

**PROBLEMS AND PROSPECTS OF TOURISM IN NEPAL:  
A CASE STUDY OF LUMBINI AREA  
RUPANDEHI, DISTRICT**

**A Thesis**

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**By**

**Shyam Sunder Chaudhary**

**Roll No. 5/065**

**Central Department of Economics**

**Tribhuvan University, Kirtipur**

**Kathmandu, Nepal**

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## **LETTER OF RECOMMENDATION**

This thesis entitled “**Problems and Prospects of Tourism in Nepal (A Case Study of Lumbini Area) Rupandehi, District**” has been prepared by Mr. Shyam Sunder Chaudhary 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 ECONOMICS.

.....  
Mr. Sanjay Bahadur Singh  
(Lecturer)  
Thesis Supervisor

Date: 15 December, 2013

Date: 2070/09/05

## **APPROVAL LETTER**

This is to certify that the thesis entitled “**Problems and Prospects of Tourism in Nepal (A Case Study of Lumbini Area) Rupandehi, District**” written and submitted by Mr. Shyam Sunder Chaudhary has been examined. It has been declared successful in partial fulfillment of the academic requirements for the Degree of Master of Arts in Economics.

### **THESIS COMMITTEE**

---

Dr. Ram Prasad Gyanwali  
**Act. Head**

---

Mr. Khagendra Katuwal  
**( Lecturer )**  
**External Examiner**

---

Mr. Sanjay Bahadur Singh  
**(Lecturer)**  
**Thesis Supervisor**

Date: 20 December, 2013

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## LIST OF ABBREVIATIONS

AD	–	Anno Domini
BC	–	Before Christ
FY	–	Fiscal Year
GDP	–	Gross Domestic Product
IAEST	–	International Association of Scientific Experts in Tourism
ILO	–	International Labour Organization
LDT	–	Lumbini Development Trust
LTC	–	Leave Travel Concession
NRN	–	Non Resident Nepalese
NTB	–	Nepal Tourism Board
NTS	–	Nepal Tourism Statistics
NTY	–	Nepal Tourism Year
Ph.D.	–	Doctor of Philosophy
SAARC	–	South Asian Association for Regional Cooperation
SMS	–	Safety Management System
UK	–	United Kingdom
UN	–	United Nations
UNDP	–	United Nation Development Program
USA	–	United States of America
VLY	–	Visit Lumbini Year
WTO	–	World Trade Organization
MOF	–	Ministry of Finance

# CHAPTER1

## INTRODUCTION

### 1.1 Background

Lumbini is situated 28 km. far east from the headquarter of Kapilvastu district, Taulihawa and 22 km. far west from the head quarter of Rupandehi district, Bhairahawa, is famous for religious as well as other aspects in developing factors too. The place Lumbini is renowned as the sacred birth place of Lord Buddha as the world peace city. It is the foundation of world peace as a symbol of unity and prospective. So this place is important on the indispensability of peace to make teaching of Lord Buddha meaningful is generating the feelings fraternity, non- violence and peace in the world.

Nepal is combination of world class cultural and natural tourism attraction, including the rich heritage of the Kathmandu and Pokhara valley, wildlife resources, hospitable mountain people, and diverse ethnicity ensure it as a destination of well suited for international tourism. It ranges of historic sites, nature and adventure activities, element climate and compact size attract a broad spectrum of tourism markets.

Tourism is established as major sources of contribution of Nepal's foreign exchange reserves and provides direct and indirect employment about 160,000 people and contribution more than 1.8 % of GDP. ( Economic Survey, 2012/13, MoF ). The government has recognized tourism as priority sector over since the early 1904 when Nepal first opened its boarder to visitors. The tourism sector is considered as a key to strengthening the national economic improving living standards and poverty as well as helping preserve cultural traditions and historic monuments.

Nepal, the country Himalaya and birth place of Lord Buddha, is full of biological and cultural diversity in the international community. As, Nepal is a county with one of the lowest per- capita income in the world (\$718 at 2012/13) and has agricultural domination, is the economy. Agricultural contribution covers 34.33% of GDP and engages about 74% economically active population that indicates very low agricultural productivity. The common characteristics of developing countries like Nepal are rapid population growth (1.35%), mass poverty (23.8%), inequality,

increasing unemployment (38.8%), resource constraint, high dependency in foreign country and lack of infrastructure. Thus, tourism industry has become one of the most important sources of employment and foreign exchange earnings.

Tourism industry of Nepal has greater possibilities due to the God gifted natural resources and cultural diversity, tourism has greater role of socio- economic development of the country like Nepal where the process of economic development has been started. As more people visit Nepal for the religious purpose. The sociological impacts on tourism play vital role on economic development of the country.

Lumbini is the place where newly born prince Siddhartha took his first seven steps and uttered an epoch making message to the suffering humanity. The history of Lumbini was re- established with the visit of the Maurya emperor Ashok, who made a pilgrimage in 249 BC and erected a stone pillar bearing an inscription stating. "Hida Buddhhe Jate Sakyamuni" which means the Sakyamuni Buddha was born here. After his visit, structural activities started to mark the birth place of Lord Buddha. He worshipped the nativity, tree, and the bathing tank and also visited other surrounding historical sites such as Kapilvastu, Tilaurakot, Kutan and Niglihawa. In 1956, on the occasion of the fourth world Buddhist conference, late king Mahendra personally visited Lumbini and wanted to improve it further the pilgrimage of the UN secretary, of the modern history of Lumbini deeply influenced by Bimbisara's Sanctity. That wanted the government of Nepal to develop Lumbini an international pilgrimage and a tourist center in 1970 Prof. Kenzo Tang of Japan was signed to create the Lumbini master plan, which was approved by the government Trust, Formed in 1985 is responsible for the overall development of Lumbini ( Nepal Tourism Board). Government of Nepal celebrated Nepal Tourism Year 2011 with the slogan "Together for tourism, Tourism for prosperity, Prosperity for stability" to make Tourism Year 2011 successful welcoming about 10 lakhs tourists

## **1.2 Statement of the Problem**

Tourism plays vital role for the country's economic development in developing countries like Nepal. Tourism is one of the main sources of foreign exchange earnings. Tourists visit the country for various reasons such as: Holiday's pleasure,

rafting, trekking, mountaineering, business, religious pilgrimage etc. among the popular destinations for tourism in Nepal, Lumbini is one of them.

Poverty, unemployment, low per capita income, illiteracy, inequality low economic growth rate and inflation are the main problems of our country. Tourism is one of the potential sectors for the economic development of Nepal. Being a labour intensive service sector, it might be the major source of employment in both rural and urban areas and will help to reduce the poverty level in the country. It helps to contribute the development of country so I have selected tourism sector as my research area.

Lumbini is the birth place of Lord Buddha. It is not only religious place but also important place for archeological biodiversity, research and survey. There are opportunities for the development of Lumbini as a tourist destination, but improper infrastructure, passiveness of local towards Lumbini, incomplete master plan are the problems to develop Lumbini as tourist destination. Due to the effect of poverty, people of Lumbini are not able to give their preference to such as a religious as well as tourist place. Because of lack of education, local people can not involve in skillful work. They are only involved in physical work. Many tourism entrepreneurs in Lumbini are out of Rupandehi district, few local are involved in tourism enterprises. Main problems of tourism are:-

Most of the people living around Lumbini area are Hindu and Muslim. Because of it, they are not giving their preference to the religious place of Buddhism. Moreover all concerned authorities are positives, to develop Lumbini as tourist destination but there is lack of proper co- ordination between locals and Lumbini Development Trust ( LDT) which is another problem in this place. Likewise, there are other problems such as misconception of surrounding community with government activities, lack of proper awareness.

So this study will identify the problem and provide proper solution that would help the tourism planners to frame appropriate policies for further improvement of the tourist industry in this area. Thus, it also necessary to study the different aspects of tourism like social, cultural, economic situation, social behavior toward the tourists environmental condition, cultural assimilation, cultural shocks, cultural, invasion and guest relationship for betterment of tourism industry in Lumbini area.

The study connected with the following questions:

- (i) What are the major problems faced by the people to develop the tourism destination in Lumbini area? And the what are the prospects of tourism in this area?
- (ii) Is there any role of tourism to generate employment opportunity to the people in Lumbini?
- (iii) Is there any role of tourism for the poverty reduction?
- (iv) Does the flow of tourist increase?
- (v) Does the tourism help to arise life standard of the people?

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

The main objective of the study is to evaluate current problems and highlighting the potentiality of tourism at Lumbini. The specific objectives are as follows:-

- a. To analyze the trend of tourists arrival in the study area.
- b. To examine the employment generation through tourism in the study area.
- c. To analyze the problems and prospects in the study area.

### **1.4 Significance of the study**

Travelling from one place to another is known as tourism. This war started along with human civilization. Early, people travelled from one place to another for study, religion and business. Tourism being a major important industry as a source of foreign exchange has an important role in economic development of the developing countries like Nepal. With the development of this sector employment will increase and the nation can be benefited directly and indirectly. In fact, the tourism industry occupies important place in Nepal. Lumbini is the holy site situated on the foothills of the Himalayas in the southern Nepal. It has hot weather with moderate climate where October is the best season to visit this sacred site.

It is the place where we can get the international co-operation and involvement in term of tourism. This sacred place is the source of preserving and conserving the historical archeological and religious things to show the brightness and importance of the country. As the place is destination of national and international guests, it is the

way to improve the biodiversity research and summary. If we establish new international airport in Lumbini, guests may visit and spend many days. By which level of economic standard of the local people may increase and they can improve their lifestyle, educational status as well as cultural exchange. Nepal as the poor country, more people can involve in employment through Nepal can increase national income.

The growing condition of disharmony, inhospitality, and unfriendly behavior world can get the knowledge through the enlightenment of Lord Buddha. Lumbini, the birth place of Lord Buddha has been inscribed on the world heritage. It is a sacred place that welcomes all, and its doors are open to all who interested in finding peace happiness and wisdom.

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

Every study has its own limitations due to the time and resource availability. So the main limitations of the study are.

- (i) This study will be related to Lumbini Area only.
- (ii) The research will be based on primary and other available secondary data to analyze.
- (iii) The hotel records and hotel association of Lumbini will major sources of data and information for tourist arrival purpose and duration of stay.
- (iv) This study is related to Lumbini area so the findings of it cannot be generalized at national level/international level.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Framework**

The word "Tour" is derived from Latin word "Tornate" and Greek "Tornos" and means a lathe or circle; the movement around a central point or axis. The meaning changed in modern English and represent 'one's turn'. The suffix-ism is defined as an action or process; typical behavior or quality while the suffix 'ist' denotes 'one that perform a given action'. When the word, tour and the suffixes-ism and -ist are combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point which ultimately returns back to its beginning. Therefore like a circle a tour represents a journey that is a trip; ie. The act of living and then returning to original starting point, and therefore one who takes such a journey can be called a tourist" (Theobald 1997).

The word "Tour" is also derived from Hebrew term "Torah" which means learning, studying or search. A tour represents an attempt by the travelers to discover something about a place that he visits. A tourist may want to learn about business opportunities job opportunities, health advantages and educational field, environmental or recreational properties. Tourism has passed different phase since ancient to modern time. During the time travelling was associated with finding solution to man's daily needs like food and shelter.

Prior to the advent of the industrial revolution, travel was primarily related with trades with desire for military conquest or with the performance of group rites. It was principally the traders who in the early historical period blazed the trail by establishing national trade routes and communication which later extended throughout other regions and finally to other continent. Thus it was trade in the first place that motivated travel in the real sense. Later with the advent of modern means of transportations and communicates tourism was uplifted. Thus this developed traveling in modern terminology is known as tourism.

The tourism consists to all those trades that together satisfy the varied demands of tourist for considering something as tourist activity it should satisfy the following conditions:

1. Travel must be temporary.
2. Travel must be voluntary.
3. Travel should not have remunerative employment as its aim.

Tourism is not new phenomenon for Hindi. In Sanskrit literature there are three terms for tourism derived from the root *atan*, which means going or leaving home for some other places. The three terms; that are related to tourism are *pariyatan*, *desatan* and *tirthatan*.

### **2.1.1 Concept of Tourism**

Herman von Schullard (1910) mentioned that tourism is the sum total of economic operations which is directly related to entry, stay and movement of foreigner inside and outside a certain country. This definition has focused on economic aspect of tourism and difference between domestic and international tourism (cited by Upadhyaya, 2003).

Similarly, the concept of tourism was defined more technically by Swiss professors W. Hunziker and K. Krapf in 1942, which was accepted by the International Association of Scientific Experts in Tourism (IAEST). According to the term "Tourism is the totality of the relationship and phenomenon arising from travel and stay of strangers, provided that the stay does not employ the establishment of a permanent resident and is not connected with remunerated activities".

Holloway (Holloway: 1989), in his study entitled "The Business of Tourism" third edition tries to provide a sound foundation in the principles of business operations in travel and tourism. This book offers framework for problem solving and analysis in business, while encouraging those who seek to make their career in tourism to be mindful towards its development.

Burkart and Medlik (1981) write, "Tourism denotes the temporary and short term movement of the place where they normally live and work and their activities at destination." They also provide another definition in the same area "Tourism

embraces all movement of people outside their communities for all purpose except migration or regular daily work. The most frequent reason for this movement is for holiday but it will also include for example attendances at conferences and movement on infrequent business purpose (Ibid)."

Meltosh, Goeldner and Brent Ritchie (1990) defined tourism as "The Sum of the phenomenon and relationship arising from the interactions of tourists business supplies, host government and host communities in the process of attracting and hosting these tourists and other visitors. This definition focuses on the business and other interaction activities.

The definition of the tourism can be concluded as "a movement or journey of the people for entertainment within short period of time and such movement or journey influence the national and international economy through the various tourism based activities like trekking, travel and employment." Beside the economic transformation, tourism brings change in human behavior, attitude and beliefs, which have been prevailing since the generation.

## **2.2 Classification of Tourism:**

Tourism can be classified in to two major types on the bass of geographically location. These are:

1. International Tourism
2. Domestic Tourism

Tourist activity of residents of a country within their own country, which does not cross the boundaries of the country, is described as domestic or internal tourism. Similarly, the tourism activity outside the boundaries of their country is described as international tourism.

According to the purpose of travel, tourism can be classified in to following categories:-

- (i) Recreational Tourism
- (ii) Cultural Tourism
- (iii) Sports and Adventure Tourism
- (iv) Health/medical Tourism
- (v) Conference Tourism

- (vi) Incentive Tourism
- (vii) Religious Tourism

### **2.3 Components of Tourism**

Now a day's tourism is a largest and fastest growing industry. The success of tourism depends upon quality and quantity of its components. The major components of tourism are defined by four A's as:-

- a) Access
- b) Attraction
- c) Accommodation
- d) Amenities

**a) Access:** A tourist in order to get his destination has to travel and therefore some mode of transport is necessary for this. This mode of transport may be a motorcar, motor-coach, an airplane, ship or a train, which enables the travelers to reach his determined destination.

**b) Attraction:** Attraction motivates people to travel. Attraction is pre condition of travel. Attraction determine the choice of the tourist to visit one destination rather than another without attraction tourist will not be motivated to visit a particular place willingness to travel is effected by several factors. Attractions are mainly two types. They are natural and manmade.

**c) Accommodation:** For successful tourism, accommodations must be available in sufficient quantity to match the demand of the travelers who arrive at the destination. After having reached his destination, a tourist must have some kind of accommodation, which provides him food and rest.

**d) Amenities:** Amenities are the comfort and facilities added to attractions, accommodation and transportation. The amenities themselves do not generate tourist flow but their absence might detract the tourists. The amenities includes different facilities and services provided by the government, travel agencies or middle men of commission agents, hotel , airlines and transport companies, financial estates, insurance agents, communication facilities.

## 2.4 Definition of Tourism

The Austrian economist Herman Schullard in the year Book National Economy and Statistics 1910, gave the first definition of tourism. He defined tourism as the sum total of operators mainly of an economic nature which directly relates to the entry, stay and movement o foreigners inside and outside a certain country, city or region. (Upadhyay-2006),

The word tourist is comparatively a recent phenomenon. Prior to the word "Tourist" they were known as travelers or implores. In the first half of the 17 the century the term was first used for travelling from on place to another place, or to a journey or excursion or a circuitous journey touching the principle parts of country or region.

The league of nation did a pioneering work is defining the tourist for the purpose of statistical measurement. Realizing the importance of collecting statistics, the committee of the statistical support of the league of Nations, in 1937, defined " foreign tourist " as : any person visiting the country, other that the at in which he usually resides for the period of at least 24 hours. This definition considered the following characters for being a tourist:

- (i) Person travelling for meeting or as a representatives in capacity of any kind of (scientific, administrative , diplomatic, religious, athletics etc.)
- (ii) Person travelling for business purpose
- (iii) Person arriving in the course of a sea cruise, even when they stay for less than 24 hours.

The above definition was confirmed by the united nation in the year 1945 and it was stated that the tourist was a person who stayed in a foreign country for more than 24 hours of less than six months for any non immigrants' purpose. For statistical purpose person visiting to a country other than of his usual place of residence for any other that to remunerate profession.

This definition covers: Tourist i.e. temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under the following headings:

- a) Leisure (recreation holidays, health, study, religion and sports)
- b) Business (family, mission and meetings).

Excursionists whom are temporary visitors staying less than 24 hours in the country visited including cruise passengers who arrive in a country on a cruise ship return to the sea. Such right to sleep on a boat even though the ship remains in port for several way (WTO, cited by Upadhyay 2006)

According to Lickorison (1958) is as follows: "Tourism embraces are movement of people outside their community for all purpose except migration or regular daily work. The most frequent reason for this movement is for holidays, but it will also include for example, attendances at conferences and movement on sporadic or in frequent business purposes " ( Shrestha : 1998)

## **2.5 Characteristics of Tourism**

Upadhyay (2004) in his book "Tourism and Economic development in Nepal" has mentioned the following characteristics of tourism:

1. Tourism involves a complex set of interrelationship between people place and product.
2. The interrelationship inviolable through the transportation of people to various sides of their normal place of residence and their stay at those destinations.
3. The duration of resting must be generally be of a short- term nature.
4. Tourism is entails pleasure an activity in that does not involve earning related travel
5. It is an intangible survive and it cannot be seen or inspected before it's purchased.
6. Tourism product is not a homogeneous tour package to a destination and may vary in quality depending upon the circumstances, for instance a developed domestic flight could affect the image of the product.
7. The short term supply of the product is fixed. The number of the hotel rooms cannot be increased overnight to meet the requirement of the seasons.
8. Tourism product is highly perishable, a hotel room or an airlines seat not used today is total loss.
9. The tourism product can't be used for future used.
10. Its raw materials are in exhaustible.
11. The tourism product does not diminish with constant.

## **2.6 Feature of Tourism.**

Upadhyay (2006) cited the arguments presented by the Harka Gurung in (2000) in order to justify the unique features of tourism in terms of land locked countries like Nepal, which are as follow:

- 1) Its raw materials are inexhaustible. In other industries raw materials are used for extracting certain products and in the process the raw materials are transformed from one to other output. The original raw materials are either discarded as waste or recycled as a product. The process of hospitality keeps the maternal intact but capitalization the service provided. Better the quality of service great in the economic return.
- 2) Tourism products do not diminish with constant use. Despite the influx of increasing number of tourist the sight and sound of particulars dimension can be maintained and even enhanced every year Sagarmatha will be ever there. Million and million photographers, exposures there have been but height of Machhapuchhare (6993 m) has not diminished. Rather it has enhanced the image of Pokhara of Nepal as a tourist destination. Tourism indeed has been instrumental in reviving traditional culture, arts and handicrafts. The key is proper management where by small countries like Austria and Switzerland host many more tourist than their native and small territories like Hongkong and Singapore handle high volume of tourism traffic in the form of sophisticated industry.
- 3) Modern tourist is of global dimension and the volume will even grow with telescopic of time with the help of jet travel and increasing in leisure in the industrial society, international tourism is one of the fastest growing industry in the world and for many countries reception of foreign currency through tourism constitutes the single item in their balance of payment therefore it is highly competitive and needs aggressive promotion.
- 4) Tourism has other advanced as compared to merchandise export that is tourist happen to be physical in the exporting country this means that many goods consumed by tourist do not have to be transported across international border

and hence face no traffic barrier to foreign country. Thus, greater the domestic product of tourist goods lesser the linkage of earning from tourism.

## **2.7 Review of Books and Thesis.**

Bhardwaj (1973) made a study on 'Hindu places of pilgrimage in India.' A study of cultural geography by him states different aspects of cultural tourists. He selected different sacred places for field survey and showed the distribution of Hindu places of pilgrimage according to the Mahabharata. He also studied sacred places and their importance according to the Puran and other later sources. He studied the rank, trends, frequency and types of visits of pilgrims, which are applied in their study. He developed the ideas and trends to analyze the pilgrimage tourism, which is useful for everyone who is interested to learn pilgrimage tourism.

"The Location of Kapilvastu and Archeological" a book by Tara Nanda Mishra quotes the most of the Buddhist sites like Saranath, Vaisali, Kusinagar, Bodhgaya and Shavarti etc. have been identified on the basis of the description about them given by the famous Chinese pilgrims Fa- Hian and Huen Tsang. Therefore their description about Kapilvastu also will be proved very helpful towards the identification of the so-called lost site. Fa- Hian came and visited the Buddhist sites between 399-414 A.D whereas Huen Tsang traveled the places in between AD 629-645 Fa Hian while describing about Kapilvastu says that the city was thirteen- yojna east ( nearly one hundred miles east) of sravasti. Huen Tsang places the city 516 second (nearly eighty six miles) to the southeast of sravasti. He says that there was ten- deserted city in the country. Both the travelers describe the city of Kapilvastu as deserted, in ruins and without people or king. Fa- Hain says that there were some monks and a score or two familiar of common people. At the old place of King Suddodana there were images of prince and his mother. At places where that son appeared mounted on a white elephant when he enter his mother's womb, and where he turned his carriage sound, on seeing the sick man, after he had gone out of the city by the eastern gate tops ( Stupas ) had been erected. Places where Asia inspected the marks of Siddhartha, the elephant was thrown ( Hestigarta). Where he shot an arrow to the southeast, which went to the distance of thirty in and entered into the ground making a spring ( Sarakupa) the place where Buddha after attaining wisdom first came and met his father. Where 500 Sakyas were converted in the Buddhist order and left their families

at that spot where king Vaidurya sown the seed of the Sakya: topes (Stupas) had been erected. Huen- Tsang, while describing the city, narrates that the ruins of the city measured about 14 to 15 (nearly 3 miles). The foundation wall of the city of Kapilvastu was still strong and high. There was no supreme ruler but each town having its own chief. (Mishra,1976-1972).

Pradhan (1978) concludes that Nepal began to benefit from tourist industry in the past 1950 AD. After first and second world war, developed countries like UK, USA, and France etc also used tourism industry for the solution of favorable balance of payment. The developing countries used tourism to sustain deficit financing and economic development. The topographical condition of Nepal is fruitful for tourism industries and it helps to solve the national unemployment problems. The training program conducted by different institution and UNDP (United Nation Development Program) and ILO (International Labor Organization) have significant contribution in the promotion of tourism industry.

Kaur (1985) studied on ' Himalayan Pilgrimages and the New Tourism.' He studied about assessing scenic resources for tourism. He showed the inter- relationship among different important Hindu religious places of India, traditional routes of the Tirthas and the behaviors of pilgrims. It is helpful for this study to analyze the behavior of the pilgrims.

Pollaco (1986) studied on Development of Cultural tourism in Nepal.' He states in his study that historical monuments and cultures are the attraction for the tourists. This study comes to conclusions that intensive case should be taken for the protection of the cultural properties of Nepal has to develop cultural tourism in Nepal.

Pradhananga (1993), studied tourist consumption pattern and its economic impact in Nepal. This study shows that tourism sector contributed 37.99% as direct expenditure of government. The study also found that the direct import content was 33.49% in tourism sector, 17.345% in tourism related sector and 8.94% in non- tourism sector. The increase in tourist expenditure leads to increase in imports and this was found to reduce the positive effect on the national economy.

Gurung (1998) has made a study on ' developing Lumbini as pilgrimage centre of peace'. This study shows the historical and archeological overview of Lumbini as a

birth place of Lord Buddha. He has mentioned the development plan and contribution of the donor countries to develop this historical place as destination of Buddhist pilgrims and other pilgrims as well. His study is helpful for this to analyze the management for the pilgrims and study their trends.

Shrestha (1999), concludes that Nepal has not been able to manage the market on a sound and professional basis. Lack of co- ordination among the government officials and the private sectors is weak pronounced. The study points out that the growing environment problems especially in Kathmandu and Pokhara and poor preservation and development of tourist resources are the major problems in this sector. The study recommends that unless Nepal address these issues, sustained development of tourism will not be possible. The whole industry needs to develop on a professional basis since this industry has to complete a international standard. Therefore strategies must be opted to include state of art technologies. The study has shown the paucity marketing efforts of Nepal. In this respect Nepal must break the shackles of compliancy on an appropriate and sound manner as per the needs and potentials markets. Finally the study concludes that the requisite attention to develop and sustain the industry must be provided immediately ( Shrestha 1999).

Somyaji (1999) has made a study on shree Pashupati Darshan. He studied the historical and cultural importance of Pashupatinath. He has studied the system of performing daily Pooja at the Pashupati and the cultural importance of the scared place, which is helpful to study the behavior of religions for this study.

Religious sentiment urged people to go on long pilgrimages to place of religious worship. The Chinese Buddhist traveled long distance to visit Lumbini, the birth place of Buddha in Nepal and other Buddhist places in India, enduring many hardships with the development of western Christianity, Pilgrimages passed a special importance in the middle ages and set many pious journeys on the national and international level. The Buddhist people despites hardship, continued to make pilgrimages to the shrines of the Buddha Mecca became a powerful centre of religious attraction for the Islamic countries from the 8th century onwards (Satyal, 1999).

Since ancient times Nepal was known as the abode of gods. Many Chinese as well as Indian people came to Nepal to make long pilgrimage to places of venerated

scholarships. The Chinese, followers of Buddha, did not hesitate to go as far as Lumbini, travelling millions of miles across vast countries. So the religious sentiment persuaded people China and India to make a journey, straining many dangers and hardships. The people of India used to make journey to pay homage's to lord Pashupatinath, Muktinath, and Barahachhetra etc. making which sometimes exceeded the limit of human endurance ( Satyal, 1999).

The Lumbini garden, located in Rupandehi district of Lumbini zone, is considered as highly sacred site. Lumbini the birth place of Lord Buddha, the messenger of peace is one of the holiest places on the earth. Lord Buddha' mother, Shakya Queen Mayadevi gave birth to prince Gautam in the beautiful Lumbini garden in 623 BC.

Tourism is the world fastest growing industry. In addition to generating foreign exchange, tourism is expected to create additional employment and generate multiplier effect in the economy. Due to the favorable atmosphere in Nepal, Tourism can be one of the main source of foreign exchange earnings and employment generation if appropriate actions are taken in time then it has create atmosphere more attractive. Tourism industry, being a comparative advantage industry of Nepal, has important role in Nepal's economy with its natural beauties and cultural heritage like Pashupatinath Temple, Swayambhunath, Mt. Everest, Lumbini, a numbers of lakes and rivers etc. Nepal has become the attractive destination for tourists from all part of the world. Lumbini visit year 2012, is announced by Prime Minister Dr. Baburam Bhattraï for the development of tourism sector.

Many studies have been made directly or indirectly regarding tourism in Nepal. Almost all studies have stressed the need of it in the sense that it has grater potentiality and prospects to develop in Nepal. in order to make the study more reliable and comprehensive few available articles, bulletins reports, survey and books have been reviewed.

"Pilgrimage Tourism in Nepal" by Rakesh has stated" in the material world the Lord is situated in different area muftis (Deities) in the temples, just to increase the material activities of the conditioned soul and increase his spiritual activities. Faithful Hindus visit these holy places for perfection of spiritual realization." A tourist to Nepal long ago has called it a home of gods and land of festivals. The authentic of this remark

can be judged from the scores of ideals of various gods and goddess to be found in this land. The valley of Kathmandu is itself full of the images of hundreds of Hindu and Buddhist divinities. So this valley presents the beautiful picture of different religious and different sectors. Thus, Nepal has become a decent destination for pilgrimage tourism with a large number of both Hindu and Buddhist pilgrimage sites and shrines and temples. There are valuable and vibrant and very important assets of this Himalayan only Hindu kingdom of the world. They have contributed significantly in the development of the pilgrimage tourism as well as domestic tourism. This is a marvelous, mystic and mysterious meeting place of many Hindu and Buddhist gods and goddess. They unfold a colorful picture of human work and joy of the immensely religious minded people of this lovely land. The attitude of the Nepalese people at large displays a unique spirit of mutual trust and tolerance toward different religions. The age old interaction between the Hindu and the Buddhists presents and produces a beautiful balance in which gods lose their sectarian character. There is a street synthesis of different religions. There is a religious harmony between the Hindu and the Buddhist, which has existed from time immemorial. A devout Hindu devotee goes to Swayambhunath and Bouddhanath and a true Buddhist goes to Pashupatinath to pay homage irrespective of his or her religious faith. Thus our country's strength has been expressed through its cultural solidarity and religious since the creation of this universe (Rakesh, 2002)

Upadhyaya (2003), in his Ph.D. thesis, has opined that many countries have made various attempts to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms of industrialization some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development, to study the scope for global linkage of the Nepalese economy with special references to tourism. He suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economy and to induce the other sector of the economy.

Upadhyay (2008) in his article "Rural Tourism to create equitable and growing economy in Nepal" defines, "Rural tourism is a complex multifaceted activity. It is not just farm-based holiday, eco-tourism, walking climbing, adventure, sports, health tourism, hunting, fishing, educational and heritage tourism and ethnic tourism. "In

this article, he states the main objectives of the rural tourism like, to achieve maximum human welfare and happiness through sustainable socio- economic development of rural areas, to reduce regional inequality and economic disparities and to contribute in poverty alleviation and attainment millennium development goals. He concluded that rural tourism in Nepal's oil and key for poverty alleviation, public, Private and cooperative sector to pay their attention in time to develop rural tourism in Nepal.

Upadhyay (2011), in an interview with The Corporate weekly news paper, focused about "Sustainable Economic development through Tourism" shows the objectives and strategies of Nepal Tourism Year ( NTY-2011) were well structured and defined. However, the campaign faced some challenges in the implementation process. A major challenges was the frequent change of ministers, secretaries and CEO of Nepal Tourism Board ( NTB) , Government of Nepal.

The major problems like poor management, resources allocation, poor plan and policies are equally responsible for top sided outcome. There in difficulty in hierarchical system in management and monopoly practice has outpaced professionalism in tourism industry. This has prevented the development to tourism at the grass root level.

Nepal needs to look at sustainable rural tourism development through integration efforts which include more responsible participation of the private sectors, massive forestry, floriculture and horticulture and other sectors development.

The sustainable economic development of any country depends upon its geographical setting and opportunities. Nepal also has its geographical uniqueness, which consists of mountains, hills and plain land, rivers, springs, lakes, rich forest, wildlife and biodiversity. Nepal also boasts of various ethnic and indigenous groups with color full life styles and culture. Those potential could be realized and utilized for the sustainable development of tourism.

Nepal's sustainable economic development is possible through tourism, if it is given utmost priority. It can also effectively address the issues of poverty and unemployment. So the present government must give first priority to the development of tourism. He advised that for tourism development we must revisit Nepal's past

offerings such as ponds, lakes, forest and wildlife. We should try to re-establish Nepal's tourism appeal through minimal disturbance in ecology and environment.

It was due to the lack of basic accommodation infrastructures and moreover due to the visitors being diplomats who seek more comfort and obviously are busy on some other jobs. But today the enough carrying capacity and presence of new structures have facilitated to extend the duration of stay which is definitely a positive aspect of tourism in Lumbini. Number of tourist's arrivals in Lumbini too has leaped forward. Even though some years show a decline, overall trend is upward. Lumbini was visited only by 1023 tourists during 1964 (Okada, 1969) has been visited by 16780 tourists during 2000 (Acharya, 2001). Lumbini has happened to be a purpose meant for visitors' prior from the time when the Lumbini fall out to be the birthplace of the Gautam Buddha. Owing to the being there of the blessed Lumbini garden, the number of visitors is increasing each year i.e. 35.7 % up in 2004 (28053) as compared with 2003 (37892) (The Kathmandu Post, Jan 9, 05).

In addition, there are some other areas related to Buddha's life that have equal importance as the Lumbini does. Tilaurakot, the next archeological site, is located 27 kms to the west of Lumbini. Ararakot, lies about 9-km northeast of Tilaurakot. Gotihawa lies 5 kms. Southwest of Taulihawa town. The place has ruins of ancient habitation, stupas and monasteries. Kudan is located 2 km southwest of Taulihawa on way to Gotihawa. Niglihawa is situated 7 km northwest of Tilaurakot. Sagarhawa lies 3.5 kms north of Tilaurakot and west of Banganga river. Devadaha lies 34 km northeast of Lumbini near the village of Khairhani. There are large archaeological mounds near the village. Ramgram lies 4 km south of Parasi town in Nawalparasi district. The remains of stupa and monastery as mounds are beside the bank of Jahari River in Kerwani village. There are 15 lodging hubs involving both private hotels and religious quarters. The sum of 245 rooms having 730 beds is the total carrying capacity of hotels of Lumbini per night out of which 39.5% rooms, which comprises 199 beds, are deluxe and rest of all provide general service which are variable hotel to hotel regarding different facilities (Acharya, 2001:65). The average rate per person per night in deluxe hotels ranges from Rs. 3000 to Rs. 7000. And the other general hotels provide beds within Rs. 100 to Rs. 500. The rate also varies as par the nationality of visitors such as Nepalese, Indian and SAARC countries and other

foreign nations etc. Nepalese and Indians get beds relatively in cheaper rate than other visitors. Personal bargaining between hotel and tourist is the common system of fixing up the charge (Acharya, 2001:66). In addition Tourism is a very familiar affair in human life. It has been an industry of vast dimensions and ultimately supports economic growth and social development. In order to promote tourism in Nepal, the ninth five year plan has made a 20 year long strategic programme. The main objective of this programme is to develop Nepalese tourism up to the desirable standard. As far as the 20 years long-term tourism policy is concerned, our government has decided to increase the arrival of tourists in average 12, 47,830 every year. And expected income of foreign currency to be 1663.6 million dollar every year. And the average staying of the tourists extended up to 15 days (Nepal Tourism Board, 2000). The Ninth five-year plan says the government is serious about the uplifting of Nepalese tourism, which needs great care and protection. "For the constant development of the Nepalese tourism, it has been commonly decided to give equal priority to some other factors, which do also affect the tourism sector directly. Such as development and expansion of tourism sites, necessary infrastructure for tourism, promotion of tourism market, improvement in civil aviation, protection of environment and involvement of private sector in the promotion of Nepalese tourism, etc" (The People's Review 2001). Hence long term vision is to promote village tourism for poverty alleviation including ecotourism and domestic tourism.

Recent development on tourism is highly concentrated on development of trained human resources which is based on quality of services provided to tourists. But many areas of the country are still deprived of basic tourism facilities. Lumbini is one of the major tourist destinations of Nepal, where different development activities have been going on from different sides. A Master Plan for the Development of Lumbini, including numerous engineering and archaeological studies was completed in 1978, by an architect Kenzo Tange that has its objective to restore an area of about 7.7 square kilometers, to be known as the Lumbini Garden. But the desired targets are yet to be achieved. It is to be noted that meeting of World Conservation Society held during 1- 6 December 1997 has included Lumbini as one of the World Heritage Site. It is only one cultural site we have other than the natural Everest. Need to promote tourism is very important for our country both from economic and cultural concern. So we are to develop resources i.e. destination promotion to attract visitors which will

give us money as well as recognition to the world. In this regard government of Nepal has been carrying out Tourism for Rural Poverty Alleviation Programme around Lumbini.

## **2.8 The Economic Survey (FY-2012/13)**

Analyzing the number of tourists visiting Nepal, their growth rates values and their length of stay. The number of tourists visiting Nepal during the period (January 2012 to January 2013) has increased by 9.08% from 736,215 to 803,092 tourists as compared to its figure during the period between January 2011 and January 2012. The average length of the stay per tourists during the period (January 2011 to January 2012) was 13.12 days while their average length of stay has slightly declined to 12.87 as compared to that of last year.

Of the total number of tourists visiting Nepal between the periods of January 2012 and January 2013, 43.305% of them came for tours and travels 13.59% for trekking and mountaineering, 12.76 % for religious trip, 4.09% for recreation 3.15% for trade, 3.85% on official visits, 1.71% for meeting/seminars, 0.22% for rafting while 14.99% came with other purposes.

During this period, among the five countries with largest number of tourist arrivals, 20.60% were from India, 8.90% from China, 7.80% from Sri Lanka, 6.0% from USA and 5.0% from United Kingdom. For the same period in the previous fiscal year, 20.0% tourists came from India, 8.40% from China, 8.10% from Sri Lanka, 5.70% from USA, 5.0% from UK.

Foreign exchange earnings during FY 2011/12 grew by Rs. 5.39 billion reaching Rs. 30.70 billion as compared to its previous fiscal year, in the first eight month of the current fiscal year 2012/13. Foreign exchange amounting Rs. 21.45 billion was earned. This amount is 38.2% of foreign exchange earned from the total commodity exports, 18.4% of foreign exchange earned from the total export of goods and services and 4.8% of the total foreign exchange earned during the period.

Observation of the status of mountaineering expedition team and mountaineers shows that the number of expedition team arriving Nepal was 259 between January 2011 and January 2012, which reached 300 between January 2012 and January 2013 while the number of mountaineering has reached 2,566 from 1,951. The amount of royalty earned during this period rose by Rs.112.6 million reaching Rs. 314.16 million as compared to the royalty earned during January 2011 to January 2012.

During the period from January 2011 to January 2012, the number of classified star hotels registered with tourism industry stood at 106 while this figure went to 107 between January 2012 and January 2013. The number of tourist class hotels, lodges, and resorts excepts star hotels that stood at 721 during January 2011 to January 2012 went up to 746 by January 2013. The number of beds in star hotels has increased by 48 to that of previous fiscal year reaching a total of 9,317 beds in current fiscal year while the number of beds in tourist class hotel, lodges and resorts other than the star hotels have increased by 829 to that of previous fiscal year reaching to a total of 22,286 in current fiscal year.

## **2.9 Tourism Vision (2020)**

In the context of growing expectation of the people, government intends to develop tourism aiming two million annual arrivals by 2020 adhering people-centered approach amidst the global challenges of climate change, economic disparity and unstable energy price. Government of Nepal has placed tourism on high priority in its new tourism policy. Government of Nepal has placed tourism on high priority in its new tourism policy declared in 2009 to mainstream it with national development.

### **Vision**

Tourism is valued as the major contributor to the sustainable Nepal Economy, having developed as an attractive, safe, exciting and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society.

## **Goals**

Increase annual international tourist arrivals to Nepal to two million by 2020. Augment economic opportunities and increase employment in tourism sector to one million.

## **Objectives**

To improve livelihoods of the people across the country by developing integrated tourism infrastructure, increasing tourism activities and products, generating employment in the rural areas enhancing inclusiveness of women and other deprived communities and spreading the benefits of tourism to the grassroots level.

**2.10 Tourism Policy (2009)** state that Nepal as an attractive, beautiful and safe destination in the international tourism map. The policy aims at increasing employment opportunity for livelihood; increasing productivity and living standard of general public; and increasing economic growth along with contribution to the revenues, by augmenting the magnitude the tourism activities and enterprises of tourism sector such as airlines, hotels, travels and tours. The policy emphasizes on domestic, village sports, education, agro and health tourism.

In order to expand and extend the tourism activities across the nation, the government of Nepal has declared year 2011 as "Nepal Tourism Year-2011". The main goal of the campaign is to achieve one million tourists annually. Since the campaign focuses on overall tourism development, it aims to see at least 40 percent of the arrivals beyond the present tourism sites. The other objectives of the campaign are: to improve and extend tourism related infrastructures in existing and new tourism sites; enhance the capacity of service providers; and build community capacity in the new areas to cater to the need of the tourists. The campaign equally gives emphasis on promotion of domestic tourism for sustainability of tourism industry, coordination for infrastructure enhancement and development, product improvement and expansion, national and international publicity, enhancement of community capability, up-gradation of service quality etc.

### **2.11 Three Year Interim plan Period (2013-2016)**

Tourism program targets the poor and backward castes and women. Construction of an Integrated Tourism Master Plan with the aim of providing directives to the tourism sector, and the task of making timely improvement and modification in the tourism policy, is nearing completion. With the objective of producing human resources of international standard, courses in Bachelors in Hotel Management and Bachelors in Travel and Tourism Management, are being offered by the Nepal Academy of Tourism and Hotel Management. Likewise, mountain Academy Nepal, of international standard, has been established. In order to manage mountaineering tourism, the waste management system has been made mandatory for all mountains that have opened for mountaineering. To make the tourism sector professional and attractive, golden jubilee celebration of the first conquest of Mt. Everest and other mountains of more than 8000 m height, have been concluded. Plans of waiving royalty for peaks in the Far Western Region and other regions, and royalty for other mountains under mountaineering practice, are being reviewed. As per the policy of promoting foreign investment in the tourism sector, this has been opened in the establishment of the tourism industry to conduct activities such as travel, trekking business, and adventure and rafting activities regular, safe and organized, efforts of policy and legal improvement are being continued making timely changes in the current legal system. As per the policy of developing and expanding the tourism industry, there has been a considerable increase in the number of hotels serving tourists, travel agencies, trekking agencies and star hotels.

### **Background**

It is necessary to develop the eligibility to take access benefits in the participation of local sector, public sector and the private sector from the natural, historical, religious, cultural and archaeological heritages. Natural, biological, historical, cultural, religious heritages are created due to the geographical formation. It should be extended to utilize in the local areas by developing and extending the tourism sector by identifying and conserving these heritages. To conserve these types of heritages, tourism places and infrastructures should be developed. It is most necessary to

improve the life standards of people by increasing the opportunities of employment in tourism.

**Objectives:**

1. To contribute in the national economy of the country by developing tourism and identify Nepal as a peaceful and attractive tourism destination in the world.
2. To equally distribute the benefits of tourism by increasing the flow of tourists quantitatively and qualitatively in the national and international level.

**Strategies:**

1. To develop and conserve tourism by collaborating with private sectors.
2. To develop the infrastructures of new tourism destination.
3. To create the opportunities of employment by extending the products and tourism places in the rural areas.
4. To encourage the internal tourism for tourism activities in all seasons in the country.
5. To widely advertise tourism in the neighbour and newly originated countries.
6. To develop tourism by providing several kinds of qualitative services and facilities for the tourists.

**Work Plan:**

1. Investment of private sector will be attracted to develop and extend tourism services and facilities.
2. By improving the management of Nepalese Airlines and adding new aeroplanes, the contact with international tourism destination will be increased.

3. Investment of the private sectors will be encouraged for the integrated development of tourism and entertainment places by accessing the ropeway services.
4. The leadership and the participation of local government, community and private sectors will be encouraged for the development of infrastructures of tourism.
5. Mountain sectors will be developed as the destination of tourism by managing peaceful environment for mountaineering.
6. Tourism industries will be developed and extended as the main areas of green environment in the rural areas.
7. In possible rural areas, local communities will be encouraged to build public houses, trekking route and tourism infrastructures.
8. Tourism sectors will be diversified into the different segments.
9. Different rules and regulations related to the tourism, transportation will be modified to give emphasis to Nepalese tourists as internal tourists within the country.
10. In the co-operation of private sectors, preservative and conservative work plan of tourism and programmes will be carried out as a main slogan in the China and India as well.
11. Preservative programmes will be implemented to motivate the national, international organizations and newly originated countries.
12. Nepalese Diasporas and economical diplomacy will be implemented to establish as peaceful, attractive destination.
13. Environment of national and international investment will be created in the development of tourism infrastructures as entertainment and hotels.

14. Different types of services, facilities and safety management system will be implemented to ensure safety and new destination places will be identified to strengthen the stay of tourists for the growth of per tourist expenditure.
15. The supervision of tourism industries will be made effective to ensure standard services and facilities provided by the tourism industries.
16. Increment of capable and qualitative tourism industries, hotels, travel agencies, trekking agencies and home stay established in the country will be motivated and encouraged.
17. Special services and facilities will be provided by the Airlines according to the number of flight in the remote areas.

**Expected Result:**

- To be construction in balanced tourism infrastructures and improvement in access in tourism sectors, services and facilities.
- To be diversification in tourism sectors.
- To be implementation and development of integrated tourism centre in all tourism sectors.
- To be increment of per tourist expenditure, tourism arrival and stay.

**2.12 Nepal Tourism Year 2011**

Government of Nepal in consultation with Nepal sector and concerned organizations/ experts decided to October to launch a national tourism campaign "Nepal Tourism Year 2011". This announcement- reflects the government's anticipation to bring into Nepal at least one million international tourists by the year 2011 and tourism industry's exigency to organize a tourism promotion campaign for wider impact. With the badge of adventure destination glittering and the adage " Atithi Devo Bhava" ( Guests are Gods) embedded in our culture, the portfolio of tourism products never cease to mesmerize the visitors. the unparalleled cultural, geographical, ethnic and bio diversities of the country allure visitors to Nepal time and again which truly substantiates the spirit of Nepal tourism brand ' Naturally Nepal, once is not enough".

The concept of Nepal Tourism Year 2011 envisions harnessing these opportunities and strengths and bringing together the commitment of the government, expertise and experiences of the organizations like Nepal Tourism Board, aptitude and dynamism of the private sector and communities for further tourism development in the country. Representation and active participation from the major political parties, members of the Constitution Assembly and Right groups is always taken into prominence in order to make the campaign inclusive and participatory in modus operandi and effective in result. The campaign will also focus on mobilizing the networks of the Non- Resident Nepalese ( NRN) communities, Nepalese diplomatic missions abroad, INGOs and NGOs, airlines and national and international media. Similarly, friends and well-wishers of Nepal, tourism academicians and celebrities will be approached in order to highlight the campaign internally as well as internationally.

### **Objectives:**

Prime objectives of 'Nepal Tourism Year - 2011'

1. Establish Nepal as a choice of premier holiday destination with a definite brand image.
2. Improve & extend tourism related infrastructures in existing and new tourism sites.
3. Enhance the capacity of service providers.
4. Build community capacity in the new areas to cater the need of the tourists.
5. Promote domestic tourism for sustainability of industry.
6. Target Achieve 1 Million tourist arrivals.
7. Encourage additional investment on tourism infrastructures 50%,

Maintain the record of domestic tourism.

### **Strategies**

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

- Lobbying with the government for sufficient budget allocation to improve and expand tourism related activities in fractures in existing and new tourism areas.
- Attract and encourage private sector for investment in tourism sector
- Capacity building of human resources involved in tourism
- Lobbying with the government for effective intervention in domestic tourism development e.g. Amendment in the Transportation Act.
- Promotion of Domestic Tourism by endorsing Leave Travel Concession ( LTC) by the government.
- Organize major sports/ events in association with tourism associations and stakeholders throughout the NTY 2011. ( At least one event in a month )

### **Marketing Objectives**

1. "Quality Destination" brand must be developed with the quality factors of simple, convenient and safe, and should highlight its uniqueness.
2. Focus on achieving economic growth by: Retaining market share expanding into new markets and Highlighting value for money. This is one of Nepal's key destination strengths and a key marketing attribute. Highlighting Nepal's vast range of quality product and services that offer tremendous value for money, especially luxury products and services and activities that enhance the value perception of the destination. Enhancing the capabilities of NTB's strategic partners to generate increase in tourism revenue.
3. Domestic tourism also hold a huge part of tourism so it should also be focused and well targeted.
4. Use effective tool of famous land mark to highlight issue like global warming and pollution in a widespread international awareness in the key markets with proper themes and marketing strategy.

### **2.13 Visit Lumbini Year 2012**

Visit Lumbini Year 2012 (VLY-2012) was formally launched along with announcing a formal closure of Nepal Tourism Year 2011 (NTY-2011).Lumbini amidst a special ceremony on Saturday President Ram Baran Yadav formally launched the VLY-2012 by lighting a peace torch in the birthplace of Lord Gautam Buddha. Inaugurating the ceremony, Yadav said that this campaign would help boost tourism in the country,

creating peace along with disseminating the message of peace. He also urged all to follow the path of non-violence and compassion shown by Lord Buddha. Highlighting that tourist arrivals has increased by 22 percent during the NTY-2011 Minister for Tourism and Civil Aviation Lokendra Bista Magar said that the government has also targeted to increase the tourist arrivals by over half million during the VLY-2012. The government had decided to host VLY-2012 with an aim of promoting the birthplace of Buddha along with spreading his message of peace in the world. On the occasion, President Yadav has also formally launched the book of Tourism Vision 2020. The Visit Lumbini Year campaign was a major linkage between NTY-2011 and Tourism Vision 2020 as it serves to sustain the achievement of NTY-2011 and improve livelihoods of the people through tourism as envisioned in Vision 2020. The government has also aimed to attract at least two million tourists annually by 2020 while one million tourists to Lumbini during 2012.

Recent News and Events Tourist arrivals up 2.2% in Nov After a marginal drop in October, tourist arrivals to Nepal via air increased by 2.2 percent in November compared to figures of the same period last year. Issuing a press statement, Nepal Tourism Board (NTB) said the bounce back in tourist arrivals clearly showed the rising travel demand toward the destination. Tourist arrivals from the SAARC segment declined by 23 percent during the review month led by drop in the number of tourists from India (21.6 percent), Bangladesh (37.3 percent) and Sri Lanka (24 percent). However, Pakistan registered a positive growth of 12.8 percent. Total arrivals from Asia (other than South Asia) grew by 20.9 percent. The number of tourists from China, one of the fastest growing tourist markets for Nepal, increased by 9.6 percent, compared to the figures in same period in 2011. Similarly, arrivals from Malaysia (151.4 percent), Thailand (97.6 percent), Singapore (31.3 percent) and Japan (12.5 percent) also increased during the review month. However, arrivals from South Korea went down by 12.2 percent European markets have registered overall growth of 3.1 percent helped by rise in number of tourists from UK (18.3 percent), Germany (14.7 percent), Italy (3.2 percent), the Netherlands (2 percent) and Russia (17.7 percent) respectively. Arrivals from France and Spain, however, declined by 7.1 percent and 22.6 percent respectively compared to the same month last year. Arrivals from Australia, New Zealand and the United States of America increased by 29.5 percent, 30.50 percent and 12.6 percent respectively, whereas arrivals from Canada

went down by 10.3 percent. Total arrivals over the first 11 months of 2012 have increased by 10.4 percent compared to figures of the same period last year, according to the Nepal Tourism Board statement 24th Grand Annual Rafting Festival on 20th Jestha 2069 (2nd June 2012)

**Major achievements are:**

- (i) The year 2012 was marked as visit Lumbini Year with the objective of developing Lumbini , the birth place of Lord Buddha listed in world heritage site and international support for its development.
- (ii) Altogether 795,794 and out of them 539,210 domestic tourists, 120,583 Indian tourists, 136,001 tourists from third countries paid visit to this area in Visit Year 2012 . The number of tourists to visit this religious site has been higher by 35 % as compared to that of the previous fiscal year.
- (iii) The Visit Lumbini Year, 2012 has its positive impact on tourism promotion of Lumbini area due to its extensive publicity, growth in the number of luxurious hotels, up gradation of Bhairahawa - Lumbini section road.
- (iv) Employers have been encouraged to travel various parts of the country with incentive provisions and facilities being awarded once a year with the objective of promoting domestic tourism.

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

This chapter aims to show the way and methods of research implanted by the researcher while preparing this thesis. The methodologies such as nature and sources of data, sampling procedure, data collection techniques, observation, interview, presentation, tabulation and graphics are used in this research.

#### **3.1 Research Design**

The study combines exploratory, analytical as well as descriptive research design. The analytical research design is used to analyze the problems. In the descriptive research design the study included research methods and review of related literature. The exploratory research developed some of the instruments like structured and semi-structured questionnaire and interview schedule to explore the field information of the tourism in Lumbini area. The study is based both on primary and secondary data.

#### **3.2 Nature and Sources of Data**

The study is based on primary as well as secondary data information which were collected through different sources. Primary data was obtained through questionnaire, interview and observations. Similarly secondary data were collected from publication of NTB official records, economic, survey, plan documents, publication of WTO, news papers, various journal of CEDECON, TU, published and unpublished seminar papers books, and bulletins, documents of LDTS and various web sites. In order to collect primary data, questionnaire were prepared for tourists, hotel owners, and local people.

#### **3.3 Data Collection Techniques**

This study is based on primary as well as secondary data, which were collected through different sources. Moreover various methods of research techniques were adopted while collecting the data from the study area which can be divided into two categories of data collection – primary and secondary.

### **3.3.1 Primary Data**

In collecting primary data the researcher contacted local hotel owners, local people and tourists visiting in the Lumbini area. The primary data was collected through interview and questionnaire methods.

### **3.3.2 Secondary Data**

Secondary data were collected from NTB, LDT official records at Lumbini, economic survey 2012/13, Three Year plan documents 2013-2016, newspapers, various journal of CEDECON, TU, published and unpublished seminar papers, various websites, tourism related books and bulletins etc.

### **3.4 Sampling Procedure**

Samples were taken from the Lumbini Area. Data was collected by interview and survey from tourist who were travelling in Lumbini Area during the survey period, I had selected 50 tourists to fill up questionnaire from the tourists who were visiting Lumbini and among the all hotel, I had selected 30 hotel owners. Similarly 40 local people were selected to fill up questionnaire and interviewed among all.

## **CHAPTER 4**

### **INTRODUCTION OF STUDY AREA**

Situated in the foothills Siwalik in the district of Rupandehi, Lumbini, the birthplace of the Buddha is one of the most important pilgrimage sites. Buddhist literatures mention that newly born Siddhartha walked seven steps and uttered an epoch making message to the suffering humanity in the Lumbini Garden. The beautiful sal grove of Lumbini Garden was renowned for its beauty of shady grove of lush green trees and colorful flowers. Maya Devi, the queen of Sakya king Suddhodana of Kapilavastu, on the way to her maternal hometown Devadaha (ancient Koliya kingdom), was passing through the Lumbini Garden. It was the month of Vaisakha poornitua (Full Moon Day of the first month of Nepali calendar) of 623 BC, while the queen was walking in the garden, took bath in the Puskarini. After bath, she proceeded to the north 25 paces, there she felt labor pain and supported herself grasping a branch of a tree and gave birth to the holy prince.

#### **For Lumbini the Buddha Said**

"Ananda, This (Lumbini) place is where the Tathagata was born, this is a place, which should be visited and seen by a person of devotion and which would cause awareness and apprehension of the nature of impermanence. At this place Ananda, who are on a pilgrimage to (this) shrine, if they should die with devotion in their heart during the course of the pilgrimage, will after (their) death and dissolution of the body be reborn in a good destination, a fortunate celestial realm" (Mahaparinirvana Sutta).

#### **Lumbini: The Pilgrimage**

Today devotees and visitors from all over the world come to Lumbini, the timeless place where ancient monuments glorify the birthplace of Sakyamuni and bear witness to the record of the noteworthy visits by famous dignitaries. The pilgrims deeply immerse themselves in the serene spiritual atmosphere of Lumbini. The famous Maurya Emperor Asoka guided by his spiritual teacher Upagupta made a pilgrimage to this holy site in 249 BC. He erected a stone pillar bearing an inscription stating clearly 'Hida Buddhhe *Date Saklamuniti*' (here Sakyamuni Buddha was born). He laid

importance to the marker stone and constructed few other structures to mark the exact birthplace of the Buddha. He worshiped the nativity tree and the marker stone. He also visited other historical sites associated with the Buddha in Kapilavastu, Ramagrama and Devadaha.

Famous Chinese pilgrims- Tseng Tsai (4th cent. AD), Fa-Hsien (5th cent. AD) and Hiuen Tsang (7th cent. AD) visited Lumbini. Of them, Hiuen Tsang's travel account gives detailed description of Lumbini. He had seen the stump of the nativity tree, a chaitya, the Asoka pillar, the holy pond Puskarini, the Tejar (Oily) river and the source of warm and cool water springs.

King Ripu Malla (1312 AD) of Karnali, west Nepal, visited Lumbini and left the mark of his visit engraving '*Om mani padme hum Ripu Malla ciranjayatu*' on the top of the pillar.

The association of Lumbini with the Buddha went slowly to oblivion and the name Lumbini gradually changed to Rummindei and then to Rupandehi (the present name of the district).

In 1896, the then General Khadga Shumsher, Governor of Palpa and Dr. Alois Fuhrer, an imminent archaeological surveyor in British India, discovered the Asoka pillar in Lumbini. After the rediscovery of the pillar and decipher of its inscription, the site drew attention of many archaeologists and historians. PC Mukherji conducted an excavation in 1899. He identified the Nativity Sculpture as well as some structural remains in and around the birth place. In 1930s, General Keshar Shumsher carried out large-scale excavation at the holy complex of Lumbini and covered up the archaeological site with a view to strengthen the Maya Devi Temple. The Department of Archaeology, Nepal (DoA) undertook the responsibilities of conducting excavation, research and conservation since 1972. After formation of the Lumbini Development Trust (LDT) in 1985, the development activities at Lumbini including the excavation and conservation of the holy complex have been continued by the Trust. In 1990s LDT, DoA and Japan Buddhist Federation excavated the Maya Devi complex.

## **Monuments of Lumbini**

Lumbini Garden changed into a pilgrimage site soon after the Mahaparinirvana of the Buddha. A monastic site evolved around the sacred spot of the Buddha's birth. The birth-spot being the most important point in the whole of the holy land of Lumbini drew attention of generous devotees who erected structures to pay homage to the great master. These constructions were of religious nature along the religious complex and a civic settlement emerged to meet the growing need of the religious community visiting or living in the holy complex.

### **The Maya Devi Temple**

The Maya Devi Temple shrine is the heart of all monuments at this holy site. The complex also bears the testimony of several layers of construction over the centuries. The main object of worship here is the Nativity Sculpture. The restored Maya Devi Temple was reopened on May 16, 2003 on 2547<sup>th</sup> birth anniversary of the Buddha. The government of Nepal, and LDT jointly restored the temple. The ground floor consists of the remains of the foundations of the early Maya Devi Temple that dates back to 3rd century BC. The sanctum sanctorum is the birth spot of the lord Buddha in the temple.

### **The Marker Stone**

This stone conglomerate located deeply buried in the sanctum sanctorum pinpoints the exact birth spot of the Buddha, which was discovered after a meticulous excavation of the old Maya Devi Temple in 1996. The Marker Stone was found in the same distance and direction as mentioned by Hiuen Tsang, the Chinese traveler in his travel account. The size of the marker stone is 70cm×40cm×10cm.



### **The Nativity Sculpture**

The image of Maya Devi, also known as the Nativity Sculpture dates back to 4th CE, which depicts the nativity scene, Maya Devi, holding a branch of a tree with her right hand Tor support in tie time of her delivery. Next to her Gautami Prajapati, her younger sister, in supporting posture is standing. The newly born prince Siddhartha is standing upright on a lotus pedestal, with two celestial figures receiving him.



### **The Puskarini, The Holy Pond**

Close by the Asoka pillar on the southern side lies the holy pond, Puskarini where Maya Devi bathed just before giving birth to prince Siddhartha and the infant prince is believed to have given first purification bath. The pond has terraced steps and is riveted by beautifully layered bricks



### **The Asoka Pilar**

The historical pillar was erected by Emperor Asoka in 249 BC that bears the first epigraphic evidence with reference to the birthplace of the Buddha. It is the most noteworthy' monument and an authentic historic document of birthplace of Lord Buddha in Lumbini. The inscription



engraved by Emperor Asoka is still intact and testifies the authenticity of the birth place. The text written in Brahmi script and Pali language is translated as follows:

*King Piyadasi (Asoka), the beloved of the Gods, in the twentieth year of reign, himself made a royal visit. Sakyamuni Suddha was born here, therefore, the (birth Spot marker stoner was worshipped and a stone pillar was erected. ) The lord having been born here, the tax of the Lumbini village was reduced to the eighth part (only).*

## **The New Face of Lumbini**

The then United Nations Secretary General, U. Thant's pilgrimage of Lumbini in 1967 became a milestone in the recent history of the development of Lumbini. Deeply influenced by the sanctity of Lumbini, U. Thant discussed the matter with the then king Mahendra and suggested Nepal Government to develop Lumbini as an international pilgrimage and a tourist center. In 1970, he also helped formation of an International Committee for the Development of Lumbini consisting of 15 member nations to support Lumbini through the United Nation's involvement. The world renowned architect Prof. Kenzo Tange of Japan was assigned the task of designing a master plan for the systematic development of Lumbini.

## **Master Plan of Lumbini**

In 1978, the Master Plan designed by Prof. Tange was finalized and approved by the Government of Nepal and United Nations. In the meantime, Government of Nepal was directly involved in the planning and development of Lumbini through formation of Lumbini Development Committee. The committee acquired necessary land, relocated the villages and commenced the development of basic infrastructures including forestation program in the planned area. The master plan thus changed the face of Lumbini. In 1985, the Lumbini Development Trust Act came into existence and Lumbini Development Trust (LDT) was formed accordingly. Now the Trust is responsible for the implementation of the master plan and for the overall development of Lumbini, and other Buddhist sites of Kapilavastu, Devadaha and Ramagrama.

## **Concept of the Master Plan**

The master plan covers an area of 1×3 sq. miles, comprising three zones of a square mile each. The three zones are linked with walkways and a canal, these are:

- a) Sacred Garden,
- b) Monastic zone and
- c) New Lumbini village

The focus of Tange's design is the Sacred Garden located in the southern part. The ultimate objective of the design here is to create an atmosphere of spirituality, peace, universal brotherhood and non-violence consistent with the time and Buddha's message to the world. The Sacred Garden shelters ancient monuments at the center in

a freshly restored atmosphere of serene and lush forest and water body surrounding the complex.

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The Monastic Zone is situated in the middle with a forest area between the Sacred Garden and the New Lumbini Village. The zone is divided into two Monastic enclaves by a Central Canal. There are 13 plots of land in the East Monastic Zone and 29 in the West Monastic Enclave, having 42 plots in total each allotted for the construction of new monasteries of Theravada and Mahayana schools of Buddhism.

The Cultural Center lies between the Monastic Zone and the New Lumbini Village. A research centre, a library, an auditorium and a Museum provide information to the visitors and research and study facilities to the students and researchers.

The northern part of the master plan area is being developed as the 3<sup>rd</sup> Lumbini Village. It is also a gateway to the outer world, where visitors

can find comfortable hotels and restaurants offering necessary facilities. The World Peace Pagoda of Japan and Sanctuary are located here.

### **Natural Biodiversity**

Lumbini, being the birthplace of the Buddha is a timeless place to read peace, harmony and solace in the world. It does not promote only contemplative value and spirituality but also attracts many naturalists, botanists and zoologists with its richness. One can find wide varieties of shrubs, herbs, flowers and plants here. There are more than 250 bird species including the world tallest flying bird Sarus Crane and threatened animals like python, Blue Bull (*Boselaphus tragocamelus*), Bengal fox, wild cat etc in Lumbini.

## Other Attractions

Nepalese and international Monasteries/ Vihars representing vernacular architecture and culture of different Buddhist countries and Buddhist traditions fascinate the visitors to Lumbini. The Royal Thai Monastery (Thailand), Monastery of Mahabodhi Society of Kolkata, Myanmar Monastery (Myanmar), International Nuns' Temple (Nepal), Dhamma Janani Meditation Center (Nepal), Sri Lankan Monastery (Sri Lanka), Cambodian Monastery (Cambodia) are worth visiting monasteries in the east monastic zone. The Great Lotus Stupa (Tara Foundation, Germany), Drigung Kagyud Meditation Centre (India), Sokyō Temple (Japan), Linhson Monastery (France), Chinese Monastery (China), Korean Mahabodhi Society Monastery (South Korea), Vietnam Phat Quoc Tu (Vietnam), Geden International (Austria), Manang Monastery (Nepal), Dharmodaya Sabha Monastery (Nepal), Panditarama Meditation Center (Myanmar) in the West Monastic Zone attract a large number of pilgrims and visitors in Lumbini. Lumbini Museum, Lumbini International Research Institute, World Peace Pagoda (Japan), Eternal Peace Flame, Peace Bell, and Crane Sanctuary add to the beauty and serenity of Lumbini.



The Eternal Peace Flame & Central Canal



Srilankan Monastery



Myanmar Golden Stupa & Monastery



Royal Thai Monastery



Chinese Monastery



Vietnam Monastery



The Great Lotus Stupa, Germany



World Peace Pagoda, Japan



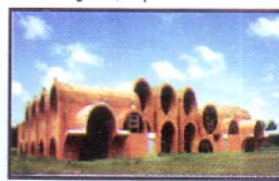
International Nuns' Temple



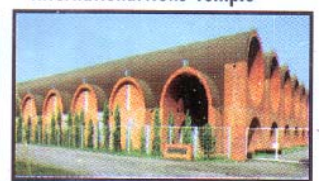
Manang Stupa



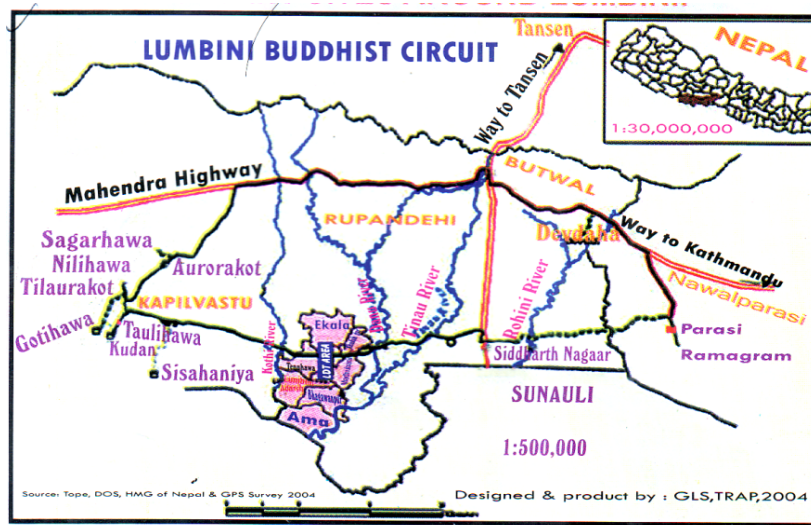
Mahabodhi Society Kolkata



Lumbini Museum

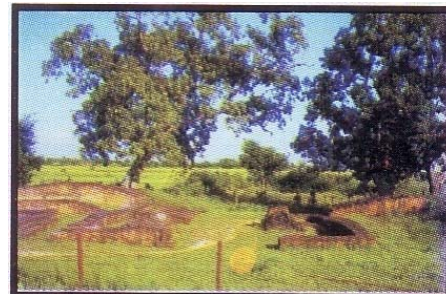


Lumbini International Research Institute



### Tilaurakot

The ancient capital of Sakya kingdom (Kapilavastu) is located about 27 km west of Lumbini. Tilaurakot houses the vestiges of ancient Sakya palace where Siddhartha lived his early 29 years as a prince. The ramparts of a moat and a fortification wall with its western and eastern gates surround the remains of the citadel including ancient structural remains in the central part, of the mound. The eastern gate of the palace reminds us about Siddhartha's renunciation for the search of supreme knowledge. He renounced the palace at the age 29 quietly at mid night from this Mahaviniskramana dwara.



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### Niglihawa

Niglihawa lies about 8 km northeast of Taulihawa. It is the birthplace of Kanakmuni, the second Buddha of Bhadrakalpa. The site shelters an Asoka pillar erected by Emperor Asoka in 249 BC. The pillar is broken into two pieces, the lower part bearing inscription submerged in the ground and the upper part



lying on the surface. The Asoka inscription engraved in Brahmi script and Pali language testifies the site as the birth spot of the Buddha. It is said that the shower of gold rained in Jambudwipa on the day he was born of father, Yajyadutta, and mother Uttara here.

### **Araurakot**

About 3 km northwest of Niglihawa lies a rectangular fortified area popularly known as Araurakot, which is believed to be the natal town of Kanakmuni Buddha. The rectangular fortification wall is magnificent even in its ruins.



### **Sagarhawa**

About 12 km north of Taulihawa lies the forest of Sagarhawa, with a long lake known as Lumbusagar. In this site, the Sakyas were massacred by King Virudhaka out of vengeance. The entire area of this site was littered with the blood of the Sakyas. About 70,000 Sakyas



were killed in the massacre. Later, in the memory of the noble Sakyas, hundreds of stupas were built here by their descendants. Dr. A. Fuhrer excavated and explored these stupas in 1897-1898. The Sakyas could fight against the invading army of Virudhaka, however they did not go for bloodshed. They observed their vows of non-violence until their death. They chose to sacrifice their lives than to break the vow of non-violence.

### **Gotihawa**

About 5 km southwest of Taulihawa is Gotihawa. It is the site for Asoka Pillar where Krakuchhanda Buddha was born and attained nirvana. Gotihawa is one of the major pilgrimage sites for Buddhists from all over the world. This holy site, sanctified by the birth of the Buddha has been



marked by the construction of a stupa. An Asoka pillar erected here by Emperor

Asoka in 249 B.C. ascertains it as the birth spot of Krakuchhanda Buddha. However, the upper part of the pillar is missing today.

### **Kudan**

The ancient Nyagrodharama, where king Suddhodana met the Buddha, first time after his renunciation lies about 3 km southwest of Taulihawa. This is the site where Prajapati Gautami, his second mother offered robe and Yasodhara, his wife invited him for a meal in the palace. Rahula, his son was ordained by Sariputra, his most revered disciple, at the age 8 here. The Buddha preached five important sutras and told the story of his search for supreme knowledge here during his stay with 300 his disciples at Kudan



### **Sisahaniya**

Sisahaniya is believed to be the site where the Sakyas built a stupa enshrining the precious corporeal relic of the Buddha that they had obtained as one eighth of their share. The Sakyas after building a relic stupa of Lord Buddha at Sisahaniya, worshipped it for a long time. The relic was taken away later. Today, we can see remnants of ancient potteries, burnt bricks and brickbats and even Sakya punch marked coins lying scattered on the surface of the site.

### **Devadaha**

Devadaha is the famous ancient capital of Koliya kinadom. the maternal home town of nuaan Mava Devi, Prajapati and princes Yasodhara. The site is situated at bout 57 km north east of Lumbini and is well connected by the Mahendra Hifghway. We can observe many archaeological and historical sites eextended in a large area. The potential ancient sites of Devadaha include Kumarvarti, Khayardada, Bairimai-Kanyamai, hagawanipur/Devidamar, Kotahimai, the Rohini River, the Kachar River etc. More facts on ancient Koliyan civilization will ;veal after full-fledged excavations in future.

### **Ramagrama**



The Koliyas obtained one of the eight parts of the Buddha's relic which they enshrined here and built a magnificent stupa and worshipped for a long time. Buddhist literary sources mention that Emperor Asoka wanted to open and obtain i.e. Buddha's relic to build eighty four thousand minors stupas throughout his vast empire. However , the emperor did not touch the precious relic because of the request lade by Dragon king and people of Ramagrama. This surviving single original relic stupa standing 7 meters high on the bank of the Jharahi River is the most important stupa of its kind in the whole f the world.

### **Lumbini Village Tour:**

A walk through the villages surrounding Lumbini Master Plan, interacting with local people, buying their authentic handicraft, sculpture products and observing their traditional rituals will bring one closer to understanding the diversity of Terai cultures in Nepal. he visitors have the option of choosing village tour to Ekala,



Khudabagar, Madhubani, Tenuhawa, Ama and Bhagawanpur on foot, rickshaw, bicycle, bullock cart or in a taxi.

### **How To Get To Lumibni**

Lumbini is situated about 327km southwest from Kathmandu, 75 km southwest of Pokhara, 25 km west from Sunauli (Nepal-India border) and 22 km west from Bhairahawa. There are regular flights from Kathmandu to Bhairahawa and regular bus service from Bhairahawa to Lumbini. In Lumbini area rickshaw and bicycles are available.

## CHAPTER 5

### PRESENTATION AND DATA ANALYSIS

The collected data were analyzed through quantitative and descriptive methods. It was edited firstly by chart and tabulation and interpreted by using simple statistical tools such as : percentage, bar diagrams, tables, pie chart, graphical presentation & average. To fulfill the objectives of the study, data is analyzed descriptively.

#### 5.1 Tourist Arrival and Average Length of Stay in Nepal

**Table 5.1: Tourist Arrival and Average Length of Stay 1998-2012**

Year	Total		By Air		By Land		Average Length of Stay
	Number	Annual Growth Rate (%)	Number	Percentage	Number	Percentage	
1998	463684	9.9	998008	85.8	65676	14.2	10.76
1999	491504	6.0	421243	85.7	70261	14.3	12.28
2000	463646	-5.7	2376914	81.3	86732	18.7	11.88
2001	361237	-22.1	299514	82.9	61723	17.1	11.93
2002	275468	-23.7	218660	79.4	56808	20.6	7.92
2003	338132	22.7	275438	81.5	62694	18.5	9.60
2004	385297	13.9	297335	77.2	87962	22.8	13.51
2005	375398	-2.6	277346	73.9	98052	26.1	9.09
2006	383926	2.3	283819	73.9	100107	26.1	10.20
2007	526705	37.2	380713	68.5	165992	31.5	11.96
2008	500277	-5.0	374661	74.9	125616	25.1	11.78
2009	509956	1.9	379322	74.4	130634	25.6	11.32
2010	602887	18.2	448800	74.4	154067	25.6	12.67
2011	736215	22.1	545221	74.1	190994	25.9	13.12
2012	803092	9	635332	79.1	167760	20.9	12.87

Table 5.1 shows that the tourist arrivals from 1998-2012 fluctuate between 275,468 and 736,215. The main causes behind it is unstable political situation and on going conflict in the economy. In 2000, 2001, 2002, 2005 and 2008. It decreased by 5% in 2008 due to Terai closure and band which impact on tourism. Tourists arrival by air fluctuate from 68.5% to 85.8% and by land fluctuate between 14.2% and 31.5%.

Similarly, the table shows the annual average length of stay of tourist which fluctuate between 7.92 to 13.51.

## **5.2 Tourism in Lumbini**

### **5.2.1 No. of Tourists Visit in Lumbini**

Lumbini being one of the best destination for tourist. So, therefore tourists arrival is increasing day by day.

**Table 5.2: Tourist Visit in Lumbini**

Year	No. of tourists	Annual growth rate
2007	71053	-
2008	82075	15.5
2009	82445	4.5
2010	99508	20.7
2011	128259	28.9
2012	798269	522.39

Source: LDT

This table 5.2 shows that 71053 foreign tourists visited Lumbini Area in 2007. The flow of tourist increasing yearly and it reached 798269 in 2012 with growth rate of 522.39.

### 5.3 Foreign Exchange Earning from Tourism and Contribution in GDP

Table 5.3 shows foreign exchange earning from tourism and contribution in GDP from 2000/01 to 2012/13.

Year	Total Foreign Exchange Earning from Tourism (Rs. in million)	As % of Total Value of Merchandise Exports	As % of Total Value of Exports of Goods and Non Factor Service	As % of Total Foreign Exchange Earnings	As % of GDP
2000/01*	11717.0	16.8	11.8	5.7	2.7
2001/02	8654.3	14.9	10.6	4.8	1.9
2002/03	11747.7	23.1	15.2	6.1	2.4
2003/04	18147.4	32.9	20.3	8.0	3.4
2004/05	10464.0	17.5	12.2	4.7	1.8
2005/05	9556.0	15.5	10.9	3.6	1.5
2006/07	10125.0	16.5	10.8	3.7	1.4
2007/08	18653.0	30.1	17.9	5.5	2.3
2008/09	27960.0	40.0	22.8	6.5	2.8
2009/10	28139.0	44.35	24.6	8.1	2.4
2010/11	24611.0	35.8	20.2	5.0	1.8
2011/12	3070	44.5	23.0	5.9	1.6
2012/13*	2145.0	38.2	18.4	4.8	1.8

Note: Date based on new format since Fiscal Year 2000/01 to 2012/13.

\*First Eight Months

Source: Nepal Rastra Bank.

Table 5.3 shows that total foreign exchange earning from tourism in 2000/01 was Rs.11717 million and contribution to GDP is 2.7%. It reaches in 2012/13 Rs.2145.0 million (during first eight month). Total foreign exchange earnings fluctuates between 3.7% and 8.1 %.

Similarly, total value of exports of goods and non factor services in 2000/01 was 11.8% and it reaches in 2012/13 18.4 %

#### 5.4 Tourist Arrival by Age and Sex Composition

Different age group of tourists used to visit in Lumbini Area. Among them some are young where as some of them are old. In this sector. The tourists are classified in different age groups. They are below 20, 21-30, 31-40, 41-50, 51-60 and above 60. 50 tourists were interviewed in this study where there are 31 male and 19 female.

**Table No. 5.4: Different Age Groups of Tourist**

S.N.	Age group	No. of respondents	Percentage (%)	Male	Female
1	Below 20 years	6	12	4	2
2	21-30	16	32	12	4
3	31-40	14	28	7	7
4	41-50	3	6	1	2
5	51-60	5	10	2	3
6	Above 60	6	12	5	1
	Total	50	100.00	31	19

Source: Field Survey, 2012.

The Table No. 5.4 shows that majority of tourist (32%) visiting Lumbini falls in age group of 21-30 years followed by age group 31-40 years (28%). The visitors above 61 years are only 12%.

Above table shows that 62 percent are male and 38 percent tourists are female. The female and male visiting in Lumbini area lies different significantly.

#### 5.5 Length of Stay of Tourists in Lumbini

The length of stay is a crucial factor in tourism development. In order to develop tourism industry, it is necessary not only to increase the number of tourist but also to increase their length of stay. The length of stay varies from tourist to tourist. Generally, it is determined time, money and desire of tourists and natural environment available facilities, entertainment and recreational activities.

**Table 5.5: Length of Stay of Tourists in Lumbini Area**

S.N.	Duration of stay (x)	No. of respondents (f)	fx	Percent (%)
1	1 days	24	24	48
2	2 days	21	42	42
3	3 days	2	6	4
4	4 days	2	8	4
5	More than 4 days	1	5	2
	Total	50	$\Sigma fx = 85$	100.00

Source: Field Survey, 2012.

$$\text{Mean } (\bar{X}) = \frac{\Sigma fx}{N} = 85/50 = 1.7$$

The table 5.4 reveals that length of stay varies from 1 to 5 days. The majority of (48%) tourists visit Lumbini for one day. It is followed by 42 percent of tourist visits for 2 days, 4, 4 percent of tourists visit for 3 and 4 days respectively and the least percent i.e. 2 percent tourists visit Lumbini for 5 and more than 5 days. The table also shows that average length of stay of tourist in Lumbini is 1.7 days.

### 5.6 Purpose of Visit Lumbini

The purpose of visit tourists in Lumbini are classified into pleasure and entertainment study, worship the God and others.

**Table 5.6: Purpose of Visit Lumbini**

S.N.	Purpose of visit	No. of respondent	Percent (%)
1	Pleasure and Entertainment	19	38
2	Study	3	6
3	Worship the God	23	46
4	Others	5	10
	Total	50	100.00

Source: Field Survey, 2012.

Above table 5.6 shows that most of the tourists 23 (46%) visited for worship the God, 19 (38%) tourists visited for pleasure and entertainment, 3 (6%) for study and 5 (10%) for others purpose.

### 5.7 Expenditure Pattern of Tourists Per Day / Per Tourist

The expenditure patterns of tourists deeply influence to the tourist sector of any area. It will be beneficial to encourage tourists to spend more during their short stay rather than to make their stay long. The expenditure distribution is shown in table 4.8.

**Table 5.7: Expenditure Pattern of the Tourists per Day / Per Tourist**

S.N.	Amount in NRs.	No. of tourists	Percent (%)
1	Below 1000	7	14
2	1001-2000	13	26
3	2001-3000	8	16
4	3001-4000	5	10
5	4001-5000	6	12
6	Above 5000	11	22
	Total	50	100.00

Source: Field Survey, 2012.

The table 5.7 shows that majority of tourists (26%) spent NRs.1001-2000 per day. Similarly, 22% spent above 5000, 14% spent below 1000, 16% spent 2001-3000, 10% spent 3001-4000, NRs. and 12% tourists spent 4001-5000 NRs.

### 5.8 Distribution of Tourist by Nationality

The field visit was conducted in the October/November and 50 tourists were surveyed during the field visit. The distribution of tourist by nationality is shown in table 4.9.

**Table 5.8: Distribution of Tourist by Nationality**

S.N.	Countries	Number	Percent (%)
1	Domestic (Nepali)	10	20
2	Indian	5	10
3	China	13	26
4	Belgium	4	8

5	France	4	8
6	German	2	4
7	USA	2	4
8	Japan	3	6
9	UK	1	2
10	Other	6	12
	Total	50	100.00

Source: Field Survey, 2012.

The table 5.8 shows that out of 50 respondents 26% from China, 20% domestic, 10% from India, 8/8% from Belgium and France, 6% from Japan, 4%, 4%, 2% and 6% from German, USA, UK and other respectively.

### 5.9 Number of Employed in the Hotel

**Table 5.9: Number of Employed in Hotel**

S.N.	Employed Group	No. of Hotel	Percent (%)
1	Below 5 person	14	46.7
2	6-10	8	26.7
3	11-15	2	6.7
4	16-20	1	3.3
5	21-25	1	3.3
6	Above 26	4	13.3
	Total	30	100.00

Source: Field Survey, 2012.

Table 5.9 shows that less than 5 persons are employed in 14 hotel, 8 hotels provide employment 6-10 persons, 2 hotels provide 11-25 persons, 1 hotel provides 16-20 persons. One hotel provides 21-25 persons and 4 hotels provide employment more than 26 persons.

## 5.10 Main Problems of Facilities According to Tourists

**Table 5.10: Main Problems**

S.N.	Problems	Respondent	Percent (%)
1	Expensive fare	2	4
2	Uncomfortable means of Transportation	6	12
3	Drinking water	4	8
4	Communication	2	4
5	Security	1	2
6	Electricity	5	10
7	Other	6	12
8	Problem of proper guide	24	48
	Total	50	100.00

Source: Field Survey, 2012.

Table 5.10 shows problems according to tourist, in Lumbini area. 48% tourists told problem of guide, 12% focused problem of electricity, 10% showed problems of uncomfortable means of transportation, 12% showed other problems, 8% lack of pure drinking water, 4% focused expensive fare and 2% showed communication problem.

## 5.11 Problems and Prospects of Lumbini

Tourism is the fastest growing industry in the world. Tourism is one of the potential sectors for the economic development of Nepal. Being a labor intensive service sector, it might be the major source of employment in both urban and rural areas and will help to reduce poverty level in the country.

### 5.11.1 Problems of Tourism in Lumbini

There are many problems associated with tourism development in Lumbini. Tourists couldn't enjoy as they expect due to the lack of modern facilities. According to tourist, if recreational facilities and other required facilities are totally provided in Lumbini then length of stay and tourists arrival automatically increased. According to tourists,

local people and hotel owners, the major problems associated with the tourism in Lumbini area are as followings:

**Insufficient tourism infrastructure of Lumbini:** The infrastructure plays vital role for the rapid development of tourism. But still Lumbini has not sufficient infrastructures like electricity, transportation, drinking water, guide facilities and required other facilities.

**Electricity:** Available electricity facilities in Lumbini is not sufficient and due to 10 to 18 hours load shedding problems, putting obstacles to attract tourists. Load shedding problem is creating various problems in this area. If this problem is reduced then the length of stay of tourists may increased.

**Transportation:** Majority of tourists come by using airways so in Lumbini international airport should be built. There are problems of expensive fare, comfortable means of transportation etc. If international airport is built then tourist arrival trends increased automatically.

**Drinking water:** Human beings can not live without water. Drinking water is an essential factor for the living beings. In Lumbini, there is not sufficient water supply for tourists and local people.

**Proper guide facilities:** Proper guide facilities are another problem of tourism extension. Well trained man power only can satisfy the need of tourists. If guides are well-trained then they can explain the important of cultural, historical and geographical diversities.

**Sanity problem:** Lumbini also suffers from the sanitation problems, most of the villages are uneducated and they couldn't manage the wastage deposits. In this area, not available sufficient toilet so, majority of people are using open area for toilet.

**Recreational facility:** Development of recreational activities are necessary to increase the length of stay and tourist arrival in Lumbini. These should be built sports ground and arranged cultural programmes by all resorts or hotels in Lumbini.

**Minimum participation of local people:** Minimum participation of local people is another problem of Lumbini. Local people- participation is necessary to develop it as tourist destination, to increase tourists arrival.

**Weak role of government:** The lack of government appropriate policy, priority, commitment and programmes for the local people participation and development of tourism industry. Lack of appropriate policy to encourage local people participation, and investment in this area.

**Pollution:** Increment of wastage and environmental pollution in Lumbini keeps obstacles for the tourism development. Due to sound pollution, water pollution and environmental pollution, tourist arrival is not increasing as it should be.

**Political instability:** Political instability is another problem for tourism development. Due to frequent change in government policy and programmes are also changing. Therefore, there is weakness in programmes and policies implementation.

**Illiteracy:** Illiteracy is also problem of Lumbini. Most people around it are illiterate. Therefore, they would not like to participate in development of Lumbini as tourist destination.

**Poverty and unemployment:** Mass of the people are poor and unemployed which keep obstacles for development of Lumbini. Due to it people can not engage in tourism activities.

**Lack of peace and security:** Unable to make the tourists sure and satisfy about peace and security. Frequent occurrence of band, closure and crimes trends of tourist arrival is not increasing as it should be.

### **5.11.2 Prospects of Tourism in Lumbini**

Due to natural beauty, suitable climate and cultural religious and archeological specific, in Lumbini, unlimited prospects for tourism attraction. Development of Lumbini as tourism destination, helps to reduce poverty, unemployment and arise life stander of local people. Lumbini is unique in terms of natural beauty, many religious temples, bihar fauna, flora and plants which are the main attraction for tourists. There are too much sources for tourism attraction and there is high possibility for development of religious tourism. According to tourists, local people and hotel owners, prospect of tourist are as follows:

- 1 Tourism industry may be turned in to the major sources of earning foreign currency for Lumbini.

- 2 Tourism industry can also help us to create a better image in the world.
- 3 We can intersect our art, archeology, social value and culture with tourists
- 4 Climate and environment of Lumbini area are another important aspect for tourism.
- 5 Increasing opportunities for off-farm employment.
- 6 Encouraging farmers to adopt high value crops and cash crops
- 7 Religious faith is most important aspect to motivate the human being
- 8 Tour of village also give opportunity to observe Terai landscapes and vegetation.
- 9 Lumbini can promote its condition through proper utilization of tourism.
- 10 Over all conditions of Lumbini can be improved with the proper utilization of tourism sector.
- 11 The government of Nepal can earn a huge amount of revenue from this sector.
- 12 There are a number of spot of tourism in Lumbini area.

## **CHAPTER - 6**

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

#### **6.1 Summary of the Major Findings**

Tourism is one of the potential sectors for the economic development of Nepal. Being a labour-intensive service sector, it might be the major source of employment in both urban and rural areas and will help to reduce poverty in the country. Nepal has initiated various activities for tourism promotion in international as well as domestic markets. The country has celebrated 'Nepal tourism year 2012.

Tourism industry in its direct and service oriented sector has been developed in the biggest and single most important sectoral industry in the world. Nepal is not far away of that fact because it is one of the most important sectoral industry in the Nepal too. In Nepal here are very important religious places so Nepal is called as a home of Gods and land of festivals. Among them Lumbini is one of the important religions places for Buddhist.

Lumbini can be a beautiful destination for international as well as external tourist. Art and architecture of old houses, temples of different countries and Lubmini Garden are important assets for the promotions of tourism. Some infrastructural facilities like transportation, accommodation, drinking water supply, electricity, toilet and other infrastructure are not sufficient for the tourists in Lumbini.

The study is based on different primary as well as secondary information, data was collection from different ways, the study is the descriptive in nature so the published and unpublished materials are as the sources of information. Tourists, local people of Lumbini, hotel owners and LDT are selected to collect information about Lumbini. Among them 50 tourists, 40 local people and 30 hotel owners were interviewed to fill up questionnaire. The residents of the study area are Hindu and Muslim. Agriculture is the main occupation and residents speaks Awadhi language.

Supportive tourism attraction include historical, natural, cultural, religious and biodiversities. These attractions includes monuments, Maya Devi Temple, The maker

Stone, The Asoka Pillar, natural biodiversities, Kudan, Niglihawe, Tilaurakot, Gotihawa etc.

Major findings are followings:

- Majority of local people are Hindu and Muslim.
- The Maya Devi Temple, The Marker Stone, The Nativity. Sculpture, The Puskarani, The Holy Pond and The Asoka pillar are importance places of Lumbini.
- Other importance places for tourists related to Lumbini are Tilaurakot, Arruarakot, Sagrahawa, Kudan, Gotihawa, Devadaha and Ramgram.
- Mainly Kohar, Pasi, Bhar, Gupta, Yadav, Kurmi, Lohar, Mauriya Harijan and Muslim are the residents of Lumbini area.
- Dashain, Tihar, Holi, Nagpanchami, Rakshya Bandhan and Teej are main festivals of local people.
- 32% tourists are visiting Lumbini in the age group of (21-30) years.
- 46% tourists visit Lumbini for the propose of worship the God (Buddha)
- Majority of tourists (52%) stay only one day.
- Among 40 local people 18 are employed
- 26% tourists, spend Rs. 1001-2000 and 22% spend above Rs. 5001.
- About 180 persons are employed in LDT.
- According to LDT, about 2000 people are employed in Lumbini.
- According to tourists, local people and hotel owners electricity, uncomfortable means of transportation, expensive fare, lack of trained guides, sanitation are the main problems for tourism development.
- Not adequate local people participation.

## **6.2 Conclusion**

Lumbini is one of the important religious tourism destination of Nepal. It is not only religious place but also important place for archeological biodiversity research and survey. There are opportunities for the development of Lumbini as tourist destination, but improper infrastructure, passiveness of local towards Lumbini and minimum participation of local people are the problems of to develop Lumbini as tourists destination.

Lumbini has enhanced the image of Nepal in the world as the birth place of Lord Gautam Buddha, and has been inscribed on the world heritage list. This heritage site is of exceptional universal value which deserves protection for the benefit of humanity.

The research was conducted about problems and prospects of tourism different information and data were taken from local people, hotel owners and tourists. According to collect information and observation following conclusion has been taken as:

- Majority of tourists come to worship Lord Buddha.
- Minimum participation of local people in the tourism industry in Lumbini.
- Transportation, drinking water, electricity, lack of proper guides are the main problems in Lumbini.
- So, these facilities should be improved.
- Mass of local people are illiterate. So, literacy and awareness programmes should be lunched.
- Basic infrastructure facilities should be built with the active participation of local people.
- Sustainable tourism promotion mechanism should be developed.
- To increase tourists arrival appropriate policy and programme should be lunched and for it monitoring and evaluation mechanism should be developed.

### **6.3 Recommendations**

Tourism plays vital role for the country's economic development in developing countries like Nepal. Lumbini is one of the important religious destination of Nepal. However, some major improvements are still needed in this area. To uplift the living standard of local people and to develop Lumbini as tourism destination, the following recommendations have been made:

- Tourism master plan of Lumbini should be developed with active participation of local people and all other stakeholders for better implementation of sustainable tourism development programs in Lumbini.
- International airport should be built in Lumbini to increase tourist arrival.

- The government and private sectors should have to invest in the development of the infrastructure of tourism development in Lumbini.
- Drinking water, Toilet, electricity transportation, and communication facilities should be increased to expand and extend tourism.
- Should give advertisement in national and international T.V. channels, radio and newspapers about Lumbini.
- Tourists should be provided proper guidance facilities.
- The success of tourism implementation and development is largely concerned with the principles of the right plan, at right time, in the right place, by the right person.
- Improved services and facilities should be provided to the tourists.
- To attract the tourists, historical, ancient, cultural and religious monuments, temples, stupas, should be conserved and developed.
- Most of the tourists want to more entertainment in their visiting time so religious entertainment activities should be lunched.
- About Lord Buddha's life, CD cassettes should make available.

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**Annex-1**

**Tribhuvan University  
Central Department of Economics  
Kirtipur, Kathmandu, Nepal**

**PROBLEMS AND PROSPECTS OF TOURISM IN LUMBINI  
(A case study of Lumbini Area)**

Dear Respondent,

This questionnaire is prepared for an effort towards developing tourism in Lumbini Zone. It is conducted for a research in the partial fulfillment of thesis to be submitted for master's degree in Economics at Tribhuvan University, Kathmandu. Your valuable response, ideas and time will be very valuable for Lumbini zone to be developed as a model tourism destination of Nepal.

Thank you very much  
for your co-operation

With regards  
Shyam Sunder Chaudhary  
CEDECON, Kirtipur, Kathmandu

**Questionnaire for tourists**

**Individual introduction**

Name:

Age:

Sex:

Nationality :

Religion:

Education:

1. What is your main purpose to visit in Lumbini

a. Pleasure and entertainment

b. Study

c. Worship the god

d. other.....

2. Is it your first visit to Lumbini ?

a. Yes

b. No

3. If No, how many times have you been here?

a. Two times

b. Three times

c. More that three times.

4. If yes, do you think to come back here again?

- a. Yes
- b. No

5. Are you in group or alone?

- a. Group
- b. Alone

6. How many days have you planned to stay in Lumbini ?

- a. One day
- b. Two days
- c. Three days
- d. Four days
- e. More than four days

7. Did you face any problems while visiting Lumbini ?

- a. Yes
- b. No

8. If, Yes which problem do you face?

- a. Expensive fare
- b. Uncomfortable means of transportation
- c. Drinking water
- d. Communication
- e. Security
- f. Electricity
- g. Others Specify.....

9. Where are you staying here?

- a. Hotel/Lodge
- b. Friends / Relatives
- c. Paying Guest
- d. Others

10. How much money you are spending here daily

Ans:.....

11. What do you like most in Lumbini ?

- a. Scenic beauty
- b. Hospitality of local people
- c. Recreation
- d. Others

12. How do you evaluate the existing facilities in Lumbini ?

- a. Standard
- b. Moderate
- c. Good
- d. Bad

13. What kind of foods do you like here?

- a. Nepalese
- b. Indian

c. Chinese                                      d. Tharu                                      e. Others

14. How did you find the neatness and management of the place?

a. Excellent                                      b. Good                                      c. Bad

15. How did you feel about behavior of local people towards a tourist?

a. Well                                      b. Satisfactory                                      c. Not so good

16. Would you like to give some suggest and comments for the tourism development of Lumbini?

Ans.....

**Thanks for co-operation**

**Annex- 2**

**Tribhuwan University  
Central Department of Economics  
Kirtipur, Kathmandu, Nepal**

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Thank you very much  
for your cooperation

With regards  
Shyam Sunder Chaudhary  
CEDECON, Kirtipur, Kathmandu

**Questionnaire for Hotel /Restaurant owners**

1. Introduction:

- a. Name of the Hotel/ restaurant:
- b. Name of Prop- writer :
- c. Age :
- d. Male / Female:
- e. Religion:
- f. District :
- g. VDC :
- h. Education:

2. When did you establish this hotel?

Ans:.....

3. Please, mention the number of employees in hotel.

- a. Male (      )                      b. Female (      )

4. Is this hotel/ restaurant in your own house or have you taken it on rent?

- a. Own house                      b. Rent

5. How many rooms are there in your hotel/Lodge?

Ans: .....,.....

6. From where do you bring your necessity goods?

- a. Local Market                      b. Out of local market                      c. Both

7. Which type of facilities are you providing to tourists?

- a. Lodging                      b. Fooding                      c. Both

8. Which type of facility is required by the tourists?

- a. Standard                      b. Normal                      c. Average

9. How many days they live in Lumbini?

- a. One day                      b. Two days                      c. Three days
- c. Four days                      d. More than four days.

10. What is the average daily expenditure of tourists in your hotel?

Ans:.....

11. What is the tourists' trends, visit in Lumbini ?

- a. Increasingly                      b. Decreasing                      c. Constant

12. What is your average expenditure in this business?

- a. Weekly Rs.....                      b. Monthly Rs.....
- c. Yearly Rs.....

13. What is your average income from this business?

- a. Weekly Rs .....                      b. Monthly Rs.....
- c. Yearly Rs.....

14. According to you what are the main problems of Lumbini for tourism development?

- a. Electricity.
- b. Security
- c. Economic Problem
- d. Transportation

- e. Communication
- f. Others specify.....

15. What is your future plan regarding to the business?

- a. Planning to increase facilities.
- b. Planning to improve condition.
- c. Planning to continue same.

16. In your opinion, how can be tourism developed in Lumbini?

- a. Manage the security problem.
- b. Infrastructure facilities development.
- c. All of above.

17. Would you like to give some suggestion for the tourism development of Lumbini?

Ans.....

**Thanks for co- operation**

### Annex-3

#### स्थानीय बासिन्दाका लागि प्रश्नावली

क) व्यक्तिगत विवरण :

नाम : उमेर: लिङ्ग :

भाषा : शिक्षा: धर्म:

ठेगाना :

१. तपाईंको मुख्य पेशा के हो ?

क) कृषि ख) नोकरी ग) व्यापार घ) पर्यटन ड) अन्य

२. तपाईंको सरदर वार्षिक आय कुन श्रोतबाट कति हुन्छ ?

क) जम्मा ..... ख) कृषि.....

ग) नोकरी..... घ) व्यापार.....

ड) वैदेशिक रोजगार..... च) अन्य.....

३. तपाईंको सरदर वार्षिक खर्च र वचत कति हुन्छ ?

क) खर्च रु..... ख) वचत रु.....

४. तपाईंको परिवारमा कति जना सदस्यहरु छन् ?

क) जनसंख्या..... ख) पुरुष.....

ग) महिला.....

५. तपाईंको परिवारको अन्य सदस्यहरुको पेशा के हो ?

क) कृषि ख) जागिर ग) वैदेशिक रोजगार घ) विद्यार्थी

६. तपाईंको पर्यटन व्यवसाय प्रति कस्तो धारण छ ?

क) सकारात्मक ख) नाकारात्मक

७. के धार्मिक पर्यटनले यस क्षेत्रको गरिवी घटाउन सक्छ ?

क) सक्छ                      ख) सत्तैन                      ग) थाहा छैन

८. तपाईंको परिवारको कति सदस्यहरु पर्यटन व्यवसायमा संलग्न छन् ?

क) एक                      ख) दुई                      ग) तीन भन्दा बढी

९. पर्यटन व्यवसायबाट तपाईंलाई सरदर बार्षिक कति आम्दानी हुन्छ ?

क) रु.....ख)रु.....ग)रु.....

१०. लुम्बिनी क्षेत्रलाई पर्यटकिय क्षेत्रको रूपमा विकसित गर्न के के समस्या देखा पर्दछ ?

क) यातायातको समस्या

ख) सुरक्षाको कमी

ग) होटल, रेष्टुरेन्टको कमी

घ) सञ्चारको सुविधाको अभाव

ङ) खानेपानीको अभाव

११. तपाईंको विचारमा लुम्बिनीमा पर्यटन विकासको सम्भावना कस्तो रहेको छ ?

क) अत्यन्त राम्रो                      ख) राम्रो                      ग) राम्रो छैन                      घ) थाहा छैन

१२. लुम्बिनी क्षेत्रमा धार्मिक पर्यटनको समस्या के होला ?

क) भाषा                      ख) खाना र आवास                      ग) पथप्रदर्शक

घ) यातायात                      ङ) सूचना                      च) होटल, रेष्टुरेन्टको कमी

छ) सुरक्षको अभाव

१३. तपाईंको विचारमा लुम्बिनी क्षेत्रको पर्यटनको विकासको लागि कसको भूमिका हुनुपर्छ ?

क) सरकारी निकाय                      ख) स्थानिय बासिन्दा

ग) गैरसरकारी संस्था                      घ) माथिका सबै

१४. पर्यटक प्रति तपाईं कस्तो व्यवहार गर्नुहुन्छ ?

क) सकारात्मक                      ख) नकारात्मक                      ग) वेवास्ता

१५. कुन प्रकारको पर्यटक तपाईं मन पराउनु हुन्छ ?

क) राष्ट्रिय                      ख) भारतीय                      ग) अन्य

१६. लुम्बिनी क्षेत्रमा पर्यटकको संख्यामा परिवर्तन आएको छ, छ भने के भएको छ ?

क) कमी                      ख) वृद्धि                      ग) थाहा छैन

१७. यस क्षेत्रको विकासको लागि के गर्नु पर्ला ?

क) उपयुक्त सरकारी नीति ल्याउनु पर्छ ।

ख) सञ्चार एवं विज्ञापनमा सहजीकरण गर्नु पर्दछ ।

ग. यातायातको विकास गर्नु पर्छ ।

१८. लुम्बिनीमा पर्यटन विकासको निम्ति निजि तथा सरकारी संस्थाले कुनै योगदान पुऱ्याएको छ ?

क) छ                      ख) छैन                      ग) थाहा छैन

१९. यस क्षेत्रको धार्मिक, सामाजिक, तथा सांस्कृतिक विकासको लागि कस्तो नीति ल्याउन आवश्यक छ ?

उत्तर:.....

२०. यस क्षेत्रको विकासको लागि तपाईंको सुझाव के छ ?

उत्तर:.....

धन्यवाद

#### Annex-4

#### Visitors to Lumbini by Major Nationalities and Month

Nationality	Jan.	Feb.	Mar.	Apr.	May	Jun	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Argentina	71	12	1	6	1	2	5	2	1	2	4	132	107
Australia	188	109	77	123	36	30	48	17	41	77	99	2	977
Belgium	21	10	37	35	37	2	75	7	13	66	48	42	318
Bhutan	27	17	7		257	27	-	-	4	13	2	38	17
Canada	50	54	91	19	9	5	28	9	16	74	99	36	518
China	564	1037	887	689	30	156	395	592	713	690	1079	2102	9092
Denmark	5	23	16	13	9	2	4	22	-	44	18	3	149
France	62	140	168	146	39	28	51	90	18	134	79	10	955
Germany	45	108	207	99	33	29	33	47	26	295	94	30	1048
Indonesia	10	65	74	-	53	-	-	69	184	63	1	37	555
Ireland	-	8	6	11	4	9	31	4	50	2	-	-	125
Italy	13	18	31	44	4	9	10	62	-	30	37	5	203
Japan	223	351	464	102	106	62	44	64	73	77	301	129	2006
Lithuania	5	27	78	2	-	-	4	2	1	-	-	-	119
Malaysia	122	62	24	62	25	30	16	26	35	215	200	147	964
Motherlands	101	177	240	175	70	45	247	299	53	247	312	52	2018
Poland	66	163	217	94	24	3	10		0	113	82	1	781
Russia	55	60	64	67	38	25	23	1	7	34	44	65	483
Singapore	10	59	32	33	15	27	9	17	27	34	81	160	504
Slovakia	14	-	3	-	60	3	-	34	-	24	21	-	159
Republic of Korea	1568	796	829	230	76	86	148	168	177	449	1093	459	6076
Spain	33	18	49	19	15	15	79	118	84	46	26	13	515
Srilanka	80	7089	7790	733	205	50	777	14732	5646	6387	8078	1038	52691
Switzerland	7	28	18	27	10	9	10	7	7	30	37	3	193
Chinese Tapipai	78	173	112	152	13	16	40	26	35	18	149	93	905
Thailand	2725	4852	4981	994	202	221	358	181	180	2942	4722	4036	26382
U.K.	111	183	198	229	89	41	77	58	192	329	269	68	1844
U.S.A.	124	104	126	78	54	43	102	49	58	195	61	62	1066
Others	1244	1957	2958	1493	301	97	258	184	256	2364	2954	3200	17275
Total	7613	17712	19785	5555	1555	1120	2681	16667	7915	14892	20000	11923	128259

Source: Lumbini Development Trust. The figures exclude Indian tourists and include someday visitors