

**PROSPECTS AND PROBLEMS OF CULTURAL TOURISM:  
A STUDY OF KATHMANDU DURBAR SQUARE  
KATHMANDU, NEPAL**

A Thesis Submitted to

Central Department of Rural Development,

Faculty of Humanities and Social Sciences

Tribhuvan University,

In Partial Fulfill of the Requirements for the

Degree of the Master of Arts (M.A.)

In

Rural Development

**By:**

**KIRAN DANGOL**

**Exam Roll Number: 281166**

**T.U Registration Number: 6-3-28-73-2016**

**Central Department of Rural Development**

**Tribhuvan University**

**Kirtipur, Nepal**

**November, 2019**

## DECLARATION

I hereby declare that the thesis entitled PROSPECTS AND PROBLEMS OF CULTURAL TOURISM: A STUDY OF KATHMANDU DURBAR SQUARE submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgement to all the ideas and information borrowed from different sources in the course of preparing this thesis. The result of this thesis has not been presented or submitted anywhere else for the award of my degree or for other purpose. I assure that no part of the content of this thesis has been published in any form before.

.....

Kiran Dangol

TU Registration no.:6-3-28-73-2016

Date: 2076-08-06

## RECOMMENDATION LETTER

This thesis entitles **PROSPECTS AND PROBLEMS OF CULTURAL TOURISM: A STUDY OF KATHMANDU DURBAR SQUARE** has been prepared by **Kiran Dangol** under my guidance and supervision. I hereby forward this thesis to the evaluation committee for the final evaluation and approval.

.....

(Prajwal Man Pradhan)

Thesis Supervisor

Central Department of Rural Development

Kirtipur, Kathmandu, Nepal

Date: 2076-08-12

## APPROVAL LETTER

This thesis entitled “PROSPECTS AND PROBLEMS OF CULTURAL TOURISM: A STUDY OF KATHMANDU DURBAR SQUARE” submitted by Kiran Dangol in partial fulfilment of the requirement for the Master’s Degree (MA) in Rural Development has been evaluated and approved by the evaluation committee.

Evaluation Committee

.....

Assoc.Prof.Bishnu Bahadur K.C.

For Head of Department

.....

Ramesh Neupane

External

.....

Prajwal Pradhan

Thesis Supervisor

Date: 2076-08-13

## ACKNOWLEDGEMENTS

On the very outset of this report, I would like to extend my sincere and heartfelt gratitude towards all the individuals who have helped me in this endeavor. Without their active guidance, support, encouragement and co-operation, this dissertation would not have been completed.

Firstly, I would like to express my deep gratitude to our Head of Department Prof.Dr. Pushpa Kamal Subedi for providing me with the opportunity to carry out the research on the topic of my interest. I would particularly like to single out my supervisor Mr. Prajwal Man Pradhan and want to thank him for his excellent cooperation, guidance and for all of the opportunities I was given to conduct my research and further my thesis.

I am really fortunate for being selected as one of grant receiver of Nepal Tourism Board and thankful to Nepal Tourism Board for creating more opportunities for my research. I am grateful towards Mr. Kabindra Bhatta, Research, Planning and Monitoring Officer, for guiding us through the process and making us comfortable enough go through the changes that were to be made.

It will be my dismay if I forget to thank the KII's participants, who have given their time, experiences and knowledge which has further added relevancy and authentic information in my thesis study. I am also thankful to all the respondents and participants who contributed their time and effort for my research study and helped me gain knowledge about the true scenario of the area.

I would also like to thank my family and friends for their wise counsel and sympathetic ear. Their support and care helped me overcome setbacks and stay focused on my research study. Without their help, I wouldn't have been able to focus on my research and work as per the need of the time and circumstances. Last but not the least, I would like to thank everyone who has played even the tiniest role in the production of my thesis.

Thank You.

Kiran Dangol

## ABSTRACT

Tourism is one of the prominent sectors which consists of huge potentiality to contribute in the development of our country Nepal. Cultural tourism is one of the forms of tourism that is concerned with a country's or region's culture specifically people's lifestyle and components such as art, history, religion, and elements that has shaped people's lives. The major objective of the research is to find major prospects and problems of cultural tourism and assess people's perception and views regarding the development of cultural tourism.

In this research, the information has been obtained from 4 categories of respondents - KII, local people, service providers and tourists. Simple random sampling was used while selecting local people and service providers whereas accidental sampling was used while selecting the tourists who were found in the Kathmandu Durbar Square area. Altogether 6 key informants, 40 local people, 20 service providers, 20 tourists and were requested to fill up the questionnaire, semi or unstructured interviews, observation as well as KII methods were applied.

The findings show that 65% of the respondents consider Historic buildings, monuments and temples as the major prospect in regard to tangible heritages and 60% of the total respondents consider social practices, rituals, and festive events (e.g. festivals, jattras, processions, games, mourning ceremonies, weddings etc.) as the major prospect of cultural tourism in regard of intangible cultural heritages. The findings show that the major problem that has been hindering the cultural tourism is the unmanaged infrastructures and heritage sites, pollution and lack of adequate information and location maps and names for navigation. With the individual survey, the researcher was able to find that development of cultural tourism depends majorly on the state of cultural heritages (both tangible and intangible). Generation gap and notion of wealthy living has been a major challenge in case of development of cultural tourism. There are many possibilities and hindrances in the area of cultural tourism of the Kathmandu Durbar Square. It is very important that with the growing age of urbanization and modernization, sticking to the roots and being accountable towards our native culture and traditions, it is now high time we pay due respect to our culture and heritages that has led us to be distinguished from the people of other parts of the world.

## TABLE OF CONTENTS

<b>Title Page</b>	<b>Page No.</b>
DECLARATION	i
RECOMMENDATION LETTER	ii
APPROVAL LETTER	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi - viii
LIST OF TABLES	ix- xi
LIST OF ABBREVIATIONS	xii
CHAPTER I: INTRODUCTION	1- 8
1.1. Background of the study	1 - 3
1.2. Rationale of the study	3 - 5
1.3. Statement of the problem	5 - 6
1.4. Objectives of the study	6
1.5. Delimitations of the study	7
1.6. Organization of the study	7
CHAPTER II: LITERATURE REVIEW	8 - 28
2.1. Thematic Review	8 - 14
2.1.1. Introduction	8 - 13
2.1.2 History of Cultural tourism	13 -14

2.2. Theoretical Review	14 - 18
2.2.1 Developmental stages of tourism	14 - 16
2.2.2. Plog's Model of Tourist Behavior	16 - 17
2.2.3. Psychology and Tourism	17
2.2.4. Motivation Theory	17 - 18
2.3. Development of Tourism in Nepal	18 - 20
2.3.1. Development of Tourism after 1950s	19 - 20
2.4. Policy and Structure Review	20 - 22
2.4.1. Tourism Structure and Roles	20
2.4.2. The current priorities of Nepalese Tourism	20
2.4.3. Tourism Policy 2065	21
2.4.4. Tourism Vision 2020 Strategies	21
2.4.5. National Tourism Strategy Plan for Nepal	21 - 22
2.5. Empirical Review	22 - 26
2.5.1. Review of studies	22 - 26
2.6. Facts and Figures of Tourism in Nepal	26 - 28
 CHAPTER III: RESEARCH METHODOLOGY	 29 - 32
3.1. Area of the study	29
3.2. Research Design	30
3.3. Sources of Data collection	30
3.4. Data collection techniques and tools	30



3.4.1. Key Informant Interview	30
3.4.2. Individual Survey	31
3.5. Sampling Size and Sampling procedure	31
3.6. Data Analysis	32
CHAPTER IV: DATA INTERPRETATION, ANALYSIS AND FINDINGS	33 - 58
4.1. Data interpretation of local people	33 - 38
4.2. Data interpretation of service providers	39 - 47
4.3. Data interpretation of tourists	48 - 55
4.4. Findings	56 - 58
CHAPTER V: SUMMARY, CONCLUSION AND RECOMMENDATION	59 - 62
5.1. Summary	59
5.2. Conclusion	60
5.3. Recommendation	61 - 62
REFERENCE	63 - 65
ANNEX 1	
ANNEX 2	
ANNEX 3	
ANNEX 4	

## **LIST OF TABLES:**

### **DATA INTERPRETATION OF LOCAL PEOPLE**

TABLE 1: Age of the respondent	33
TABLE 2: Gender of the respondent	33
TABLE 3: Respondents aware about cultural tourism	34
TABLE 4: Major Prospects of Tangible Heritages	34
TABLE 5: Major Prospects of Intangible Heritages	35
TABLE 6: Problems for the development of cultural tourism	36
TABLE 7: Things to do for preservation and promotion of cultural heritages?	37
TABLE 8: Level of management of cultural heritages in the area	38
TABLE 9: People's opinion about concerned authority's accountability	38

### **DATA INTERPRETATION OF SERVICE PROVIDER**

TABLE 10: Age of the respondent	39
TABLE 11: Gender of the respondent	39
TABLE 12: Respondents belonging to the community itself	40
TABLE 13: Duration of being in the service sector	40
TABLE 14: Type of service	41
TABLE 15: Respondent's tourism as major occupation	41
TABLE 16: Ownership or rent of the place	42
TABLE 17: Number of employees working to provide the service	42

TABLE 18: Respondent's state of business	42
TABLE 19: Are respondents aware about the term cultural tourism?	43
TABLE 20: Major prospects in regard of tangible heritages	43
TABLE 21: Major prospects in regard of intangible heritages	44
TABLE 22: Major problems for development of cultural tourism	45
TABLE 23: Contribution in the development of respondent's business?	46
TABLE 24: Are respondents providing any type of support for the preservation and development of cultural heritages?	46
TABLE 25: Respondent's opinion on what government should do to promote cultural tourism	47
<b>DATA INTERPRETATION OF TOURISTS</b>	
TABLE 26: Age of the respondent	48
TABLE 27: Gender of the respondent	48
TABLE 28: Respondents travelling	48
TABLE 29: Source of information about Nepal	49
TABLE 30: Purpose of visit of the respondent	49
TABLE 31: Most preferred Durbar Square to visit	50
TABLE 32: Most attractive aspect of Durbar Square Site	50
TABLE 33: Level of preservation and maintenance of the Durbar Square	51
TABLE 34: Hospitality of the local people towards the tourists	51
TABLE 35: Major prospects in regard of tangible heritage	52
TABLE 36: Major prospects in regard of intangible heritage	52

TABLE 37: Problems hindering development of cultural tourism	53
TABLE 38: Level of advertisement and promotion outside the country	54
TABLE 39: Was the respondent's visit as expected and fruitful?	54
TABLE 40: Is the entrance fee properly utilized?	55

## LIST OF ABBREVIATIONS/ ACRONYMS

CBS	-	Central Bureau of Statistics
GDP	-	Gross Domestic Product
ILO	-	International Labour Organization
ITA	-	International Trade Administration
KII	-	Key Informant Interview
MoCTCA	-	Ministry of Culture, Tourism and Civil Aviation
MOF	-	Ministry of Finance
NATHM	-	Nepal Academy of Tourism & Hotel Management
NTB	-	Nepal Tourism Board
UNDP	-	United Nations Development Programme
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
UNO	-	United Nations Organization
UNWTO	-	World Tourism Organization -
WTTC	-	World Travel and Tourism Council



# CHAPTER I

## INTRODUCTION

### 1.1. Background of the study

Nepal is an ultimate paradise for people seeking an experience that lasts for a lifetime. A country that is eye pleasing and mesmerizing that no individual can disagree upon. With its distinguished beauty and uniqueness seen in every part of the country, Nepal has been able to make mark upon people who have once visited the country and has been listed as one of the must go places for the people who are seeking an experience of adventure, wildness, serenity, warmth of Nepali people and the feeling of homeliness despite being away from their own home.

Our country Nepal has always been prominently recognized in two perspectives: one being geographically diverse and naturally blessed and other being culturally diverse and rich. Being covered only a 0.03% of the total land surface area of the globe, (skystartravels, 2013) Nepal has always been an amusement for people who come to explore the country. And Kathmandu, itself after the first touchdown, provides a clear representation of how beautiful, rich and diverse our overall country is.

Kathmandu, the capital city, is a gateway to tourism in Nepal. The arts and architectures, the archeology and the way it is represented makes Kathmandu rich and acts as a major attraction to the tourists. People wear attires of different deities and their performance, pulling of a number of chariots, thousands of people being a part of it harmoniously, the colors and vibrancy, the related cuisines along with celebration, and a separate musical atmosphere is what makes the city a major attraction for the locals as well as the tourists. Not only the tangible heritages, Kathmandu is also rich in its intangible and livingness of the cultural products that have equally contributed it to be one of the favorite destinations among the people of the world. One of the major attractions that is situated in the capital itself is, Kathmandu Durbar Square that holds a hoard of history, ancient arts and artifacts, archeology and many more untold stories of the valley.

Kathmandu Durbar Square, also known as Basantapur, is one of the UNESCO World Heritage sites of Kathmandu. Yearly it attracts thousands of tourists with its unique monuments, arts and architectures, The Durbar square is surrounded by spectacular architecture and vividly showcases the skills of the Newari artists and craftsmen over several centuries. Kathmandu Durbar Square has Hanuman Dhoka, Degutale Temple, Taleju Mandir, Nasal Chowk, Nine storey Basantapur Tower, Panch Mukhi Hanuman Temple, Mul Chowk, Mohan Chowk, Sundari Chowk, Tribhuvan Museum, King Mahendra Memorial Museum and Kal Bhairab temple in its vicinity. (P.Ltd., AGH Trekking, n.d.)

Though being one of the smallest countries in the whole world in terms of surface area, Nepal has been able to embark its identity as one of the most beautiful and diverse country in the world. With the growing technological advancement and social interaction, people are able to gain a lot of information about Nepal and hence it has resulted in a greater number of people coming to explore the country. (ICT Frame) These has resulted in the boom of tourism industry and sectors hence providing an opportunity for the tourism enthusiast to work more on their respective fields.

Kathmandu Durbar Square is a nerve center for both tangible and intangible cultural heritages. The art and culture are the reflection of past society through which development of civilization of particular community can be understood. The durbar square is the core place for celebrating culture, art and history. These assets have evenly added opportunities to flourish the cultural perspective of tourism specially of the Kathmandu Valley. Not only these important aspects, it is a place that celebrates life and or identity and makes people realize the values that unites us despite the ethnic and cultural diversity.

Tourism is one of the crucial areas of Nepalese economy. Nepal ranks 15th in Cheapest Country to travel category in Travel and Tourism Competitiveness Index by World Economic forum. (World Economic Forum, 2019) Tourism sector being a comparative advantage industry has a major role in the economy of our country.

There are different forms of tourism which are based on its specific target area and its own significance and purposes to be fulfilled and activities to conducted. The various forms of tourism can be: Ecotourism, Adventure tourism, rural tourism,



village tourism, geo tourism, sustainable tourism, wildlife tourism and many more of which in this study we will be focusing on the Cultural tourism.

Culture can be defined as a way of living of people that comprises of several factors like: language, religion, cuisine, social habits, music and arts which has contributed in the creation of a specific identity and differences in a given population. Culture can simply be understood as an identity of a society. It is shared, learned, integrated, dynamic and comprises of symbols whose interactions adds meaning to our lives.

Cultural tourism is a form of tourism that allows tourists be immersed in local cultural related activities such as rituals and festivities. It leads the destination in providing opportunity for authentic cultural exchange between locals and visitors. For destinations, it encourages local communities to embrace their culture and boost economic growth, developing culturally geared tourism programs; encourages destinations to celebrate and promote what distinguishes their communities for an authentic cultural exchange between locals and visitors. (IGI Global , 2019)

Culture has been always our part of life and a representation of who we are. Promoting cultural tourism and unity in diversity is beneficial from overall dimensions of development. Therefore, cultural tourism is one the important sector which needs to grow and develop so as to lead the country in the phase of development. Cultural tourism in our scenario has a huge contribution as well. Not only it will attract people and economy but will also help in the conservation and sustainability of the culture and traditions that is in the verge of extinction.

## **1.2.Rationale of the study:**

Nepal recently broke its record by welcoming 11 million tourists in the year 2018 with an increment rate of 24.8%. (Ministry of Culture, Tourism & Civil Aviation, 2017)

Our country Nepal has only one international airport till date which is located in Kathmandu itself. It is obvious that most of the tourist's first destination is Kathmandu. Out of 7 UNESCO World Heritage Sites in Kathmandu, Kathmandu Durbar Square has the highest number of tourists coming and exploring.

Kathmandu Durbar Square, therefore has a significant role in promoting cultural tourism.

From a recent headline of 13<sup>th</sup> May 2019 from a popular news portal, it stated that though the number of tourists visiting our country has increased, their spending here have been decreased. Tourists are spending less than they used to which is one undesirable situation for all the stakeholders related to tourism industry.

Cultural tourism is a new form of tourism which is likely to be seen unknown by many people. The tourism we practice is generalized and little knowledge is seen in the field of cultural tourism. Cultural tourism itself is a huge prospect of developing overall sector of tourism and if we are able to manage and preserve the cultural products and practices, then it surely can make our country rank to the most travelled countries in the world because our culture is the most prized possessions we have.

Therefore, this study aims at identifying the prospects as well as problems of cultural tourism with regard to Kathmandu Durbar Square since it is very first place people come to travel after they land in Nepal. The outcomes of the study can be used in order to be aware about the present scenario and make changes in accordance. It can be used as a navigator so as to flourish the prospects and mitigate the problems and can be presented to the related stakeholders.

On the other hand, the study aims at finding out how important cultural tourism is for attracting people and flourish tourism of the region. Also, it will identify the factors that act as hindrances in the field of cultural tourism development. This research will further add information on making comparisons between the past and present scenario of cultural practices and how it has been passed down from generation to generation.

The study also aims at assessing the situation of the cultural products, both tangible and intangible, from the people residing within the community and how it has been contributing in the growth or the adversity in the cultural tourism. The study also focuses on assessing people's perspective on the cultural products and practices that has been long continued and going on at the present time.

Also, with the findings of the research, proper conclusions can be drawn and proper steps can be taken into consideration and action so that we can contribute to economic, socio-cultural, environmental and as a whole sustainable development of the country by using the available cultural resources effortlessly.

### **1.3.Statement of the problem:**

Nepal is a country with tremendous opportunity to flourish and grow in the sector of tourism. With wide diversity and variability in natural resources, art and culture, ethnicity, lifestyle, traditions and many more, and has the probability of becoming melting pot of Asia after Singapore. Nepal has ranked to become a most viewed travel destination and it can be a new destination and location for new travelers, traders and investors.

Tourism is the one of the major sectors contributing in the economic development of our country. According to the annual study report of the World Travel and Tourism Council, Nepal's tourism industry produced revenue of NPR 240.7 billion and directly and indirectly endorsed over 1,05 million employment in 2018. ( WTTC, 2018) As we know that Tourism is a composite product of several factors and elements like attraction, accessibility, accommodation, amenities, activities, actors and many more. Tourism development and scope relies on these product or component's quality and quantity. So, it is a must that these areas should be properly monitored and planned so as to double the comparative advantage that we can gain from our country's tourism sector and hence as a whole lead the country towards sound and overall development.

Kathmandu Durbar Square is a treasure trove of history, art, architecture and culture. It is a home for architectural heritage leaving everyone in amusement. With several thousand-year-old houses and monuments and many others from the 15th and 16th centuries constructed over other 7th century structures, this durbar square is the prime attraction of both international and local tourists. Records show that the number of tourists who visited Kathmandu Durbar Square in last Fiscal Year 2016/17 is 158,079. Similarly, 18,608 tourists from the SAARC region and 139,471 from other parts of the world visited Basantapur. (Shrestha A. , 2017 )Not only the

physical and tangible heritages, Kathmandu Durbar is a hub for the intangible and living heritages. It is the center of celebration of different worldly famous jatras and festivals which also attracts a huge number of tourists everywhere. The one of a kind that can makes our country as a whole be distinguished and stand out from other parts of the world.

Kathmandu Durbar Square holds a huge potentiality of attracting thousands of tourists every year. It has a huge prospect in contributing in the area of cultural tourism but in the contrary, everything has its own set of challenges and problems that hinders in the smooth functioning of any sort of activities. Though, it is one of the major touristic destination and has a huge potentiality in developing and promoting cultural tourism but:

- Is it planned and preserved in an effective way?
- Is it tourist friendly and provide tourists with an appropriate environment to visit?
- Are the major prospects and problems of cultural tourism identified?
- What factors might be acting as hindrances in the development of the cultural tourism?

#### **1.4.Objectives of the study:**

The objectives of the study are classified as:

##### **1.4.1. General Objective:**

- To identify the prospects and problems of cultural tourism of Kathmandu Durbar Square.

##### **1.4.2. Specific Objective:**

- To assess perception of local people, service providers and tourists about prospects and problems of cultural tourism.
- To find out people's view towards development of cultural tourism.

### **1.5.Delimitations of the study:**

Following are some of the limitations of the study:

- The study is based and focused only to Kathmandu Durbar Square and its surrounding area.
- Information is based on primary and secondary sources of data.
- Only selective candidates were selected as per the convenience of the researcher.
- Due to limitation of time, the study may not be comprehensive.
- The study can be indicative not conclusive since only a small sample population was taken for the study.

### **1.6.Organization of the study:**

The study is divided into five chapters. The first chapter consist of introduction which comprises of background of the study, objectives, statement of the problem, rationale and limitations, giving an overview description of the answers to the questions of what, how and why of the study. The second chapter is Literature review that is focused on reviewing the literatures available both national and international related to research and the research gap can be identified between the available literatures and the proposed topic. The review provides significance to the study and helps in being more precise about the topic and what, how and why to be done. The third chapter comprises of research methodology that revolves around the notion to keep the track of the research study and where and how of the study process. It consists of information relating to the research design, sampling size and procedure, data sources and etc. The fourth chapter comprises of data interpretation and analysis, one of the major parts of the study. It contains both narrative and descriptive presentation of the information collected from the KII and respondents at some extent as well as the diagrammatic presentation and analysis of data collected from the survey. The fifth and final chapter comprises of major findings, recommendations and conclusion that summarizes the whole objectives of the thesis.

## CHAPTER II: LITERATURE REVIEW

### 2.1. Thematic Review:

#### 2.1.1. Introduction:

Nepal, a country that lies between two large countries of the world India and China, is a home for 28,729,140 (worldometers, 2019) ethnically, culturally, lingually and socially diverse people who have been living and following the belief of “Unity in diversity.”

Kathmandu Durbar Square is one of the three durbar squares (palace) located in Kathmandu valley which is all enlisted as UNESCO World Heritage sites. Kathmandu Durbar Square is Nepal’s crown jewel attraction for tourists. It holds utmost importance due to the history it carries along with the spectacular architecture that evinces skills of Newar artists and craftsmen over several centuries. Kathmandu Durbar Square is the area where the tantric blending of Buddhist and Hindu beliefs joins together. It is a historic center of Nepal both in terms of cultural heritage, sovereignty, economics, religion, and pride.

One of the main attractions in Kathmandu Valley is Kathmandu Durbar Square ("UNESCO World Heritage Site"), also known as Hanuman Dhoka. Most of Nepal's cultural centers are focused around the Kathmandu Valley; the Hanuman-Dhoka is one of those cultural locations. The name Hanuman-dhoka Durbar came from the statue of Hanuman established by the King Pratap Malla at the entrance of the royal palace in 1672 A.D. storeyed residence built by King Prithvi Narayan shah in 1770, is called Basantapur Durbar(palace). (Friend for Mountains, n.d.)

Located at the heart of the Kathmandu Valley, it is a complex whole of beautiful and ancient temples and shrines that are both for Hindu and Buddhist devotees. The monuments built in pagoda style embellished with intricately carved exteriors was built between 12<sup>th</sup> and 18<sup>th</sup> centuries.

(Hotel Shanker, 2014)The Durbar Square holds reminiscences of coronation of Nepali kings and was a residence for them until the 20<sup>th</sup> century but now it is a living open museum for the public.

Besides outstanding and alluring beauty of the physical assets of the Durbar Square, other interesting aspects are various cultural activities, festivities and traditions that has added life to the physical aspect of the Durbar Square. These can be regarded as the intangible cultural heritages or assets which tags the vibrancy and life to the city. Some of the famous festivals are: Indra Jatra, Rato Machindranath jatra, Seto Machindranath Jara, Gajatra, Dashain and many small and big cultural dances and performances and many more. (Kathmandu Metropolitan City, 2019) Durbar Square is not only a cultural site but at times of need, a place which unites people regardless of caste, ethnicity, color, gender or race. A place that brings people to celebrate life and realize value that unites us.

With the diversity in both the sectors of living and non-living assets, Nepal as a whole, has a huge potentiality in the area of tourism. Tourism is usually movement of people from one place to another out of their usual environment for the purpose of pleasure seeking, adventure, religious or personal or professional activities. There are various forms of tourism based on the purpose they serve. Some of them mentioned can be rural tourism, eco-tourism, adventure tourism, religious tourism, geotourism, industrial tourism and many more. (Tourism Portal ). Among these various forms of tourism, with diversity in its cultural aspects, Nepal has propounded in the area of Cultural tourism.

Nepal is a country with an abundance of historical, cultural and diverse ethnic traditions. It is one of the major elements that attracts millions of tourists to the country every year. Our country holds a huge possibility of developing cultural tourism but is lagging behind due to improper utilization of resources available and the ongoing procrastination of the concerned parties and authorities.

Cultural tourism is one of the ' modern ' types of tourism that strive to be less damaging and culturally more friendly. Cultural tourists involved in

this type of tourism define themselves as visitors "thinking" who are more cautious, sensitive and constructive about their behavior. (Placeholder1)

Cultural tourism is a subset or a form tourism. The Twenty-second session of the UNWTO General Assembly in Chengdu, China (11 to 16 September 2017), adopted the following definition for cultural tourism: "Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination." (UNWTO, 2017)

Cultural tourism is a comparatively fresh and unknown scholarly discipline that could be characterized as a composite discipline as it relies on a number of distinct scholastic fields for its theoretical support. This involves fields like anthropology, cultural studies, sociology, urban planning, arts management, museum and heritage studies, etc. Cultural tourism studies could therefore be asserted as one of the most intriguing and interesting fresh fields emerging in latest years from the proliferation of academic courses based on tourism, recreation and cultural industries. (Smith, 2003)

There is a regularly occurring perception that cultural tourism is 'good' tourism that attracts excessive spending site visitors and does little injury to the surroundings or local way of life while contributing a terrific deal to the economic system and aid of culture. Other commentators, however, have advised that cultural tourism may additionally do extra harm than good, permitting the cultural vacationer to penetrate sensitive cultural environments as the strengthen protect of the mass tourist. (Richard, 2003)

Cultural tourism revolves around the idea of culture and how those cultural elements of the community and a country can be utilized in a manner so as to increase the flow of travelers. Cultural tourism is a way of exchange of cultural values and practices and get familiar with the host countries social and cultural phenomena. Not only concentrating on the physical aspects of culture, cultural tourism can also celebrate the intangible attributes of culture. UNESCO's 2003 Convention for the



Safeguarding of the Intangible Cultural Heritage proposes five broad 'domains' in which intangible cultural heritage is manifested:

- Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage:

To pass on knowledge, cultural and social ideals and collective memory, oral traditions and expressions are used. Of holding communities intact, they play a crucial role. It comprises of enormous variety of spoken forms including proverbs, riddles, tales, nursery rhymes, legends, myths, epic songs and poems, charms, prayers, chants, songs, dramatic performances and more. (UNESCO, n.d.)

- Performing arts (such as traditional music, dance and theatre):

Performing arts usually comprises of various dances, songs, music, theatre and many more which reflects the human creativity and adds meaning to the existence of us living being. These arts, music, acting, dancing, recitation, dialogues and many more usually revolves around the core of an individual or community's life and has several scarce meanings. These intangible heritages play an important part in cultural promotion. This adds market value in the tourism sector along with reviving the traditional arts, culture and history. (UNESCO, n.d.)

- Social practices, rituals and festive events:

Social practices, rituals and festive events are a reflection or identity of a community and the people who participate in it. It is closely linked with community's worldview and perception of its history and memory. It can be both a small and a large group celebration that usually celebrates the life of mankind. It comprises of worship rites; rites of passage; birth, wedding and funeral rituals; oaths of allegiance; traditional legal systems; traditional games and sports; kinship and ritual kinship ceremonies; settlement patterns; culinary traditions; seasonal ceremonies; practices specific to men or women only and many more. The life of these practices and rites usually depends on the people participating in it. (UNESCO, n.d.)

- Knowledge and practices concerning nature and the universe:

Knowledge and practices concerning nature and universe amounts to the knowledge, skills, ideas and practices that has been developed from the time of human civilization till date with the continuous and ever lasting relationship that has been created between the universe or natural environment and the human being along with the other being of the entire universe. It is expressed in the forms of spirituality, language, worldview, traditions and beliefs that is influenced by the natural environment a human being is born and nurtured in. Preserving a world view or system of beliefs is even more challenging than the physical environment and hence the convention is working to safeguard the underprivileged and marginalized communities which are now adopting the economic development model oppose to what they have been practicing from generation to generation. (UNESCO, n.d.)

- Traditional craftsmanship:

The 2003 Convention focuses primarily on the skills and knowledge involved in craftsmanship rather than on the products of the craft itself. There are various examples of traditional craftsmanship: tools; clothing and jewelry; festival and performing arts costumes and accessories; storage containers, items used for storage, transportation and shelter; decorative art and ceremonial artifacts; musical instruments and household utensils, and toys, both for fun and learning. It is important and must be taken into consideration that these indigenous skills, knowledge and abilities of the artisans should be encouraged and preserved that nearly can in some years be in the verge of extinction due to mass production and the growing modernization. The growing urbanization and industrialization have also contributed in adding values to the handmade crafts and objects since it is an alternative and antique to high mass and high-tech items that can be easily accumulated. (UNESCO, n.d.)

On the other hand, there are basically three classifications done with regard to tangible heritages. They are:

- i) Historic Buildings, Monuments and Temples
- ii) Archeology: Archaeology is the study of past cultures. It is an anthropology subfield, the study of human cultures. The other subfields are cultural anthropology that studies living cultures, physical anthropology that studies human biology, where human beings fit into our family tree's living and extinct species, and linguistics that study human language. (wikipedia )
- iii) Arts and artifacts: An artifact is something that is made or shaped by people, such as a tool or a work of art, in particular an object of archeological interest.

### **2.1.2. History of Cultural Tourism:**

The emergence of cultural tourism as a social phenomenon and as an object of academic study can be traced back to the rise in post-World War 2 leisure travel. Traveling in Europe helped boost cultural knowledge as well as rebuild broken economies. In the 1960s and 1970s, as income and consumption continued to increase, so did global travel and cultural consumption. At this moment, early scholarly cultural tourism studies also emerged, and the World Tourism Organization (WTO, as it was then) created its first phenomenon definition. Driven by the ' heritage boom ' (Hewison, 1987), the development of global and national travel and the identification of cultural tourism as a ' good ' type of tourism that would boost the economy and assist preserve culture (Richards, 2001), interest in cultural tourism continued to develop throughout the 1980s and 1990s. The start of the 1990s shows a period of cultural tourism transformation that, unlike the initial orientation towards elite clientele, created a greater chance for growth in mass market orientation. In many tourism locations, cultural tourism has become a well-established phenomenon and has become progressively the focus of scholarly studies. The first cultural tourism textbooks started to appear (Smith, 2003; Ivanovic, 2008) and there

emerged a increasing variety of study articles related to many distinct theoretical and methodological methods (Richards and Munsters, 2010, Smith and Richards, 2013). (Richards, 2018)

Cultural tourism growth has also been characterized by fragmentation into a number of evolving niches, including heritage tourism, art tourism, gastronomic tourism, film tourism, and creative tourism. Growth also brought its own difficulties, and by 2013 Boniface had already identified issues with the overcrowding of World Heritage Sites, a phenomenon now connected to the concept of 'overtourism' The challenges facing the conservation of tangible heritage and tourists' increasing desire for fresh experiences also helped to concentrate attention on the role of intangible heritage in tourism (du Cros, 2012). (Richards, 2018)

Cultural tourism was also one of the types of tourism that received a new operational definition from the UNWTO at the 22nd Session of the General Assembly held in Chengdu, China (UNWTO, 2017: 18):

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions. (Richards, 2018)

## **2.2.Theoretical Review**

A theory can be defined as a body of knowledge which guides an enterprise of finding facts rather than reaching goals. It is a pre-established representation and explanation of how and why a certain phenomenon operate in the given way.

### **2.2.1. Developmental Stages of Tourism**

Tourism theories follow three developmental stages, each conveying a greater level of sophistication.

- **Tourism as an elite practice:**

Travel was regarded as the privilege of elite class and often a means for conducting trade and business. On the other hand, the for the religious purpose. Theories of tourism

developed marginally, related to status, income, free time, and orientation beyond a personal in-group.). In 1902, Adolf Brougier in a pioneering lecture defined tourism as leisure travel. The first academic tourism monograph by Josef Stradner in 1905 underlined the “luxury” character of travel and tourists as consumers, spending money earned elsewhere. In 1930, Leopold von Wiese discussed Fremdenverkehr (tourism) as an “interpersonal relation,” distinguishing among three types of Fremde: the stranger as an agent of, power (conqueror), the stranger by chance (not interested in relations with locals),

and the stranger as a “guest,” including the tradesman, the “traveler for pleasure,” or the tourist. (Jaap Lengkeek, Jens Kr. Steen Jacobsen, 2015)

- **Emerging industrialized large-scale tourism**

Tourism began to boom from the 1960s, due to increased income, more free time, speedier and cheaper transport, and an expanding infrastructure, first within the Western world but gradually spreading globally. Tourism lead to interaction of large group of people from one part of the world to other giving an opportunity of exploration, attainment of new knowledge and information and being a part of globalization. Tourism not only is concerned with travelling from one place to the other but also benefitted a huge area of industries that were integrated in providing services to the travelers. Therefore, it emerged to become one of the leading large-scale industry all over the world providing account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017. In 2018, the Travel & Tourism industry also experienced 3.9% growth, compared

to the global economy (3.2%). One in five new jobs were created by the industry over the last five years. (WTTC, 2019)

- **Globalized tourism systems:**

Tourism is currently a new cultural routine that is globally interlinking with daily life. Tourism theory itself is now an object for intensifying exchanges between international scholars and research groups, from various disciplinary backgrounds and cultural traditions. The theory of tourism itself is now intended to intensify exchanges between global academics and study organizations from different disciplinary backgrounds and cultural traditions. Processes of cultural and economic globalization are becoming focal points of research. This leads to a multidisciplinary, transdisciplinary, and to some extent post-disciplinary scholarly scenario, a knowledge landscape with a wealth of flowering thoughts, case studies, and small-scale concepts derived from positivist, post-positive, interpretive, critical, and other paradigms. (Jaap Lengkeek, Jens Kr. Steen Jacobsen, 2015)

The study of tourism theories and practices would principally revolve round the wants, motivations, role, experiences of the tourists. Some of the theories that shape the behavior and the touristic patterns of an individual can be enlisted and described as follows:

### **2.2.2. Plog's Model of Tourist's Behavior:**

Stanley C. Plog, one of the renowned travel market researchers, came up with a theory which was based on psychology of tourists which was published in 1973. It was a case study based on New York residents and their attitudes to travel.

Plog discussed that the travelling behavior and motivations based totally on the psychology of the tourists. Thus, there are two types of tourists, the allo-centric and psycho-centric sorts of tourist. The particular psychological types who do not like unfamiliar environments or cultures, so when they select a holiday, they will seek the familiar regions than

unfamiliar remote regions which he termed as psycho-centric. On the other hand, some groups in society who will be prepared to risk a far more uncertain holiday destination and search for strange or unfamiliar which he termed allo-centric. (Cruz-Milán, 2017)

### **2.2.3. Psychology and Tourism:**

The term psychology is derived from the Greek roots meaning as the study of psyche or soul. Psychology is the study of an individual's mentality which focuses on conduct and mental processes to provide a comprehension and understanding of human behavior. Psychology schools study many sectors like behaviorism, cognitive, humanistic and psychoanalytic (Holden, 2005). Psychology in tourism is to apprehend the motivations that drive individuals to turn into travelers. Psychology also researches the tourism requirements of a character's vacation spot as they trade with their era, existence circle and former stories of tourism. The research additionally tries to forecast tourist behavior via investigating traveler characters and seeing how visitors communicate with each other. (Dalarna University, 2015)

### **2.2.4. Motivation Theory:**

Motivation can be defined as an internal force or factor that drives an individual to meet their needs, desires, achievement and as a whole attainment of goals. According to Parrinello (1993, cited in Holden, 2005), the motivation in tourism is one of the most important things. Indeed, without motivation to travel, there would be no tourism. According to Atkinson et al. (1983, cited in Holden, 2005) psychologists based the motivation upon the instinct theory. Another theory that was popular during the 1920s was 'drive-reduction' theory. Defined by Atkinson et al. (1983, cited in Holden, 2005), this theory is based upon essential needs including: food, shelter and sex, and these needs influence the motivation. After 1950, psychologists included the concept of external factors upon human behavior. All individual decisions are based not only on the instinct but also on external stimuli (Holden, 2005). Psychology in tourism is reasonably new, and very subjective, and at the moment people have very

different opinions. The other two factors for the application of motivation theory is the 'intrinsic' and 'extrinsic' factors that play an important role on the behavior of tourists and how motivated and influenced they are from the internal and external factors to travel to places. (Dalarna University, 2015)

### **2.3. Development of Tourism in Nepal**

Tourism in Nepal has been assumed to be developed from the time back of the legend "Manjushree" who made valley appropriate for human habitation by cutting with his sword the Chovar Hill of the Kathmandu Valley and thus allowing the water out of the valley, to be the first tourist who came from either India or China. During the early historical era too, famous visitors have been recorded as having visited Nepal. It has been illustrated in the chronicle that Gautam Buddha visited Nepal during the reign of Jitedasti, the seventh Kirat King, who stayed in the western part, near Swayambhu . (Satyal 1, 1988: 28 and K.C. 1984: 18).

From the point of view of tourism, the Lichchhavi period is considered very significant in Nepalese history. The era of Lichchhavi began in 400 A.D. And the country's art and culture had made enormous strides during that era. During this era, the way art and culture developed in Nepal encouraged Chinese tourists to come to Nepal and write about Nepal.

Along with the reign of the Mallas people from the western countries began coming to Nepal with an aim to spread and publicize Christianity. A wealth of magnificent pagodas, palaces and houses represent the richness of Malla period art and architecture. Against this context, it is discovered that from ancient times overseas visitors have been attracted and visited Nepal. During those days, Chinese, Tibetan and Indian overseas tourists visiting Nepal used to visit Nepal with religious and commercial motives in particular. (Shrestha & Shrestha, 2012)



### **2.3.1. Development of Tourism after 1950:**

The development of tourism in Nepal dates back after the 1951 A.D. For Nepalese people to go outside Nepal and for foreigners to enter Nepal, there was serious control. The Ranas de facto governed the nation as their fiefdom until the popular revolt in 1951 ousted them from power and democracy in the nation was created. Democracy's advent has been withdrawn from serious control and Nepal's ambassadorial relationship with various nations around the globe has begun to be established. Nepal received a membership of international travel association (ITA) in 2008 B.S. The tourism development board and tourism committee were established in 2013 B.S and 2014 B.S. respectively. The tourism development committee was converted into the tourism department in 2015 B.S. The ministry of tourism was established in 2034 B.S. in Nepal. Nepal Tourism Board was then established in 1998 by Parliament's Act of Partnership between the Government of Nepal and the tourism industry of the private sector to create and market Nepal as an appealing tourist destination. (Pant & Bisht, 2018)

With the granting of membership of the United Nations (UNO) in 1955, it was easier for Nepal to introduce itself to international countries and agencies which gave an opportunity where world renowned Thomas Cook and Sons introduced a group of 60 visitors to Nepal in 1955.

In Nepal's "General Plan for the Tourism Organization of Nepal" prepared by French national George Lebrec in 1959, the first tourism plan was drawn up with the assistance of the French Government. In this plan, Lebrec suggested making brochures, posters, postage stamps portraying the Himalayan peaks and flora and wildlife, and using the mountaineering expedition's movies and documentaries to promote tourism in Nepal and set up distinct tourism offices. Sir Eric Franklin from the USA went to Nepal in 1965 to supervise the Department of Tourism. In 1962, the Department of Tourism began to keep the statistics of foreign visitors arriving in Nepal for the first time. The Department of Tourism went under the Ministry of Industry and Trade in 1967. In 1969, the Nepal Tourism

Development Committee was set up to formulate the tourism strategy and draw up a long-term development plan for this industry.

With the joint efforts of UNDP and ILO, the Hotel Management and Tourism Training Center was established in 1972 with the aim of producing qualified tourism manpower. In 1999, this center was renamed the Tourism and Hotel Management Academy of Nepal (NATHM). The Public-Private Tourism Development Partnership in Nepal resulted in the Nepal Tourism Board being established in 1998. The government decided to dissolve the Department of Tourism in 1999 and moved its duties to the Ministry of Tourism and the Board of Tourism of Nepal. (Shrestha & Shrestha, 2012)

## **2.4. Policy Review:**

### **2.4.1. Tourism Structures and Roles**

- Regulatory Functions: Government Agencies
- Operational Functions: Private Business Entrepreneurs
- Development Functions: Government and Local Agencies
- Promotional Functions: Nepal Tourism Board

### **2.4.2. The current priorities of Nepalese tourism are shaped by:**

- Tourism Policy 2065
- Nepal Tourism Year 2011
- Tourism Vision 2020

#### **And the priorities are:**

- Developing tourism infrastructure
- Increasing tourism activities
- Creating employment in the rural areas and
- Sharing the benefits of tourism in the grassroots level (Bhandari, 2011)

### **2.4.3. Tourism Policy 2065**

- Leading role of Private Sector in Tourism
- More focus on partnership approach: Public Private-People
- Emphasis on Rural Tourism, Community based Tourism and Home-stays
- Formation of Tourism Coordination Committee, Crisis Management Committee
- Activation of Tourism Council (Apex body chaired by the PM)

### **2.4.4. Tourism Vision 2020 –Strategies**

- Improving Livelihoods and Spreading Benefits at the grassroot levels
- Economic Mainstreaming
- Expanded Product Offering
- Destination Marketing
- Aviation
- Attract New Investment (Bhandari, 2011)

### **2.4.5. National Tourism Strategy Plan for Nepal**

With the support of SNV Nepal, the Ministry of Culture, Tourism and Civil Aviation (MoCTCA) commissioned the World Tourism Organization to draw up a 10-year National Tourism Strategy Guidance Plan and a 5-year Action Plan to kick-start the process. (UNWTO, 2014)

The overall goal of Nepal's 10-year National Tourism Strategy Plan is to provide a guidance mechanism for government and stakeholders to support Nepal's economic development vision through technical and financial assistance to develop the tourism industry as a key catalyst for rapid economic growth and job creation. (UNWTO, 2014)

The vision for tourism expressed in the Government's Vision 2020 and adopted for the National Strategy Plan for Nepal is:

“Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as a safe, exciting and unique destination

through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society.” (UNWTO, 2014)

The proposed development strategy is to be implemented in two stages. Phase 1 will be from 2014 to 2018. During the first phase of the strategy the emphasis will be on diversification and improvement.

Phase 2 will be from 2019 to 2023. During the second phase of the strategy the emphasis will be on consolidating the new products and the new locations developed during phase one, opening new areas, expanding the product range and targeting new high yield markets. The focus therefore will be on consolidation and expansion. The strive to deliver quality will continue to be the focus of the strategy as well as quality control to maintain the quality improvements that have been achieved. (UNWTO, 2014)

## **2.5. Empirical Reviews**

### **2.5.1. Review of studies relating to Prospects and Problems of tourism in different parts of Nepal**

S. Adhikari, the author of the thesis Prospects of Tourism in Nepal: A study of Pokhara City, looks at the opportunities of Pokhara City, tourism history in Pokhara, tourism development organization in Pokhara City, tourism events in Pokhara City, attraction in Pokhara City, cultural and religious significance within Pokhara City and tourism company in Pokhara City. Pokhara as one of the major attractions for both domestic and international tourists have a huge potential to bloom in the area of tourism. The author’s research results show us that 27% of the tourists visit the city due to cultural and religious purpose. Various factors like natural attractions, adventurous activities like bungee, paragliding, zip flyer etc., trekking routes, pilgrimages etc. have acted as prospects for developing tourism in Pokhara but on the other hand the author emphasizes that the government and non-government bodies involved in the development of the tourism sector in Pokhara city should have a planned and strategic tool so as to enhance and

develop tourism in the city along with the participation of local stakeholders. (Adhikari, 2019)

P. Acharya conducted a research in Lumbini's optimal village development committee during the year 2001 AD in Rupandehi district of Nepal. The study's primary goal was to gather data about the current state of tourism in Lumbini. The research tried to show what individuals really feel about tourism's incidence and its socio-cultural effects. Research has shown that tourism is good for individuals because it helps to create jobs and increase revenue. (Acharya, 2001)

G.P. Neupane in his research "Heritage complexity and tourism: The case of Lumbini, Nepal" examines heritage complexity and tourism using Lumbini, Nepal, Lord Buddha's birthplace. Lumbini, one of the world's 500 million Buddhists' most significant Buddhist locations, is surrounded by a population of distinct religions, mostly Hindus and Muslims. Locals, predominantly non-Buddhists, see the local heritage as an economic resource rather than a spiritual resource, whereas the government uses the site to build national pride, gain international support and promote tourism. Communication, cooperation and collaboration among various stakeholders can reduce "latent dissonance" that Lumbini has been facing currently. (Neupane, 2009)

S. Karmacharya, held her research in the Parbat District of Nepal which major objective was to explore the prospects and problems of tourism along with the economic impact of tourism in the district. The findings of the research suggest that this district has a huge potentiality in the development of tourism and can benefit the local beneficiaries in one way or the other. With the strategic marketing techniques and development of proper touristic infrastructures, the tourism in the area is likely to contribute in the development of the economy of the area giving local people opportunity to be self-reliant and generate employment opportunities. There are low levels of infrastructure growth, lack of awareness, entrepreneurship and investment, and absence of marketing for previous tourism products as obstacles to the growth of tourism in Parbat. In contrary, the researcher

suggests to create awareness, development of basic infrastructure, government assistance and intervention, establishing linkages with the popular touristic destinations, introducing village tourism and etc. has been the proposed recommendations. (Karmacharya, 2013)

K. Rana conducted the research titled “Problems and prospects of village tourism: A case study of Bhumlichok VDC Gorkha” in Bhumlichok Vdc of Gorkha that has general objectives of analysis of potentiality of village tourism in the study area and its problem and prospects. The study has highlighted the prospects and problems of village tourism and has found that local people’s participation is the key to sustainable village tourism and along with proper planning and strategies, it has a potentiality to promote different forms of tourism one being cultural tourism. (Rana, 2016)

### **Prospects of Tourism in Nepal**

Some of the major prospects of tourism in Nepal as provided by the article of Mohan Prasad Pant and, Dr.Padam S. Bisht in the Journal of Acharya Narendra Dev Research Institute “**Tourism, Importance, Prospects and Challenges (With special reference to Nepal)**” can be summarized as:

- **Natural Beauty:**

Though Nepal comprises only a small land portion of the world’s surface area, it is rich in its natural and cultural beauty. With climatic variations and a diverse land topography, it is a home for thousands of different flora and faunas. With the highest peak of the world to the flat terrain, it has many wonders to see and hence natural beauty is one of the major prospects of our country.

- **Ancient art and culture:**

Our country's various temples and houses represent samples of ancient art, culture, and understanding of architecture. There are quite wealthy and famous Nepalese arts, artifacts, paintings, sculptors, and architecture. These arts and paintings also reflect our traditions and cultures. They have

profound relationships with the goddesses and deities of the different religious and associated gods.

- **Climatic Variations:**

Our country is geographically divided into 3 different parts: Himalayan Region, Hilly Region and Terai Region. These variations automatically lead to variations in flora and fauna which contributes in finding diversity. These climatic variations are the cause that we are naturally, culturally, socially rich.

- **UNESCO World Heritage Sites:**

Nepal is home to 10 UNESCO World Heritage sites, including seven in Kathmandu Valley, Lumbini (Birthplace of Buddha), Chitwan National Park and Sagarmatha National Park.

The seven sites inside the valley: Kathmandu Durbar Square, Bhaktapur Durbar Square, Patan Durbar Square, Swayambhunath, Pashupatinath, Boudhanath, and Changunarayan.

These are the major prospects of tourism in Nepal which yearly attracts thousands of tourists and contribute to the economic growth of the country.

- **Bio-diversity**

Nepal has a disproportionately wealthy biodiversity, comprising 0.1 percent of the world's land region. Nepal has 3.96 percent mammals, 3.72 percent butterflies, and 8.90 percent birds of the complete amount of rooms discovered worldwide. The 136 ecosystems are restricted to 11 bioclimatic areas and 9 eco-regions identified by ecological characteristics, climate, and communities of plants and animals.

- **Custom and festivals**

Nepal is clearly recognized under the pretext of socio-cultural heritage as the globe of colorful vibrant festivals. Every other building in Nepal is said to be a temple and every other day is a festival. A visit to Nepal promises a colorful and rewarding festive experience, regardless of the time of the year.

## **Challenges of Tourism in Nepal:**

- **Pollution:**

Pollution in Nepal has become widespread. The major pollution prevalent is air pollution that has hindered people to travel to the city. Other than this, the solid waste management and the water resources have been poorly managed which has adverse effects on the life of the people coming to visit our country as well as the local people themselves.

- **Poor Transportation and Communication Facilities:**

Transportation and communication are two main components that are responsible for developing tourism in today's world. If these two areas are not taken into consideration then our country will have to live in isolation and be untouched from globalization.

- **Lack of recreation facilities:**

Recreation is a key component of human existence. In Nepal; there are very restricted means of recreation such as clubs, cinemas, park, hunting, rafting, boating, etc. Therefore, for a tourist in Nepal, the average duration of stay is currently only about 13 days.

- **Lack of Development of Tourism Sites:**

There are a lot of touristic areas in Nepal that are still yet to be explored and publicized. The existing touristic areas should also be given proper concern and should be taken care of. But due to political instability and frequently changing governors, the development of touristic sites is hindered and hence is neglected.

- **Lack of Tourism Centers and Security:**

Tourism centers were only set up in restricted locations in Nepal. These centers provide various tourism services for visitors, such as data on pleasant locations, tourism maps, foreign currency exchange, etc. There are opportunities to cheat visitors due to restricted tourist centers. Tourists have lost their life in some locations. Thus, the absence of tourism facilities and



adequate safety arrangements are a major deterrent to tourism growth in Nepal.

(Pant & Bisht, 2018)

## **2.6.Facts and figures of Tourism in Nepal**

Nepal began to witness a further increase in the number of tourist arrivals in 2018, following the favorable trend driven by the record tourist arrivals in 2017. The Nepal Tourism Board recorded a tourist arrival record of 1,173,072 arrivals between January and December 2018, nearer to the landmark Visit Nepal 2020. Nepal Tourism saw a 24 percent increase with 1,173,072 international visitors visiting Nepal in 2018 compared to 940,218 in the past year. (Nepali Sansar, 2019)

Following are the statistics of tourists according to the Nepal Tourism Board (NTB):

- Totally 969,287 tourists visited Nepal via air and 203,785 tourists came via land
- Nepal witnessed a significant rise in Chinese tourists as more than 50,000 Chinese visited the country
- Tourists from SAARC Countries increased by 26.3 percent with India alone registering more than 200,000 tourists
- Nepal also witnessed a 55 percent rise in Sri Lankan tourist visits as compared to last year.
- India topped the list of tourist arrivals in Nepal between January-November 2018 with a record 260,124 visitors, followed by Chinese tourists at 134,362 arrivals, Thailand, Japan and South Korea.
- In addition to neighboring nations, Nepal also has a good development of 224,206, 82,870 and 33,528 visitors coming from Europe, the US and Australia. (Nepali Sansar, 2019)

According to NTB statistics, following is the summarization of tourist arrivals by the country during the month of September 2018:

- Tourists from India doubled compared to August 2018, marking 16,345 arrivals in September 2018
- Chinese tourists increased to 12, 947 in September 2018, recording a 55 percent growth
- Sri Lankan arrivals jumped to 8,807 indicating a 57.1 percent
- Japan and South Korea projected an 8.9 percent and 9.2 percent growth, respectively
- SAARC countries accounted for 52.8 percent.
- Non-SAARC Asian countries registered a significant growth of 42.6 percent
- European countries registered an overall growth of 66.3 percent arrivals compared to September 2017
- Germany & France projected 30.09 percent and 19 percent, respectively
- However, Nepal tourism witnessed a decrease in Australian, New Zealand, US and Canadian arrivals, with each registering 9, 4, 9 and 2 percent respectively in September 2018. (Nepali Sansar, 2019)

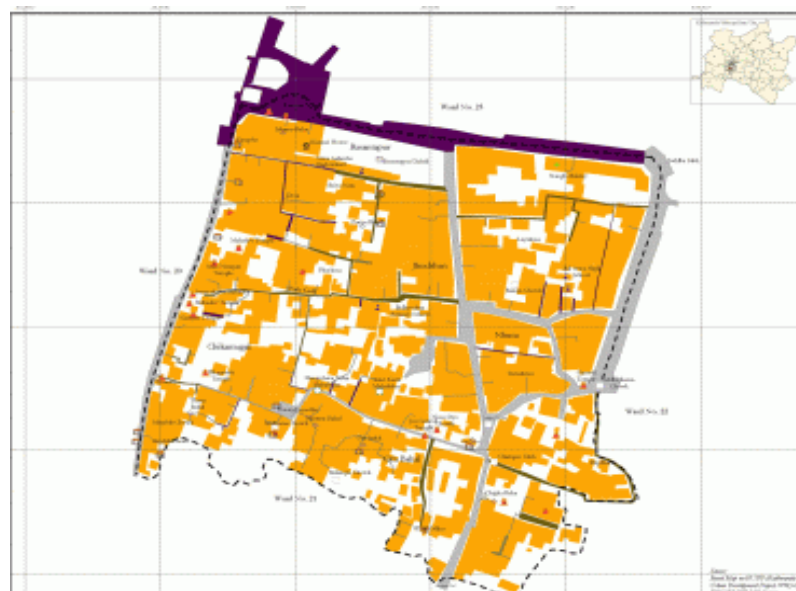
## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1. Area of study

The area of study of this research is ward no. 23 where the Kathmandu Durbar Square lies. The ward is surrounded by Ward No. 22 in the east, Ward No. 20 in the west, Ward No. 25 in the north, and Ward No. 21 in the south. (Government of Nepal, 2019). Dharmapath lies at the East, Chilamungal on the West, Yengal in the South and Basantapur in the North is what makes the ward cover around 10.2 hectares of surface area.

Known as Dakshin Koligram during the Lichchhavi period (300-879 AD), this ward contains a rich cultural heritage exemplified by Atko Narayan and Jorganesh temples, Nasa-dya's artistic shrine and numerous monastic courtyards. Thanks to its ancient history, Ward No. 23 is a treasure trove of cultural artifacts. And this has made Kathmandu a tourist hotspot. (Government of Nepal)



### **3.2. Research Design:**

The research follows a descriptive design as it seeks to describe the situation of cultural tourism and also identifies the prospects and problems of cultural tourism in the Kathmandu Durbar Square. It also deals with finding the possible areas of intervention and the current scenario of the area which results in describing the present phenomena.

A part of the research is exploratory since it seeks to find out the insights and people's perception about the situation of cultural tourism. It also explores the possibilities and threats of cultural tourism in the area. Other than this, it also tries to assess the changing scenario of cultural tourism and possible areas of intervention.

### **3.3. Sources of Data Collection:**

The researcher collected the data through primary and secondary source. The primary source includes the data's collected through interview, KII, individual survey with the tourists both national and international, the service providers who were direct and indirect beneficiaries of cultural tourism and lastly the local people of the area.

Similarly, secondary data are also gathered from the written papers released or unpublished by people, professionals and organizations linked to the chosen area. Other sources of secondary data were from websites, books, journals, TU central library, articles, newspapers.

### **3.4. Data Collection Techniques and Tools:**

To collect primary data, structured, semi- structured and unstructured interviews were conducted. Four different questionnaires were made respective to different respondents needed for the research.

**3.4.1. Key Informant Interview:** KII was conducted with the participants from various organizations who are contributing in the cultural sustainability of the area who were 3 in number and other 3 participants were local people, service provider and tourist. Checklist questionnaire was prepared in order

to guide the researcher through KII and gather as much information as possible.

S.N.	Participants of KII	Organization	Designation
1.	M.R. Maharjan	Kathmandu Metropolitan City Ward No. 23 Office	Wada Adhyaksha
2.	D. Bhattra	Department of Archeology	Archeology Officer
3.	S.R. Subedi	Guthi Sansthan	Architect
4.	S. Shakya		Local People
5.	R. Shrestha		Service Provider
6.	H. Kempf		Tourist

**3.4.2. Individual Survey:** Individual survey was done with the help of questionnaire tool to collect information from the respondents. The questionnaire was filled by the respondents whereas individual interview was also conducted. It contained both open ended and close ended questions respectively. Three different questionnaires for each respective group of respondents was prepared.

### 3.5. Sampling Size and Sampling Procedure:

The population of the core area of Durbar Square is 71. By calculating with the sample size formula:

$$n = \frac{N}{1 + Ne^2}$$

where, n = Sample size, N= Total Population and e= error, there is 95% confidence level. By using this formula, we get 60 as our sample size for local people and service provider.

20 Tourists, 20 service providers and 40 Local people were selected by simple random sampling and convenience sampling procedures were used to collect the data from local people and service providers whereas accidental sampling was used to collect data from the tourists.

### **3.6.Data Analysis:**

The primary data collected through the individual survey is analyzed through using different data analyzing software such as Microsoft Excel, SPSS that is showed using tables according to the categorization of the different variables along with the frequency and valid percentages.

The information collected from KII are presented in descriptive method (in paragraphs) below the tabulated data which shares similar result. Data are analyzed and interpreted so as to meet the objectives of the research.

## CHAPTER IV

### DATA ANALYSIS, INTERPRETATION AND FINDINGS

This chapter is mainly concerned with the data collected from field survey and KII which has been analyzed and interpreted. After collecting data, questionnaire was checked, coded, classified and tabulated. The information from the KII has been narrated in paragraphs so as to give a brief insight from the respective experts. Further analysis has been done using SPSS. The data has been interpreted according to the objectives of the research.

#### 4.1. Data interpretation of Local People

**Table 1: Age of the respondent**

Categories	Frequency	Percent	Cumulative Percent
15 to 25	16	40.0	40.0
25 to 35	15	37.5	77.5
35 to 45	5	12.5	90.0
45 to 55	4	10.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

(Field Survey, 2019)

One of the sub group of overall respondent was local people who were 40 in number. Among the respondents, 40% were from the age group 15 to 25, 37.5% from the age group 25 to 35, 12.5% and 10% from the age group 35 to 45 and 45 to 55 respectively.

**Table 2: Gender of the respondent**

Categories	Frequency	Percent	Cumulative Percent
Male	21	52.5	52.5
Female	19	47.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents that participated in the survey were mostly male having 52.5 % and 47.5% female.

**Table 3: Respondents aware about cultural tourism**

Categories	Frequency	Percent	Cumulative Percent
Yes	32	80.0	80.0
No	8	20.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

(Field Survey, 2019)

When asked about the level of awareness about cultural tourism, 80% respondents said that they were aware of the term cultural tourism whereas rest 20%.

Cultural tourism is a form of tourism that focuses on the movement of people from one country to another for the purpose of exploring and seeking knowledge, experience and information of the host country's cultural values, belief system, traditions and lifestyle. (S.Shakya, Saturday 21 ,Sep, 2019 [KII]).

**Table 4: Major Prospects of Tangible Heritages**

Categories	Frequency	Percent	Cumulative Percent
Historic buildings, monuments and temples	28	70.0	70.0
Archeology	4	10.0	80.0
Arts and artifacts	8	20.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

(Field Survey, 2019)

Among the respondents, 70% of them chose Historic buildings, monuments and temples to be the major prospect of cultural tourism in regard to tangible heritages whereas 20% chose arts and artifacts and 10% of the respondents chose archeology respectively.



**Table 5: Major Prospects of Intangible Heritages**

Categories	Frequency	Percent	Cumulative Percent
Oral traditions and expressions, including language	3	7.5	7.5
Performing arts	6	15.0	22.5
Social practices, rituals, and festive events	28	70.0	92.5
Traditional craftsmanship	3	7.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**(Field Survey, 2019)**

Among the various options laid out, 70% of the respondents chose social practices, rituals and festive events (e.g. festivals, jatra, processions, games, mourning ceremonies, weddings etc.) to be the major prospects of cultural tourism in regard to intangible tourism. On the other hand, 15% respondents chose performing arts (e.g. music, dance, traditional theatre, etc.), 7.5% chose oral traditions and expressions and 7.5% respondents also chose traditional craftsmanship as the prospects of cultural tourism in regard of intangible heritages. No respondent chose the option of Knowledge and practices concerning nature and universe.

Our tangible heritages and intangible heritages are the two parts of the same coin. One's relevancy and significance totally depend on the other. The tangible cultural heritages will have no life if the intangible heritages don't add meaning to its presence. The cultural values, traditions and belief system is what keeps the cultural tourism going along with conservation and development of cultural aspects and products. (S.R. Subedi, Monday 30, Sept, 2019 [KII]).

**Table 6: Problems for the development of cultural tourism**

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Infrastructural Problem	6	15.0	15.0
Problem of overcrowding and environment pollution	2	5.0	20.0
Lack of adequate information about the site and road map for sightseeing	1	2.5	22.5
Lack of preservation and proper management of the cultural sites	19	47.5	70.0
Migration of local people and lack of people's interest in the particular field	7	17.5	87.5
Lack of proper and sufficient promotion and advertisement	5	12.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**(Field Survey, 2019)**

The respondents were asked which of the problems mentioned was at the topmost. 47.5 % of the respondents chose lack of preservation and proper management of cultural sites as the major obstacle in the development of cultural tourism keeping migration of local people and lack of people's interest in the particular field as the second major problem seen with 17.5%. 15% of the respondent chose infrastructural problems, 12.5% of the respondent agreed lack of proper and sufficient promotion and advertisement, 5% of the respondents agreed problem of overcrowding and environment pollution and 2.5% of the respondent agreed lack of adequate information about the site and road map for sightseeing as the problems of that affects the development of cultural tourism respectively.

Tourists who don't prefer trekking and adventurous tourism which is especially elderly tourists and kids come to Durbar Square. But due to lack of facilities especially that is focused to those group of people for example proper resting place, availability of clean and neat washrooms, suitable hotels and restaurants and many more, the people coming has been decreasing. (D. Bhattra, Tuesday 27, Aug,2019 [KII]).

**Table 7: *What should we do in regard to in regard to preserve our both tangible and intangible heritages in order to promote cultural tourism?***

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Follow what has been passed down from our ancestors	14	35.0	35.0
Adopt with present scenario and change accordingly	9	22.5	57.5
New perspective/dimension should be introduced	12	30.0	87.5
Others	5	12.5	100.0
Total	40	100.0	

**(Field Survey, 2019)**

The respondents were asked about their opinion about what should we/they as a local people of the area should do in order to preserve the cultural heritages in order to promote the cultural tourism. 35% of the respondents agreed in order to preserve the cultural heritages both tangible and intangible, we should follow our ancestor's footsteps and follow what has been passed down from generation to generation. On the other hand, 30% of the respondents think that new perspective and dimension on the practice and preservation pattern should be introduced. 22.5% respondent thought that change according to today's context and scenario is important. 5% of the respondent had their perception which is further briefly interpreted in the major finding section of the study.

Passing down the cultural knowledge, information, values and beliefs so that the culture and traditions remains intact with the future generations. In today's world of modernization and western influence, youths should be encouraged to participate in the cultural practices. Knowledge transformation is a must and government and local bodies should provide a platform for the younger generations to participate in the tradition and cultural practices. (D. Bhatrai, Tuesday 27, Aug,2019 [KII]).

**Table 8: *Level of management of cultural heritages in the area***

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Very good	2	5.0	5.0
Good	7	17.5	22.5
Fair	11	27.5	50.0
Poor	15	37.5	87.5
Very Poor	5	12.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**(Field Survey, 2019)**

The local people as the respondent were asked to rate the level of management of the cultural heritages of the area. 37.5% of the people think that our heritages have been poorly managed. 27.5% percent of the people think it is fairly managed, 17.5% percent thinking it to be in good level, 12.5% agreeing it to be in very poor condition and 5% respondent agree it to be managed in a very well manner.

Everything takes time but not forever. Everybody who I talk to will every time see the unbuilt heritage site and give a notion of dissatisfaction towards the government. (S.Shakya, Saturday 21 ,Sep, 2019 [KII]).

**Table 9: *People's opinion whether the concerned authorities and parties are fulfilling their duties and responsibilities for the development and preservation of the cultural heritages both tangible and intangible.***

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Yes	7	17.5	17.5
No	33	82.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**(Field Survey, 2019)**

The respondents were asked their opinion whether the concerned authorities and parties are fulfilling their duties and responsibilities for the development and preservation of the cultural heritages both tangible and intangible. 82.5% of the respondents think the concerned bodies are lacking behind their accounted duties whereas 17.5% of the

respondents are in favor of the fact that they are working and trying their level hard for the maintenance and preservation of the area.

Guthi Bill that recently has created so much of conflict and disputes which was totally against people's choice. This is one of the cases that showed lack of government's coordination and how they are ignorant about people's cultural sentiments. (S.Shakya, Saturday 21 ,Sep, 2019 [KII]).

### 4.3. Data interpretation of service provider

**Table 10: Age of the respondents**

Categories	Frequency	Percent	Cumulative Percent
15 to 25	1	5.0	5.0
25 to 35	5	25.0	30.0
35 to 45	11	55.0	85.0
45 to 55	3	15.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

Among the survey conducted with the service providers, 55% of them belonged to the age group of 35 to 45, 25% belonged to 25 to 35, 15% belonged to 45 to 55 and 5% belonged to 15 to 25 of age group respectively.

**Table 11: Gender of the respondents**

Categories	Frequency	Percent	Cumulative Percent
Male	15	75.0	75.0
Female	5	25.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

75% of the respondent that were surveyed were male whereas 25% of the respondents were female respectively.

**Fig 12: Respondent belonging to the community itself**

Categories	Frequency	Percent	Cumulative Percent
Yes	10	50.0	50.0
No	10	50.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked whether they were the local people of the area or not 50% of the respondent said they were local people of the community whereas 50% of the respondents were not local.

One of the problems as seen is the migration of local people to other areas. The local people have shifted and given their houses on lease which directly leads in having no one to take care of the bahals, chaityas and monuments that lies in the local's people property periphery. (M.R. Maharjan, Tuesday 27, Aug, 2019 [KII]).

**Fig 13: Duration of being in the service sector**

Categories	Frequency	Percent	Cumulative Percent
Less than 5 years	6	30.0	30.0
5 to 15 years	9	45.0	75.0
15 to 25 years	5	25.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents work tenure was asked so as to gather their level of experience in being in the sector. 45% of the respondents were in the respective sector for about 5 to 10 years, 30% for less than 5 years and 25% for 15 to 25 years respectively.

**Table 14: Respondent's tourism as major occupation**

Categories	Frequency	Percent	Cumulative Percent
Yes	12	60.0	60.0
No	8	40.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked if they had to solely depend on tourism to run their business and was their major occupation. 60% respondent answered that tourism is their major occupation whereas 40% said that they didn't have to completely depend on tourism.

The small businesses are seen to be less recognized and abandoned. Only certain number of people are being benefitted from cultural tourism which has compelled other people to participate in other sectors rather than working for the promotion and development of the area. (R. Shrestha, Sunday 22, Sept, 2019 [KII]).

**Table 15: Type of service**

Categories	Frequency	Percent	Cumulative Percent
Hotel/ Lodging	1	5.0	5.0
Travel and trekking agencies	5	25.0	30.0
Fooding/ Restaurants	4	20.0	50.0
Garments	1	5.0	55.0
Handicrafts	7	35.0	90.0
Recreational	1	5.0	95.0
Others	1	5.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

Among the respondents that were selected, 25% were from travel and trekking agencies, 35% were from handicraft service sector, 20% from fooding/restaurants, and 5% from hotel/ lodging, 5% from garments, recreational and other service sectors respectively.

**Table 16: *Ownership or rent of the place***

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Own house	6	30.0	30.0
Rented	14	70.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked if they were taking the place on lease or was it their own. 70% said it was on rent whereas 30% had their own place.

**Table 17: *Number of employees working to provide the service***

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Less than 5	15	75.0	75.0
5 to 15	5	25.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked the number of employees working in their firm. 75% have less than 5 employees whereas 25% of respondent have 5 to 15 employees working in their firm respectively.

**Table 18: *Respondent's state of business***

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Good	8	40.0	40.0
Satisfactory	11	55.0	95.0
Poor	1	5.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked about how well their business was doing. 55% said it is satisfactory, 40% said it is doing good and 5% of the respondent's business is not doing well as expected.



A major challenge in my handmade crafts business is that the raw materials for the preparation of those products had to be brought from other parts of the country due to which the cost is getting high. Due to this, the cost of the final product is also high which is declining the sales rate because people find it expensive. By contributing time in only this sector is resulting in unstable income. If I contribute same amount of effort into other 9 to 5 jobs then I would have earned more. (R. Shrestha, Sunday 22, Sept, 2019 [KII]).

**Table 19: Are respondents aware about the term cultural tourism?**

Categories	Frequency	Percent	Cumulative Percent
Yes	16	80.0	80.0
No	4	20.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked whether they were aware about the term cultural tourism or not. 80% of the respondents said they knew the term and its meaning whereas 20% of the respondents were unaware of the term.

**Table 20: Major prospects of cultural tourism in regard of tangible heritages**

Categories	Frequency	Percent	Cumulative Percent
Historic Buildings, Monuments and Temples	13	65.0	65.0
Archeology	4	20.0	85.0
Arts and artifacts	3	15.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

When asked about the major prospect of cultural tourism in regard to tangible cultural heritages, 65% of the respondents chose Historic buildings, monuments and buildings. Simultaneously, 20% chose Archeology and 15% of the respondent chose Arts and Artifacts as the prospects of cultural tourism in regard to cultural tourism.

The livingness and the vibrancy of the tangible and intangible cultural heritages are also major prospects of cultural tourism. (S.R. Subedi, Monday 30, Sept, 2019 [KII])

**Table 21: Major prospects of cultural tourism in regard of intangible heritages**

Categories	Frequency	Percent	Cumulative Percent
Oral traditions and expressions, including language	1	5.0	5.0
Performing arts	3	15.0	20.0
Social practices, rituals, and festive events	11	55.0	75.0
Traditional craftsmanship	5	25.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked to choose one of the major intangible cultural heritage in regard to cultural tourism. 55% chose Social practices, rituals, and festive events (e.g. festivals, jattras, processions, games, mourning ceremonies, weddings etc.) as the major prospect. On the other hand, 25 % of the respondent chose traditional craftsmanship (e.g. traditional knowledge and skills of pottery-making, felt-making, textile-making, wood-work, metal-work, jewelry-making, musical instrument making, etc.) , 15% chose performing arts (e.g. songs, lullabies, story-telling, communal labor songs etc.) and 5% chose Oral traditions and expressions, including language (e.g. songs, lullabies, story-telling, communal labor songs etc.)

The other prospect in regard to intangible heritages of cultural tourism is the showcase of different rites and rituals of Newar community which is conducted every year on the day of 27<sup>th</sup> September. It is way through which tourists get to observe our cultural practices live and get knowledge from it. (M.R. Maharjan, Tuesday 27, Aug, 2019 [KII]).

**Table 22: Major problems for development of cultural tourism**

Categories	Frequency	Percent	Cumulative Percent
Infrastructural Problem	4	20.0	20.0
Problem of overcrowding and environment pollution	3	15.0	35.0
Lack of adequate information about the site and road map for sightseeing	4	20.0	55.0
Lack of preservation and proper management of the cultural sites	3	15.0	70.0
Migration of local people and lack of people's interest in the particular field	1	5.0	75.0
Lack of proper and sufficient promotion and advertisement	5	25.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked about the problems that act as hindrances for the development of cultural tourism. 20% chose infrastructural problem, 20% chose lack of preservation and proper management of the cultural sites, 25% chose lack of sufficient promotion and advertisement and other 15% chose problem of overcrowding and environment pollution as the major problems. 20% chose lack of adequate information about the site and road map for sightseeing and 5% chose migration of local people and lack of people's interest in the particular field respectively.

The reconstruction process, to agree, is taking a long time as people expect it to have taken a lesser time. The construction process has its own criteria. The walls are to be built with muds and no cement, rods and steels are to be used. It has to go through the indigenous materials and knowledge of building and only a certain amount of work as per day, so if a regular house takes 1 year to complete, our heritage sites usually takes about 3 to 4 years. The further criteria are set by the UNESCO, if not stayed under the considerations then we likely have chances of being removed from the list of World Heritage Sites. So, extra precautions and the concerned parties are to be careful while reconstructing the heritage sites. (M.R. Maharjan, Tuesday 27, Aug, 2019 [KII]).

Kathmandu once known as the city of temples is now turning into a concrete jungle. The unmanaged and rampant urbanization has outcasted the traditional and cultural monuments and heritages. (S.R. Subedi, Monday 30, Sept, 2019 [KII]).

**Table 23: *Is cultural tourism contributing in the development of respondent's business?***

Categories	Frequency	Percent	Cumulative Percent
Yes	18	90.0	90.0
No	2	10.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked if cultural tourism is contributing in the development of respondent's business. 90% said cultural tourism was directly or indirectly contributing for the rise in their business whereas 10% said it has least effect on their business.

**Table 24: *Are respondents providing any type of support for the preservation and development of cultural heritages?***

Categories	Frequency	Percent	Cumulative Percent
Yes	12	60.0	60.0
No	8	40.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked if they were providing support of any form for the preservation and development of cultural heritages. 60% of respondents agreed that they are playing a part in preservation and development phenomena whereas 40% of the respondents denied.

**Table 25: Respondent's opinion on what government should do to promote cultural tourism.**

<b>Categories</b>	<b>Frequency</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Invest more in the preservation and maintenance of Durbar Square	8	40.0	40.0
Invest more in promotion and advertisement of cultural tourism	4	20.0	60.0
Engage local stakeholders and encourage their participation in the development process	8	40.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

**(Field Survey, 2019)**

The respondents were asked their opinion about what government and concerned bodies should do in order to promote cultural tourism. 40% of the respondent agreed that the government should invest more in the preservation and maintenance of the Durbar Square. Other 40% of the respondent agreed that the government should engage local stakeholders and encourage their participation in the development process and the remaining 20% suggests that government should invest more in promotion and advertisement of cultural tourism.

Formation of Community Development Fund and Periodic Development Fund so as to develop the respective community along with heritage conservation. (S.R. Subedi, Monday 30, Sept, 2019 [KII]).

Local stakeholders should also be involved in the process of conservation and development. They should be made a part of decision-making process and should be encouraged to give insights for the appropriate planning. (M.R. Maharjan, Tuesday 27, Aug, 2019 [KII]).

#### 4.4. Data interpretation of tourists

**Table 26: Age of the respondent**

Categories	Frequency	Percent	Cumulative Percent
15 to 25	4	20.0	20.0
25 to 35	9	45.0	65.0
35 to 45	4	20.0	85.0
45 to 55	2	10.0	95.0
55<	1	5.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked their age in order to record the most age group who come to travel. 45% of the respondent were of the age group 25 to 35. 20% of the respondents from the age group 15 to 25 and 35 to 45 respectively. 10% were from age group 45 to 55 and lastly 5% of the respondent were 55 years and above.

**Table 27: Gender of the respondent**

Categories	Frequency	Percent	Cumulative Percent
Male	11	55.0	55.0
Female	9	45.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

Among the respondent, 55% were male and 45% were female.

**Table 28: Respondents travelling alone or in group**

Categories	Frequency	Percent	Cumulative Percent
Alone	8	40.0	40.0
Group/Pair	12	60.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

60% of the respondents travelled with a group or in a pair whereas 40% of the respondent travelled alone.

**Table 29: Source of information about Nepal**

Categories	Frequency	Percent	Cumulative Percent
Friends/ Relatives	8	40.0	40.0
Social media/ Internet	9	45.0	85.0
Printed media	3	15.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked the sources of information from where they got aware or known to Nepal. 45% of the respondent said they got information about Nepal from social media and internet. 40% of them knew from their friends, families and relatives while 15% of the respondent knew from printed medias.

**Table 30: Purpose of visit of the respondent**

Categories	Frequency	Percent	Cumulative Percent
Religious/ Pilgrimage	3	15.0	15.0
Business	3	15.0	30.0
Trekking	5	25.0	55.0
Study/ Research	1	5.0	60.0
Recreational	6	30.0	90.0
Others	2	10.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked about their purpose of visit. 30% of the respondents were for recreational purpose, 25% for trekking, 15% for religious/pilgrimage purpose, 10% for others and 5 percent for study and research purpose respectively.

**Table 31: Most preferred Durbar Square to visit**

Categories	Frequency	Percent	Cumulative Percent
Kathmandu Durbar Square	5	25.0	25.0
Patan Durbar Square	5	25.0	50.0
Bhaktapur Durbar Square	10	50.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked which of the three Durbar Square they preferred most to visit. 50% of the respondent chose Bhaktapur Durbar Square, 25% chose Patan Durbar Square and other 25% chose Kathmandu Durbar Square respectively.

I prefer Bhaktapur Durbar Square because I find it more peaceful, beautiful and reflects the true essence of being near to indigenous culture and the environment itself is enough to calm me down on a busy day. (H. Kempf, Friday 20, Sep,2019 [KII]).

**Table 32: Most attractive aspect of Durbar Square Site**

Categories	Frequency	Percent	Cumulative Percent
Festivals/Jatras	5	25.0	25.0
Temples, Architectures, Monuments	8	40.0	65.0
Local Cuisines	4	20.0	85.0
Arts and crafts	3	15.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The respondents were asked about the most attractive aspect of Durbar Square Site that is captivating to them. 40% of the respondent chose temples, architectures and monuments as the most appealing one. 25% said it is festivals/ jatras and other festivities.20% of the respondent chose local cuisines and the rest 15% chose arts and crafts respectively.



**Table 33: *Level of preservation and maintenance of the Durbar Square***

Categories	Frequency	Percent	Cumulative Percent
Good	4	20.0	20.0
Fair	13	65.0	85.0
Poor	3	15.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The state and level of preservation and maintenance of the Durbar site was asked to the respondents. 65% of the respondent said the level was fair enough; 20% agreed it to be good and 15% admitted it to be in poor condition.

The only way to explore the site is by walking into the alleyways and the roads but the problem is that they are not properly managed and maintained. The cleanliness and sanitation of the area should be taken into consideration so that it doesn't deem the highlight of the area. (D. Bhattra, Tuesday 27, Aug, 2019 [KII]).

**Table 34: *Hospitality of the local people towards the tourists***

Categories	Frequency	Percent	Cumulative Percent
Very good	2	10.0	10.0
Good	14	70.0	80.0
Fair	4	20.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

Majority of the respondents i.e. 70% of the respondents said that the local people are hospitable enough to communicate and ask for help. 20% said they were quite fair with their services and 10% were really happy and appreciated the act and attitude of the people towards them.

People are friendly and welcoming. They are generous enough to help us in need. But the main disappointment is the street vendors and children approaching and interrupting us in order to make us buy their products and goods. That is annoying and makes us cringe a bit. (H. Kempf, Friday 20, Sep, 2019 [KII]).

**Table 35: Major prospects of cultural tourism in regard of tangible heritage**

Categories	Frequency	Percent	Cumulative Percent
Historic Buildings, monuments and Temples	11	55.0	55.0
Archeology	5	25.0	80.0
Arts and Artifacts	4	20.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

55% of the respondents agreed Historic buildings, monuments and temples to be the major prospects for cultural tourism in regard of tangible heritage. 25% of the respondent chose archeology and 20% chose arts and artifacts as the prospects of cultural tourism in regard to tangible cultural heritages.

**Table 36: Major prospect of cultural tourism in regard of intangible cultural heritages**

Categories	Frequency	Percent	Cumulative Percent
Performing arts (e.g. music, dance, traditional theatre, puppet-plays, painting, calligraphy etc.)	5	25.0	25.0
Social practices, rituals, and festive events (e.g. festivals, jatras, processions, games, mourning ceremonies, weddings etc.)	11	55.0	80.0
Traditional craftsmanship (e.g. traditional knowledge and skills of pottery-making, felt-making, textile-making, wood-work, metal-work, jewelry-making, musical instrument making, etc.)	4	20.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

When asked about the major intangible cultural heritage prospect of cultural tourism, 55% of the respondent chose social practices, rituals and festive events (e.g. festivals,

jatras, processions, games, mourning ceremonies, weddings etc.); 25% chose performing arts(e.g. music, dance, traditional theatre, puppet-plays, painting, calligraphy etc.) and 20% chose traditional craftsmanship (e.g. traditional knowledge and skills of pottery-making, felt-making, textile-making, wood-work, metal-work, jewelry-making, musical instrument making).

**Table 37: Problems hindering development of cultural tourism**

Categories	Frequency	Percent	Cumulative Percent
Infrastructural Problem	3	15.0	15.0
Problem of overcrowding and environment pollution	8	40.0	55.0
Lack of adequate information about the site and road map for sightseeing	4	20.0	75.0
Lack of preservation and proper management of the cultural sites	5	25.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

The interaction with the respondents came with a conclusion that problem of overcrowding and environment pollution is one of the major problems that has been hindering in the development of cultural tourism. The other problem that 25% of the respondent agreed upon is lack of preservation and proper management of cultural sites. 20% of the respondents selected lack of adequate information about the site and road map for sightseeing and 15% chose infrastructural problem as the problems seen.

The government should also have cross checks over the services and prices fixed on the services provided for the tourists and evaluate if it is fair enough or not. (H. Kempf, Friday 20, Sep,2019 [KII]).

**Table 38: Level of advertisement and promotion of Nepal outside the country**

Categories	Frequency	Percent	Cumulative Percent
Good	5	25.0	25.0
Fair	10	50.0	75.0
Poor	5	25.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

50% of the respondent said the level of advertisement and promotion outside the country through various means of communication was fair enough. And the rest 25% and 25% of the respondent agreed it to be good and poor simultaneously.

**Table 39: Was the respondent's visit as expected and fruitful?**

Categories	Frequency	Percent	Cumulative Percent
Yes	17	85.0	85.0
No	3	15.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

(Field Survey, 2019)

85% of the respondents admitted their visit to the Durbar Square site was fruitful and were able to explore as per their expectations. 15% of the respondent were a bit disappointed about their visit.

Nepal as a whole has such a huge potentiality in the field of any type of tourism but the only drawback that could set the country back will be inefficient and improper utilization of the resources. Not letting what to do with the available resources in an effective manner will just leave the country perplexed. (H. Kempf, Friday 20, Sep, 2019 [KII]).

**Table 40: *Is the entrance fee properly utilized?***

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Yes	6	30.0	30.0
No	14	70.0	100.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	

**(Field Survey, 2019)**

The respondents were asked about their opinion regarding the issue of entrance fee. When asked if the entrance fee has been utilized in a proper way or not, 70% of the respondent denied the fact that it has been utilized properly whereas the other 30% respondent have a say that it has been utilized as per the need.

The other problem is the level of tourist fee that we charge upon. Some tourist might ask for a proper justification in regard of setting the entrance fee and the concerned parties won't be able to answer because the area itself seems unmanaged and the fee seems of no use. (D. Bhattraï, Tuesday 27, Aug, 2019 [KII]).

#### 4.5. Findings:

- The findings show that, of all the total respondents, 65% of them agree that in regard of tangible heritage, the major prospect of cultural tourism is Historic Buildings, monuments and temples.
- 60% of the total respondents consider social practices, rituals, and festive events (e.g. festivals, jattras, processions, games, mourning ceremonies, weddings etc.) as the major prospect of cultural tourism in regard of intangible cultural heritages.
- The findings show that the major problem that has been hindering the cultural tourism is the unmanaged infrastructures and heritage sites, pollution and lack of adequate information and location maps and location names for navigation.
- The findings show that among the three Durbar Square of the city, 50% of the respondent chose Bhaktapur Durbar Square which can be one of the disadvantages for flourishing tourism of Kathmandu Durbar Square.
- The findings show that majority of the tourists i.e. 30% of them travel to our country for recreational purpose.
- In regard to the entrance fee collected and asked whether it being utilized properly or not, 70% of the respondent were not convinced it to be properly utilized and said it to be transparent enough to everybody who is playing the price.
- With present changing scenario of cultural practices, 35% of the local respondents suggest to follow what has been passed down from our ancestors rather than making any improvisation s as to keep the culture alive and authentic.
- With regard to the interview and survey conducted from various groups of respondents, following are some of the findings gathered through assessing people's perception in regard of the respective topic which can be both prospects and problems of cultural tourism:

- Positive and negative impacts with the arrival of tourists:
  - Positive impacts:
    - Revenue generation and increase in the economy.
    - Promotion and publicity of cultural products and practices.
    - Market generation and employment opportunity for people.
    - Country's global recognition.
    - Cultural exchange in regard of lifestyle, cuisines, arts and architecture and many more aspects of culture.
    - Local market being internationally recognized and adding value to it.
  - Negative Impacts:
    - A question to carrying capacity of the area leading to different environmental degradation and disruptions.
    - Influence of western culture may affect the lifestyle of people. Westernization taking over our culture and traditions.
    - Tourists may not truly understand the significance of the traditions and therefore make up their own analysis which may not reflect its true meaning.
    - Social evils and crimes may occur for example: theft, robbery, smuggling, smoking and alcohol consumption, human trafficking and many more.
    - Probable risk of imitation of architectures, archaeologies and indigenous craftsmanship leading to the risk of losing cultural identity.
- Reasons behind creating dissatisfaction among the tourists:
  - Poor management and ill infrastructures.
  - Unpleasant approaches of street vendors and street children.
  - Pollution and overcrowding.

- Lack of proper navigation and roadmaps to ease the travel.
  - Lack of disable friendly environment, infrastructures and services as toilet, roadways and many more.
  - Cost of services a bit high.
  - The unpleasant sight of the devastated and unmanaged heritage sites.
- Possible local people's contribution for the development of cultural tourism:
- Working in co-ordination with concerned authorities and bodies in organizing different cultural events, programs and actively participating in it.
  - Passing down of cultural knowledge, practices and its significance to the younger generations who as to keep the culture alive.
  - Being responsible for the management and cleanliness of the area.
  - Exercising hospitality.
  - Introducing several authentic and local culture, cuisines, lifestyle and other aspects that usually can't be explored by the tourists on their own.
- Environmental changes with the flow of tourists in the area? (both positive and negative)
- Maintaining environmental hygiene.
  - Progressive infrastructural development.
  - Pollution due to ill management of the resources and overcrowding.



## CHAPTER V

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1. Summary:

Kathmandu is home for thousands of cultural heritages that denotes the diversity of our culture, people, religion and our beliefs. These tangible and intangible cultural heritages have added life to our city and hence has been known as “city of temples.” Kathmandu Durbar Square, being one of the prominent cultural heritage sites and a major contributor for the promotion and development of cultural tourism, it is a must that its prospects should be identified and the issues should be taken care of. The country not only gains global recognition because of cultural tourism but also a major contribution in the economic development of the country.

Therefore, this study’s main objective is to identify prospects and problems of cultural tourism by focusing on Kathmandu Durbar Square solely. A part of this study is exploratory since it seeks to understand the people’s perspective of cultural tourism, its benefits, impacts and the changing scenario of cultural practices. Methodologies such as questionnaire survey using purposive sampling field visit and interview were used in order to generate valid data and information. Both primary and secondary sources of data collected for qualitative and quantitative analysis.

With the help of respondents and KII, the researcher is able to make conclusion that in regard of tangible heritage, historic buildings, monuments and temples are the major prospects and in regard of intangible heritages, social practices, rituals, and festive events are the major prospects of cultural tourism. On the other hand, the problems have been identified to be infrastructural problems, overcrowding and pollution, waste management and others. Cultural tourism as being a subset of tourism needs to be developed and promoted since majority of people agree upon the fact that our culture and heritages are the sole reason that distinguishes us from rest of the world.

## **5.2. Conclusion:**

Kathmandu Durbar Square, a living open museum, has a significant role in promoting the cultural tourism of the nation as a whole. With its diverse and complex whole of beautiful temples and shrines, it has been a major contributor in the field of sustaining cultural tourism. Culture is always a part of us, a representation of who we are and a brief about our civilization and development. Promoting cultural tourism and working for its development directly contributes in sustaining our culture and endorse our culture belief, traditions and our lifestyle in the global scenario.

The research's main objective was to identify the prospects and problems of cultural tourism being based on Kathmandu Durbar Square. The findings show that our major prospect of cultural tourism in regard to tangible heritage is historic buildings, monuments and temples and whereas in regard of intangible heritages it is social practices, rituals and festive events (e.g. festivals, jatras, processions, games, mourning ceremonies, weddings etc). If these areas are prioritized and proper planning is done in taking consideration of these factors than it will surely promote cultural tourism of the area.

Although Kathmandu, known as the city of temples, has huge potentiality in the context of cultural tourism; there are so many issues and complications that has hindered in the process. Extinction and gradual diminishment of cultural heritages both tangible and intangible due to modernization (western influence), growing urbanization and changes in people's perspective of a wealthy living will result nothing but a state where in some decades from now, we won't be left with any cultural and indigenous products that represent who we are.

Therefore, the researcher of the study has tried to appraise people's opinion about the prospects and problems of cultural tourism. Development and sustainability are only possible if the concerned people and the local stakeholders act in co-ordination and work in co-operation. It is high time that we realize the value and importance of these cultural assets that adds meaning to our lives and distinguishes us as the people of Nepal.

### **5.3.Recommendations:**

Kathmandu Durbar Square, the heart of the city and a symbol of integrity, itself has been a major prospect of cultural tourism of our country. It is a must that we all people be it an individual, a community, an organization or a state as a whole should work together so as the life of these rare and exquisite assets are prolonged and is passed down from generation to generations. The aspects of the Durbar area hold the identity and is a clear picture of development of our history, culture, faith and belief. A picture is worth a thousand words so as the cultural heritages, both tangible and intangible, are a visual representation and distinguishes us from the other parts of the world, it is a must that they should be taken good care of. Though every stakeholder and the people are playing their part for the preservation and development of the area but still there are certain loopholes that should be taken into consideration.

Therefore, following are some of the recommendations that have been compiled and taken from respondents which deliberates to the notion of promoting cultural tourism at last.

- Passing down the cultural knowledge, information, values and beliefs so that the culture and traditions remains intact with the future generations.
- Formation of a tourist friendly environment and a welcoming attitude and behavior of the local people will surely encourage travelers to visit time and again and build the feeling of secureness, safety and comfort.
- Infrastructural development for example: road maintenance, building and maintaining clean toilets which is easily accessible to all people, proper lighting and wire management, waste management etc. should be prioritized.
- Different location map and location name should be placed accordingly. Appointing qualified and knowledgeable guides in the areas will be a plus point.
- It is also seen in case of traditional craftsmanship that only a generation does the work and carries on the legacy. Less recognition and running livelihoods have been difficult depending on the sector only. Therefore, the government should play attention on these group of people and provide an opportunity

along with subsidies in order to keep the indigenous knowledge, skills and tradition alive.

- Communication and co-ordination between the people and the local government bodies.
- Means of promotion and advertisement should be given special care and the ways of doing it should be culture sensitive rather than delusional.
- Quick refurnishing of the tangible heritages which has been destructed in the massive earthquake should be done so that when the tourists pay, they feel that the view is worth the pay.
- Various cultural programs, activities and events within the periphery should be conducted frequently so that the tourists get to explore first hand rather than just being able to participate in the specific time periods of the year.

## References:

- Acharya, P. (2001). *Socioeconomic Impacts of Tourism in Lumbini, Nepal*.
- Adhikari, S. (2019). *Prospects of Tourism in Nepal: A study of Pokhara City*. Centria University of Applied Sciences International Business.
- BBC. (n.d.). *Nepal quake 'followed historic pattern'*. Retrieved 09 12, 2017, from [bbc.com/news/science-environment: http://www.bbc.com/news/science-environment-32472310](http://www.bbc.com/news/science-environment-32472310)
- Bhandari, K. R. (2011). *Tourism Policies and Prioities*. Kathmandu: Nepal Tourism Board.
- Cruz-Milán, O. (2017). Plog's Model of Typologies of Tourists. In *The SAGE International Encyclopedia of Travel and Tourism* (pp. 954-956). Thousand Oaks: SAGE Publications, Inc.
- Dalarna University. (2015, November 10). *Introduction to Tourism and Destination Development*. Retrieved from Högskolan Dalarn: [https://wiki.du.se/%C3%84mnen\\_-\\_Subjects/Tourism\\_studies/Introduction\\_to\\_Tourism\\_and\\_Destination\\_Development\\_\(TR1015\)/Wiki\\_-\\_Article\\_3/Psychology\\_and\\_Tourism\\_-\\_Group\\_6](https://wiki.du.se/%C3%84mnen_-_Subjects/Tourism_studies/Introduction_to_Tourism_and_Destination_Development_(TR1015)/Wiki_-_Article_3/Psychology_and_Tourism_-_Group_6)
- Government of Nepal. (2019). *Kathmandu Metropolitan City*. Retrieved from <http://www.kathmandu.gov.np/en/node/119>
- Government of Nepal. (n.d.). *Ward 23 profile*. Kathmandu.
- Hotel Shanker. (2014, October 31). Retrieved from HISTORY AND CULTURE OF KATHMANDU DURBAR SQUARE: [shankerhotel.com.np/blog/2014/10/31/history-and-culture-of-kathmandu-durbar-square](http://shankerhotel.com.np/blog/2014/10/31/history-and-culture-of-kathmandu-durbar-square)
- ICT Frame. (n.d.). *scope of information technology*. Retrieved from IT Nepal, Scope Of Information Technology In Nepal: <https://ictframe.com/it-nepal-scope-of-information-technology-in-nepal/>
- IGI Global . (2019). *Info on demand*. Retrieved from IGI Global Dissimenter of Knowledge: <https://www.igi-global.com/dictionary/creative-tourism-and-cultural-heritage/39259>
- Jaap Lengkeek, Jens Kr. Steen Jacobsen. (2015). *Theory, Tourism*. Switzerland: Springer International Publishing .
- Karmacharya, S. (2013). *The Problems and Prospects of Tourism In Nepal: A Case study of Parbat District*. Kathmandu: Central Department of Economics, Tribhuvan University.

Kathmandu Metropolitan City. (2019). *Hanuman Dhoka Durbar Square*. Kathmandu: Hanuman Dhoka Durbar Square Conservation Program.

Ministry of Culture, Tourism & Civil Aviation. (2017). *Nepal Tourism Statistics*. Kathmandu: Government of Nepal.

Nepali Sansar. (2019, January ). *Home > Government > 2018 Nepal Tourist Arrivals: Reaches Magical 1 Million Mark*. Retrieved from 2018 Nepal Tourist Arrivals: Reaches Magical 1 Million Mark: <https://www.nepalisansar.com/tourism/2018-nepal-tourist-arrivals-reaches-magical-1-million-mark/>

Neupane, G. P. (2009). Heritage complexity and tourism: The case of Lumbini, Nepal. *Journal of Heritage Tourism* .

P.Ltd., AGH Trekking. (n.d.). *Friend for Mountains*. Retrieved from AGH trekking: <https://www.aghtrekking.com/kathmandu-durbar-square.php>

Pant, M. P., & Bisht, D. S. (2018). Tourism, Importance, Prospects and Challenges (With special reference to Nepal ). *Journal of Acharya Narendra Dev Research Institute*.

Rana, K. (2016). *Problems and prospects of village tourism: A case study of Bhumlichok VDC Gorkha*. Lalitpur: Department of Rural Development, Patan Multiple Campus.

Richards, G. (2018). Cultural Tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 25.

Shrestha, A. ( 2017 ). *Bhaktapur attracts most tourists among Ktm Valley's Durbar Squares*. Kathmandu: Nepal Republic Media Pvt Ltd.

Shrestha, D. P., & Shrestha, P. (2012). Tourism in Nepal: A Historical Perspective. *Himalayan Journal of Sociology & Antropology-Vol. V* .

skystartravels. (2013). *Nepal Information*. Retrieved from <http://www.skystartravels.com/70/nepal/-information-about-nepal.html>

Smith, M. K. (2003). *Issues in Cultural Tourism*. London.

Sunday, D. C. (n.d.). *Qualitative Data Analysis* . South Africa: University of the Western Cape.

Tourism Portal . (n.d.). Retrieved from Tourism Portal Education notes: <https://tourismnotes.com/travel-tourism/>

UNESCO. (n.d.). *Culture » Intangible Heritage » Convention » Intangible Heritage domains*. Retrieved from Intangible Cultural Heritage Domains: <https://ich.unesco.org/en/intangible-heritage-domains-00052>

UNWTO. (2014, May 27). *National Tourism Strategy Plan for Nepal*. Retrieved from Technical Cooperation and Services: <https://cooperation.unwto.org/news/2014-05-27/national-tourism-strategy-plan-nepal>

UNWTO. (2017, September 16). *Ethics, Culture and Social Responsibility*. Retrieved from <http://ethics.unwto.org/content/tourism-and-culture>

wikipedia . (n.d). Archeology .

World Economic Forum. (2019). *Nepal Competitiveness Rank*. TRADING ECONOMICS.

worldometers. (2019, September 23). *World Asia-Southern Asia-Nepal*. Retrieved from Nepal Population: <https://www.worldometers.info/world-population/nepal-population/>

WTTC. (2018). *Economic Impact Country Analysis Country Reports*. Retrieved from Country Report: <https://www.wttc.org/economic-impact/country-analysis/country-reports/>

WTTC. (2019). *Home: Economic Impact*. Retrieved from World Travel and Tourism Council: <https://www.wttc.org/economic-impact/>

WTO (2002). *Tourism and Poverty Alleviation, Madrid Spain*: World Tourism Organization (WTO).

## Annex 1: Survey Questionnaire for the respondents (Service Provider)

Name:	Address:
Dear respondent,	
<p>This is completely a thesis work of Master Degree. It does not carry any official record. You are requested to answer the question honestly. The importance of this study depends on your valuable answers. According to statistics act 2018, your privacy will be secured and information you provide will be confidential. So, please answer the following questions on your knowledge and practice as far as possible.</p>	

1. Age:

- a) 15 to 25    b) 25 to 35    c) 35 to 45    d) 45 to 55    e) 55<

2. Gender:

- a) Male                      b) Female                      c) Others

3. Are you a local person of the community?

- a) Yes                      b) No

4. Duration of being in this sector:

- a) Less than 5 years  
b) 5 to 15 years  
c) 15 to 25 years  
d) More than 25 years

5. Type of service you are providing:

- a) Hotel/ Lodging  
b) Travel and Trekking agencies



- c) Fooding/ Restaurants
- c) Garment
- d) Handicrafts
- e) Recreational
- f) Others

6. Is tourism your major occupation?

- a) Yes
- b) No

7. Is the present place your own house or you have taken it on rent?

- a) Own house
- b) Rented on
- c) Own as well as rented on.

8. Number of employees working?

- a) Less than 5
- b) 5 to 15
- c) more than 15

9. Your tentative monthly income from this sector:

- a) Less than 10,000
- b) 10,000 to 30,000
- c) 30,000 to 50,000
- d) 50,000 to 1,00,000
- e) Above 1,00,000

10. Are you satisfied with your earning?

- a) Yes
- b) No

11. How well is your business doing?

- a) Very good
- b) Good
- c) Satisfactory
- d) Poor
- e) Very poor

12. Are you aware of the term "Cultural Tourism?"

- a) Yes
- b) No

13. What do you understand by the term Cultural Tourism?

.....  
.....  
.....  
.....

14. Do you think cultural tourism is contributing for the development of your business?

- a) Yes
- b) No

14.1) If no, why?

.....  
.....  
.....

15. In your opinion, what is the major prospects of cultural tourism as seen in Kathmandu Durbar Square?

a) Tangible Heritages:

- i) Historic Buildings, Monuments and Temples
- ii) Archeology
- iii) Arts and artifacts
- iv) Others

b) Living/ Intangible cultural heritage:

b.1) If yes, please specify:

- i) Oral traditions and expressions, including language (e.g. songs, lullabies, story-telling, communal labor songs etc.)
- ii) Performing arts (e.g. music, dance, traditional theatre, puppet-plays, painting, calligraphy etc.)

iii) Social practices, rituals, and festive events (e.g. festivals, jatras, processions, games, mourning ceremonies, weddings etc.)

iv) Knowledge and practices concerning nature and universe (e.g. traditional medicine, traditional architecture, traditional navigation systems, traditional methods of utilizing clean energy, traditional management systems)

v) Traditional craftsmanship (e.g. traditional knowledge and skills of pottery-making, felt-making, textile-making, wood-work, metal-work, jewelry-making, musical instrument making, etc.)

16. What is the major problem for the development of cultural tourism?

- a) Infrastructural Problem
- b) Problem of overcrowding and environment pollution
- c) Lack of adequate information about the site and road map for sightseeing.
- d) Lack of preservation and proper management of the cultural sites
- e) Migration of local people and lack of people's interest in the particular field.
- f) Lack of proper and sufficient promotion and advertisement
- g) Others (Please specify.....)

17. What is the major challenge you are facing while providing your services?

.....  
.....  
.....  
.....

18. Are you engaged in any Corporate Social Responsibility (CRS) programs?

- a) Yes
- b) No

19. If yes, please specify

.....  
.....  
.....  
.....  
.....

20. Are you contributing any form of support in the conservation and development of the tangible and intangible heritages of the area?

- a) Yes
- b) No

21. In your view, what should our government do to promote cultural tourism of the Durbar Square?

- a) Invest more in the preservation and maintenance of Durbar Square.
- b) Invest more in promotion and advertisement of cultural tourism.
- c) Engage local stakeholders and encourage their participation in the development process.
- d) If others, please specify:

.....  
.....  
.....  
.....  
.....

22. In your opinion, how can we contribute for the promotion and development of cultural tourism of the Durbar Square?

.....  
.....  
.....  
.....  
.....

## Annex 2: Survey Questionnaire for the respondents (Tourists)

Name:

Dear respondent,

This is completely a thesis work of Master Degree. It does not carry any official record. You are requested to answer the question honestly. The importance of this study depends on your valuable answers. According to statistics act 2018, your privacy will be secured and information you provide will be confidential. So, please answer the following questions on your knowledge and practice as far as possible.

1. Age:

- a) 15-25      b) 25-35      c) 35-45      d) 45-55      e) 55<

2. Gender:

- a) Male                      b) Female                      c) Others

3. Nationality.....

4. Duration of your stay: .....

5. Your average one-day expenditure in Kathmandu (in US\$)

.....

6. Are you in a group/ in pair or alone?

- a) Alone                      b) Group/ pair

7. How did you know about Nepal?

- a) Friends/ Relatives  
b) Social Media/ Internet  
c) Printed medias

d) Others

8. What is the purpose of your visit?

a) Religious/ Pilgrimage

b) Business

c) Trekking

d) Study/ Research

e) Recreational

f) Meeting friends and families

g) Others

9. Your first visit to Kathmandu Durbar Square?

a) Yes

b) No

10. If no, what is the number of your visit?

a) 2   b) 3   c) 4   d) More than five

11. Among the three Durbar Squares, which one do you prefer to visit the most?

a) Kathmandu Durbar Square

b) Patan Durbar Square

c) Bhaktapur Durbar Square

12. And why?

.....  
.....  
.....

13. In your opinion, what is the major prospects of cultural tourism as seen in

Kathmandu

Durbar Square?

- a) Tangible Heritages:
  - i) Historic Buildings, Monuments and Temples
  - ii) Archeology
  - iii) Arts and artifacts
  - iv) Others
- b) Living/ Intangible cultural heritage:
  - b.1) If yes, please specify:
    - i) Oral traditions and expressions, including language (e.g. songs, lullabies, story-telling, communal labor songs etc.)
    - ii) Performing arts (e.g. music, dance, traditional theatre, puppet-plays, painting, calligraphy etc.)
    - iii) Social practices, rituals, and festive events (e.g. festivals, jatras, processions, games, mourning ceremonies, weddings etc.)
    - iv) Knowledge and practices concerning nature and universe (e.g. traditional medicine, traditional architecture, traditional navigation systems, traditional methods of utilizing clean energy, traditional management systems)
    - v) Traditional craftsmanship (e.g. traditional knowledge and skills of pottery-making, felt-making, textile-making, wood-work, metal-work, jewelry-making, musical instrument making,etc)

14) What is the major problem for the development of cultural tourism?

- a) Infrastructural Problem
- b) Problem of overcrowding and environment pollution
- c) Lack of adequate information about the site and road map for sightseeing.
- d) Lack of preservation and proper management of the cultural sites

- e) Migration of local people and lack of people's interest in the particular field.
- f) Lack of proper and sufficient promotion and advertisement
- g) Others (Please specify.....)

15) What aspect of the durbar are you most attracted to?

- a) Festivals/Jatras
- b) Temples and Architectures/ Monuments
- c) Local Cuisines
- d) Art and Craft
- e) Others (Please Specify.....)

16) How well do you think the culture heritages within the Durbar Square have been preserved and maintained?

- a) Very Good      b) Good      c) Fair      d) Poor      e) Very Poor

17) Hospitality of the people in the area?

- a) Very Good      b) Good      c) Fair      d) Poor      e) Very Poor

18) The level of advertisement and promotion of Nepal outside the country?

- a) Very Good      b) Good      c) Fair      d) Poor      e) Very Poor

19) Was your visit to Kathmandu Durbar Square fruitful?

- a) Yes      b) No

20) If no, why?



.....  
.....  
.....  
.....

21) Do you think the entrance fee collected from the tourists is properly utilized?

- a) Yes                      b) No

22) In your opinion, where the entrance fee should be utilized?

.....  
.....  
.....  
.....

23) Any recommendations that you'd like to give in order to promote cultural tourism of Kathmandu as a whole?

.....  
.....  
.....  
.....  
.....

**Annex 3: Survey Questionnaire for the respondents (Local People)**

Name:	Address:
Dear respondent,	
<p>This is completely a thesis work of Master Degree. It does not carry any official record. You are requested to answer the question honestly. The importance of this study depends on your valuable answers. According to statistics act 2018, your privacy will be secured and information you provide will be confidential. So, please answer the following questions on your knowledge and practice as far as possible.</p>	

1. Age:

- a) 15 to 25    b) 25 to 35    c) 35 to 45    d) 45 to 55    e) 55 <

2. Gender:

- a) Male                      b) Female                      c) Others

3. Are you aware of the term “Cultural tourism?”

- a) Yes                      b) No

4. What do you understand by “Cultural Tourism?”

.....  
.....  
.....  
.....

1. In your opinion, what is the major prospects of cultural tourism as seen in Kathmandu Durbar Square?

- a) Tangible Heritages:

- i) Historic Buildings, Monuments and Temples
  - ii) Archeology
  - iii) Arts and artifacts
  - iv) Others
- b) Living/ Intangible cultural heritage:
- b.1) If yes, please specify:
- i) Oral traditions and expressions, including language (e.g. songs, lullabies, story-telling, communal labor songs etc.)
  - ii) Performing arts (e.g. music, dance, traditional theatre, puppet-plays, painting, calligraphy etc.)
  - iii) Social practices, rituals, and festive events (e.g. festivals, jatras, processions, games, mourning ceremonies, weddings etc.)
  - iv) Knowledge and practices concerning nature and universe (e.g. traditional medicine, traditional architecture, traditional navigation systems, traditional methods of utilizing clean energy, traditional management systems)
  - v) Traditional craftsmanship (e.g. traditional knowledge and skills of pottery-making, felt-making, textile-making, wood-work, metal-work, jewelry-making, musical instrument making, etc)

2. What is the major problem for the development of cultural tourism?

- i) Infrastructural Problem
- ii) Problem of overcrowding and environment pollution
- iii) Lack of adequate information about the site and road map for sightseeing.
- iv) Lack of preservation and proper management of the cultural sites
- v) Migration of local people and lack of people's interest in the particular field.

vi) Lack of proper and sufficient promotion and advertisement

vii) Others (Please specify.....)

3. With the arrival of tourists in the Durbar Area, in your opinion, what are the positive and negative impacts on cultural tourism? (any 3/3)

.....  
.....  
.....

4. How can local people contribute in order to promote cultural tourism of the area? (At least 2)

.....  
.....  
.....

5. What should we do in regard of preserving our cultural heritages both tangible and intangible in order to promote cultural tourism in today's scenario?

- i) Follow what has been passed down from our ancestors.
- ii) Adopt with present scenario/ situation and change accordingly.
- iii) New perspective or dimension should be introduced.
- iv) If others, please specify

.....  
.....  
.....

6. What lack can be seen in the coordination between government and local stakeholders in case of development of cultural tourism?

.....  
.....  
.....

7. What are the learnings that we can gain from the tourists coming in the area? (any 2)

.....  
.....  
.....

8. In your opinion, what might be the reason that can lead in creating dissatisfaction among the tourists visiting the Durbar area?

.....  
.....  
.....

9. Any kind of environmental changes that you have seen due to flow of tourists in the area?

.....  
.....  
.....

10. How well managed is our cultural heritages?

- a) Very Good      b) Good      c) Fair      d) Poor      e) Very Poor

11. Do you think the concerned authorities and parties are fulfilling their duties and responsibilities for the development and preservation of the cultural heritages both tangible and intangible?

- a) Yes      b) No

12. If no, why

.....  
.....  
.....  
.....

#### **Annex 4: Questionnaire for Key Informant Interview**

- 1) What do you mean by Cultural tourism?
- 2) What are the important components of cultural tourism prevailing within the durbar square?
- 3) What is the current status of cultural tourism in the durbar square area?
- 4) What are the differences between cultural tourism and other forms of tourism?
- 5) What are the major prospects of cultural tourism in the Kathmandu Durbar Square?
- 6) What are the major problems of cultural tourism in the Kathmandu Durbar Square?
- 7) What are the major challenges for development of cultural tourism?
- 8) What is the role of cultural tourism in the development of tourism?
- 9) How local stakeholders (local clubs, local groups) are contributing for the promotion and development of cultural tourism of the Kathmandu Durbar Square?
- 10) Any governmental and international agencies help/ support being taken for the development of cultural tourism?
- 11) Any changes seen in the pattern of cultural practices and a way of celebration between the current and past scenario?
- 12) How local people are being benefitted socio-economically from cultural tourism?
- 13) How can youths and younger generation be motivated to participate in cultural practices so as to contribute to its longer run and preservation?
- 14) What are the possible ways of enhancing the prospects and mitigating the problems of cultural tourism in the durbar square?
- 15) How does cultural tourism help in the campaign “Visit Nepal 2020”?