

**An Uprising Tourism Destination And Social Impact**  
*(A Case Study On Growing Prospects Of Budhanilakantha 03,Ktm Area as a  
Tourist Destination)*

**A Thesis**  
**Submitted to the Central Department of Sociology,**  
**Tribhuvan University, Kathmandu, Nepal**  
**in Partial Fulfillment of the Requirements**  
**for the Degree of Master of Arts**  
**in Sociology**

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**Mar, 2023**

## **LETTER OF RECOMMENDATION**

This thesis entitled “*A Case Study On Growing Prospects Of Budhanilakantha 03,Ktm Area as a Tourist Destination*” has been prepared by Mr. Sandeep Poudel Khatri under my supervision. I hereby recommend this thesis for examination by the Thesis Committee as a partial fulfillment of the requirements for the Degree of Master of Arts in Sociology.

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## APPROVAL SHEET

We certify that this thesis entitled “*A Case Study On Growing Prospects On Budhanilakantha Area as a Tourist Destination*” submitted by Mr. Sandeep Poudel Khatri to the Central Department of Sociology, Tribhuvan University, in partial fulfillment of the requirements for the Degree of MASTER OF ARTS in Sociology has been found satisfactory in scope and quality. Therefore, we accept this thesis as a part of the said degree.

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## **ACKNOWLEDGEMENTS**

I am very pleased to take this opportunity to express my gratitude to my thesis supervisor Mr. Ghanshyam Poudel, Lecturer of Active Academy College, Kathmandu for his valuable guidance, suggestions and encouragement without which this work would never have been completed. I am highly indebted to my respected supervisor. Similarly, I am also feeling privileged to express my gratitude to all the teachers and staff of Central Department of Sociology for gracious response to my queries.

At this moment, I cannot forget teaching and non-teaching staffs of the Active Academy College who inspired me by showing keen interest in my work. Thanks also go to staff of Central Bureau of Statistics, who helped me providing booklet, journal, annual report, data and correct information during the course of my field visit.

I also extend my hearty thanks to my friends who provided me valuable suggestions and help for this research work. Last but not least, I would like to express hearty thanks to my parents and other family members.

**Sandeep Poudel Khatri**

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## LIST OF ABBREVIATIONS/ACRONYMS

FY	=	Fiscal Year
GATT	=	General Agreement on Trade and Tariff
GDP	=	Gross Domestic Products
INGO	=	International Non- Government Organization
Int'l	=	International
ITC	=	International Trade Corporation
NCC	=	Nepal Chamber of Commerce
NG	=	Nepal Government
RS	=	Rupees

## **ABSTRACT**

Nepal with rich ancient cultures set against the most dramatic scenery in the world is a land of discovery and unique experience. For broad minded individuals who value an experience that is authentic and mesmerizing, Nepal is the ideal destination. Come and revel in the untouched and the undiscovered and uncover yourself.

For many, Nepal's greatest attraction is its people. The traditions and famous hospitality of its many different groups are indeed a major part of what makes Nepal so special. From remote mountain villages to medieval hill-towns and the ancient cities of the Kathmandu Valley, the people of Nepal are always welcoming. Come and experience the strong and unique flavors of Nepalese cuisine, prepared with love and a depth of flavor or join in and celebrate at one of the many festivals year round. In fact, with more festivals than days of the year, there is nowhere else in the world that can offer as many festivities as Nepal.

Tourism is one of the main stay of Nepalese economy. It is also a major source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The Hindu, Buddhist and other cultural heritage sites of Nepal, and around the year fair weather are also strong attractions.

This Thesis will be the mirror for showcasing the existing prospects, scenario and problems lying in sector of tourism. Even though the sector of tourism in the country seems attractive and fairy, but still there are a lot to perform and upgrade.

So, through the words expressed in this dissertation, I would like to highlight the concept and tries to assemble the scattered aspects of tourism business in Budhanilakantha area.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Nepal is a beautiful country, rich and diverse in natural and cultural resources which is in its developmental phase and is full of potentiality in tourism sector. Nepal is an economically backward landlocked country where the tourism industry plays the vital role in ups and downs in economic bar of the nation. Tourism in Nepal acts as a treasure hunt which is full of mysteries whilst providing pots full of golds and silvers during the journey hoping one day it will find the greatest treasure of all. The gold and silvers are the employment opportunity for people and medium to earn for their livelihood.

Tourism is a collection of activities, services, and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home.

According to Macintosh and Goldner (1986), tourism is the sum of phenomena and relationships arising from the interactions among tourists, business suppliers, host government and host communities in the process of attracting and hosting these tourists and other visitors. Local tourism is actually a trip to the sights and attraction of the area where the tourist lives. According to concept of domestic tourism, there is another concept called local tourism, which has a similar meaning to domestic tourism but on a smaller scale. One of the most important benefit of tourism is the construction and improvement of local infrastructure. The increased spending helps local communities improve the condition of their roads, parks, community area, schools and hospitals.

Budhanilkantha is a city and municipality in Kathmandu district of Bagmati province of Nepal. It is the 3rd largest city in the Kathmandu Valley after Kathmandu and Lalitpur. As per 2021 Nepal census, the city population was 179,688 and 26,678 households.

It was established on 2 December 2014 by merging the former Village development committees Hattigauda, Khadka Bhadrakali, Chapali Bhadrakali, Mahankal, Bishnu, Chunikhel and Kapan. The city is situated at the foot of Shivapuri hill. At the time of the 2011 Nepal census, the VDC of Budhanilkantha had a population of 15,421.

The municipality is named after the sacred Budhanilkantha Temple. The Budhanilkantha School is also located within the municipality.

Domestic tourism is tourism involving residents of one country travelling only within that country. It means local residents touring within the country without crossing the international border. They travel the different places of their own country. Basically there are three forms of tourism.

Domestic tourism, Inbound tourism and outbound tourism. Local tourism can be a source of pride for local communities and allows them to look at the history and background of that area. This helps the local residents to maintain their tradition and culture, while also showcasing it all for the visitors.

The activities such as travelling and staying in places far from their usual community or home that are done by the individual or group, who are called tourists, for either leisure or business is termed as tourism. Tourism is different from travel. Tourism consists of travel but travel cannot be termed as tourism. For tourism to happen these three criteria must be covered.

First, a person should stay out of his/her usual environment i.e. the traveler must be non-residence. Second, the travel must be for a purpose such as leisure activity, business, fun, adventure. Lastly, the traveler must not spend more than a year but may stay the night or not. One of the most mushrooming industries in the world is tourism industry.

Millions of people throughout the world travel from one place to another each year to travel exotic and new places or get the experience of the world. Tourism has expanded even more with the development of technology providing possibility to reach and explore difficult parts of the world.

There are different types of tourism based on place or geography of the place throughout the world. Depending upon where you are, you can find one or many forms of tourism. There is not a definite amount or quantity of tourism forms in the world. Basically, tourism is divided into educational and leisure category. Nevertheless, these two seem to be vanishing as the visit to the unknown land makes a person learn and enjoy at the same time.

The existing forms of tourism throughout the world are adventure tourism, birth tourism, business tourism, culinary tourism, dark tourism, cultural tourism, disaster tourism, doom tourism, drug tourism, ecotourism, genealogy tourism, LGBT tourism, medical tourism, nautical tourism, religious tourism, sex tourism, slum tourism, space tourism, sports tourism, virtual tourism, war tourism and wellness tourism. (Pradhan, 2013)

Nepal is a small landlocked country which lies in between India on east, west and south and China on north. Nepal is Federal Democratic Republic country which is a sovereign state located in South Asia. Packed in a tiny area of Nepal, lies the best and iconic natural beauties of the world such as Mt Everest which is the tallest mountain on the earth as well as cultural, traditional and religious heritages such as Lumbini which is the birthplace of Gautam Buddha. earth and 0.3% of Asia.

Nepal is a Hindu country with more than 80% people following Hinduism followed by Buddhism, Islam, Kiratism, Christianity and animism. Nepal is a developing country with a low income economy with many people being illiterate and unemployed. Most of the people reside in the remote or rural areas of country where the infrastructural developmental things are not in adequate manner.

## **1.2 Statement of the Problem**

Being in a developing country list, Nepal is still baby walking in almost every field. So, the GDP here is below the line of poverty. This might be because we are not able to utilize what's within us. We are not able to use the available resources to the fullest.

Although our neighbor country are far more advanced in almost every sector, and they utilize their resources to the fullest and are able to attract most tourists and also developed internal tourism, we are still lacking their level of technique. Although Nepal has been the center point of tourist attraction, here exists many problems still. In long term phase these problems need to be solved.

Some of the problems can be listed as below,

### **1. Lack of transportation**

Being in the sector of tourism, I got to know more about the lacking and shortages existing in this area. There still are many villages which need to be explored. But due to lack of proper transportation facilities, they are lagging behind. This is hampering in our international images among the potential tourists. They might not feel safe to travel in here because of the unavailability of proper and well managed transportation.

### **2. Lack of conservation of cultural heritages and traditions.**

In context of conservation and preservation, we are biased in many fronts. Some part of castes and population are still in the urge to conserve their culture and tradition. But due to lack of support from governmental sector, that urge seems insufficient. Even some of the heritages that are about to be collapsed, are not able to pull the attraction of concerned authorities. And even if they got attention, but the aged old heritages are being made with modern tools and architecture. But the fact is that, they need to be renovated in their own existing way.

**3. Lack of entertainment.**

Mostly the main motive of tourism is to be entertained. No one travel and tour in tension. Be it local or international tourist, they travel and explore along with the entertainment. So, we also need to focus more on entertainment part. We need to showcase our aged old cultures and tradition.

**4. Lack of well managed tourist centers.**

In recent years, we can see many cases of tourists harassment and teasing and misguiding in social media. All those activities are not only making us shameful but introduced us as unmannered and uncivilized person in the world. So, a proper policy are to be made and a well managed tourist centers are to be opened. And almost every tourists who come to visit Nepal must be under the guidance and surveillance of such tourist centers and make them feel safe.

**5. Lack of facilities and safety for tourists.**

We being developing countries among the world, here are lots of lacking and shortages. Besides, we have more potential for tourist attraction spot. So, more than 5 lakh tourists visit Nepal in a year in average. These numbers are a lot for our economic upliftment. So, as per the ratio of incoming tourists, in our country, the infrastructures and facilities are not fetched as needed.

**6. Lack of Sanitation.**

I think, we also lack in some sorts of sanitation. Be it in public awareness sector or the unfinished developmental sites, many collapsed infrastructures are left unsanitized and uncleaned. So, we also need to focus more on such things for gaining the attention of tourists.

**7. Lack of publicity.**

Budhanilakantha area is the uptrending tourists site that attracts local to international tourists. It is the most safe and short time zoned hiking place and to escape chaos of the valley for a day. But still the publicity is still lacking.

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

The general objective of this study is to find out the socio economic aspects of local tourism in Nepal. On the basis of this general objective, the following specific objectives have been defined;

1. To analyze an overview on status of local tourism in Budhanilakantha-3.
2. To observe the socio-economic affection of local tourism in Budhanilakantha area.
3. To recommend measures and strategies to the tourism industry as an important sector for employment generation.

### **1.4 Importance of the Study**

Each study has its own rationale in carrying out it. Many general books and reports on educational statistics have been published. However, a study, emphasizing on particular area covering the objectives of this study has yet to be done. It is equally significant from socio-economic aspect. Taking these factors into consideration, the following rationales are proposed to carry out this study.

1. This study will compare the changes in ratio of local tourism in Budhanilakantha area.
2. It will shows how the local tourism helps in promoting socio cultural aspects of the study area.
3. It attempts to identify causal factors (Social, Economic, Geographic etc).
4. It also diagnoses the outcomes of these factors in economy of this area.
5. It attempts to find out the pros and cons of local tourism sector.
6. It provides reference to those researchers who have keen interest in this field.

It, therefore, is useful to the planners Government officials, Municipalities, for the implementation of plans and development projects in this area.

## **1.5 Limitation of the Study**

Every research work has its own limitations and the present study is not an exceptional one. The limitations are as follows:

1. This study will be conducted as a case study of certain limited sector, with the primary purpose of the partial fulfillment of Master's Degree in Sociology. Therefore, detailed information will not be possible due to time and economic consideration.
2. Some aspects of the study might be sensitive issues such as sex, marriage, economic.
3. This research thesis cannot be taken as full fledged secondary data.
4. Only some limitation based tourism sectors were taken into consideration for the study. It is considered to generalize its result for country as a whole.
5. The data and information obtained by various tourism agencies and organizations with regard to female employment have not separately been dealt with in this study. Hence, all of them have been analyzed collectively.
6. Literature, particularly, about the studies using information in the area of employee in tourism was also its major limitation.
7. Required data and information for the study were not available. Some secondary data and information either seemed to be incomplete and susceptible or unreliable.

## **1.6 Organization of the Study**

The research study has been organized into four chapters which are as follows.

The first chapter deals about the introduction that includes background of the study, importance of the study, statement of the problem, objectives of the study, limitation of the study, scope and need of the study, and organization of the study.

The second chapter deals with literature review. This chapter includes two major parts as: Conceptual review and review of related studies. Here, conceptual review includes review of the area based on text books and other reference materials such as journal and magazines whereas review of related studies includes a review of thesis, research article and project works made earlier.

The third chapter deals about research methodology. The chapter includes introduction, research design, nature and sources of data, population and sampling, data collection procedure, data processing, analyzing and presentation.

The fourth chapter deals about the data presentation and analysis. All the findings and studies are presented in data form and are explained in picture format. It is essential for easy study of the whole research report in a simple manner.

The fifth chapter is the last chapter of the study. In this section summary of the study is presented with key findings. Based on those finding, conclusions, suggestion and recommendation of the study are made which will be helpful to all those marketers, students of marketing and any other interested parties related to it.

The references, annexes, appendix, questionnaire and curriculum vitae of the researcher are presented at the end of this study.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

This chapter includes two major parts as: conceptual review and review of related studies. Here, conceptual review includes review of the area based on the textbooks and other reference materials such as journal and magazines where as review of related studies includes a review of thesis, research article and project works made earlier. Review of literature is a way to discover what other research in the area of the problem has uncovered. So it provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be develop for testing.

#### **2.1 Conceptual Review**

So far as the tourism is concerned, Association of International Scientific Experts in Tourism (AIEST) defined tourism in 1981 as: “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home”.

In this regard, World Tourism Organization suggested official and technical definition to UN in 1993 for the statistical purpose as below:

“Tourism is an activity of a person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose”.

Tourism is the temporary movement of people to destinations outside their normal places of work and residences, the activities undertaken during their stay in the destinations and the facilities created to their needs. The study of tourism is the study of the people away from their usual habitat of the establishments whose responds to the requirements of the travelers and of the impacts that they have on the economic, physical and social well beings of their hosts.

It involves the motivations and experiences of the tourists, the expectation and adjustments made by residents of reception areas and roles played by the numerous agencies and institutions which intercede between them” (Matheson and Wall, 1982, P.1)

According to Collier (1989, P.3) the definition of tourism identifies the following characteristics; Tourism involves- a complex set of interrelationship between people places and products. These interrelationships involve through the transportation of people to various destinations outside of their normal places of residence and their stay at those destinations.

The duration of the visit must generally be of a short term nature. Tourism is essentially a pleasure activity in that it does not involve earning related travel even if the associated income is not earn in the destination, region or country.

According to above mentioned definitions to make clearer about tourist, the following points may be useful as: A tourist is a person who travels and stays in various destinations as a „non resident“ of the region or country. One travels to destination and stays at least 24 hours, and at the most six months during the same year. One’s activity should be of economic nature but not be involved in earning and employment activities.

One’s traveling may be inside or outside own country because nationality does not matter for the tourists. A tourist must be impersonal guest who visited for legitimate purpose other than taking up permanent residence or employment.

Tourism is not isolated and individual industry but it is inter related and inter dependent with so many industrial products and services. Tourism industry does not come to end because of many natural and manmade attractions as the basic foundation.

Tourism industry depend upon so many determining factors as natural beauty of the destination, peace and security, political stability, manmade environment, industrial development, purchasing capacity, geographical situation, weather and season, government policy, accommodation, accessibility of visa and transport facility, religious historical and recreational places, special events, hospitality, culture and friendliness of the people, organization and service of travel/tour agencies, marketing and promotional program and so on.

However tourism is inter-related, inter dependent, labor intensive and service oriented smokeless industry which cannot extend and grow individually.

Similarly, tourism may be also classified in different headings by their nature, size, and objective and so on. Some of major types of tourism can be classified as below:

- **Individual tourism:** - Only one individual or a single family who travels as tourist.
- **Group tourism:** - Group of tourists traveling with common interest.
- **Mass tourist:** - Participation in traveling with a large number of people.
  
- **Urban tourism:** - Urban tourism is concerned with capital cities, historical towns and so many types of city area only where modernized hotels and restaurants are developed to cater to the needs of the luxurious tourists.

- **Rural or village tourism:** - If all the activities of tourists concerned with villages or rural areas for peace and rest.
  
- **Domestic tourism:-** Domestic tourism is known as the traveling within the country without visa and other formalities.
  
- **International tourism:** - International visitors or foreign nationals who visit other country or region rather than their own residence.
  
- **Eco tourism:** - This is a new concept in tourism. People of host country and the guest are aware of environment. In this regard, protection and preservation of environment of natural as well as man made things while traveling have attracted the attention of all concerned with tourism.
  
- **Ethnic tourism:** - It is more concerned with indigenous community. Tourists visit the native people, their homes and villages with the interest to know and understand their customs and traditions etc.
  
- **Endemic tourism:** - Tourist participation in traveling with special interest in tourism.
  
- **Recreation tourism:** - Most of the tourism is concerned with pleasure and recreation but it is more concentrated with big cities with luxurious goods and all type of facilities.
  
- **Historical tourism:** - Tourists are more concerned with museum, old historical and archeological places for the purpose of knowing the glories of the past.

- **Adventure tourism:-** Mostly young and energetic tourists who participate in different activities like trekking, rafting, mountain climbing, bungee jumping, paragliding, hot air ballooning, canyoning, wave running, hunting, rock climbing etc. are known as adventure in tourism.
- **Health tourism:** - This traveling is more concerned with new places and fresh air as the best remedy.
- **Cultural tourism:** - It is more concerned with culturally rich areas which tour may be organized to provide knowledge of the culture of the region. Culture is known as a set of beliefs, attitudes, values, habits and forms of behaviors shared by a society which are practiced from generation to generation.

Similarly, we can categorize tourism in different headings besides the above mentioned as controlled, semi controlled and uncontrolled tourism, convention or conference tourism, sustainable tourism, receptive (in bound) and passive (out bound) tourism, highway tourism, farm tourism, social tourism, popular tourism etc.

Tourism is a service industry and can be relatively employment intensive for the developing state like ours. The tourism industry not only generates employment once in operation, jobs are also created during the construction of the tourist facilities. When, considering individual cases one must not overlook the extent to which tourism can also create secondary employment in other industries. The extent of this employment effects depends on:

- The size and nature of tourist facilities.
- The structural depth of the tourism sector.
- The type of tourism (individual, package, mass, gentle)
- Whether tourism is seasonal or all year rounds
- Increase foreign exchange.
- Improve the economy.
- Provide employment.
- Generate tax revenue.
- Promote other industries such as retail sales.
- Decrease reliance on natural resources and polluting industries.

In the mesmerizing beauty of Pradesh no 3, Kathmandu district, Budhanilakantha municipality is one of the historical municipality. Among the municipalities in Kathmandu valley, keeping the metropolitan city aside, Budhanilakantha municipality is second most populated municipality. It connects Nuwakot and shivapuri nagarjun national park on the north and Kathmandu on south. Tokha municipality on west and gokarneshor municipality on east. We can dive in with the beautiful series of Shivapuri mountain range. Rivers like Bishnumati, Rudramati, Dhobikhola, Yagyamati, Chyanekhola etc flows through this municipality which adds more beauty to it.

One of the most historical temple, Budhanilakantha temple is in this municipality. Also other temples like Chandeshor temple, Rudeshor, Bhadrakali , Panchakanya, and other various temples of lord shiva, Bishnu , Krishna etc lies in this area. So, it has the one of the most importance from the religious point of view.

Also the Jamchen Vijaya Stupa and Nagi Gumba are in the hiking route of Budhanilakantha area. So, people of every castes and religion loves visiting this area.

The statue of Budhanilkantha is thought to have been carved in the fifth century, and is still in very good condition, with a lot of intricate detail intact. The pond in which he lies represents the cosmos. Vishnu appears to lie peacefully in his golden crown beneath an orange canopy, surrounded by carved snakes and draped with orange marigold garlands.

As Budhanilkantha lies beneath the Shivapuri section of the Shivapuri-Nagarjun National Park, the temple is a great place to make a detour on the way to the park. Many hiking tours to the park include a stop at the temple.

The temple is open daily from dawn till dusk. Budhanilkantha devotees are especially active in the early morning and around dusk. A big fair is held at the temple every July and November during the Harishayani and Haribodhini Ekadashi festivals (dates vary according to the Nepali lunar calendar), marking each end of the period when Vishnu is believed to go to sleep. It is crowded with thousands of pilgrims at this time.

Budhanilkantha is 5 miles (8 kilometers) north of central Kathmandu. It's easy to get there by microbus (if you speak or read Nepali), or on the green Sajha Yatayat buses that follow a south-north route from the Lagankhel Bus Park in Patan, through Kantipath in central Kathmandu, and on to Budhanilkantha. Alternatively, it's easy to get a taxi from anywhere in Kathmandu. From the Thamel area it should take about 20 minutes, depending on traffic.

### 2.1.1 Tourism and Development

Tourism is relatively a young industry which is growing fast in the world. The history of tourism is not more than 167 years old. The concept of tourism as developed in 1841 is the effort of Thomas cook who is the pioneer as well as program framer of tourism of that period. At first he, managed a tour program and sold that tourism business package to 570 passengers. He organized circular tour of Scotland carrying 5000 tourist from 1841-1863 (Pradhanang, 2009:22).

Tourism is a recent phenomenon and travel is an ancient phenomenon. Tourism is not a new thing for Hindus. In Sanskrit literature, there are three terms of tourism known as *Paratayan* (it means going out for pleasure and knowledge), *Deshatan* (it means going out of the country primarily for economic gains), *Tirthatan* (it means going to places of religious merits). Travel means the movement of people from one place to another (Bhaita, 1982:32).

The history reveals that the travelers used to visit Nepal from the ancient times. But Nepal was kept isolated from outside world till the historic revolution of 1950, during Rana regime the movement of foreigners was directed and controlled by the then prime minister themselves.

Nepal opened her door freely to international visitors after the establishment of multiparty democratic system. Development of tourism in Nepal is an outcome of change in political system of the country (Shrestha, 1999).

Tourism is the world's largest industry which has a major increasing impact on both people and nature. It is one of the emerging industry in Nepal. Effects of tourism can be negative as well as positive. In appropriate tourism development and practice can degrade habitats and landscape, deplete natural resources and generate waste and pollution.

In contrast, responsible tourism can help to generate awareness of and support for conservation and local culture, and create economic opportunities for communities. Tourism is an special from that provide unique opportunity to experience the way of life of local people of an area along with indigenous and traditional cultures (Pradhanang, 2009: 52).

Nepal is developing countries; the country is not poor in natural resources and other development potentialities. The main cause for poorness is lack of proper utilization of those resources, failing to exploit available potentialities etc. Nepal was not success to gain expected progress in the economic development in before, even the normal situation.

Now, it is moreover suffered by violence and political instability. The country is facing great crisis in every aspects and sinking is vicious circle of poverty (Bhatta, 2006: 105).

The varieties of cultural and social change that are likely to occur with the advent of tourism are obviously going to affect the lives of individuals in the host culture more radically than those of the transient cultures. I would suggest that the traditional approaches of innovation theory and personality theory with in sociology/ anthropology are applicable here.

### **2.1.2 Impacts of Tourism**

Nepal is a model of diverse culture and nature. Tourism industry flourishes in its surrounding. Published and unpublished works have been done by numerous scholars, concerned organization about tourism. Talking about the tourism destination in the world Nepal has been selected as one of the best tourism destination in the world (Sharma, 1989). Nepal is multi ethic, multi culture, multi religious and multi lingual with major ethnic groups such as Tamang, Newar, Gurung, Tharu, Magar, Rai, Sherpa, Thakali, Chepang, Sunwar, Limbu, Dhimal, Kumal and many more.

They have their unique feature in all sector of life, birth to death ceremonies are different food habit are different. Their uniqueness is one of the attractions for the tourist (TGDB, 2009:3).

Tourism industry is the largest and smokeless industry in the world and it is rapidly growing industry also. Nepal is a famous for its rich natural beauties like Mt.Everest, the highest peak of the world and the numerous snow-capped mountains peaks, a number of lakes, waterfalls and rivers, cultural heritage (temple of lord Pashupatinath, Lumbini, Shoyambhunath) the home land of brave Gurkhas and the brave Sherpa's, the ethnic and lingual diversity (Nepal,2003).

Nepal has always been an independed and sovereign country with glorious history, culture and tradition that date back to time immemorial. Before the campaign inter- nation was launched by King Prithvi Narayan shah, the great the Kathmandu valley was ruled by the Malla Kings, whose contribution to arts and culture are great and unique (Satyal, 2004).

Tourism, the world's largest and one of the fastest developing economic sectors virtually affects every region and nation of the world due to its potential contribution to international understanding and poverty reduction. The remarkable growth of tourism at present (peace time) has been progressing through its four progressive theoretical models/platforms (e.g. advocacy, adaptancy, cautionary and knowledge based platforms) with each having both peace potential and limitation. In this scenario, there is likely growing attention and look at tourism with a passion for its prospective (N.T.B, 2011:15).

World tourism organization has defined tourist in precise terms as “any person who travels to a country other than that is which he/she has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

This term includes people travelling for: leisure, recreation and holidays, visiting friends and relatives, business and professional health treatment, religion and other purpose.” (WTO 1996:24) Both definitions’ are will be help to generalize the view of local peoples of tourism in the study area.

Tourism's major impact on the bases of social organization, particularly in simple and traditional societies, consists of an expansion of the economic domain: some areas of life that were not primarily regulated by economic criteria become commercialized or "commoditized". Moreover, considerations of economic gain take a more prominent place in locals' attitudes and relationships-not only in their dealings with tourists, but also among themselves (Cohen, 1984:382).

The impact of tourism on local cultural traditions and values are difficult to access. Not only tourist but also other factors such as local people travelling for education trade and other purpose may bring in new ideas and attitudes those in turn may result changes in local culture practices.

Change in people behavior, dress, lifestyle, family and social structure, value and expectations, decline in local support for local traditions and institutions. People’s preference for tourist related jobs over education, pollution of sacred places, changed in traditional architecture and so on are generally argued to be the negative impacts of tourism on culture. Economics impacts are also can be debated where such socio-cultural impacts are caused by tourism by economic factors or by other factors (Sharma, 1998:23).

Cohen, (1984:86), the socio-cultural impacts of tourism are numerous and varied, but most of them can be classified under one of ten major topics: community involvement in wider frame works, the nature of interpersonal relations, the bases of social organization, the rhythm of social life, migration, the division of labor, stratification, the distribution of power, deviance, and customs and the arts.

There is a broad agreement among scholars on the findings about most of these topics. Stevens, (1993), while I emphasize farmers' and other land users' and managers' efforts to attune land use to their perception of environmental conditions and risks, I am well aware that other processes and conditions also influence the decisions and practices of individuals, households, communities, and societies. These include cultural values and beliefs, social pressure, economic differentiation of wealth, political economy, and the policies and performance of government institutions.

## **2.2 Review of the Related Studies**

Sapkota, (2004) mentions that cultural and national heritage in Nepal have seen important tourism destination like other countries. He recommends that, continuous efforts are necessary for conservation of these sites and the resources. Tourism has become a major source of revenue for national parks and protected areas. That has been an incentive for developing the tourism as a distinct and important program in buffer zone management plans. The huge potential of biodiversity-tourism synergy for rural poverty reduction and biodiversity conservation remains to be harnessed. Mainly, this study will be help to know about the role of tourism for alleviating poverty in particular region which will be quite relevant to this study.

Villagers can earn foreign currency and fulfill their basic requirement. Tourism has played a prominent role in changing the occupation of local people. Tourists went to take local products to their country as gift from Nepal, which played crucial role in uplifting the economic status of local people. Some respondent argues that due to tourism, youth people are misguided and they forget what is wrong and right. They only think about money not about their future. In the study period I found some young who had stopped going to go school and were waiting for tourist. Not only tourism brings in occupation but also it developed dependent culture (Kafle, 2012).

Tourism being the faster growing and most popular industry should be marketed properly. Tourism needs to be marketed systematically and rapidly according to the pace of time, because it is an industry in which the customer still has immense varieties of choice. There are numbers of other to get bigger hold share in the market. Despite that to the tourism central point of marketing should enhance the whole tourism activities and industries. Today, all the direct and indirect promotional activities are related to tourism marketing to sell destinations and which effects all the operation of tourism (Gurung, 2006:41).

Khadka (1993) in his PhD thesis carries out a study on tourist and economic development in Nepal. The analysis is concerned with performance and efficiency of hotel investment in generating foreign, exchange and the economic impact of tourism under limited supplying capacities like other developing countries.

The main objectives of promotion of tourism have been the generation of foreign exchange, correction of deterioration balance of payments, generation of employment and rising national income. His findings of the study are the hotel bed occupancy rate, double bed room price and marketing activities are found to be important factors for the performance of hotel industries, quality hotels and safari hotels are found to be more efficient generator of foreign exchange than others.

The net earnings from tourism are greater than some other sectors of the economy; the seasonality factor is prominent in Nepalese tourism. Summer is less suitable for western tourists, but it is very suitable for Japanese Indians, Thais and other Asians.

According to the *Global Report on Women in Tourism* — the first survey to map women's participation in the tourism sector worldwide — tourism, one of the world's largest generators of wealth and employment, provides a wide range of income-generation opportunities for women, particularly in developing regions. Women are almost twice as likely to be employers in tourism as compared to other sectors. Tourism also offers leadership possibilities, with women accounting for one in five tourism ministers worldwide; more than in any other branch of government. Nevertheless, women are often "concentrated in low-skill, low-paid and precarious jobs," typically earn "10% to 15% less than their male counterparts," and tend to perform jobs such as cooking, cleaning and hospitality (UNWTO/UN Women, 2011).

Shalini Modi (2001) also wrote a book called *Tourism and Society: Cross Culture perspectives*. This book mentions various aspects of tourism in India. It gives the background of tourism, various theories as well as case studies. This book basically focuses on the impacts of tourism in the developing countries. As Nepal is also a developing country several cases from the book could be generalized in the context of Bhaktapur.

Tourism is a leading industry in many developing nations where traditional agricultural production is on the decline. Above mentioned ideas, opinion, reviews are have valorized merits of tourism in current global process. The researchers have focused tourism from economic process and relate their ideas with poverty reduction.

Similarly some thinkers have secondary and tertiary sectors of economics. Tourism as a social process cannot be analyzed and perceive from a single perspective and angle. The present researcher analyzes tourism from sociological perspective. It focuses on tourism related behavior of local people. It also studies global issue from local level and tries to analyze how large global issue is reflected at local level and in what process local people participate in tourism activities which lacks in the work of previous researcher. So this demands further research.

## **2.3 Places to visit in Budhanilakantha**

### **2.3.1 Budhanilakantha temple**

This site, situated at the foot of the Shivpuri hills in the northern-most part of the Kathmandu Valley, has probably the largest stone statue of Lord Vishnu in Nepal reclining on a bed of snakes in the middle of a pond. The five-meter-long granite image carved out of a single rock dates back to the Lichchhavi period.

According to folklore, a farmer was ploughing his field one day when his plough struck a boulder, and to his surprise and alarm, blood started oozing out of the cut in the stone. Upon digging around the huge boulder, he unearthed the magnificent image of the reclining Vishnu that had remained buried in the ground. A big mela (fair) is held at Budhanilkantha on the auspicious two main Ekadashis, Harishayani and Haribodhini, marking the four-month period when the Lord retires to sleep.

The Budhanilkantha Temple is a place of religious significance for followers of both Hinduism and Buddhism and is regarded as a perfect example of religious harmony. The Lichhavis ruled the valley before being ousted by the Malla dynasty, who in turn were conquered by King Prithvi Narayan Shah. Therefore, later, Pratap Malla erected a statue of Budhanilkantha at Balaju, which is still found there.

Also, from this time onwards, the Shah and Malla kings of Nepal were barred from seeing and worshipping Budhanilkantha. The main idol of Nilakantha is made by using black stone that is carved from a black basalt

The Budhanilkanta Temple in Kathmandu, Nepal, is a unique Vishnu temple. It has a reclining Vishnu idol which is believed to be 1400 years old.

There are also some interesting facts about the Budhanilakantha temple. They are listed as below,

- 1) Budhanilakantha is a Sanskrit word that means 'Old Blue Throat', a title of Lord Shiva that was given by gods after the Lord drank poison to save the world
- 2) The temple houses the country's largest and most beautiful stone-carved idol of Lord Vishnu believed to have been made with a single block of black basalt stone of unknown origin
- 3) The sculpture is 5 meters long and lies in a resting position in a 13-meter long pond also called as a 'cosmic sea'
- 4) Vishnu idol in the lake was believed to have been built during the reign of the 7th century monarch Vishnugupta, who controlled the Kathmandu valley, 1400 years ago
- 5) Records also show that the temple has been rediscovered later during the early Malla Dynasty period by a farmer and his wife
- 6) The water in Budhanilakantha is believed to have originated from Gosainkund, a lake formed as a result of Lord Shiva's trident striking with the mountainside
- 7) Local legend describes the existence of mirror-like image of Lord Shiva on the statue's underside
- 8) The Lord Vishnu statue shares feature similar to that of Lord Buddha
- 9) Thousands of pilgrims visit the temple during Haribondhini Ekadashi that is held during the 11th day of the Hindu month of Kartik (October – November), every year
- 10) A big fair is also held at Budhanilkantha every year on the auspicious days of Ekadashis, Harishayani and Haribodhini, marking the 4-month sleeping period of Lord Vishnu as believed by Hindus

### **2.3.2 Budhanilkantha - Sundarijal (Shivapuri) hiking trail**

This is a perfect one day hiking trip starting by a drive to Budhanilkantha via Maharajgunj starts hiking to Nagi Gumba, Tarebhir to Sundarijal bus park. Budhanilkantha temple and Krishna temple is situated in Budhanilkantha and Nagi Gumba (Monastery) along the hiking route are significant places to visit. This hike also known as Shivapuri hiking among the hiker as we hike through Shivapuri National Park. You can observe magnificent view of the Kathmandu valley from Tarebhir.

Sundarijal hiking tour distance is about 18 kms and takes 5 to 6 hours. Shivapuri day hike pass through Shivapuri conservation area, villages and Buddhist shrine Nagi Gumba. If you love to watch the birds and hear bird chirping this will be your perfect day outing.

### **2.3.3 Park Village Resort by KGH Group**

Park Village Hotel by KGH Hotels & Resort offers accommodations in the lap of Shivapuri National Park, Kathmandu. The hotel has a year-round outdoor pool and play ground and guest can enjoy a meal at the indoor / outdoor restaurant or a drink at the bar.

Each air-conditioned room has a flat-screen TV and is equipped with a private bathroom equipped with a bathtub or shower, slippers and a hairdryer. Certain accommodation features a sitting area where you can relax.

There is a 24-hour front desk, room service at the property. Free shuttle service to the airport. You can play tennis and ping pong at the hotel.

The nearest airport is Tribhuvan Airport, 9.7 km from the property. Free private parking is available on site.

### **2.3.4 Shivapuri Heights Cottage**

Situated in Budhanilkantha, 10 km from Kathmandu, Shivapuri Heights Cottage boasts views of the garden and Kathmandu valley. Guests can enjoy the on-site bar. Shivapuri Heights Cottage features free WiFi throughout the property. Car hire is available at this bed and breakfast and the area is popular for hiking. The nearest airport is Tribhuvan Airport, 10 km from the property.

### **2.3.5 Chhahari Retreat**

Nestled in the lap of the Shivapuri hills, bordering the wildlife and flora rich - Shivapuri National Park. At this quaint boutique getaway, you will not find uniformed staffs or extravagant four-course meals.

At Chhahari, let nature prod you into getting off the grid. Let your mind wander with abandon. Breathe in the fresh air of the northern hills. Take in the abundant greenery. Bask in the warm sunlight at 1600m. Listen to the sounds of the forest. Feel the afternoon breeze as it bounces off the hills. Do not rush. Take in the details. Reminisce. Replenish. Rejuvenate.

Go up a hill. Find a retreat that calms your senses and relaxes frazzled nerves. Find a getaway that lets you be - a place that proposes an idea of a different way of living – of organic food, of less clutter, less formalities, of minimalism and being one with nature.

### **2.3.6 Meraki Wellness Retreat**

Located in Burhanilkantha, Meraki Wellness Retreat is a 1-minute drive from Shivapuri Nagarjun National Park and 9 minutes from Budhanilkantha Temple. This 4-star hotel is 6.6 mi (10.5 km) from Pashupatinath Temple and 6.8mi(11km) from Boudhanath. Relax at the full-service spa, where you can enjoy massages and body treatments. Additional features at this hotel include complimentary wireless Internet access, a picnic area, and barbecue grills.

Enjoy a meal at the restaurant or snacks in the coffee shop/cafe. The hotel also offers room service (during limited hours). Mingle with other guests at the complimentary reception, held daily. Quench your thirst with your favorite drink at the bar/lounge. Full breakfasts are available daily from 7:00 AM to 10:00 AM for a fee. Featured amenities include express check-in, express check-out, and a 24-hour front desk. Free self parking is available onsite.

Make yourself at home in one of the 8 individually decorated guestrooms, featuring minibars and Smart televisions. Complimentary wireless Internet access keeps you connected, and digital programming is available for your entertainment. Bathrooms with separate bathtubs and showers feature jetted bathtubs and rainfall showerheads. Conveniences include desks and complimentary bottled water, as well as phones with free local calls.

### **2.3.7 Green Valley Resort**

Located in the Shivapuri National Park, Green Valley Resort is a perfect weekend getaway for families looking for a place to relax away from the hustle and bustle of the cities. The place provides a refreshing break from the crowd of the city giving you a place to relax and spend some quality time with your family.

The place being atop a hill gets the first ray of sun early in the morning which is often a far cry for the Kathmandu valley during the winters. The morning stroll around the holiday house is amazing with the balmy hilltop during the winters and during the summers, the cool breeze blowing atop the hill provides a comfortable atmosphere to relax.

### **2.3.8 Tarevir Hiking**

The hiking trail is easy and It has become popular now for local people after Covid-19 Pandemic suffer. Once you steps into the park, The park will hearty welcome you with Pine forest & fluttering Buddhist prayer flags, which is amazingly picturesque attraction. Tarebhir

Hike is a half-day hike and can be extended for a longer period too, although the best one is the half-day hike. Tarebhir is located at the Gokarneswore – the north side of Kathmandu Valley and on the bank of the Shivapuri Nagarjuna National Park. That is why this hiking trail is permitted free hiking trail in Kathmandu. And I recommend all the people from Kathmandu to try this hike once a week or month.

### **2.3.9 Jamchen Vijaya Stupa**

A newly built beautiful monument Jamachen Stupa is on the top of Budhanilkantha Hill. From the top, you can observe the panoramic view of Kathmandu Valley. The view from the top, clean air and serene environment will make you to stay and spend your time as much as possible. The path to reach there is a bit difficult, but the final destination will make you feel worth it. The environment inside the stupa is magical.

Peace with melodious chanting music is really marvellous and it'll compel you to meditate there for a while. Budhanilkantha, portrays a sleeping Vishnu, floating like a gigantic astronaut on a bed of snakes in the middle of a big pool of water depicting the cosmic ocean. The name Budhanilkantha has nothing to do with Buddha, but literally means "blue throat disguised by mud".

### **2.3.10 Nagi Gumba**

Shivapuri Nagi Gumba Hike is a short one day hike near to Kathmandu. The hike walks you through Budanilkantha and Shivapuri *national park* for about an hour. However, you need to drive to the bottom of Shivapuri National park for about forty minutes and start trekking. Nagi Gumba is the Buddhist monastery on the top-hill offering you the wide view of Kathmandu City and occasional Langtang Himalayas view.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

The study is about the Scope of Tourism in developing Nepal. There has been some study related to tourism context in Nepal, and this need to be extended more and more. Ex- post facto research design technique is adopted for the research design. Information were collected throughout the different parts of the Budhanilakantha area.

#### **3.1 Nature and Sources of Data**

The present study is primarily based upon field visit and secondary data. The main primary data are collected from Local municipality, stake holders, local peoples etc For research purpose of secondary data, internet and local bodies pages are taken into consideration.

#### **3.2 Population and Sample**

There are many components in the study. With regards to the first components of the analysis of the trend of tourism industry, we consider all kind of businesses involved in tourism related sector in the Budhanilakantha area. Simple random sampling method has been used for primary data collection. About 40 questionnaires were asked at different place of Budhanilakantha area with more than 40 respondents .

#### **3.3 Data Collection Procedures**

The procedure employed in this study are, first of all references card are prepared by visiting various libraries and collection of related published materials. The information regarding to this study are mainly collected from the office of handicraft association of Nepal from the published annual reports relating to the export of different Handicrafts items. Also the Internet is used to find some literature and necessary data regarding this study. The necessary secondary data are collected using appropriate technique.

### **3.4 Tools of Data Analysis**

In the analysis of data, like descriptive and graphical method have been used to make the analysis, more effective, convenience, reliable and authentic and graphical method In descriptive analysis the data has been presented in an appropriate way with the help of percentage, tables, graphs and Figures. The graphical presentation is explanatory simplest, and the most convenient form. On the basis of analysis and interpretation, major findings, conclusions have been drawn and subsequently recommendations are made.

### **3.5 Data Collection techniques/instruments**

#### **i. Interview**

The most widely used and common way of getting data or knowledge is interview. It is the most reliable way and primary source of data in any kind of research. So, I have gone through various persons asking about their arts, businesses, stake and rising scenario of tourism business in Nepal.

#### **ii. Observation**

Many of the datas and calculations are done through observation. Most of the time, being in the field of tourism sector and it's stakeholder, we consciously or subconsciously notices the surrounding. Many of the small stall owners are seen around the area of historical sites and tourists area. They make their effort in creating the handmade items and are making a living by selling those items.

#### **iii. Focus Group**

Discussion and meeting Focus group are those who really are investing either their capital, time or labor. Discussions are formal to informal. Sometimes it has to be informal being with the street vendors of such items. And sometimes it has to be formal being with the organizations. Focus group can be the creators, suppliers, exporters, customers, visitors and other stake holders.

### **3.6 Instruments**

Some of the instruments used for data collection are listed as below,

#### **i. Questionnaire**

First of all before conducting the interview, various questions that will be asked are coded in the series. Developing questions are the first important section for collection of the data.

#### **ii. Checklist**

After developing the questionnaire, checklist is done. Being some questions are to be more formal and some are to be informal as well. So, depending upon the area and time zone, questions checklist are done.

#### **iii. Schedule**

Another data collection tools and instrument is scheduling the interview time. As time management is one of the most important skill. So, in order to collect the datas and analyzing the study area, schedule are to be maintained strict.

#### **iv. Interview Guideline**

It is not an easy job to extract out the data and someone's information. Interview guidelines are to be followed. Some informants might not be able to answer the questions asked, being vague. Some might find some question offensive. So, proper interview guideline are followed during the data collection.

## **CHAPTER Four**

### **Data Presentation and Analysis**

This Chapter deals with the collection analysis and summary of datas collected and gathered during the preparation of this thesis. For this purpose, various sites were taken into consideration as secondary sources of data. And the analysis and summarization as per the acknowledgement and review are done.

Data presentation is one of the most important part in research report writing. Without data presentation, no any reports can be traced out and acknowledged.

Also the proper analysis and explanation is done along with the data sheet.

#### **4.1 Respondents**

This research report has been written with the help of field survey and analysis of Budhanilakantha area in around 3 days. Among the field visit survey, most of the most people were asked the prepared questionnaire. And the respondents helped a lot in providing the information. There were locals to foreign tourists who were there to visit the places of Budhanilakantha area.

It was way much easier to collect the datas needed. The response was far more interesting and amenable. In that three days duration, I came to learn more about this area through an eye of foreigners. Total of 338 respondents data has been prepared for the sampling purpose and the report data has been made accordingly.

Datas are mostly prepared on the variations of respondents and their willingness to travel. Also the purpose of visiting are included. This can trace out the actual datas that, why people seek Budhanilakantha area as the best destination to travel around and in which season mostly.

**Table no 4.1.1**

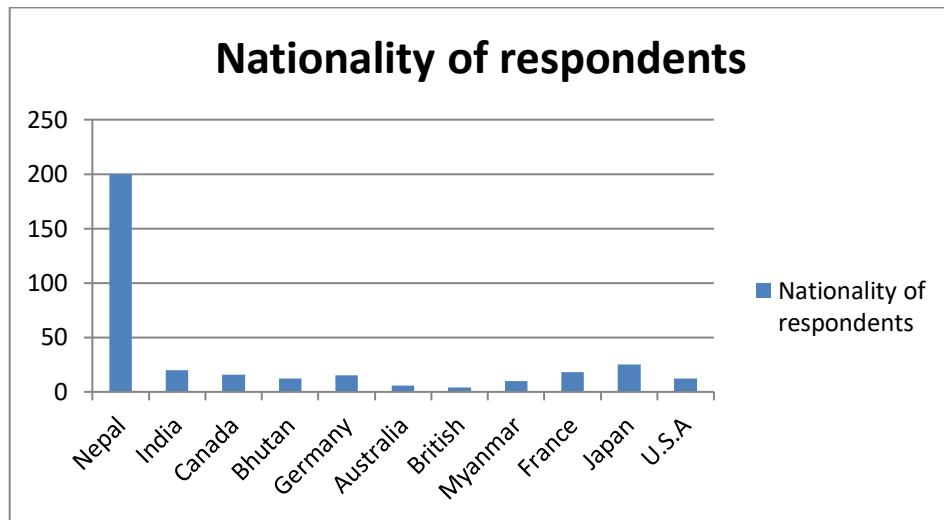
**Respondents by their nationality**

<b>S.N</b>	<b>Country</b>	<b>Number</b>	<b>Percentage(grossup)</b>
1	Nepal	200	59.17
2	India	20	5.9
3	Canada	16	4.7
4	Bhutan	12	3.5
5	Germany	15	4.43
6	Australia	6	1.77
7	British	4	1.18
8	Myanmar	10	2.95
9	France	18	5.32
10	Japan	25	7.39
11	U.S.A	12	3.55
	<b>Total</b>	<b>338</b>	<b>100</b>

*Source: Field survey, 2023*

Tourists from various nations comes to visit Nepal everyday. Most of the tourists like to explore the hidden beauty of any places. So, the most relevant and time saving tourists destination for them would be the beauty of Budhanilakantha area , near Kathmandu. With the respondents interacted within the 3 days field visit and analysis, people from India,China, Bhutan, USA etc were seen roaming around the various places of Budhanilakantha. Some, hiking, some chilling on resorts, some visiting temples etc.

Mostly the Nepalese were interacted because of the convenience in talking and their interest over the place. And some tourists were on their own travel plan and some were with their guides. Showing the above data in bar diagram as below,



Going through the observation of types of tourists visiting the Budhanilakantha area, most of them are Nepalese ofcourse. And other than the visitors varies according to the country. Being this data is only of about a week, this may varies in other seasons and other part of the year.

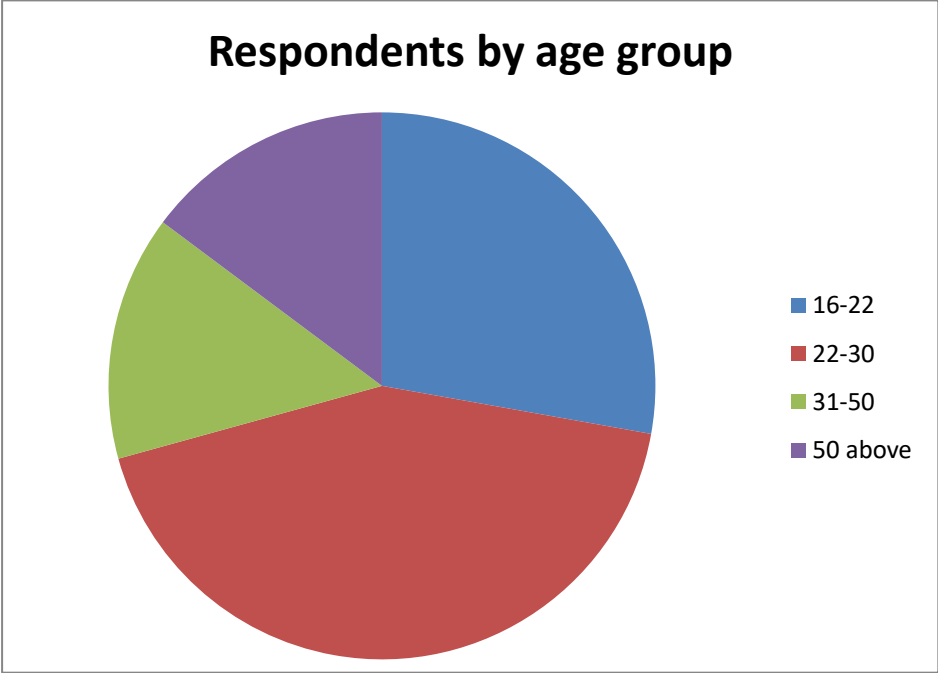
**Table no 4.1.2**

**Respondents by Age Group**

S.N	Age Group	Number	Percentage(grossup)
1	16-22	94	27.81
2	22-30	145	42.89
3	31-50	49	14.49
4	50 above	50	14.79
	<b>Total</b>	<b>338</b>	<b>100</b>

*Source: Field Survey,2023*

The data above given is a simple random sampling. The age group of tourists visiting the place varies with the season and the occasion. Mostly the people of age around 22 to 30 mostly, we got to interact. That is obvious in seeing that age group of people around any tourists destination. Being the most active age group in the world.



We can see the adults group more frequently visiting the area. Because this area is mostly famous for hiking trail, the age group in between 16 to 30 are more likely to visit with their colleagues, co-workers and circle. Also the trail is more safe and reasonable to spend a day within certain time limit. The age group mostly around 50s are there for puja and other religious activities. They were there either with their family of friend circle .

The age group doesnot really affect the terminologies of tourism. Because it is an act and willingness to travel from one city to another. And the side reasons also might be the supporting pillar for concluding the same. The foreign visitors were mostly of age group in between 20 to 50. They were there with the reference given by their friends or their guides.

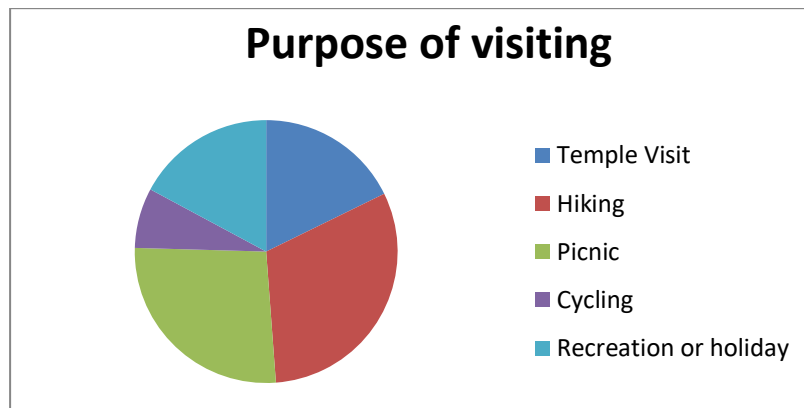
**Table no 4.1.3**

**Purpose of visiting**

S.N	Purpose	Number	Percentage(gross up)
1	Temple Visit	60	17.75
2	Hiking	105	31.06
3	Picnic	90	26.62
4	Cycling	25	7.39
5	Recreation or holiday	58	17.15
	<b>Total</b>	<b>338</b>	<b>100</b>

*Source: Field survey,2023*

Mostly being the season of hiking and trend in social media itself, more groups were seen around the hiking trail of around tarevir, baghdwar and shivapuri national park area. Others were around picnic and holy place visit.



From the above data, it seems like there are a lot of recreational activities that can be done in Budhanilakantha area. From worshipping to chilling around in the lap of nature with so enigmatic views, this seems to be a perfect destination. Mostly the people came here for the hiking purpose. Because this is the most trending way of spending holiday around. The data is all about the calculation of three days. Being the season as well, we got to meet the hiking group mostly around the shivapuri national park area.

#### 4.2 Resorts around Budhanilakantha

S.n	Name	Star	Services	Services
1	Shivapuri Heights Cottage	2 star	Free wifi Spa Hot tub Child friendly	Pet friendly Restaurant Child friendly
2	Chhahari Retreat	3 star	Free breakfast Free wifi spa	Bar Airport Shuttle Full service laundry
3	Park Village Resort	5 star	Free wifi Breakfast Free parking Hot tub	Bar Fitness center Spa
4	Lavie Residence & Spa	3 star	Free wifi Breakfast Free parking Hot tub	Bar Fitness center Spa
5	Nirvana Home	3 star	Free wifi Breakfast Outdoor pool	Air conditioning Airport shuttle
6	Green Valley Resort		Free wifi Breakfast Airconditioning restaurant	Room service Full service laundry
7	Shivapuri Retreat		Free wifi Child friendly restaurant	

*Source: Online sources*

These are some of the well known resorts near Budhanilakantha area and are serving the tourists very well. Being the center of attraction of the heart of Kathmandu valley, the investors are also attracted towards investing in hospitality sector in this area. No doubt, the established resorts are a great example of the same. These resorts and hotels are well known about the services that the tourists and visitors needs and wants while in stay at this area.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 Summary**

Tourism Industry is the service oriented sector which is capable of standing as the most important sector not only in Nepal but in the whole world. The income earned from the tourism sector is re-invested in the area of Budhanilakantha area. Despite enormous potentialities for tourism, the country has however, not been able to reap adequate benefits from tourism sector because of limited air access, poor infrastructure and inadequate marketing strategy. Tourism is an activity generating a number of economic and social benefits, which not only augment foreign exchange opportunities but also direct, indirect and induced employment through backward and forward linkages with other sectors of economy.

The objective of the study is to assess the contribution of tourism in Budhanilakantha area and it's upgrading positive result. Natural beauty and rich cultural heritage are the main tourism attributes of the country. Poor infrastructure is one of the hindrances to develop tourism. Quality of physical and service infrastructure is needed to develop tourism.

Surfacing through the hotels and resorts established in Budhanilakantha area, there are more than 40, small to big businesses which are focused for receiving tourists and local visitors. The terms upon which they are focused in providing facilities to the tourists are innumerable. Really the hospitality sector are more concerned about the modern facilities that can really attract the visitors at any season.

And through the study, it seems that the Budhanilakantha area is rapidly growing and the most happening area in the sector of tourism in recent days. It might also be because the places here are reachable at minimum time and a perfect location for a day out, do not need night stay.

Also because of the people's growing interest towards the hiking and holiday trend, these kind of nearby valley area are in growing phase of the tourism line. Budhanilakantha being 15.8km only from the ringroad, it is a under budget and reasonable place to spend the holiday and hanging around the hiking trials with friends.

Also the proposed extension line of ring road is also passes touching the budhanilakantha area, it might be beneficial in more ways in coming future.

Budhanilakantha area consists of more than 5 hiking trial that can be completed within a time limit of a day. Also the trials are filled with proper body exercise with least force applied, various beautiful site seeing, a fresh touch of air escaping the city pollution. Escaping the chaos of the valley for a day, Budhanilakantha area will be the most suitable one.

Tourism in Nepal has seen somewhat disturbed due to the hitting of Covid-19 recently. The slowdown of market hit the tourism sector badly. So, still the new investors are in the situation of wait and watch. But, gradually the situation is getting better and the immigration of tourists are increasing gradually. The rays of hope are regaining it's form. And another good news is that, the internal of domestic tourism has increased to the immense after the lockdown. People are now consciously utilizing their free time to the fullest being aware about what time the pandemic might hit and they have to be locked inside.

## **5.2 Conclusion**

With the pass of time, tourism has grown into a full fledged industry. Tourism primarily is a service industry because it does not produce goods but renders to various classes of people.

In view of their special nature and complexity of their contribution to the tourism product, they may be described as tourism industry. This industry is a complex aggregation of many industries which together satisfy the various needs of the travelers, where every penny spent by the traveler contributes to the prosperity and the development of the travel industry.

Tourism is probably a rare instance of an industry earning foreign exchange without exporting national wealth and further, it is the only smokeless industry that can generate sizeable foreign exchange. Tourism has emerged as the fastest growing industry in the world.

Still developing countries current by have only a minority share (approximately 30 percent) of the international tourism market (2nd ed, 2005). Nepal is not also far from this problem being one of the richest countries in natural and cultural heritage in the world (Paudel, 2006, P.17).

The main objective of the impact study is to evaluate income and employment generated by tourist flow to the destination and to calculate its benefits and disadvantages. The contribution of tourism to economy in terms of foreign exchange earning, government revenue and effects on other economic sectors are economic impact studies. Moreover, evaluation has been made to quantify the contribution of tourism to economic development and stability of the economy. The impact studies also deal with social cultural, political impact of tourism although it is difficult to evaluate in quantitative terms. The delirious effect of tourism on environmental degradation of the resident population is also a matter of great concern. Policy oriented studies aim to develop tourism through appropriate policy and to minimize its adverse effects and to ensure tourism policy that help the growth and development of tourism industry as a whole

### **5.3 Recommendations**

On the basis of finding and conclusion from primary and secondary data, the following recommendation can be drawn.

#### **1. Effective policy formation**

In order to develop the budhanilakantha area, despite being full of opportunities for tourists sector, effective plans and policies are to be made. Not only the government bodies but also the local bodies are needed to be in haste to develop their area.

#### **2. Proper Waste management**

One of the main recommendation will be to manage the waste materials around the Budhanilakantha area. Kathmandu valley's waste management bodies are the most biased one. Despite that the locals of Budhanilakantha are seemed to be more aware regarding the waste management. But if we want to develop the area more like tourist area, we need to work more on it.

#### **3. Installing direction sign board**

Another recommendation that is needed to be done is installing direction sign board on the way round Budhanilakantha historical area. Most of the visitors would like to explore the every possible places that are worth visiting. So, the tourist routes should be made and the boards are to be installed.

#### **4. Conducting various programmes**

Timely advertisement programmes are required for attracting the tourists. For such things, the available resorts and stake holders can conduct various kinds of programmes timely. So, that people keep coming around and suggests others as well.

## **5. Establishing information center.**

Even if the area is rapidly growing in the sector of tourism, there still is lack of proper information center. Still the native to foreign tourists are struggling to extract out the proper information regarding the sites, facilities, historical importance and lodging and fooding near the Budhanilakantha area.

## **6. Developing various online sites**

Nowadays, people search over online before going to any sites for either visit or recreation. So, developing the sites and uploading the things that can be done in Budhanilakantha area will be much effective. This can attract more and more tourists.

## **7. Collaborative work**

More over collaboration is needed in terms of developing in any kind of places. Be it the Municipality office, Local bodies, Governmental bodies, Local peoples, stake holders, ministries etc, everyone should be in a line to conduct the series of planning to developing infrastructures. Only after which, the final result will be beautiful. The water supply division to road construction and electricity maintenance, all should work in harmony.

## **8. Conducting timely cleanliness programme**

We know, more crowd, more waste. So, timely arrangement of cleanliness programs should be conducted. Also the hiking trail should be neat and clean. So, that the tourists need not to worry about being healthy and happy. For this the locals should be more concerned along with the policy makers.

After all, the tourism sector of Budhanilakantha area is far more in running phase like no other such area. There are almost every kind of facilities. People are more educated and are concerned about the wellbeing of their area and are actively participating in almost every programs.

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# Appendix

## Questionnaire

I am a student of College of a Central Department of Arts. As per the requirement of the Tribhuvan University, I am writing a thesis entitled " A STUDY ON GROWING PROSPECTS OF BUDHANILAKANTHA AREA AS A TOURIST DESTINATION". I would like to kindly request you to provide me the answer, as your response will go a long way in the fulfillment of research. I assure you that this response will be used only for the academic purpose and will be kept confidential.

**Sandeep Poudel**

### Scheduled and Structural Questionnaire to

Name of the organization: (Optional) Respondent: (Optional)

Position: (Optional)

1. What is the size of your organization?

Small (investment up to 3crore)  Medium (investment up to 10 crore)

Large (investment of more than 10 crore)

2. How much land do your business cover?

3. What kind of services are available in your hospitality?

4. Is your business seasonal ?

5. What kind of tourists do you receive?

Locals  Foreigners  Both

6. Is there facility of night stay?

Yes  No

7. How many guests can you handle at a time?

Below 25  Below 500  More than 500

8. What kind of site seeing can be done near you?

Himalayas and nature  Artificial decorations

9. What kind of natural resources are available near your area?

10. Which is the most rush hour time for your business?

All season  seasonal

11. What is the tariff in here?

Depends upon packages  Per person charge

12. How many days would the visitors like to stay?

13. How many staffs are recruited in your business?

14. Are the staffs from hospitality students ?

Yes  No

15. If not then how do you train your staffs?

16. What are the recreational activities conducted in your resort ?

Outdoor activities  Spa  yoga  zumba

17. What are the main center of attraction of visitors?

18. Are you also involved in social work?

Yes  No

19. How often do you clean the surrounding around you?

20. How are you contributing your local area through your business?

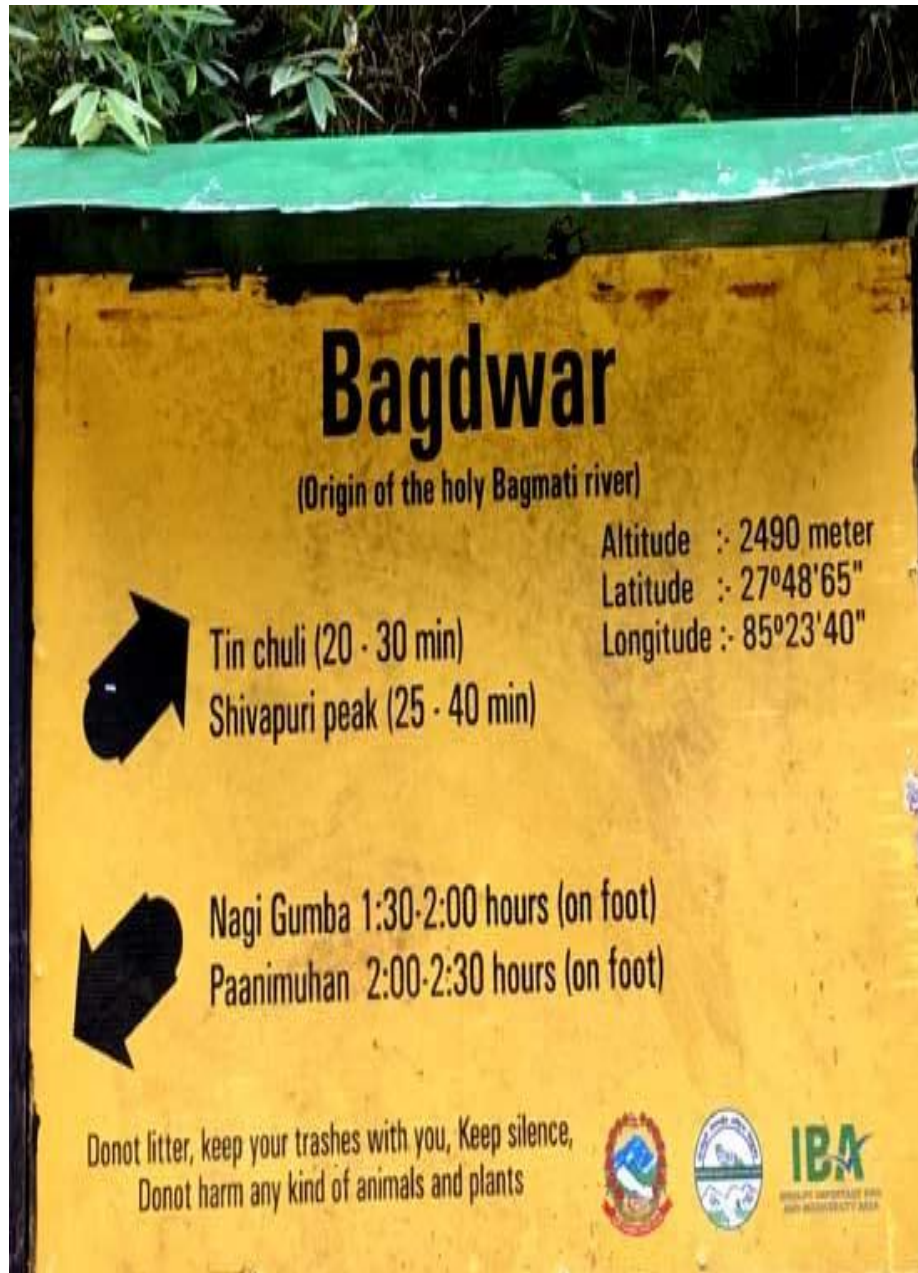
21. Are you providing the employment opportunities to the locals?

Yes  No

22. How do you think your business is contributing the tourism sector of the country?

23. Do you conduct informative programs for tourists?  
Yes  No
24. Are you satisfied with the road facilities?
25. How do the visitors access to your area?  
Websites  hoarding boards  sign boards
26. How long have you been working in this sector?
27. What are the suggestions and recommendations to the government?
28. Are there anything that needs to be upgraded in this sector?
29. How are the locals benefitted being in tourism area?
30. What kind of CSR you do ?
31. How long are you planning to stay here?
32. What are the things you enjoyed doing in this area?
33. Are you satisfied with the services provided here in the resorts?
34. How long does it take to hike around?
35. What informative things you gathered during the stay in Budhanilakantha area?

## Annexure



*Fig: Bagdwar information board.*



*Fig: Bishnu Dwar information board as seen on trial*



*Fig: Nagi Gumba*



*Fig: Bishnudwar hiking trail*



a  
d  
f  
d

