

**ROLE OF MUSEUMS IN TOURISM INDUSTRY  
OF NEPAL  
(A STUDY OF MUSEUMS IN KATHMANDU VALLEY)**

A Thesis

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## **LETTER OF RECOMMENDATION**

This thesis entitled **ROLE OF MUSEUMS IN TOURISM INDUSTRY OF NEPAL (A STUDY OF MUSEUMS IN KATHMANDU VALLEY)** has been prepared by Mr. Devendra Maharjan under my supervision. I hereby recommend this thesis for examination by the thesis committee as a partial fulfillment of the required for the Degree of MASTER OF ARTS in ECONOMICS.

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## **APPROVAL LETTER**

We certify that this thesis entitled **ROLE OF MUSEUMS IN TOURISM INDUSTRY OF NEPAL (A STUDY OF MUSEUMS IN KATHMANDU VALLEY)** submitted by Mr. Devendra Maharjan to the Central Department of Economics, Faculty of Humanities and Social Sciences, Tribhuvan University in partial fulfillment of the requirements for the Degree of MASTER OF ARTS in ECONOMICS has been found satisfactory in scope and quality. Therefore, we accept this thesis as a part of the said degree.

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## ACRONYMS

ASTA	American Society of Travel Agents
GDP	Gross Domestic Product
ICOM	International Council of Museum
IUOTO	International Union of Official Travel Organization
FY	Fiscal Year
LDCs	Least Developed Countries
MCTCA	Ministry of Culture, Tourism and Civil Aviation
NHDM	Narayanhiti Durbar Museum
NHM	Natural History Museum
NM	National Museum
NRB	Nepal Rastra Bank
NTB	Nepal Tourism Board
PATA	Pacific Area Travel Association
PM	Patan Museum
SAARC	South Asian Alliance for Regional Cooperation
SATC	South Asian Travel Commission
UNESCO	United Nations Educational, Scientific and Cultural Organization
USA	United States of America
WTTC	World Travel and Tourism Council

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Nepal is the richest country in the world in terms of bio-diversity due to its unique geographical position and altitude variation. The elevation of the country ranges from 60 meters (Kechana Kawal, Jhapa) above sea level to the highest point on earth, Mt. Everest at 8,848 meters, all within a distance of 150 kilometers resulting in climatic conditions from sub-tropical to arctic. This wild variation fosters an incredible variety of ecosystems, the greatest mountain range on earth, thick tropical jungles teeming with a wealth of wildlife, thundering rivers, forested hills and frozen valleys. Within this spectacular geography is also one of the richest cultural landscapes anywhere. The country is a potpourri of ethnic groups and sub-groups who speak over 93 languages and dialects. Nepal offers an astonishing diversity of sightseeing attractions and adventure opportunities found nowhere else on earth, which means there is considerable potential for tourism.

Tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is vitally one of the most important factors of the world economy today accounting for more than ten percent of the global spending. Tourism has been the largest and fastest growing industry in the world so it is now further divided into small components depending upon the choice of people. It is not only the source of foreign currency exchange; it is also the way of understanding the people and culture of the rest of the world. It is the very familiar affair in the human life. It has been an industry of vast dimensions and ultimately supports economic growth and social development (Acharya, 2005).

Whether it is in the short term or long term plan of the government, the importance of tourism is clearly mentioned. In terms of foreign exchange, the tourism has a major contribution as it is still one of the major foreign currency earners. The total foreign exchange earnings from tourism is RS.30703.8 million in 2011/12, which was about

2% of GDP (Nepal Rastra Bank, 2013). Tourism in Nepal is developing as a major employment generator with forty-two percent of total employed people inside the country (Thapa, 2012). The numbers of tourist were 803092.in 2012 which is 9.1% increment than last year. Among them most visited for holiday and pleasure (MCTCA, 2013). Supporting the Museum is one of the places for pleasure visit to tourists and plays great significant role in the Tourism Industry of the country.

### **1.1.1 Tourism Industry in Nepal**

Tourism in Nepal has no proper record before the democracy of 1951. During the Rana Regime, Nepal was not open for tourists and hence there was no proper development for the tourist neither the proper report. However, Nepal followed an open-door policy after the democracy in 1951; it was the conquest of Mount Everest on 29th May 1953 by the late Mr. Tenzing Norgy and Mr. Edmund Hillary, which caught the attention of an international audience.

The Department of Tourism was established in 1996 under the tourism development act, and the process went on after the establishment of the tourist service center and the Nepal Tourism Board (NTB). Nepal succeeded to get the membership of UNESCO (United Nations Educational, Scientific and Cultural Organization), thus some of the heritage sites are listed in UNESCO and hence are known to the outside world. Nepal has a future potential in the tourism industry. The country further succeeds to get the membership of the International Union of Official Travel Organization (IUOTO), South Asian Travel Commission (SATC), The Pacific Area Travel Association (PATA), and the American Society of Travel Agents (ASTA).

Systematic tourism in Nepal started from 1966 with the establishment of a few hotels, and later on the tourism master plan put an emphasis on tourism development. Having realized the importance of the tourism industry as a major source of foreign exchange earnings, emphasis was given to promote tourism in Nepal and abroad and hence develop the travel agencies, hotels and infrastructures. In 2011, Nepal celebrated as a visit Nepal year aiming to receive one million tourist around a year. Many of the hotels are being upgraded and many are newly established to facilitate the tourist (NTB, 2010).

### **1.1.2 Role of Museums in Tourism Industry**

The word “museum” is derived from a Greek word, which means ‘seat of the Muses’. Since the establishment of International Council of Museum (ICOM) in 1946, ICOM updates a definition in accordance with the realities of the global museum community. According to ICOM, a museum is defined as a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment (ICOM, 2007). So the museum is the institution that preserves and interprets the material evidence of human race, human activities and the natural world.

### **1.1.3 Museums in World**

Museums are revealed to be a rich and layered experience offering different ways to interact and intersect with objects and the stories that lie buried within them (Scott, 2007). They were founded with multiple aims and they do functions in similar way. The museum is an important mechanism for conserving, interpreting, researching and displaying heritage. It may be regarded as ‘firm’ using inputs to produce output (Johnson, 2003). Inputs are the collection and conservation of materials and output is their important which are liked / consumed in future.

### **1.1.4 Museums in Nepal**

The history of the world’s most museums shows that these are originated to private collections maintained by prominent individuals during the Renaissance. Many of these Renaissance collections were symbols of social prestige and served as an important element in the traditions of the nobility and the ruling families, but over time a developing spirit of inquiry brought to collecting a different meaning and purpose as well as a much wider group of practitioners. These new collectors, concerned with enjoyment and study and the advancement of knowledge.

Similarly the history of Nepal’s museums also started with the collections of Prime Minister General BhimsenThapa. The period of museum development in Nepal is very short (Sharma, 1983). Museums of Nepal are still in their initial stages of development (Shrestha, 2010). The history begins with the establishment of Chauni Silkhana (Arsenal Museum) in 1926 A.D. originally used to display firearms and

weapons used in the war history of Nepal. Now a day it is popularly known as National Museum or Chauni Museum. The museum building was built by the Minister in the year 1819 A.D. for the Arsenal housing. The name of Chauni Silkhanawas converted into Nepal Museum in 1939 A.D. It is known as Nepal National Museum since 1967 A.D. At present there are more than fifty museums in Nepal including community and private museums. All government museums are run under the Department of Archaeology.

## **1.2 Statement of Problem**

Despite being a small country, Nepal is rich in culture, diverse ecology and interesting geography. No doubt that museum is the best place to exhibit all these identity in simple, scientific and accessible way. Museums always try to represent history, art and culture at the grass root level, regional level or the national level. But the questions are:

- i. How do these museums run?
- ii. How much and how do museum contribute to the tourism industry?
- iii. Is their income enough to sustain the institution?

For these obviously they need to attract more visitors for more income and must have good and more collections. And they must manage in proper way. But the question could arise such as;

- iv. Do museums give good services to visitors?
- v. Do museum manage various aspects of cooperation and coordination between museums and other tourism organizations?

It is a pity that museum is not included in the tourist itinerary as well as there is no museum marketing (Rawat, 2006). So enhancing the development of museum, it is important to know, about the trend and status of flow of visitors. So problems like-“What factors are important for visitors’ willingness to visit the places again and again?” could be arises for such future planning.

### **1.3 Objectives of the Study**

The general objective of the study is to analyze the contribution of museum in the tourism industry. However the specific objectives are as follows.

- i. To analyze revenue collected from the study area.
- ii. To study the responses and the trend of flow of visitors in the study area.

### **1.4 Significance of the Study**

Although there is no clear-cut museum policy in Nepal, delineating scope and extent of museum and its role in the community life (Rawat, 2006), there are lots of emerging new museums by regional, ethnical and cultural types. So for the development and management could not be possible without their studies, especially these should be studied linking with tourism. Analyzing the income of museums we can understand the sustainability of the institutions. The policies and future plans for museums can be outlined with the help of this study. The development of Nepal's museums is still in initial phase that's why they need supports from all possible helpers especially from the government level. So this study could help for policy maker to allocate the best budget size for the development of museums

International and domestic visitors make their destination to visit different parts of Nepal because of its natural beauty with wide range geography, tremendous biodiversity, rich culture and tradition of different ethnic people. So museums could be a major stakeholder in the development of a sustainable cultural tourism as a key-actor in preserving and promoting culture heritage (Benediktsson, 2004). Natural history gallery such as Natural History Museum could be the best place for tourists exploring the biodiversity of Nepal, before they explore the real living nature.

The report of World Travel and Tourism Council, 2013 also shows that the direct contribution of travel and tourism to GDP was Rs. 67.2billion (4.3% of the total GDP) in 2012. Visiting museum was the 6th most important activity of tourist in the country (NTB, 2008). That was about 33% of the total tourists visited different museums. So study about the trend and status of visitors; their willingness to visit the museum are important parts of the study. Since income generated through the visitors is the one

and only direct income source of the museum. So attracting the visitors is the key task for every museum.

### **1.5 Limitation of the Study**

This study covered only four museums of the Kathmandu Valley and deals with visitors over there. This study conducted for the partial requirement of the Master of Art in Economics. Therefore it possesses some limitation of its own kind. This study covered only the visitors at the museums with limited selected sample. So the study might not represent the picture of other groups and all other area. Time factor as well as finance was main constraints since the study was focused on the particular period of time and representative sample was chosen for the study. Other limitation was the data that was primary as well as secondary in nature. Variations of data might be found when comparing with different sources. The study was limited only in Kathmandu valley so it might not cover all over the country. The last but not least limitation was the study itself, which was not a final study on the subject.

# **CHAPTER II**

## **LITERATURE REVIEW**

### **2.1 Review of International Studies**

Tourism is one of movement or journey's of human being from one place to another whether it may be within own country or to second countries for various purpose. The tourism in present day is the main source of foreign currency income to the country. It is also the complex set of interrelation between people, place and product. Tourism is the world largest industry and it accounts for more than 10 percent of the employment and about 11percent of global GDP.

One of the reasons for tourists to visit a place is to explore their traditions and cultures. So museums could be a major stakeholder in the development of a sustainable cultural tourism as a key-actor in preserving and promoting culture heritage (Benediktsson, 2004).

Chattopadhyay (1995) studied on his book "Economic Impact of Tourism Development", a large number of developing countries are today fully aware of the potential benefits of tourism and most of having suitable tourism infrastructure is well ahead in the way of exploiting this avenue of economic development. Recognition of growing important of tourism in LDCs is also reflected in rapidly expanding literature on the subject. The major focus of this literature is on international tourism as a source of scare foreign exchange. Tourism (domestic or international) can also play an important role in LDCs in creating employment and income opportunities in diversifying the regional economy and the reduction of regional imbalance through its backward and forward linkage affects on the local industries and enterprise in the poor and backward area of the economy. It is therefore, necessary to emphasize once again that from an economic point of view, tourism to play two major distinct roles in the overall development of the economy.

Banerjee (1970) the archaeologist from India, has advised that the collection in the museum should grow periodically by enhancing such as purchase or gifts. Pott (1968) has pointed out the systematic application of the most effective ways and methods of

display of the collections to stimulate a personal confrontation of the average visitors with the subject presented by a proper balance between the museum and all additional forms of visual information in an attractive manner which can be appreciated by the common man because the museum should not be seen as the storage house of objects kept and administrated by administrative officer. And the selected objects have to be displayed in public galleries.

Rajamohan (2006) resulted that there was strong relationship between destination image and willingness to revisit India as the travel destination indicating that the travelers considered India not to be relaxing place because the positive images (such as rich cultural heritage, museums, historical sites, arts and handicrafts) are impacted by the negative attributes such as lack of cleanliness, overcrowding, pollution, poverty, poor transportation system, poor health services and a lack of good nightlife.

## **2.2 Review of National Studies**

Shrestha (1999) in her doctoral dissertation "Tourism in Nepal: Problem and Prospectus of Tourism in Nepal". She studied the major segment of Nepalese economic contributing substantially to the foreign exchange earnings, employment generation and overall economic development of the country. In her study she identified the basic problem of tourism in Nepal and she has highly recommended that the introducing of rural and urban product may help in development of tourism in Nepal. She pointed that road way should be improved to diversity the tourism industry and highly suggested to allocate more budget by government and private sector for promoting and marketing for better tourism development in Nepal.

Upadhyay (2003) in his unpublished Ph.D. dissertation on the heading "Tourism as a Leading Sector in Economic Development of Nepal" has mentioned Nepal as a Showroom of Natural beauty, rich in flora and fauna which are the main attractions of tourism in Nepal which leads to raise the economic status of the country. For the promotion and development of Tourism in the country he suggested few points. That Nepal needs a prolonged tourism policy in conformity with the overall national policy it is because tourism sector plays a vital role for economic development of the country. For rapid growth of tourism sector of the country it is very much need to improve infrastructure of the country. It is possible to improve in economic status by

attracting the tourists by catering to their respective needs and presenting Nepal as the destination for all type of tourist. Our country needs modern and advanced package and product with reasonable price because it leads to globalization which means competition on worldwide scale, which helps to develop in tourism in the country. He concluded in his study by saying that if tourism sector properly promoted it has the potentials to induce the other sector for economic development too.

Domestic visitors play an important role in Nepal's tourism industry. Most visiting sites are dominated by their number. Numbers of domestic visitors (general plus student) in Patan Museum always exceed the other visitors by almost doubled since 2007 (<http://www.patanmuseum.gov.np>). Domestic travels spending generated 66.1% direct travel and tourism GDP in 2011 compared with 33.9% of visitors exports, ranking to 75th position in the world, direct contribution to Nepal's GDP was 4% from travel and tourism (WTTC, 2012).

Kayastha (1985) made a study on tourism in South Asia Region. In this study he has analyzed different aspects of tourism like tourist flow, expenditure, duration of the stay and impact of tourism. The study pointed out the nature as well as manmade beauty and wildlife is the major attraction for tourist visiting Nepal. In his view, tourism is an important sector of income and employment generation. This study has concluded that land and air transportation services have been a major factor contribution the growth of intra regional tourism in South Asia. Number of South Asia tourist visiting Nepal has been increasing. Most of them for pleasure and followed by official work and business point of view.

Shrestha (2010) has given his view in SPACES Magazine that the Government of Nepal, in recent times has greatly appreciated the role of museums not only for projecting or preserving the past, but far from that as an effective and dynamic means for preserving cultural awareness and unity among its people. As a result both government, non- government and international resources are being mobilized today for the establishment and or improvement of museums in Nepal. He also suggested that museums should have good investment for quality presentation. The viability should be studied in terms of marketing. Museum Act should be introduced for private museums. The human resources should be developed as professional. The

museum should be recognized as non formal educational centre. The museums should be preserved as an identity and national pride.

MoF (2013) has reported in The Economic Survey 2012/13 AD that the tourism sector is one of the most important sectors of foreign exchange earnings for Nepal. According to this report, the total number of tourist inflow were 8,03,092 in 2012 AD which increased by 9.08 percent in compared to its previous year. Among them, number of visitors from India was 20.60 percent, 8.90 percent from China, 7.80 percent from Sri Lanka, 6.0 percent from USA, and 5.0 percent from United Kingdom. The report revealed that tourist visited Nepal with the purpose of tours and travels (43.3%), trekking and mountaineering (13.59%), religious trip (12.76%), recreation (4.09%), trade (3.15%), official visits (3.85%), meetings/seminars (1.71 %), rafting (0.22%) while 14.99 percent came with other purposes. The survey reported the length of stay was 12.87 days in 2012 AD. According to survey a total foreign exchange earned from tourism stood Rs.30.7 billion which contributed to the GDP of nation was 1.8%.

Burger (1978) attempt to analyze input and output of Nepalese tourism based on the both primary and secondary information. The study mentions the majority of the tourists come for pleasure and sightseeing purpose and only one out of six tourists who visited India, also visit Nepal. The study concluded that although tourism is a recent phenomenon in Nepal, it has grown at astonishing rate and tourism can notable help for the economic development of the country, if it properly planned and monitored.

Chand (2000) has focused on his book “Nepal’s Tourism Uncensored Facts”, that tourism has contributed to the overall growth of the economy therefore any measures that tend to negatively affect the tourism sector affect the performance of the entire economy of the country. The sector of influence of the tourism has tremendously and if a better plan, more enduring support from the government and more investment is ploughed into this sector in, it can cover more area of influence.

Tourism is an ancient phenomenon and an inherent nomadic urge in man from very earliest historical period, trend has remained fascination to man in ancient time pilgrims traders, human evolution. To search for basic needs of life; food, clothes and

shelter, human being used to move from one place to another. Travelling in those time was difficult because of several constraints of well equipped transport, lack of safety and comfort. Gradually when permanent settlement started, different religious and trade emerged which motivated people to travel different places (Kharel, 2009).

### **2.3 Tourism and Destination**

Destinations play a very important role in tourism industry. The destinations may vary from place to place, visitor to visitor, etc. These include cultural sites, natural sites, arts and artifacts, museums, and human creations (Rajamohan, 2006). Visitors love to know different cultures, biodiversity, collections of arts and crafts, specimens, aircrafts, wearings, coins, etc. Museums are considered very important destination of tourism in Europe, America, Africa and Asia (ICOM, 2012).

### **2.4 Museums and Collections**

Museums may have one or more types of collections such as weapons, crafts, cultural items, fossils, crafts, rocks, coins, arts and artifacts, etc. Based on the type of collections, museums are categorized into different types: national museum (mixed collections) (Shrestha, 2070) science museum /Natural History Museum, (TU Today, 2013-14) cultural museum, community museums (Tharu, Tamangs, Chepangs), Craft Museum (Patan Museum). Collections may vary from few hundred specimens to millions of items.

### **2.5 Museum Services/Facilities to Visitors**

Museums provide different services and facilities to the visitors. Depending on the services and facilities in museums, the numbers of visitors increase or decrease (Frey & Meier, 2006). Some museums have book shops, restaurants, gift shops, and special events for the visitors. Some museums have good facility and others (Natural History Museum) have space problem (TU Today, 2013-14).

## **2.6 Museums and Their Financing Mechanism**

The Museums may be run by a trust or university or governmental organizations, or community groups. Some museums get financial support for salary from University (TU Today, 2013-2014) and others get support from government or by trust.

## **2.7 Collaboration and Cooperation among Museums**

Museums develop links, partnership, and collaboration in order to enhance cooperation for promoting the museums. Some dynamic museums have established collaboration with universities, Schools, colleges, governmental organizations and Non-governmental organizations. Studies showed that higher the number of links or collaboration increases the number of visitors in the museums, thus enabling the museum to earn reputation as well as money necessary to run the museum. The importance of public relation of museums is discussed in literature (Rawat, 2070). However, there is no published literature on the links or partnership of museums with the institutions.

## **2.8 Trend and Pattern of Flow of Visitors**

Most of the museums of developed countries have records on trend and pattern of flow of visitors flow. These data are important for developing planning of the museum to achieve economic stability or sustainability (Shrestha S. S., 2070). Most of the museums in Nepal do not keep proper information about the visitors flow, even they have such records, these data are not analyzed and use in preparing planning.

## **2.9 Factors Contributing to Willingness to Visit the Museums**

Museums of USA, Europe collect the data on visitors' opinion on willingness of visitors to visit the museum (Burger, 1978). Such type of study on visitors' opinion is important to understand willingness to visit museums. This type to study helps to know the demand services of the museums and add the attractions and activities for promoting visitors to come to the museums. In Nepal, there is scanty or almost no studies done yet.

## **2.10 Museums and Tourism**

The museums are regarded as one of the important destinations in tourism. The British Museum is regarded as the best destination of tourism. In Nepal also, museums are chief destinations for tourists and need to be linked with tourism industry (Khatri, 2070). The museums are the important destination for cultural tourism and need to make a center of attraction of tourism industry (Shrestha, H., 2070).

## **2.11 Museums and Economics**

Different aspects of museum have been studied. Among them, one of most studied subject is the economics of museum (Frey & Meier, 2006). Frey and Meier reviewed demand and supply services, museum behaviors and current trend in museums (Frey & Meier, 2006). Although there are some literature on the number of museum visitors (Shrestha, 2070) studies on the economics of museums of Nepal have not been undertaken yet.

## **2.12 Income and Sustainability**

There are many sources of income of museums. Entry fee, parking charge, selling of museum products, membership fees, donations, events and other activities are the few among many (Frey & Meier, 2006). Thus, the income of museums helps to keep them sustainable to conduct research, add items and attract the visitors in the museum. I could not find literature on this aspect for Nepal's museums.

# **CHAPTER III**

## **RESEARCH METHODOLOGY**

Research is a systematic method of finding out the solution to a problem whereas research methodology refers to various sequential steps to adopt by a researcher in studying a problem with certain objectives in view. This chapter discusses the research methods used in present study. It covers the topics; nature and source of data, sample size method of data collection, tools on data collection and data processing and analysis.

### **3.1 Research Design**

This study applied both exploratory and descriptive research design.

### **3.2 Area of Study**

The study included four types of museums in Kathmandu valley including the largest museum; science museum; recently established museum; and art museum. These are National Museum at Chhauni, Narayanhiti Durbar Museum at Durbar Marga, Patan Museum and Natural History Museum at Swayambhu hillock. National Museum is the first public and the largest museum in Nepal. It can attract most types of visitors since it has got different galleries relating history, religion and cultural and precious art works of the nation. Patan Museum is established at the Patan Durbar Complex in 1997 AD. It is one of the finest collection places of art and architecture in South Asia. Natural History Museum is the collection place of more than 55,000 specimens of natural science under a single roof. It includes most from Nepal's biodiversity. Narayanhiti Durbar Museum is recently opened from 26th February 2009, nine months after the abolition of Shah Monarchy.

### **3.3 Population, Sample Size and Sampling Procedure**

The populations of the study were the visitor in the museums. So population type of the study was heterogeneous (Wolff & Pant, 2008) mixed up with different group such as domestic and international visitors, students and general visitors, male and female visitors etc. The sample size of the study was 80 visitors taking 20 visitors

from each of the four museums. Random sampling method has been used for primary data collection. Among 80 visitors were randomly selected 15 international visitors from different museums and 65 were domestic. In this sampling both the male and female respondent were equal on number

### **3.4 Nature and Source of Data**

The study was based on primary as well as secondary data. Primary data was collected from the field with the help of interview and observation. The secondary information was collected from the records of the museums and other research papers.

### **3.5 Data Collection Procedure**

Primary data was collected using semi-structured questionnaires. These questionnaires were two types: one for domestic and international visitors and another one for representative person of each museum. The questions were asked to the visitors by the researchers and enumerators whereas the questionnaire was given to the representative person of the museum to fill up.

The secondary data related to the museums and tourisms was collected from journal articles, reports, proceedings, and thesis visiting internets, libraries, etc.

### **3.6 Analysis and Presentation of Data**

The quantitative part of the collected information of this study has been analyzed using statistical tools. And the qualitative part has been used to support the quantitative information of study. In this study, obtain data have been classified, tabulated and interpreted according to its nature. This section helped to make a systematic study of the problems and to attain the objectives of the present study. This chapter deals with details for procedure of the study.

# **CHAPTER IV**

## **PRESENTATION AND ANALYSIS OF DATA**

### **4.1 Revenue through Museum**

Economic Survey 2013/14 shows tourism sector earned NRs. 30.70 billion in fiscal year 2011/12 while such earnings in the fiscal year 2012/13 increased by 3.50 billion (11 percent) reaching a total of 34.21 billion. That stood 2.0 percent of GDP of Nepal and providing direct employment to 178000 individuals. The number of tourist arrival in between January 2013 and 2014 are 797,759. Of that, most Tourist came for vacation/recreation and tour and travel that occupied 54.9 percent then followed by trekking and mountaineering (12.2 percent); religious trip (5.1 percent); administrative and official visit (5 percent); trade (3.8 percent); meetings/seminars (2 percent); rafting (0.2 percent) and other purpose (14.8 percent) (Economic Survey, 2014). Visiting museum fell under vacation/recreation and tour and travel and was the 6th most important activity of tourist in the country (NTB, 2008). Museums generate very low revenue to the country. It's because Museum is defined as a non-profit permanent institution in the service of society and its development (ICOM, 2007). And the most revenue is generated through entrance charge to visitors only. That's why they have their minimal entrance charge for different visitors.

#### **4.1.1 Ticket Rate per Person**

Different charges have been made for different visitors such as general Nepalese, Nepalese student, visitors from SAARC countries, Chinese and other foreigners. NHM has the lowest ticket rate for all kind of visitors among the museums and NHDM has the highest ticket rate. But the charge for Nepalese student is almost same in all museums (Table 4.1).

**Table 4.1:**  
**Ticket Rate in the Four Museums for Different Visitors**

SN	Visitor's type	NM <sup>1</sup> (NRs.)	NHM <sup>2</sup> (NRs.)	PM <sup>1*</sup> (NRs.)	NHDM <sup>1</sup> (NRs.)
1	General Nepalese	25	20	30	100
2	Nepalese student	10	10	10 or 20	20
3	Visitor from SAARC countries	50	20	250	250
4	Other Foreigner	150	50	400	500

Source: Field Survey, 2071

1= Chinese visitors were included in SAARC

2= Chinese visitors were included in foreigner

\*= Only identity card holder students are charged NRs. 20 per student and students in group with school/institutional letter are charged NRs. 10 per student

Among all charges, foreigners in NHDM are charged the highest (NRs. 500 per visitor) then followed by foreigner in PM (NRs. 400 per visitor) and visitors from SAARC countries are charged higher at MHDM and PM (NRs. 250 per visitor). Charges for all visitors at NM and NHM do not exceed NRs. 150 (Table 4.1).

#### **4.1.2 Photography and Filming Charge**

Photography and filming charges are taken in NM and NHM and almost similar rate to their different visitors. It was free of charge in PM. But the activities are strictly prohibited in NHDM for visitors (Table 4.2).

**Table 4.2**  
**Charge in Nepalese Currency for Photography and Filming for Different**  
**Visitors**

SN	Charge for	NM <sup>1</sup> (NRs)	NHM <sup>2</sup> (NRs)	PM <sup>1*</sup>	NHDM <sup>1#</sup>
1	Still camera for Nepalese	50	50	Free	Not allowed for visitors
2	Still camera for SAARC Visitors	75	50	Free	Not allowed for visitors
3	Still camera for other foreigner	100	50	Free	Not allowed for visitors
4	Movie camera for Nepalese	100	200	Free	Not allowed for visitors
5	Movie Camera For SAARC Visitors	150	200	Free	Not allowed for visitors
6	Movie camera for other foreigners	200	200	Free	Not allowed for visitors

Source: Field Survey, 2071

1= Chinese visitors were included in SAARC

2= Chinese visitors were included in Foreigner

\*=professional film maker and photographer have to take official permission.

#= allowed to photography and filming with authorized permission such as for Journalist.

#### **4.1.3 Vehicle Parking Charge**

Parking area plays good role for the museum and makes comfort to the visitors. There is good parking area in front of NM. No charges are taken. Parking area at NHM is good for two wheeler vehicle only and no charges are taken. At PM parking is moderate because it located in Durbar Square Complex there is no parking system inside the Complex but pay parking are available nearby the Complex. Only Narayanhiti Durbar Museum charges for vehicle parking and has good parking area.

Two wheelers are charged Rs. 10; four wheelers light vehicle (such as car, taxi, mini bus etc.) is charged Rs. 25 and heavy four wheelers are charged Rs. 50.

NHDM has collected Rs. 992925 from parking charge to different kinds of vehicles in last six fiscal years. FY 2069/70 has generated the most revenue in these six years.

**Table 4.3**  
**Parking Revenue in NHDM**

<b>Fiscal year</b>	<b>Revenue from parking (NRs)</b>	<b>Percent</b>
2065-11-16/66	50070	5.04
2066/67	169560	17.07
2067/68	161415	16.25
2068/69	158350	16.04
2069/70	176485	17.77
2070/71	170645	17.18
<b>Total</b>	<b>992925</b>	<b>100</b>

Source: Narayanhiti Durbar Museum, 2071

#### **4.1.4 Revenue Generated in Museums by Charging Visitors**

Charging the minimal fee to visitors is the main revenue of the museums. Visiting charges are taken at all the four museums. NM and NHM charge for photography and filming according to types of visitors. NHDM charges for parking vehicles inside its premises. NHM has got the lowest revenue collection among four museums and NHDM has got the highest revenue annually. NHDM has collected the highest revenue which is followed by PM, NM and NHM in these last six years (Table 4.4). All museums have collected the highest revenue in year 2070/71 in last six years.

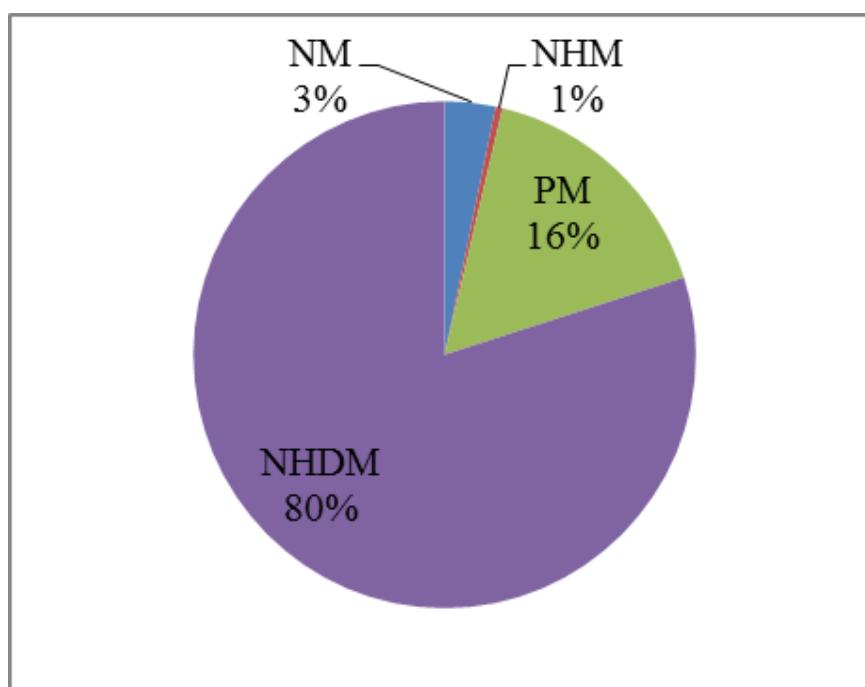
Though the revenue from the museum is increasing, its rate is very low in last five years. In each year, revenue collected from NHDM (only) exceeds the total revenue collected from remaining three museums jointly. The revenue collected from NHM is very low about 1 percent of total revenue collected from these four museums in last six years (Figure 4.1). Revenue collected from NHDM covered the highest part about

80 percent of total revenue collected from these four museums in last six years followed by PM (16 percent) and NM (3 percent).

**Table 4.4**  
**Revenue Generated in Museums by Different Charges to Visitors**

Year	NM (NRs)	Percent Change	NHM (NRs)	Percent Change	PM (NRs)	Percent Change	NHDM (NRs)	Percent Change
2065/66	848455	-	88000	-	4125220	-	11063260	-
2066/67	794620	-6.34	96325	9.46	4272895	3.57	24330900	119.92
2067/68	858560	8.04	108805	12.95	4779970	11.86	24492725	0.6
2068/69	991470	13.4	121720	11.86	5507145	15.21	25008810	2.1
2069/70	1041920	5.05	139015	14.4	4644135	-15.67	25574555	2.21
2070/71	1126715	8.13	213270	53.41	5088430	9.56	28275335	10.56
<b>Total</b>	<b>5661740</b>		<b>767135</b>		<b>28417795</b>		<b>138745585</b>	

Source: Field Survey, 2071



**Figure 4.1**  
**Total Revenue from the Four Museums in Last Six Years**

## 4.2 Visitors in the Museums

Each year, museums attract different visitors like from student to researcher; general people to foreigner; jobless people to job holder; child to aged person. Visitors are the main factor to collect the revenue at the museums. Each year thousands of visitors have visited the places and the rate is increasing day by day.

### 4.2.1 National Museum, Chhauni

It is the oldest and largest museum housed in the country. It was made accessible to the general visitors in December 1938. Ever since its inception, the museum has collected more than ten thousands of valuable objects and thus occupies a very prominent position as a repository of ancient Nepalese art and culture. So the house attracts all most all kinds of visitors; students, general people, foreigner including researchers. 298004 visitors have visited the museum in last six years (Table 4.5).

NM has categorized four types of visitors. Among them Nepalese student are more in number in each year in last six year. Overall number of annual visitors in the museum was increasing.

**Table 4.5**  
**Numbers of Different Visitors in NM**

<b>Fiscal year</b>	<b>Nepalese students</b>	<b>General Nepalese</b>	<b>SAARC countries</b>	<b>Foreign</b>	<b>Total Visitors</b>	<b>Percent changes</b>
2065/66	31052 (65%)	13672 (29%)	1492 (3%)	1544 (3%)	47760 (100%)	-
2066/67	24025 (61%)	11984 (31%)	1487 (4%)	1539 (4%)	39035 (100%)	-18
2067/68	26473 (59%)	15052 (34%)	1463 (3%)	1567 (4%)	44555 (100%)	14.14
2068/69	33931 (64%)	15447 (29%)	1661 (3%)	1900 (4%)	52939 (100%)	18.81
2069/70	39030 (67%)	16002 (27%)	1510 (3%)	1888 (3%)	58430 (100%)	10.37
2070/71	38329 (69%)	14143 (26%)	934 (2%)	1879 (3%)	55285 (100%)	-5.38

Source: National Museum, 2071

#### 4.2.2 Natural History Museum, Swayambhu

It is known as science museum because it has collected and preserved the floral, faunal, geological and other natural specimens from different parts of Nepal since 17<sup>th</sup> July 1975 AD. The museum has collected more than fifty five thousands of specimens. It runs under Institute of Science and Technology of Tribhuvan University. It is one of the best place to study and research the biodiversity of Nepal under a roof. So students and nature lovers are the main visitors of this museum.

NHM has also categorized the visitors into different types. Among them Nepalese students were more than other visitors and few are the foreigners. Annual visitors of the museum are gradually declined since FY 2066/67 to FY 2068/69 but it shows the visitors are slowly increasing in last two years (Table 4.6).

**Table 4.6**  
**Numbers of Different Visitors in NHM**

<b>Fiscal Years</b>	<b>Nepalese students</b>	<b>General Nepalese*</b>	<b>Foreign</b>	<b>Total Visitors</b>	<b>Percent changes</b>
2065/66	7800 (68%)	3300 (29%)	325 (3%)	11425 (100%)	-
2066/67	8230 (68%)	3210 (27%)	656 (5%)	12096 (100%)	5.87
2067/68	7404 (73%)	2453 (24%)	259 (3%)	10116 (100%)	-16.36
2068/69	5994 (70%)	2201 (25%)	421 (5%)	8616 (100%)	-14.82
2069/70	7244 (74%)	1874 (19%)	678 (4%)	9796 (100%)	13.69
2070/71	11754 (79%)	2244 (15%)	972 (6%)	14970 (100%)	52.81

Source: Natural History Museum, 2071

\*=including visitors of SAARC countries.

### 4.2.3 Patan Museum, Durbar Complex

The museum is known as one of the best museum in South Asia for its displaying the traditional arts of Nepal in an illustrious architectural setting. It has collected more than fifteen hundred rear objects from cultural history of Nepal. Their meaning and context within the living tradition of Hinduism and Buddhism are explained. The museum was opened in 1997 AD in cooperation between Government of Nepal and Austria. It also attracts all most all kinds of visitors; students, general people, foreigner including researchers. It claims the museum is Nepal's first self-sustainable museum.

Most of the visitors in PM are also Nepalese students which are followed by general Nepalese; foreigners; and Chinese and SAARC visitors. In six year, the number of visitors has been slightly declined in FY 2066/67 (Table 4.7). After that the numbers have been gradually increasing till now.

**Table 4.7**  
**Numbers of Different Visitors in PM**

<b>Fiscal Years</b>	<b>Nepalese students</b>	<b>General Nepalese</b>	<b>SAARC countries/ Chinese</b>	<b>Foreign</b>	<b>Total Visitors</b>	<b>Percent changes</b>
2065/66	21530 (39%)	16771 (31%)	3160 (6%)	13350 (24%)	54811 (100%)	-
2066/67	18181 (35%)	16763 (32%)	3861 (7%)	13865 (26%)	52670 (100%)	-3.90
2067/68	21455 (34%)	19776 (32%)	6102 (10%)	14849 (24%)	62182 (100%)	18.05
2068/69	21676 (33%)	20583 (31%)	6533 (10%)	17555 (26%)	66347 (100%)	6.69
2069/70	24821 (37%)	22195 (33%)	5317 (8%)	14213 (22%)	66546 (100%)	0.29
2070/71	26533 (37%)	23650 (33%)	6508 (9%)	15448 (21%)	72139 (100%)	10.49

Source: Patan Museum, 2071

#### 4.2.4 Narayanhiti Durbar Museum, Durbar Marga

It is the newest museum in the valley. Being the newest museum, it withdraws the largest number of visitors among the four museums. After ten year people's war and the nineteen days people's movement, Kingdom Nepal was established as "The federal Democratic Republic of Nepal". The King's palace; Narayanhiti Durbar was turned into a museum in 15<sup>th</sup> June 2008 and opened to public on 26<sup>th</sup> February 2009. Since then the rate of flow of visitors in the museum has not been changed much more throughout the opening days till now. Likewise on other museums, here also, students are more in number since opening days (Table 4.8).

**Table 4.8**  
**Numbers of Different Visitors in NNDM**

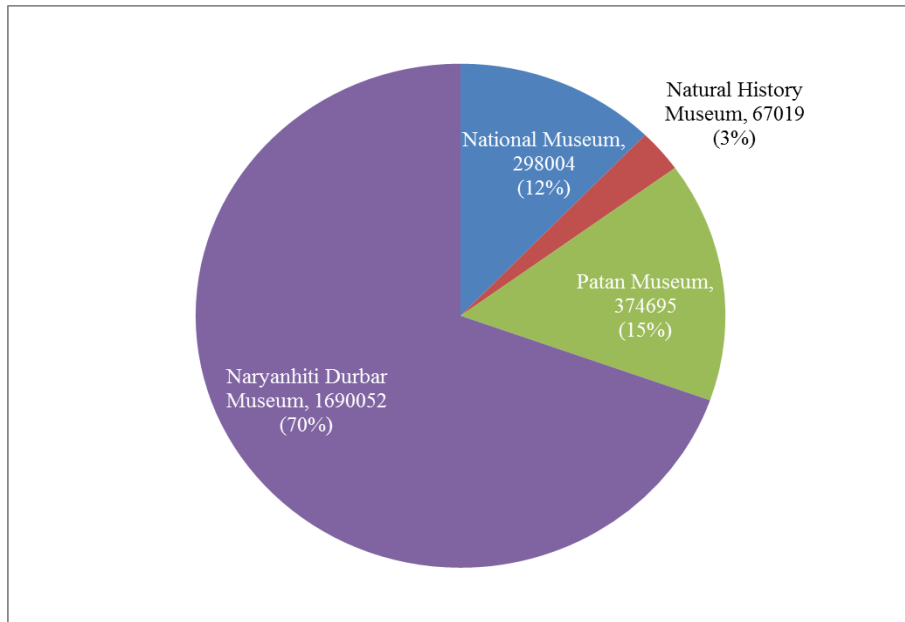
<b>Fiscal Years</b>	<b>Nepalese students</b>	<b>General Nepalese</b>	<b>SAARC countries</b>	<b>Foreign</b>	<b>Total Visitors</b>	<b>Percent changes</b>
2065-11-16/66	99202 (58%)	62054 (37%)	5111 (3%)	3092 (2%)	169459 (100%)	-
2066/67	170622 (51%)	146289 (44%)	10478 (3%)	7001 (2%)	334390 (100%)	97.32
2067/68	127533 (43%)	144819 (49%)	16009 (6%)	6593 (2%)	294954 (100%)	-11.79
2068/69	117228 (41%)	140184 (49%)	19804 (7%)	7073 (3%)	284289 (100%)	-3.61
2069/70	121591 (42%)	143525 (49%)	20849 (7%)	6803 (2%)	292768 (100%)	2.98
2070/71	124797 (40%)	158205 (50%)	23227 (7%)	7963 (3%)	314192 (100%)	7.31

Source: Narayanhiti Durbar Museum, 2071

#### 4.2.5 Visitors' Flow in the Four Museums in Last Six Years

Each year thousands of visitors visited to these four museums. In last six years, more than 2.4 million of visitors had visited these museums. Among them NNDM has got outstanding number of visitors and NHM has the least number of visitors. NM and PM cover 12% and 15% corresponding of total visitors in last six years (Figure 4.2).

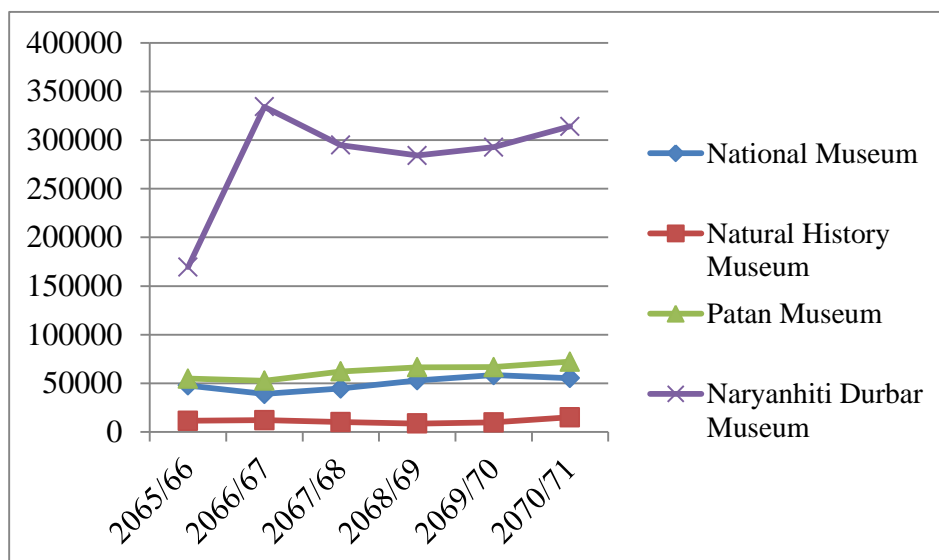
In FY 2066/67, the visitors have been declined at NM and PM but highly increased at NHDM and very little increase at NHM also.



**Figure 4.2**

**Total Visitors' Flow in the Four Museums in Last Six Years**

Rate of visitors' flow in NHDM was very high in next year after opening. But the rate seemed to be declined after the fiscal year 2066/67. Visitors at Patan Museum and National Museum were increasing in last six years. Visitors at NHM were the lowest in number among these four museums in last six years and similar number of visitors has visited in these years (Figure 4.3).



**Figure 4.3**

**Visitors' Flow in the Four Museums in Last Six Years**

#### 4.2.5 Total Visitors in Last Six Years According to Their Types

These entire four museums were the most liked to visit by students then after liked by other visitors from the country. Chinese and SAARC visitors were more visitors than other foreigners. According to visitor types in the museum 88 percent of the visitors were domestic visitors. Among them more than 50 percent were students, and only 12 percent of total visitors were from outside the country in last six years (Table 4.9).

**Table 4.9**  
**Total Visitors in Last Six Years According to Their Types**

Types of Visitors	NM	NHM*	PM	NHDM	Total Visitors	Percent
Nepalese Students	192840	48426	134196	760973	1136435	47
General Nepalese	86300	15282	119738	795076	1001114	41
Chinese/ SAARC Visitors	8547	-	31481	95478	135506	6
Other Foreigners	10317	3311	89280	38525	141433	6

\*= SAARC visitors are included in General Nepalese

#### 4.3 Information on Informants

##### 4.3.1 Respondents by Their Nation and Their Visit to the Museums

**Table 4.10**  
**Respondents by Their Nation and Their Visit to the Museums**

Country	First visit	Not a first visit
Canada	-	1
Germany	2	1
India	1	-
Ireland	1	-
Italy	1	-
Japan	2	-

Country	First visit	Not a first visit
Nepal	38	27
Norway	2	-
Russia	1	-
USA	1	-
Wales-		
UK	1	1
<b>Total</b>	<b>50</b>	<b>30</b>

Field Survey 2071

Out of 80 respondents, 65 were the domestic visitors and 15 were foreigners from different countries. 27 out of 65 domestic visitors, whose visit to the corresponding museums were not a first visit. And only 3 out of 15 foreigners repeated to visit the museums (Table 4.10).

**Table 4.11**  
**Respondents by Their Visit/ Revisit to the Museums**

<b>Respondents' Visit to Museum</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>
First visit	11	12	15	12
Not a first visit	9	8	5	8
<b>Total Respondents</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>

Field survey, 2071

According to the primary data, out of 20 visitors in each museums, NM is the most liked to revisit by visitors (9 visitors) followed by NHM and NHDM (8 visitors each). PM is visited by the most of new visitors (15 out of 20 visitors) (Table 4.11).

#### **4.3.2 Respondents According to Their Age**

Excluding the visitors below 10yrs, among the different age group, age of 21-30 years visitors were more in the museum. But NM had got more visitors of age between 10-20 years. NHM was more likely to visit by visitors aged above 50 years old (Table 4.12).

**Table 4.12**  
**Respondents According to Their Age**

<b>Age group</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
10-20yr	6	4	5	1	18	22.50
21-30yr	5	6	6	10	25	31.25
31-40yr	5	5	6	3	19	23.75
41-50yr	2	1	2	3	8	10
Above 50yr	2	4	1	3	10	12.50
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

### 4.3.3 Visitors According to Their Occupation

Secondary data shows that the students were more visitors in the museums. That is also proved by primary data where 38.75 percent of total visitors were students among respondents followed by jobholder (6.25 percent); other (15 percent); businessman (7.5 percent); freelancer (1.25 percent) and man retired from job (1.25 percent) (Table 4.13). The data also shows that NM and NHM were more likely to visit by students whereas PM and NHDM were more likely to visit by jobholders.

**Table 4.13**  
**Visitors According to Their Occupation**

<b>Occupation</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>No. of visitors</b>	<b>Percent</b>
Student <sup>1</sup>	9	9	6	7	31	38.75
Jobholder	3	5	13	8	29	36.25
Retired from job	-	1	-	-	1	1.25
Business	-	2	-	3	6	7.50
Freelancer	-	1	1	-	1	1.25
Other*	8	2	-	2	12	15
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

1= two of them are jobholder and freelancer.

\*= includes housewives, jobless visitors.

### 4.3.4 Type of Visitors According to Their Number of Visit and Changes They Found in the Museum

Among 80 respondents, 50 visitors had their first visit to the museum and 30 visitors had already visited before. Out of 30, 12 visitors found something change in the museums and 18 visitors did not find any changes than their last visit (Table 4.14).

**Table 4.14****Type of Visitors According to Their Number of Visit and Changes They Found in the Museum**

<b>Change in Museum</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>
Don't know/ First visit	11	12	15	12	50
Yes	4	2	3	3	12
No	5	6	2	5	18
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>

Field Survey 2071

**4.3.5 Visitors' Willingness to Visit Next Time**

Most of the visitors wanted to visit next time after one year, once they had visited. Very few visitors wanted to visit within one week. One respondent at NHM no more wanted to revisit the museum. Though the more visitors at PM were new, more respondents (8) wanted to revisit the museum within one month. 16 visitors in each museum (NM, NHM and NHDM) showed their interest to revisit in the corresponding museum only after six months (Table 4.15).

**Table 4.15****Visitors' Willingness to Visit Next Time**

<b>Willingness to visit</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Within one week	1	1	2	-	4	5
Within one month	3	2	6	4	15	18.25
Within six month	8	10	5	3	26	32.5
After one year	8	6	7	13	34	42.5
Don't want to revisit	-	1	-	-	1	1.25
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

### 4.3.6 Respondents' Visit on that Day

More than 72 percent of visitors made their visit to museum as the primary. NM was found to be visited as primary destination (i.e. directly visited from home) and out of 20, 17 visitors visited the museum as primary destination followed by NHM and NHDM, 14 visitors in each. And PM was visited more as secondary destination, visiting somewhere first by respondents. 72.5 percent of respondents had made the museums as their primary destination (Table 4.16).

**Table 4.16**  
**Respondents' Visit on that Day**

<b>Types</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Primary(Direct Visit to Museum from Home)	17	14	12	14	57	72.5
Secondary (After Visiting Somewhere)	3	6	8	6	23	28.75
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

### 4.3.7 Ranking of Display Management by Respondents

Display management was seemed to be all right in the museums for visitors. 80 percent of respondents commented on very good and good and only 6.25 percent criticized on display. Beside that PM seemed to have the best display management among all four museums followed by NM. 3 out of 20 visitors at NHDM commented for bad and very bad display. About 14 percent of visitors found moderate display in the museums (Table 4.17).

**Table 4.17****Ranking of Display Management by Respondents**

<b>Display Management</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Very good	8	5	9	6	28	35
Good	10	7	11	8	36	45
Moderate	1	7	-	3	11	13.75
Bad	1	1	-	2	4	5
Very Bad	-	-	-	1	1	1.25
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

**4.3.8 Understandability of Description on the Collection**

For the understandability of description on collections either visitor should be readable to the language written or the visitors' readable languages. But all four museums used only Nepalese language and English as foreign language. Though the most visitors understand the descriptions at the museums, 8.75 percent of visitors did not understand the descriptions totally. That was because either they could not read the language or they were uneducated persons. It seemed PM has well on giving description to its display collections (i.e. only one out of 20 visitors did not understand the descriptions) and followed by NM and NHDM, 2 visitors at each did not understand the descriptions. Likewise, 3 out of 20 visitors at NHM did not understand the description on collections.

**Table 4.18****Understandability of Description on the Collection**

<b>Description</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Well understandable	4	6	5	4	19	23.75
Understandable	14	12	14	12	54	67.5
Not Understandable	2	3	1	2	7	8.75
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2017

#### 4.3.9 Ranking of Cleanliness

Among all respondents, more than 77 percent of visitors felt cleaned in the museums. Only 5 percent of visitor felt dirty in the museums. NM and PM seemed to be more cleaned than other two museums. NHDM found to be dirtier by visitors as they expected (3 out of 20 visitors commented as dirty and very dirty at NHDM).

**Table 4.19**  
**Ranking of Cleanness**

<b>Cleanliness</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Well Cleaned	8	6	9	6	29	36.25
Cleaned	8	8	9	8	33	41.25
Moderate	4	5	2	3	14	17.5
Dirty	-	1	-	2	3	3.75
Very Dirty	-	-	-	1	1	1.25
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

#### 4.3.10 Importance of Museum for Respondents

None of the respondents figured out the un-importance of the museums in their life. 61.25 percent responded, museum as a very important institution. Among these museum, PM was figured by 15 visitors as very important museum followed by NH and NHM by 14 visitors in each museums then after NHDM by only 6 visitors.

**Table 4.20**  
**Importance of Museum for Respondents**

<b>Description</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Very Important	14	14	15	6	49	61.25
Important	6	4	5	9	24	30
Neutral	-	2	-	5	7	8.75
Un-important	-	-	-	-	-	-
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

#### 4.3.11 Ranking of Light System by Respondents

More than half visitors/respondents found the light system inside the museums were good. 21 percent of respondent felt moderate light system in the museum. And 15 out of 80 visitors figured for bad light system inside the museums. But none of the respondents figured as bad for PM. NHM was found to be worse in light system than other museums. Those indicated lighting system still to be improved for the satisfaction of visitors (Table 4.21).

**Table 4.21**  
**Ranking of Light System by Respondents**

<b>Light System</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>
Very good	3	-	11	5	19
Good	7	5	7	6	25
Moderate	7	5	2	7	21
Bad	3	7	-	2	12
Very Bad	-	3	-		3
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>

Field Survey, 2071

#### 4.3.12 Respondents for Behavior of Museum Personnel

**Table 4.22**  
**Respondents for Behavior of Museum Personnel**

<b>Behavior</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>
Very good	2	8	3	2	15
Good	12	8	9	7	36
Moderate	3	4	8	7	22
Bad	2	-		4	6
Very Bad	1	-		-	1
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>

Field Survey, 2071

Behaviors of museum personals were not figured as bad in NHM and PM. But few respondents found the behaviors of museum personals were not good to them at NM and NHDM. Personnel’s behavior at NHM found to be better than other museums then followed by NM, PM and NHDM respectively (Table 4.22).

#### 4.3.13 Ranking of Surrounding /Garden Environment by Respondents

Surrounding environment also plays role to attract visitors at the museum. Most of the respondents figured out as good environment around the museum. No one commented the surrounding environment at NM and PM was bad. Very few have commented as bad surrounding at NHM and NHDM. One visitor of NHM did not know about the environment around the museum because he had not visited.

**Table 4.23**  
**Ranking of Surrounding /Garden Environment by Respondents**

<b>Environment</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>
Very Nice	9	2	14	4	29
Nice	10	10	6	10	36
Not Bad	1	6	-	3	10
Bad	-	1	-	3	4
Very Bad	-	-	-	-	-
Don’t Know	-	1	-	-	1
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>

Field Survey, 2071

#### 4.3.14 Respondents Responses for Parking Area

According to respondents, parking areas were moderately good at the museums. But 15 percent of visitors did not comment for the area, which meant either they did not see the areas or they did not come with their own vehicles. 12.5 percent of visitor found bad parking areas at NHM, PM and NHDM respectively. No one commented for bad parking areas at NM. More than 47 percent of visitors found good parking areas around the museums (Table 4.24).

**Table 4.24**  
**Respondents Responses for Parking Area**

<b>Parking Area</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Very good	6	3	3	5	17	21.25
Good	6	5	5	5	21	26.25
Moderate	4	2	7	7	20	25
Bad	-	5	4	1	10	12.5
Very Bad	-	-	-	-	-	-
Don't Know	4	5	1	2	12	15
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

#### **4.3.15 Respondents Response of Ticket Rate**

Ticket rate of NM and NHM was found to be cheaper than other two museums. The ticket rate at NHDM was expensive to 4 respondents out of 20. 1 out of 20 respondents felt very expensive ticket rate at PM and NMDM each. More than 92 percent of respondents felt either cheap or very cheap or moderate ticket rate at the museums (Table 4.25).

**Table 4.25**  
**Respondents Response of Ticket Rate**

<b>Response</b>	<b>NM</b>	<b>NHM</b>	<b>PM</b>	<b>NHDM</b>	<b>Total Respondents</b>	<b>Percent</b>
Very cheap	3	4	2	1	10	12.5
Cheap	10	12	6	4	32	40
Moderate	7	4	11	10	32	40
Expensive	-	-	1	4	5	6.25
Very Expensive	-	-	-	1	1	1.25
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>80</b>	<b>100</b>

Field Survey, 2071

# CHAPTER V

## SUMMARY, CONCLUSION AND RECOMMEDATION

### 5.1 Summary

This study was confined in National Museum, Natural History Museum, Patan Museum, and Narayanhiti Durbar Museum of Kathmandu valley. This study was conducted to study the income of the museums and understand the trend of visitors. The findings on the income show that the fees of visitors and parking are the main revenues of the museum. The trend of visitors is increasing in recent year (2070/71) in all three museum compared to 2069/70, however, the visitor numbers are slightly decreasing in trend in NHM in 2070/71 compared to 2069/70. In the study, international visitors have been found very low in compare to domestic visitors. Among domestic visitors also students were found to be more, except at NHDM. The age group of 21-30 years old visitors has been found to be more in the museum and age group of 41-50 years old visitors were the least. Only 37.5percent of visitors were found to be re-visited the museum. Among all respondents, more visitors wanted to visit again only after one year.

Similarly more visitors came to the museum making it as a primary destination. Museums have been found good for display management and description on display was quite understandable to most visitors. Cleanness at the museums was good to visitors.

Likewise, no-one has figured, museum as an un-important institution. It has been figured out that PM has good light system and NHM has badly among the museums. Behavior of museum personnel were found all most good to all visitors and surrounding environment was found to be nice for the most visitors. NHDM has got good parking area in the museum complex where as NHM and PM have not got so much good parking area. It has been found that ticket rate for visitors was moderately cheap to the most respondents and only few felt expensive at NHDM and PM.

## **5.2 Conclusion**

The research findings reveal that the entry fee and parking fee are the main sources of income (revenue) for the museums. The trend of visitors in studied museums was in fluctuation state. Compared to international visitors, national visitors are the main that contribute to income of the museum. It was found the 2.1 million (88 percent) of national visitors have visited the museums in six year whereas only 6 percent were foreigners including Chinese and visitors from SAARC.

On the basis of primary data, the following conclusion are made

- i. Age group of 21-31 is the more visitors in the museum that covers 31 percent of total visitors and students are the most among them.
- ii. On concerning the re-visiting the museum by visitors, only 37.5 percent of total revisited the museums and most visitors want to visit after one year only.
- iii. Similarly more than 70 percent of visitors make the museum as a primary destination for visiting.
- iv. Overall display managements in the museums are commented as good. But NHM and NHDM seemed to be improved in its display and description on collections.
- v. NHM is found to be poor in cleanness, light system and good surrounding environments than other three museums.
- vi. NHDM has got good parking area in the museum complex where as NHM and PM have not got so much good parking area.

## **5.3 Recommendation**

Based on the present study, the following recommendations are made:

- i. Increase the number of visitors by adding interesting items, organizing events, and by promoting to different types of visitors/tourism, by networking with Nepal Tourism Board, educational institutions and different tourism sectors.
- ii. Management capacity of museums need be built and strengthened to offer services demanded by visitors.

- iii. New activities of museums such as drawing competition, seminars, day-camps, need to be integrated useful to different types of visitors.
- iv. Further research on visitors' behavior, attitude, and willingness to visit museums should be conducted.
- v. Relations should be enhanced with schools, colleges, universities, research organizations to participate in the museums educational and research activities.
- vi. Museums should be developed as the center for learning art, culture, history, biodiversity, tourism, and many more.
- vii. The museums need to attract international visitors adopting different means of promotion.

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# ANNEXES

## ANNEX I

### Questionnaire for Visitors

**Date:**

**Name of Museum:**

#### Visitors' Details

1. Name :
2. Gender :M ( ) F ( )
3. Age :  
10-20 ( )      21-30 ( )      31-40 ( )      41-50 ( )      above 50 ( )
4. Cell No. :
5. Email :
6. If foreigner, name of country:
7. Education Qualification :  
( ) Primary    ( ) Secondary    ( ) Higher Secondary    ( ) Campus/University
8. Occupation :  
Student ( )    Business ( )    Jobholder ( )    Retired from job ( )    Freelancer ( )    Other ( )
9. Is it your first visit in this museum?  
Yes ( )                      No ( )
10. How many museums do you know in the valley / country?  
Two ( )      Three ( )      Four ( )                      More than four ( )

#### Collection details

11. If you have to list the most liked/interesting collections, what would be these?

I. ....

II. ....

III. ....

IV. ....

V. ....

12. If it is your re- visit, do you find any new collections?

Yes ( )                      No ( )

13. Collections management / display

a. Very Good ( )    b. Good ( )    c. Neutral ( )    d. Bad ( )    e. Very Bad ( )

14. Is the description on the collections good enough to understand?  
 a. Well understandable ( )    b. Understandable ( )    c. Not understandable ( )
15. Do you find cleanliness in the museum?  
 Well cleaned ( )    Cleaned ( )    Moderate ( )    Dirty ( )    Very dirty ( )
16. Any suggestion about displayed collection: .....

**Factors that Enhance Willingness to visit**

17. Today's your visit to this museum was  
 ( ) Primary (direct here)    ( ) Secondary (second visit after visiting other)
18. If secondary where did you visit first?  
 .....
19. How important is the museum for you?  
 Very important ( )    Important ( )    Neutral ( )    Unimportant ( )
20. Would you like to visit again? **If yes**, when?  
 Within 1week ( )    Within 1month ( )    Within 6month ( )    After 1year ( )
21. Lighting effects / system  
 a. Very bad    b. Bad    c. Moderate    d. Good    e. Very good
22. Behavior of museum personnel/ guides  
 a. Very bad    b. Bad    c. Moderate    d. Good    e. Very good
23. Garden around the museum is  
 a. Very nice    b. Nice    c. Not bad    d. Bad    e. Very bad
24. Vehicle parking system  
 a. Very good    b. Good    c. Moderate    d. Poor    e. Very poor

**Willingness to pay an entry fee and for additional activities**

25. Ticket rate  
 a. Very expensive    b. Expensive    c. Moderate    d. Cheap    e. Very cheap
26. Do you like to do additional activities within the museum complex?  
 Yes ( )    Can be ( )    Not at all ( )

27. For additional activities

1. To do something

<b><u>SN</u></b>	<b><u>Activities</u></b>	<b><u>Yes</u></b>	<b><u>No</u></b>	<b><u>How much can you pay?</u></b>
1	Trainings			
2	Collection contribution			
3	Volunteering			
4	Filming			
5	Photography			
6				
7				

2. To buy something

<b><u>SN</u></b>	<b><u>Particulars</u></b>	<b><u>Yes</u></b>	<b><u>No</u></b>	<b><u>How much do you want to spend?</u></b>
1	Posters and post cards			
2	Books			
3	Gifts from gift shops			
4	Lunch and snacks			
5				
6				

3 To see something more

<b><u>SN</u></b>	<b><u>Activities</u></b>	<b><u>Yes</u></b>	<b><u>No</u></b>	
1	Museum related documentaries			
2	Cultural programs			
3				
4				

**Thank you**

## ANNEX II

### Questionnaires for Representative Officials

**Date:** \_\_\_\_\_ **Name of Museum:** \_\_\_\_\_

#### Personal detail

1. Name :
2. Sex :
3. Age :
4. Email :
5. Phone No. :
6. Post :

#### Institution details

7. When was it established?(DD/ MM /YY)  
( ) BS ( ) AD
8. How many staffs are working here?  
( )
9. Does this museum is coordinated and collaborated with other institution or museum?  
( ) Yes ( ) No
10. If yes which are they?
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.

#### Collections detail

11. How many collections are recorded here?  
( ) specimens
12. Do the collections are increasing annually?  
( ) Yes ( ) No
13. Do you have guide system?  
( ) Yes ( ) No

14. What are the methods of promotions?

- Web network       Social Network       Article publication  
 TV/Radio advertisement       Brochure       Others

15. What are your organizational publications (eg. Book. Journals, Magazine etc)?

- 1.
- 2.
- 3.
- 4.
- 5.

16. Do you have strategic plan?

- Yes       No

17. If Yes, Please list out major activities.

- 1.
2. ....
3. ....
4. ....
5. ....

Thank you