people.

Hospitals were expanded within short period of times ICU units and isolation beds and required medicines and test-kits were imported and arranged with the help of many NGOs and governmental organization in every province.

On the other hand for the benefits for hospitality industry and to cope with pandemic, The Pokhara Tourism Council also claimed for a swift implementation of the monetary policy introduced by Nepal Rastra Bank last year, as it has yet to be implemented. In a press release, the Pokhara Tourism Council urged the Nepal Government to immediately implement the economic policies and programs announced in the 2020 and 2021 budgets. Provincial and the federal government also promised to ease financial institutions to bear bank interest and rent of their business during the lockdown period.

Similarly, for the support of tourism sectors Government also promised and make availability of vaccine to all the tourism workers making them priority. According to the Pokhara Tourism Council, about 50 percent of the tourism workers in Pokhara have been fully vaccinated against Covid-19. Pokhara celebrated “The World Tourism Day 2021”. The Gandaki Province has invited ambassadors of 20 different countries to Pokhara to celebrate World Tourism Day, which is annually celebrated on September 27. They will participate in a day-long street festival organized by the Pokhara Tourism Council. (The Kathmandu Post: Thursday, March 24, 2022)

6.1 Government Support during Pandemic

Nepal Government in favor of tourism has launched various new plans and policies. Government had launched various supportive plans to stop the spread of corona virus with in the nation and locality. Nepal government active decision to lockdown the whole nation was somehow criticized by many but the fear of infection makes many people to support the decision of Nepal Government.

Table 6.1: Knowledge regarding Government’s Support Programme

Aware towards government’spackage	Frequency	Percent
Yes	46	70.8
No	19	29.2
Total	65	100.0

Source: Field Survey, 2021

During the pandemic, Nepal Government has brought about some relief packages to the tourism and hotel industries. Among the participants, majority of respondents (70.8%) were aware of the supportive package available to them provided by Nepal Government to keep their business continue. While, rest of the respondents (29.2 %) business owners are still unaware of the support package. This indicate that Nepal Government should focus on promoting and advertising the supportive package, so all the businesses have equal access to the relief program.

6.1.1 Types of Government's Support

Nepal Government spread its supports to the tourism sectors through its governmental organization such NTB, HAN, PTC, REBAN, NATTA, TAAN, etc. were suggested the following measures to boost up the tourism industry of Pokhara during this crisis as Facility of easy refinancing from the financial institution with subsidies in the Equated Monthly Installment (EMI) in the loan. Operation of domestic flights as the lockdown ends for the mobility of domestic tourist even when the borders were still closed for the international tourist. Government also suggested its organization to work for Subsidies on the rent with cooperation of land/house owners. And last but not the least government actively work for the vaccination programs to the tourism enterprises and workers as soon as possible.

Table 6.2 :Distribution of Support Program Given by Nepal's Government

Types of government Support you adopted	Frequency	Percent
Employer Wages subsidy scheme	0	0
Essential workers leave payment scheme	0	0
Tax relief measures	15	23.1
Low interest loan programme	50	76.9
Total	65	100.0

Source: Field Survey, 2021

In the table above, it can be seen that majority of respondents, 50 out of 65 which (76.9 %) of the respondent applied for low interest loan program for re- operation for their business. While (23.1%) of the respondent were able to get tax relief measures presented by Nepal Government. This point out the fact that almost all of the respondents had utilized the low interest loan programs provided by Nepal Government.

6.2 Roles of HAN in Pandemic Period

Hotel Association Nepal (HAN) is the leading representative organization in the hospitality industry, representing many hotels, resorts and guesthouses of Nepal. HAN is the official voice of Nepal's hoteliers that safeguards their lawful interests and promotes unity and co-operation among its members.

For over 53 years, they have been helping their members grow in their business by maintaining a high profile with governments, developing strategic and innovative marketing programs, creating networks, voicing their concerns and providing current industry information and resources.

HAN has been and will support the sustainable growth of its member implementing efforts national and international linkages and training opportunities. It has been a communication medium on matters of hospitality industry. Till the date HAN has dedicatedly made efforts resolving the issues creating national and international networks and raising voice against problems faced by hotel industry. HAN's success lies in the cooperation received from its members.

HAN offer an opportunity to serve this vital part of the country's economy and gives an individual voice with in the association and collective voice through HAN. Strong Voice through for the industry's future and representing at governmental levels, HAN has powerful influence in major decision making at governmental bodies.

Some benefits of HAN can be evaluated as HAN Serves as the chief advocate on behalf of the Hotel industry protecting the collective interest of their members to the governmental agencies through lobbying in national, regional and international tourism issues. Every members of HAN can voice their opinion, influence and make an impact in the decision making process.

Table 6.3: Supporting package by HAN

Supporting package By HAN	Frequency	Percent
Yes	14	21.5
No	51	78.5
Total	65	100.0

Source: Field Survey, 2021

Hotel Association Nepal has brought about some relief programs that would aid in the promotion of the hotel and tourism industry. Interestingly, 51 respondents (78.5%) were still unaware about the relief program provided by HAN. Whereas remaining 14 respondents (21.5%) were aware about the support program. It shows that the program conducted by HAN is either ineffective or requires more advertisement and promotions with individual contact to its members treating on the base of equality for every hotels operating around Lakeside area.

6.2.1 Types of Support Provided by HAN (Pokhara) during Pandemic

HAN has been and will support the sustainable growth of its member implementing efforts national and international linkages and training opportunities with many motivational sessions. The first support launched by HAN was motivational programs and Provision of free health facilities to the tourism workers as soon as lockdown was eased.

Similarly, making government focus on Operation of domestic flights as soon as the pandemic was under control with self-negotiation between the landowner/ house-owner and stakeholders for the subsidies on the rent during the shutdown periods, HAN has also contributed their voice for vaccination to the tourism enterprises and workers with the words as “No vaccine no Tax”.

Table 6.4: Supporting Package of HAN

Supporting package By HAN	Frequency	Percent
Motivational program	11	16.9
Tax Relief Program at local level	0	0
Providing information	3	4.6
None	51	78.5
Total	65	100.0

Source: Field Survey, 2021

The above table reveals that, majority of respondent (78.5%) have no idea and didn't obtain any support from HAN, Pokhara. Although 11 (16.9%) of respondent were benefitted by motivational program organized by HAN and only 3 respondents (4.6%) responded that they received the information from HAN. The answered of respondents in the data shows that, HAN should work more to benefit their members from the supportive packages rather than just introducing the support package and not implementing it effectively.

Nepal Government and Hotel Association Nepal has tried their best to provide various supports to Hotel Entrepreneurs to cope with covid-19 pandemic. Nepal Government had been actively engaged in controlling the spread of corona virus within the society under the guideline of WHO. In supports of entrepreneurs, government have launch new plans and policies with availability of vaccine to all so that they could fearlessly engaged in their business. Government have provided various help desk with Free PCR test and quarantine facilities as well as free medical care to the infected.

The data point out the fact that almost all of the respondents had utilized the low interest loan program provided by Nepal Government but other plans remain only on paper work which is not been socialized among the Entrepreneurs. It is also found that the program conducted by HAN is either ineffective or requires more advertisement and promotions with individual contact to its members treating on the base of equality for every hotels operating around Lakeside area.HAN should work more to benefit their members from the supportive packages rather than just introducing the support package and not implementing it effectively.

In this chapter six, various supports of Nepal government and other organization have been included. Nepal Government has adapted the policies and guidelines of World Health Organization (WHO) and various health-desks at the international airport and border check points were established. For the support of tourism sectors Government also promised and make availability of vaccine to all the tourism workers making them priority. Nepal Government in favor of tourism has launched various new plans and policies. Facility of easy refinancing from the financial institution with subsidies in the Equated Monthly Installment (EMI) in the loan. The first support launched by HAN was motivational programs and Provision of free health facilities to the tourism workers as soon as lockdown was eased. HAN has also contributed their voice for vaccination to the tourism enterprises and workers with the words as “No vaccine no Tax”.

CHAPTER SEVEN

SUMMARY, FINDING AND CONCLUSION

7.1 Summary

In modern scenario, tourism has become a fundamental activity of human beings. A modern man can live in modest living but he cannot forsake his habit of travelling. With his interest of knowing something new, consequently tourism is developed astronomically throughout the world. Since the ancient time, Nepalis known as “Adobe of Gods”. Many visitors from China and India visited Nepal as pilgrimage to worship at pilgrimage sites.

Tourism sector, a major backbone in revenue generation in Nepal having an immense potentiality is hardly hit by the ongoing COVID-19 pandemic that has suspended Visit Nepal Year 2020, with a theme, an experience of a life-time. This remarkable campaign was also a national development strategy in the tourism history of Nepal which aimed at attracting around 2 million foreigners from all over the world now has been cancel due to pandemic crisis.

In Nepal, the first COVID-19 case was confirm on 32-year-old man, a Nepalese student at Wuhan University of Technology, Wuhan, China, with no previous history of comorbidities, returned to Nepal on Jan 13, 2020. Another case was confirmed on 8 March 2020, which has shocking force Nepal to shutdowns the whole nation. From a total population of 164.64 million, Nepal reported 112,306 infection cases and 1464 deaths (till 21 June 2021). Out of 7 province of Nepal, Gandaki province is largely hills and one terai district. The two high mountainous districts of Mustang and Manang had been reporting occasional and very few numbers. Largely the cases are reported from Kaski, the district that locate its capital Pokhara and from Nawalparasi east, a southern border district. Kaski district which is the study of this research reported the highest number of cases in the province with a total of 5310 cases.

I have chosen the study as Lakeside-6, Pokhara because many of the hotels of Pokhara are around lakeside area. Pokhara is known as the tourism capital in Nepal for its natural beauty of mountains and lakes Popular tourist destination Pokhara is the main tourism hub and the capital of tourism in Nepal. Every year the majority of tourist travel Pokhara to experience the ultimate adventure. Pokhara became a famous tourist destination for trekking (Annapurna Mountain Trek). Besides trekking, Pokhara

is a city with various types of natural beauties and rich places of hospitality and culture.

The main objectives of this study are to explore the impact of covid-19 on Hotel entrepreneurs along with the challenges they faced and about the strategies to cope with the pandemic with the support of Government and other association.

Functionalism Theory with the theory of sick role have been linked in this study to analyze the impact of covid-19 on hotel entrepreneur. While, as per the sick role the role of patience and doctors along with their rights and obligation has been linked with roles of hotel entrepreneurs and Nepal Government. The impact of Covid-19 on hotel entrepreneur have been categorized into further heading to study analytically such as challenges, strategies to cope with pandemic and support of Nepal Government.

7.2 Finding

The spread of Covid-19 has led to a global problem in all aspects of life, including in the tourism sector that directly affects the hotel industry. Although the Covid-19 restrictions have eased, it is still struggling to recover the huge losses it had suffered. The hotels had suffered its highest ever losses from start of April 2020. Many of them have to shut down completely. However, some hotels have utilized this as an opportunity to renovate and reconstruct their services and infrastructure to be able to compete with the upcoming modern luxury hotels. But many of them are on fear, depression and anxiety due to pandemic crisis with no idea how and from where to restart their business.

As per the challenges faced by the entrepreneurs, it has been found that four different crisis tourism entrepreneur during Covid-19, in Pokhara as well as in whole country. They are Economic crisis like poverty, debts, Social and cultural crisis, Health related crisis, proactive crisis response and management plans crisis faced by hotel entrepreneurs. Many of entrepreneurs are facing financial as well as social and health related problems. Some of them are on debt whereas some of them have invested their remaining profit amount other business for their economical survival at the current period. The result shows that the unprecedented and uncertain lockdown stuck many people in their home and cut them off from their jobs, lower the economic activities of different sectors of the tourism industry including hotels, homestays, travel and tours, impact on remittance, a collapse of small industries and suspension of mega projects and many more. The number of tourist around Lakeside have

decreased to more than 75%. There are no international tourist visiting where only 15 % of the domestic tourist have visited lakeside after the pandemic.

A large number of workers were cut off at hotels of Lakeside area due to certain announcement of lockdown and shut down of tourism sector for a long period of time serially following to two waves. Covid-19 has created unemployment to thousands of people engaged in hotel industry. It is found that more than 50 % of the working staff have been unemployed. Due to reduction of skillful manpower hotel during lockdown, hotels now are facing problem now to get skillful employee to deal with management crisis. A few respondent also mentioned that employees would not feel comfortable working in such circumstances because of the high health and safety risks. As a result, the services would not be optimal and could hamper the whole brand experience, which could disrupt the relationship between the customers.

The satisfactory level of respondent is found to be very low. Most of all the respondent have respond that they are not satisfied with the business after pandemic. Many of them are positive to the turnover of the business while some of the, expect it to decrease more until the covid-19 doesn't disappear from the world. It is also found that many of the stakeholders are staying in business with some adjustment and hope for better day. But some of them have invested themselves to some other side business and reduce their current business size.

As per the strategies to cope with the pandemic crisis, maintaining financial sustainability has been the most important task for hotels to survive the pandemic. Similarly, the health and safety of customers and employees have been the priority of hotels. Entrepreneurs are developing strong operational protocols as well as strategically plans to survive extreme crises like the COVID-19 outbreak. Entrepreneurs have generated various package programs to attract domestic tourist and tried as possible as they can to extend the holidays for tourist stay in Pokhara. Pokhara hotels have witnessed about 15% of occupancy during the New year eve celebration about the second wave of pandemic which shows that somehow domestic tourist will flourish lakeside area during new year and they believe Tourism in Pokhara is returning back to normal.

As for the supports of Nepal Government and other associations, it is found that more than 77% of the respondents have applied for the low interest loan for reoperation of hotels. Where many hotel entrepreneurs or stakeholders are unaware of various plans and policies of the Nepal Government as well as other association as HAN, NTB etc.

Many owners of the hotels blame that they have not got rent subsidies by the house owners as well as any other subsidies from the side of the government. Tax deduction program was limited with in the paper work as they pay the tax and interest of the loan as soon as the industry began to re-operate. Some of the entrepreneurs have been facilitated with the low interest loan and tax subsidies.

7.3 Conclusion

It is obviously true that, tourism is one of the important sectors for developing countries and creating direct and indirect employment opportunities for people as well as for national GDP. Due to indispensable role of tourism, each and every country has adopted tourism in its developing agenda. The involvement on tourism is not only a phenomenon for the well developed country but also for the third world countries like Nepal. Whereas tourism is being one of the important revenue generating sector like to mushrooming day by day despite the various barriers in Nepal.

For the further recovery and development of tourism industry of Pokhara, the Nepal Government in coordination with Nepal Tourism Board and other tourism organizations of Pokhara needs to develop a phase-wise approach to balance public health and economic needs according to the present situation. They could start the tourism activities by stimulating domestic travel while international travel banned with closed boarder have effected and slow the flow of international tourist and safety of one is still the concern of everyone. Therefore, the domestic tourism may be promoted upon the easing of travel restrictions within Pokhara. I believe that business should be allowed to operate by following the health safety protocols instead of enforcing a lockdown like earlier.

Hence, this is not a correct time to advocate the future of hospitality industry since crisis management of COVID-19

outbreak is still an ongoing process where tourism is not even a primary concern for the feared and anxious people in the present context. Every individual is panicked and want to come out of this disaster caused by COVID-19. Therefore, there is a need of further study on 'the impacts of COVID-19 on hotel entrepreneurs of Nepal.

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<https://tkpo.st/39dyTLG>(The Kathmandu Post)

- Q.8 Is your business's turnover within its normal range after the pandemic?
- Yes, it was within the normal range
 - No, it was outside the normal range
- Q.9 What are your expectations about your business's turnover?
- Expect it to stay same
 - Expect it to substantially change
 - Expect it to decrease a little
 - Expect it to increase a little
- Q.10 What are you doing in response to the collapse of tourism demand during and after Covid-19 pandemic?
- Staying business pretty much as is, with some adjustment
 - Re- purposing to other business opportunities
 - Sharply reducing business size
 - Scrambling for capital and want to survive.
- Q.11 What are you doing to adopt to the current and expected operating environment under the pandemic crisis?
- Reducing staff
 - Reducing other cost
 - Borrowing loans
 - Utilizing Government's supportive measures
- Q.12 Did you reduce the working staff at your Hotel during Covid-19 pandemic?
- Yes
 - No
- Q.13 If yes, what percentage of the total staff did you reduce ?
- 10%
 - 25%
 - 50%
 - More than 50 %
- Q.14 Have you maintained contact with those who left their jobs during pandemic?
- Yes
 - No
- Q.15 What are the other challenges did you tackle during pandemic when flow of tourists were decreased?
- Difficult in accessing finance
 - Insurance Issues
 - Lack of information and direction
 - All of above
- Q.16 What will you do after pandemic to recover your business ?
- Quickly scale up operating levels
 - restart with a different business model
 - Left business
 - None of above

Part III: Unstructured Interview

Q.25 Please express your valuable views during Covid-19 pandemic, What did you adopt other specific measures that will sustain your business?

Q.26 What would you think about the policies and action which are carried out by government to support tourism in this crisis scenario?

Q.27 Please mention that what would you think about the planning carried out by HAN Pokhara and other association to support Hotel Entrepreneurs to overcome this crisis?

Q.28 Please opine your valuable views that what have hotel entrepreneurs to implement coping strategies to overcome crisis and will do in post pandemic period?

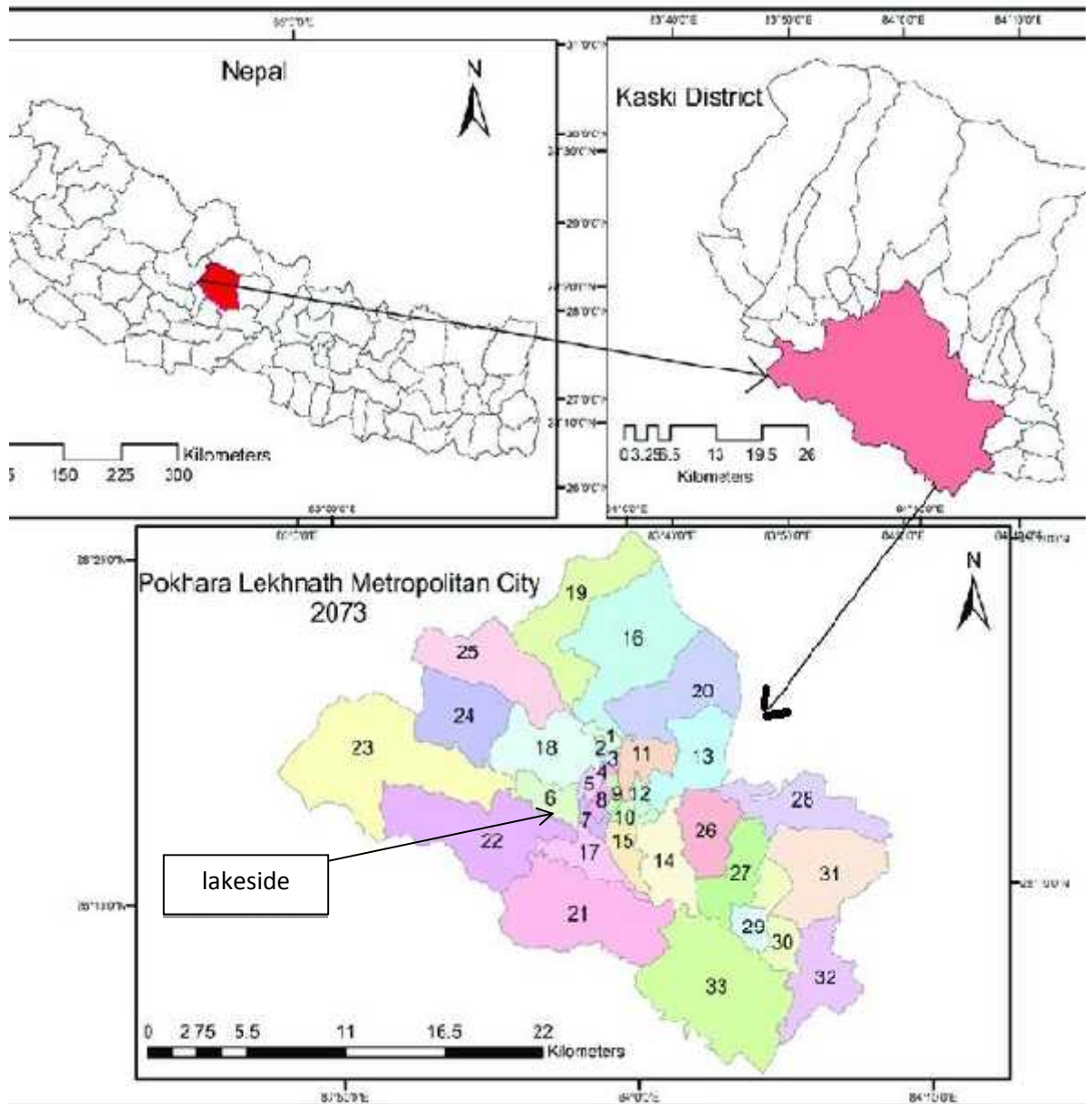
ANNEX-II

Unstructured Interview for Case Study

1. Brief Introduction
2. How long have you been engage in this business?
3. How you got attached to this business?
4. Did you and your staff get vaccinated ?
5. Were you or any of your working staff have been infected By Covid-19 Virus during this epidemic? What types of mental or psychological problem did you faced?
6. Personally as a Manager or the Entrepreneur of this Hotel, it is for sure that you have faced many challenges to overcome or to deal with this crisis. What types of challenges did you faced during the pandemic and how long you have to struggles to face those challenges ?
7. Covid-19 pandemic period have been a crisis period on all business sector which have been completely effecting Tourism Sector. In your opinion, how long will this crisis will effects the Hotel Industry or how long do you think this crisis may remain in Tourism Industry?
8. What will be the consequences for your Hotel in case that pandemic lasts longer than your anticipate?
9. What marketing and sales measures have you been working on during the lockdowns in order to improve business after the reopening?
10. What lesson have you learned from the onset of crisis of Covid-19 so far?

ANNEX-III

Map of Study Area



ANNEX IV

Compile of Covid-19 Protocols by various Organizations

nepal

Operational Guideline with Health Protocol for Tourism Sector




Nepal Tourism Board


Government of Nepal
Ministry of Culture, Tourism and Civil Aviation



UPDATED 24 SEPTEMBER 2021
FOR TOURIST VISA

Diplomats, Returnees, Non Resident Nepalis & Resident Visa holders: please refer immigration.gov.np or welcomenepal.com



#NepalisOpen



Fully Vaccinated travellers do not have to Quarantine upon arrival. Fully Vaccinated travellers can now enter by air/ land borders. Unvaccinated/ not fully vaccinated travellers arriving by air have to quarantine for 10 days while land border entry is not permitted.

STATUS	VISA BEFORE ARRIVAL	VISA ON ARRIVAL	QUARANTINE	ESSENTIAL DOCUMENTS
FULLY VACCINATED?	contact Nepalese Embassy or Consulate in your country	YES , granted at land or air entry points.	NO QUARANTINE.	<ul style="list-style-type: none"> Vaccination Certificate Hotel Booking Visa on Arrival Recommendation letter (if not fully vaccinated)
NOT VACCINATED OR NOT FULLY VACCINATED?	contact Nepalese Embassy or Consulate in your country	YES . But only with pre-recommendation from your travel agent in Nepal.	10 days hotel quarantine. PCR test on Day 11 before travelling within the country	<ul style="list-style-type: none"> 72 hrs-PCR negative report CCMC form

IMPORTANT You should be fully vaccinated at least 14 days before you travel.

BEFORE YOU FLY

- ❑ **-ve Covid-19 Test* report (ideally with photo)**
72 hours or less before first flight.
- ❑ **TRAVEL INSURANCE**
- ❑ **Vaccination Certificate**
in English
- ❑ **Hotel Booking**
 - Fully Vaccinated: for initial days as per itinerary
 - Not fully vaccinated: 10 days
- ❑ **CCMC Online Form**
(www.ccmc.gov.np - and keep confirmation with barcode handy)

*RT-PCR, Gene Expert or True NAAT

AIRLINES COULD CHECK BEFORE YOU BOARD

- Vaccination Status
- Negative C-19 test report
- Hotel booking confirmation
- CCMC form filled confirmation (BarCode)
- if not fully vaccinated: Nepal Travel Agents Recommendation Letter for VoA.

MORE INFO @

www.ccmc.gov.np
www.immigration.gov.np
www.caanepal.gov.np
www.welcomenepal.com

ONCE IN NEPAL

UPON ARRIVAL, RAPID ANTIGEN TEST AT PORT OF ENTRY OR AT THE HOTEL

IMPORTANT: LOCAL DESTINATIONS may have THEIR OWN entry protocols. Check with your agent or read up before you go into the destinations. They are not restrictive, but best to be updated.

IF YOU DEVELOP SYMPTOMS

Get yourself tested, self isolate, or avail medical treatment.

important: Check that your travel insurance covers covid 19 related rescue and treatment. All rescue and treatment has to be paid yourself.

Start planning your Lifetime Experiences in Nepal!

As our guest, you have a role to play. Please respect local guidelines, travel considerately and responsibly, stay flexible to changing scenarios and help tourism revive.

WATCH

Traveller BEST Practices

<https://youtu.be/dFLxa0VwY-E>

MASK UP

RESPECT NORMS

DISTANCE

WASH UP

compiled by: NEPAL TOURISM BOARD and Nepal Tourism Think Tank





Standard Procedures for visitors travelling into Nepal by Air or Land, updated after collating all official requirements, updated frequently. Check www.ntb.gov.np for the latest information.

#NepalNOW
#NepalisOPEN

ARRIVAL	 FULLY VACCINATED	VISA BEFORE ARRIVAL	VISA ON ARRIVAL	QUARANTINE
		UN VACCINATED OR PARTIALLY VACCINATED	Contact Nepalese Embassy or Consulate in your country.	Contact Nepalese Embassy or Consulate in your country.
		YES. All you need is the Vaccination Certificate, in English and a filled CCMC form.	YES. All you need is a PCR negative report taken 72 hours prior to boarding. This is NOT required for children below 5 years of age. The CCMC form is required.	NOT Required

NOTE: You are considered fully vaccinated if you have prescribed doses of the vaccine, 14 days prior to arrival into Nepal

IN COUNTRY	RESPONSIBLE BEST PRACTICES	IF YOU DEVELOP SYMPTOMS	PLEASE NOTE
	 MASK UP in public  DISTANCE where possible  WASH hands  RESPECT local guidelines	Get yourself tested, self isolate, or avail medical treatment. Important: Check that your travel insurance covers COVID-19 related rescue and treatment. All rescue and treatment has to be paid yourself.	

DEPARTURE	CHECK DESTINATION COVID TEST [®] REQUIREMENTS
	 <p>Talk to your airline or study the requirements in the country you are flying to. Follow their guidelines.</p> <p>FILL THE CCMC FORM @ CCMC.GOV.NP</p> 

Compiled by: NEPAL TOURISM BOARD and Nepal Tourism Think Tank



Start planning your Lifetime Experience in Nepal!

As our guest, you have a role to play. Please respect local guidelines, travel considerately and responsibly, stay flexible to changing scenarios and help tourism revive.



Photos of Study Area



Figure 1 : Main Scenario of Lakeside, Pokhara



Figure 2 : Street of Lakeside, Pokhara



Figure 3 : Hotel Dream Pokhara



Figure 4 : Front Desk of Hotel Dream



Figure 5 : Study area Lakeside, Pokhara



Figure 6: Lobby of Hotel Queens Park, Pokhara