

**TOURISM IN GORKHA BAZZAR  
OF GORKHA DISTRICT**

**A Thesis**

**Submitted to the Central Department of Economics**

**Tribhuvan University, Kirtipur, Kathmandu, Nepal**

**In Partial Fulfillment of the Requirements for the Degree of**

**MASTER OF ARTS**

**In**

**ECONOMICS**

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## LETTER OF RECOMMENDATION

This thesis entitled **Tourism in Gorkha Bazaar of Gorkha District** has been prepared by **Renuka Bhattarai** under my supervision. I, hereby, recommend this thesis for examination to the Thesis Committee as a partial fulfillment of the requirements for the Degree of MASTER OF ARTS in ECONOMICS.

.....  
Lecturer Rashmi Rajkarnikar, Ph.D.  
(Thesis Supervisor)

Date: 2075/04/07 B.S.  
(23/07/2018 A.D)

## APPROVAL SHEET

We clarify that this thesis entitled **Tourism in Gorkha Bazaar of Gorkha District** submitted by **Renuka Bhattarai** to the Central Department of Economics, Faculty of Humanities and social Sciences, Tribhuvan University, in partial fulfillment of the requirements for the Degree of Masters of Arts in Economics has been found satisfactory in scope and quality. Therefore, we accept this thesis as a part of the said Degree.

Thesis Committee

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I bear sole responsibility for any errors and discrepancies that might have occurred in this thesis.

Renuka Bhattarai

July 2018

## TABLE OF CONTENTS

<b>Recommendation Letter</b>	<b>i</b>
<b>Approval Sheet</b>	<b>ii</b>
<b>Acknowledgements</b>	<b>iii</b>
<b>Table of Contents</b>	<b>iv</b>
<b>List of Tables</b>	<b>vii</b>
<b>List of Figures</b>	<b>viii</b>
<b>Acronyms / Abbreviation</b>	<b>ix</b>
<b>CHAPTER- I: INTRODUCTION</b>	<b>1-4</b>
1.1 Background of the Study	1
1.2 Statement of the Problem	2
1.3 Objectives of the Study	3
1.4 Significance of the Study	3
1.5 Limitations of the Study	4
1.6 Organization of the Study	4
<b>CHAPTER-II: REVIEW OF LITERATURE</b>	<b>5-11</b>
2.1 Theoretical Review	5
2.2 Review of National Context	9
<b>CHAPTER-III : RESEARCH METHODOLOGY</b>	<b>12-13</b>
3.1 Research Design	12
3.2 Nature and Sources of Data	12
3.3 Population, Sample and Sampling Procedure	12
3.4 Data Collection Techniques	13
3.4.1 Interview	13
3.4.2 Household Survey	13
3.4.3 Observation	13
3.5 Tools and Method of Data Analysis	13
<b>CHAPTER-IV: DATA PRESENTATION AND ANNALYSIS</b>	<b>14-41</b>
4.1 Introduction of Study Area	14
4.2 Socio- economic Contribution of Tourism in Gorkha Bazaar	20

4.2.1	Distribution of Tourist by Nationality	20
4.2.2	Distribution of Tourist by Age and Sex Composition	21
4.2.3	Occupational Status of Tourists	22
4.2.4	Distribution of Tourists Information about Gorkha Bazaar	22
4.2.5	Distribution of Tourist by Purpose of Visit	23
4.2.6	Length of Stay of Tourists in Gorkha Bazaar	24
4.2.7	Means of Transportation used by Tourists	24
4.2.8	Distribution of Tourists Food in Gorkha Bazaar	25
4.2.9	Tourists Expenditure Pattern in Gorkha Bazaar	25
4.2.10	Total Tourists Arrivals in Gorkha Bazaar	26
4.3	Distribution of Hotel	27
4.3.1	Distribution of Hotel owners	27
4.3.2	Sex Composition of employers	27
4.3.3	Hotel Facilities in Gorkha Bazaar	28
4.3.4	Impact of Tourism According to the Hotel owner	28
4.3.5	Infrastructure Facilities Available in Gorkha Bazaar	29
4.4	Distribution of Local Respondents	30
4.4.1	Respondents by Religion	30
4.4.2	Respondents by Caste/Ethnic Groups	31
4.4.3	Respondents by Education	32
4.4.4	Respondents by Annual Income Level	33
4.4.5	Respondents by Annual Expenditure	34
4.4.6	Respondents by Age and Sex	34
4.4.7	Major Tourism Product in Gorkha Bazaar According to Local People	35
4.5	Contribution of Tourism in Gorkha Bazaar	36
4.6	Prospects of Tourism in Gorkha Bazaar	38
4.6.1	Scenic Attraction	38
4.6.2	Cultural Attraction	39
4.6.3	Traditional Art and Architecture Attraction	39
4.6.4	Tourism infrastructure in Gorkha Bazaar	39
4.7	Problems of Tourism in Gorkha Bazaar	39

4.7.1	Drinking Water	40
4.7.2	Electricity	40
4.7.3	Manpower	40
4.7.4	Transportation	40
4.7.5	Health facility	40
4.7.6	Vegetable	41
4.7.7	Publicity	41
4.7.8	Tour package	41
4.7.9	Recreation	41
<b>CHAPTER-V: MAJOR FINDINGS, CONCLUSION AND</b>		
<b>RECOMMENDATIONS</b>		<b>42-44</b>
5.1	Major Findings	42
5.2	Conclusion	43
5.3	Recommendations	43
<b>REFERENCES</b>		<b>45-46</b>
<b>ANNEXES</b>		<b>47-51</b>

## LIST OF TABLES

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
4.1	Distribution of Tourist by Nationality	21
4.2	Different Age and Sex Group of Tourists	22
4.3	Occupational Status of the Tourists	22
4.4	Distribution of Tourists Information	23
4.5	Purpose of Visit	23
4.6	Length of Stay of Tourist in Gorkha Bazaar	24
4.7	Means of Transportation used by Tourists	24
4.8	Distribution of Tourists food in Gorkha Bazaar	25
4.9	Tourists Expenditure Pattern in Gorkha Bazaar	26
4.10	Total Tourists Arrival in Gorkha Bazaar	26
4.11	Distribution of Hotel Owner	27
4.12	Sex Composition of Employers	27
4.13	Hotel Facilities in Gorkha Bazaar	28
4.14	Impact of Tourism According to Hotel Owner	29
4.15	Infrastructure Facilities Available in Gorkha Bazaar	30
4.16	Distribution of Respondents by Religion	31
4.17	Distribution of Respondents by Ethnic Group and Caste	32
4.18	Distribution of Respondents by Level of Education	33
4.19	Respondents by Annual Income Level	33
4.20	Respondents by Annual Expenditure	34
4.21	Respondents by Age and Sex	34
4.22	Major Tourism Product in Gorkha Bazaar according to Local Respondents	35



## **LIST OF FIGURES**

<b>Figure No.</b>	<b>Title</b>	<b>Page No.</b>
4.1	Distribution of Tourists by Nationalities	21
4.2	Distribution of Respondents by Religion	31
4.3	Distribution of Respondents by Ethnic groups and Caste	32

## **ABBREVIATIONS / ACRONYMS**

WTO	: World Tourism Organization
USA	: United State America
M.A	: Master of Arts
NTB	: Nepal Tourism Board
VDC	: Village Development Committee
GDP	: Gross Domestic Product
CBS	: Center Bureau of Statistics
B.S.	: Bikram Sambat

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Tourism has been defined in different ways by various authors and concerned organizations and there is no universally accepted definition of tourism. Some of them are clear as well as important definitions of tourism specified here as follows: World Tourism organization (WTO) (1996:24) has defined 'tourist' in precise terms as "those who travel to a country other than in which he/she/ has his/her usual residence but not more than one year and whose purpose of visit is other than the exercise of as a activity remunerated from within its country visited. This term includes people travelling for leisure, recreation and holidays, visiting friends and relatives; business and professional health treatment; religion/pilgrimages and other purposes"(Shrestha, 2008).

Another definition of tourism was given Edmond Picard, professor of Economics at the University of Brussels. According to him," The function of tourism is to important currency from foreign resources into the country. Its impact is what tourist expenditures can do to the different sectors of the economy and in particular the hotel keepers" (satyal, 1999)

Generally, tourism denotes the movement or journey of human beings from one place to another whether it is within one's own country or other countries for various purposes (Shilu, 2011). Tourism is also mentioned in sanskrit literature, there are three terms for tourism, derived from the root "atan" which means leaving home for some time to other places. These three terms are:

Paryatan: It means going out for pleasure and knowledge.

Deshatan: It means going out from the country primarily for economic gains.

Tirthatan: It means going out somewhere for religious merits.

The literal meaning of these Sanskrit terms is that tourism denoted going out from home for pleasure and knowledge, going out from the country for economic gain and going out to places for religious purposes.

In the modern world, tourism is one of the major human activities and it plays an important role for both developed and developing countries. The nature and character of economic development of a country is influenced by the geographical and social aspect.

In the field of tourism, there is a great significance of motivation. Motivation relates with the desire of a person to travel. But various factors such as economics state, education, age and travel. People travel to different destination in different time as their needed.

The topography of Nepal is favorable for development of tourism industries. Tourism has found to be important for Nepal not only for foreign exchange earning but also efficient for employment generation.

Nepal is small landlocked Himalayan country lies in between two big economic powers of Asia, China in the north and India in the east/west and south with the open border. Nepal is a less developed and geographically disadvantage country. Its location is in the northern margin of south Asia. It has many attractions places carrying for proper attention. But lack of proper plan, policy and its implementation, those places are yet to be promoted. If vision works and resources mobilized in time these unique places may come in front. Few destinations in the world can match Nepal in the variety of adventure tourism as Nepalese it's trekking, biking, mountaineering, jungle safari, culture tour, water rafting, fishing, paragliding, ultra light craft etc.

Nepal has a great potentiality in this field. Many tourists are attracted towards the country because of its natural, cultural and geographical diversities such as various religious temples, different festivals celebration by different religious or ethnic groups, beautiful rivers and lakes, beautiful peaks of Himalayas, wildlife activities and rich cultural heritage etc. Therefore, all kinds of tourist can understand Nepal as their destinations for fulfilling their kind wishes or their desire.

## **1.2 Statement of the Problem**

Tourism is an important sector to generate revenue as well as employment generation. Tourism is the most valuable industry of Nepal which provides direct and indirect

jobs to many unemployment people and helped to reduce rampant poverty in the country. Several plan, policies and programs have been made to develop this sector. Tourism in Nepal ranging from religious, cultural and natural tours to mountaineering has been growing continuously at the range of 10-20 percent per annum since the country opened door in 1950's. However in spite of country being rich in biodiversity, Nepal has still not been able to generate and distribute tourism to all the remote areas. Tourism will be less arranging than most other economic expansion. Tourism plays vital role for the development of the most dynamic and important sector in the socio-economic field of Nepal. However the potentiality is vast facts such as limited our accesses poor infrastructure and lack of appropriate marketing strategy has result in one limited group.

Although Gorkha Bazzar has wide prospect for the development of tourism but there is need micro and macro level study related to the tourism in Nepal are conducted in macro level that the recommendation is generalized in nature. But there are needed some specific type of recommendation to upgrade tourism in micro level study of the problem. Hence, this study is based on micro level with a case study of Gorkha Bazzar will be attempting to investigate the issues relating rural tourism promotion at micro level. Thus, this study will be attempted to identify the problem and prospects of tourism in socio-economic contribution around Gorkha Bazzar. Therefore, researcher raise following questions:

- a) What is the socio-economic contribution in Gorkha Bazzar.
- b) What are the problems and prospects of tourism in Gorkha Bazzar.

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

The general objective of the study is to examine and analyze the tourism activities initiated in Gorkha Bazzar. The specific objectives of this study are as follows:

- a) to find the socio-economic contribution of tourism in the study area.
- b) to identify the problems and prospects of tourism in the study area.

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

The present study aims to analysis the tourism in Gorkha Bazzar of Gorkha District. The salient significance of the study is that Gorkha being relatively small and rich in tourism resources but the people of the world with in the country don't know about the

uniqueness beauty and historical heritage of the Gorkha Bazaar. Tourism also gives support to the indigenous industries and services creating direct and indirect employment opportunities. Gorkha Bazaar has been looking for the potential tourism development. Another salient signification of the study is to analysis how tourism development in Gorkha Bazaar can be used to increase the economic condition of the whole nation. The study will be helpful to government, national planner, tourism board ,researcher even student who interested about Gorkha Bazaar.

### **1.5 Limitations of the Study**

This study has following limitations:

- a) This study has covered the only selected area of Gorkha Bazaar.
- b) This study has been based on time series data.
- c) The interview has been taken only with selected hotel owners, domestic tourists and tourism experts.
- d) This study has based on the sample data collection in Gorkha Bazaar.

Due to such limitations finding of this study may not be applicable to all the places of country with regard to the socio-economic contribution of tourism.

### **1.6 Organization of the Study**

To provide standard framework the study is organized into five different chapters. Chapter one is the introduction of the study which mainly discusses the background of the study, the statement of problems, objectives of the study, significance of the study, limitations and organization of the study. The second chapter discusses the literature for the study .It consists of theoretical review and review at national context. Chapter three presents the research methodology adopted for the study which includes selection of the study area, sources of data, research design, sampling procedure, data collection technique, tools and method of data analysis. The chapter four deals data presentation and analysis. The last chapter consists of major finding, conclusion and recommendations.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

Research must be based on past knowledge. The previous studies cannot be ignored because they provide foundation to the present study. Mainly this study has been made directly or indirectly regarding domestic tourism in Nepal with reference to Gorkha Bazaar. In order to make the study more reliable and comprehensive few available books, research reports and articles on the relevant studies have been reviewed.

#### **2.1 Theoretical Review**

The word 'Tourism' is derived from the French word Tourism. It literally means to travel and travel related jobs and 'Tour' means journey from one place to another place.

The Oxford Dictionary defines tourist as a person travelling or visiting places of interest. This definition impels tourist as a person travelling for recreation. This definition is not enough as a tourist he must be not residential not earning and he must generate economic activities.

The World Book Encyclopedia vol. 1911973:311, described that some might consider a person as a tourist who spends a day out, for example by the seas side. But the word tourist organization the international body representing tourism defines a tourist as a person who visits a destination and stays there for at least one night before returning home.

Tourism can be classified into inter regional according to the region. The regional tourism refers to the same region and inter regional means tourist between different regions. According to the purpose of travel, tourism can be classified into different categories such as, recreational, cultural sports and adventure, health convention/conference, incentive tourism etc. Similarly, on the basis of boundary and destination we can categorize tourism are two major types called:

- a) International tourism
- b) Domestic tourism

Shilu (2011) said that a people who travel outside the borders of his/her own country is known as international tourist. In terms of Domestic tourism which is related with domestic tourist. People who travel within borders of his/her own country is known as domestic tourist. In other words, we can define domestic tourism as involving residents of the given country travelling only the boundary of their own country, various formalities need in domestic tourism. Several restrictions or barriers such as currency, exchange, language, passport, visa, health documents etc are not to be faced by a domestic tourist. They can use their own currency and their own language serves as a medium of communication.

Bajracharya,(1997) said that in Nepal, people used to travel by walking in the absence of modern day road transport facilities, from one part of the country to another mostly for different purposes. For their overnight shelter and some rest, open pates (rest house) and chautaras (platforms) were erected, mostly by philanthropists and other charity societies(local and private guthis), at different parts of walking and trekking routs of Nepal. Therefore, domestic tourism in Nepal is not a new concept although it has remained unrecorded so far.

Upadhya & Agrawal (2006) described that from an economic point of view domestic tourism is more significant than international tourism. The National Tourism Resources Review Commission, which published its work on 1973, developed the following working definition of a domestic tourist.

A domestic tourist is one who travels away from his home for a distance of at least 50 miles (one way) for business, pleasure, professional affairs or any purpose except to commute to work, whether he stays overnight or returns at the same day. Domestic tourism worldwide is often 10 to 25 times larger than the international tourism. The volume of domestic tourism may increase in large countries like USA, China and India because of their size and diversity. International tourism may remain a dominant factor in smaller countries like Austria, Netherlands, Switzerland, Sweden, Srilanka, Maldives and Nepal.

Upadhaya (2006) said that rural as a concept is connected with low population densities and open space and with small-scale settlements. The rural is characterized by population, density and size of settlements; use and economy. Generally rural



economy is dominance by agriculture and forestry. In rural areas social structure is traditional and issues of community, identity and heritage.

Rural Tourism is nature based tourism in which tourist pleasure on peace environment on country side. Natural tourism products are basically depending on the unspoiled natural goods, rural culture, cultural heritage and village life. Rural tourism is a complex multifaceted activity. It is not just form based holidays, it is also comprises special interest nature holidays and eco-tourism walking climbing and riding adventure, sport and health, hunting and angling, educational travel arts and heritage tourism and ethnic tourism.

Kunwar (1997) described that rural tourism exposes traditional village life, providing for sponsors interaction between the tourist and the local people. Rural tourism is another form of village tourism. Some rural areas were established as village tourism in some European countries after Second World War. These rural areas are situated at warm seaside in the region which often has certain facilities for tourist in certain countries. Those rural areas are located in the far countryside which is economically not developing, thereby helping the region.

The concept of rural tourism is 'Home stay', paying guest with an emphasis on interacting and living with the host community. It offers the visitors an opportunity to firsthand the culture, custom and daily life of the household and community.

Bhatia (2006) described that general concepts of tourism is international perspective. Tourism is a highly complex phenomenon and an important human activity of great significance not only economic benefits but also social and cultural benefits. From a cultural point of view it provides an interaction between the cultural customs of the visitor and those of the most population. Cultural tourism makes enhance to accelerate the advancement of rich cultural civilization and benefit in destination area.

Kunwar (2006) has focused on different theoretical aspect of tourism and has tried to conceptualize the theoretical background of tourism with few empirical evidences from various angles. In chapter seven, researcher explained about domestic tourism. In researcher view, domestic tourism is that activity of tourist which takes place within his own country, without crossing the boundaries of the country. Similarly, a tourist is a person who travels beyond his normal domestic to certain other areas

within country. The basic difference between the domestic and the international tourism is that of jurisdiction of travel. The domestic tourist doesn't need to fulfill various travel formalities which are necessary in international tourism. The barriers of passports and exchange of foreign currency, language and culture are not faced by a domestic tourist.

There is less negative impact of domestic tourism in the destination. The domestic tourist does not need to hire tourist guide. The domestic tourists enjoy experiences, learn and share one's ideas with the natives. There will be no demonstration effect, nor will be native culture be in a process of cocacolisation, trinketisatinsation and revitalization. Rather it helps to integrate the people within the country. In this way, Kunwar has defined and documentation about tourism. The author has presented the book as principle of tourism to the academia.

Das and Acharjee (2012) focused that tourism is well planned could be raised to an important income and employment generating factor for local households which help to extend the local economic activities. From above all definition, we conclude that "tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering their needs and wants. Regular pilgrimages that attract hundreds to thousands of believers to certain destinations and sites have undoubtedly economic importance. On the one hand, it is a general regulate traffic, to establish rules for stall sales, maintain access roads (as a place of pilgrimage is in the rural site), to co-ordinate medical and security service. Thousands of pilgrims, in addition to the main goal of pilgrimages, consumer goods and services including accommodation. This income remains in the destination and is also a considerable multiplier effect these initial expenses. Religious tourism is less susceptible to economic fluctuations in the market.

Prasad and Kumari (2013) focused the importance of sustainable tourism development and the concept of nature tourism. The study finds out that tourism has been an engine of growth in many economics in the old which helps for the generation of income, wealth and support in the sustainable development of remote area. As it is the one of the main segment of economy, it contributes major part of foreign exchange and generates employment and help infrastructure development.

Alauddin, Shah and Ullah (2014) suggested that the data used in primary, secondary data and information intend to highlight the overview of different tourist spot and to provide some recommendation for the development of tourism sector.

## **2.2 Reviews at National Context**

Upadhaya,R.(2003) has highlighted the importance of tourism in economic development for the promotion and development of tourism sector in Nepal, Upadhaya suggestions are following here;

- Various dimensions tourism of need to be highlighted from time to time.
- For rapid and sustainable expansion of tourism sector quality and quantity of tourism infrastructure need to be constantly monitored.
- Nepal should be able to attract tourism from diverse income groups by creating their respective needs and presenting Nepal as destination for all types of tourists.
- Government must define develop strategy to promote rural tourism to enhance employment and reduce widespread poverty and regional inequality.
- Legal framework must make to facilities the growth of tourism sector's economy.
- Film shooting must be encouraged as it is in practice in Switzerland, Thailand, and Maldives which will be helpful in promoting Nepal's tourism globally.
- We have to open and develop new trekking routes that can be contributed to the employment of rural economy which help to increase living standard of the people in remote area and income obtained remained in the local community.

This study concluded that if tourism sector is given proper attention, it has the potential to promote overall economic development of the Nepal as an edge over commodity producing sector like agriculture and industry.

Upadhaya (2011) showed the objectives and strategies of Nepal tourism 2011, were well structured and define. However, the campaign faced some challenges in the

implementation process. A major challenge was the frequent change of ministers, secretaries and CEO of Nepal tourism board (NTB) government of Nepal.

Kurmi (2012) identified the problems and prospects of tourism in Kapilvastu district. During the field survey, the researcher has selected 29 tourists for the interviews. In Lumbini district different groups of people live. There are many opportunity to develop the tourism sector in Lumbini district. Where demands of tourist were not fulfill, Due to lack of government policy, many types of pilgrims are hidden. The study supports the tourism destination and culture should be developed and conserve, it is main backbone of economic development.

Khadka (2013) examined the number of tourist arrival in Ghara VDC of Myagdi district and income – expenditure pattern. Researcher used primary and secondary data, adopts the methodology as interview through structure question. The study had concluded that political instability, lack of proper communication, lack of infrastructure, lack of proper road links are problem development of tourism. People who are involved in tourism business are much more aware in health, education and nutrition food and they have become economically independent, economic status of them are well then other. Researcher recommended that there should be establishment of different tourism related information center in village areas, health camps, security check-post and should be maintain political stability in the country throughout village to village.

Dhakal (2015) found that there is a huge growth prospect of tourism sector development in Nepal. Nepal is not only limited on its natural beauty but also rich in cultural and religious diversity as well. Nepal is one of the best attraction places in the world to those who are mountaineer, rock climbers and adventure seekers. Nepal is an attraction destination in the world not only for adventure tourist, but also its pleasant climate and hospitable people. Having the unique topography equipped with every prospect of natural sceneries, mountains, herbs, heritage, and cultural differences etc. tourism prospects of Nepal seems very sound. But being the politically unstable country, extend of the tourism of Nepal has not exploited till date however various remarkable initiation has already been started from state and local level. If adequate infrastructure can be developed, no doubt Nepal will have the possibility to hike the tourism as one of the best.

Kunwar (2015) conducted that research in Gulmi district and found that Gulmi district has a very high prospects and promising future for tourism development. If all tourist sports of Gulmi are developed there will definitely be a huge inflow of domestic as well as foreign tourist. The study attempts to link the village tourism with the rest of the rural economic, which should create demand for various local products for the consumption of tourist arriving in the district. This is expected to create various types of production opportunities for income and employment generation.

Himalayan Glacier (2015) said that Nepal has huge possibilities in the tourism sector. The Himalaya nation is famous for its natural beauty: the world's highest peaks, national parks rich in flora and fauna, snow-fed rivers, exceptional trekking routes, wonderful lakes and welcoming people. Nepal is rich in its cultural and religious diversity as well. Possessing eight of the 10 highest mountains in the world, Nepal is a tremendously attractive location for mountaineers, rock climbers and adventure seekers. Apart from being an attractive destination for adventure, Nepal's pleasant climate and ever welcoming nature of Nepalese show there is a tremendous prospect of tourism ahead in Nepal. Tourism as an emerging global phenomenon enhances the world travelers to explore the wonders of the world. Nepal is also being an integral part of a global system of tourism cannot escape benefiting from this emerging field. Nepal as a Himalayan nation has enormous tourism prospects. If many unexplored regions of Nepal are identified along with popular tourist destinations the Himalayan state can make remarkable progress in the field of tourism.

Lamsal (2016) said that tourism in Nepal can generate a significant economic opportunity to reduce deep rooted poverty. Arrival of international tourist recognized the local cultures and rituals to the new world; it helps to open the door of local tourism and creates the huge chances for change. To feed them production of local foods, vegetables and fruits are necessary so villagers can exchange their product for foreign money. Moreover, there is need of scientific system of calculating foreign exchange. Likewise, scientific calculation of tourism sectors to GDP and generation of employment also need to drive tourism sector with clear provision also tourism can create a force to help led the country towards socio-economically better state in future.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Research methodology is the most important aspect of research work and a way to systematically solve research problem. It's facilitates the research a way to systematically solve research problems. It's facilitates the research work and provides reliability and validity. Research Methodology employed in this study in presented below.

#### **3.1 Research Design**

The study attempts to identify the socio-economic contribution of tourism in Gorkha Bazaar Area. For this study data and information collected from field survey in Gorkha and analyzed to fulfill the objectives of this study. Thus, the research has been descriptive as well as quantitative as well as qualitative.

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

In this study both primary and secondary information have been used. Primary data have been collected through questionnaires, interviews and observations. Similarly, secondary data have been collected from various unpublished materials by related organizations like us Nepal Tourism Board, Kantipur Dainik, The Himalayan Times, Gorkha Darpan, Hoteliers, Tourists and Local People, Ministry of Finance, National planning Commission Central Bureau of Statistics etc.

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

This study has been based on Gorkha Bazaar of Gorkha district and random sampling method has been used. Sampling units for this study is the tourist of universe, hotel owners of Gorkha, local people and shopkeepers in Gorkha. The sampling size of this study is 20 tourists, that is divided into 60% of domestic tourist and 40% of foreign tourist, 20 numbers of local respondents, here 10 hotels and 10 local people of both sexes were interviewed for the study.

### **3.4 Data Collection Techniques**

Various data collection techniques were adopted to collect different types of data and interception according to their nature. Primary as well as secondary data has been collected by the use of interview observation and key informant interview data collection tools.

#### **3.4.1 Interview**

A set of semi – structured and open- ended question schedule was prepared to obtain more reliable information from the tourists and local respondents. Interview schedules become useful to understand the attitude of local people towards tourism and perception of tourists towards the area. Interview was taken with the tourists to know about different types of socio-economic contribution and with the local people to find out the socio-economic and environmental contribution to tourism on them.

#### **3.4.2 Household Survey**

10 households and 10 hotels were surveyed with the help of questionnaire prepared prior to the visit of field.

#### **3.4.3 Observation**

Observation plays great role to know the real situation of the study area. To complete this thesis field observation was also conducted. Condition of infrastructures, behavior of local people towards the visitors, status of hotels, condition of home stay households, cleanness of places, potential and existing tourism products were directly observed during the field survey period through participant and semi- participant observation method.

### **3.5 Tools and Method of Data Analysis**

The data and information gathered and adopted from various sources has been categorized according to requirements the perception, vision behavior, attitude and emotion are qualitative data and they are analyzed descriptively. The data and information has been also presented in table, pie chart, and different statistics means.

## CHAPTER IV

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction of the Study Area

Gorkha Bazaar, 24km north of the Kathmandu- Pokhara (Prithvi) Hwy, is accessible by a good sealed road that intersects with the highway at Abu Khaireni, 6km west of Mugling. The countryside is spectacular, and the steep approach road passes through traditional villages, such as Terho Kilo Bazaar (17km from Abu Khaireni) and Birechowk (4km from Abu), weaving through forested valleys and past swift mountain streams with great views of the Himalaya. Gorkha district is situated at the west of Kathmandu about 140km with an approximately area of 3610 sq.km lies in the western development region bordering with heading district to the east Tanahun, Lamjung and Manang district to the south and China (Tibet) to the north. It comprises 66 VDCs and 2 Municipality. The Prithvi Narayan municipality was formed on 31 Feb 1997AD. Its area is 59.55 squares kilometer. The population of this municipality is 28,895 according to census 2011AD with people of different ethnic caste group but mostly majority of Magar. The district home land of world famous Gorkha soldiers, popularly known as 'Brave Gurkhas' whose bravery and honesty have been matters are pride of all Nepalese even till today. Before the unification campaign from Gorkha by late king Prithvinarayan Shah to build modern Nepal, it was one of the matters of strongest carbide state of the western Nepal. Therefore, in the history of Nepal Gorkha has a signification value and position.

Beside its historical glory and height Gorkha is viewed as the best with numerous natural assets and cultural, religious heritage. Its natural worth is physical and climate variations: snow capped Himalayan, ecological diversities, scenic sights, ethnic diversities, Gumba, culture, brave soldier of Gorkha's fame, model village, Hindu pilgrimage, ancient places and historical forts. The district has high potentials purpose of mountain tourism in the north eco-tourism in all parts of Gorkha rural tourism in the remote areas, religious tourism in the municipal and Manakamana areas, educational tourism in all VDCS of Gorkha district. Tourism in Gorkha Bazaar has great prospects and potentials. The major tourism centre in the rural areas are; Bhachek, Barpak, Ghyampesal, Samagaun, Chhecampar and Manaslu area of the



district. Due to the long standing political conflict of Nepal Tourism has been eclipsed for many years in Gorkha. Now, in open political and tourism environments it has bright prospects for all. Tourism in Gorkha Bazaar has many adequacies.

- Snow capped mountains; Manaslu(8163m) which is the 7<sup>th</sup> highest mountain among the 14<sup>th</sup> in the world and Nagadhichuli(7871m), Himalchuli(7893m), Boudha(6672m) and shring Himal(7818m)
- Water falls; Kharkhande water fall near Budhi Gandaki river and liding Nauli Khola water fall near Lyapubesi village, Koya Khola water fall near Rana village, Chhetenpok Gumba, Tarang Khola water fall near Pork village. Chhutaha khola water fall near pork village, Theran khola waterfall near
- Namrung village, Tatopani water fall near Khorlabesi, and Machhakhola hot spring near Machhakhola village.

Gorkha Bazaar is the birth place of late king Prithvinarayan Shah. The great founder of modern Nepal and also the ancestral Houser of the Shah kings of Nepal. The historical Gorkha Palace is situated on the top of forty feed hill above the town ship about 40 min. walk uphill from the bus station. The Palace is said to have been built by late king Ram Shah in 16<sup>th</sup> century. King Prithvinarayan Shah began his campaign to unity the kingdom from the police of Gorkha Bazaar. The world famous Gurkha soldiers are hailed from this Palace.

Gorkha is important through the perspective of religious culture archaeology and beloved natural heritage as much as it keeps the importance from historical perspective. So, high probability of developing Gorkha Bazaar is an attractive destination for internal and external tourists is still present Gorkha district offers 4 district tourism products namely:

- Mountain tourism in north of Gorkha Bazaarfor trekking around Mt. Manaslu and expeditions to the different peaks in Manaslu and Ganesh Himal range.
- Soft adventure/ cultural treks in the middle of Gorkha and south of the Himal.
- Pilgrimage to goddess Manakamana, Gorkhali temple etc in south Gorkha and

- Educational/historic trips to Gorkha Bazaar are; Gorkha museum, Gorkha Palace of king Prithvinarayan Shah, Ligligkot of late king Ram Shah, Siranchowk of Amar Singh Thapa, Borlang the birth place of general Bhimsen Thapa etc.

From the top of the hill above Gorkha Durbar and east of the Bazaar a spectacular view of Manaslu, Ganesh Himal, Boudha Himal, Lamjung Himal and Himalchuli peaks are possible to seen.

Prithvinarayan Municipality is a historical and religious place. It has been named after founder of Nepal, great king Prithvinarayan Shah who united the small principally into single nation Nepal. He was born in Gorkha Durbar in 27<sup>th</sup> Poush 1779 B.S after defeating Shah dynasty continuously ruled since then till 15<sup>th</sup> Jesth 2065 B.S. Ram Shah, grandson of Drabya Shah who was regarded "Symbol of Justice" ruled over Gorkha for many years and introduced Gorkha as place to find justice. The Prithvinarayan Municipality therefore has an unique, religious, natural and historical identity. The Municipality is prevailed in the 59.55 sq.km providing residence of 25,783 people of different ethnic and caste of groups but mostly majority of Magar people. Different ethnic groups remained as residents inside this Municipality have their own fundamental culture and tradition and the festivals celebrated by them are also own kind. Among these except Dashain, Tihar, Chandipurnima, Raksyabandhan, Gaijatra, Makarsakranti, Haritalika Teej, Shree panchami, Shivaratri, Falgupurnima, Lhosar, Ramajan etc are also chief festival celebrated in Gorkha Bazaar.

Gorkha festival is celebrated in every 2 years which is organized by co-ordination of Prithvinarayan Municipality, Gorkha Chamber of Commerce and industry of district development communities Gorkha. The main purpose of festival is to introduce the district internally as well as extremely and attract the internal as well as external tourists. Another attraction of the festivals are culture custom exhibition, paragliding, Jhaki, food festival etc. which may be sources of attraction for the tourists. Gorkha Durbar Square area is a small area with temple of beautiful carvings and sculptures made of stone, clay mud, wood and some metal.

Some important art and architecturally renewed temples, statue, idols, palace as follows:

a) Gorkha Durbar

Gorkha Durbar, a fort, Palace and temple complex, is the centre point and highlight of Gorkha Bazaar. Some of the buildings is believed to date from the reign of king Ram Shah (1606-36), but later generations have made alterations, often utilizing Newari artisans. The complex is a triumph of Nepali architecture perched like an eagle's nest high above the town in a perfect defensive position with superb views of plunging valleys and the soaring Himalaya. To get Gorkha Durbar, walk north from the bus station until you come to several small temples (Vishnu, Krishna and Ganesh) surrounding a tank. The historic Gorkha Durbar is situated on the top of a fortified hill above the township about 40m walk uphill from the bus station. The palace is said to have been built by king Rah Shah in 16<sup>th</sup> century. King Prithvinarayan Shah began his campaign to unify the state from this palace of Gorkha. The primitive name of this region is found to be Subarnakot Pahad. Different religious, cultural and archaeological heritage are found to remain in Gorkha Durbar square according to historians stone steps are made from Gorkha Bazaar up to the palace. Tourists can be brought to the palace in the form of trekking package. The palace is divided into two parts. The western parts of Durbar is remained as the temple of Kalika mai (Bhagawati) and eastern part is (Rajprasad). This palace is divided into the room of birth of Prithvinarayan Shah oven of fire room of throne, Ranga Mahal, worshipping room. Fire can be seen here which is being burnt since the time of Prithvinarayan Shah constantly.

b) Kalika Temple (Gorakhkali Temple)

At present, the Gorakhkali temple is remained the old palace of Gorkha. This temple is superb one at western part of main palace with the pinnacle on it. It is also known as Kalika palace. It is a holy shrine of goddess Kali, the goddess of valor, whom no mortal is allowed to payer homage. The Kali demands animal sacrifices for her devotees. On every 8<sup>th</sup> day of the Lunar calendar, Chaite Dashain and Vijaya Dashami sacrifices are offered to the goddess and regular worshipping is performed. At other time, devotees worship Kali at the door and inside it there is a room to worship Kalika. The programme during the period of Navaratha, is quite anomalous important and attractive to the tourists so, it should be thought about attraction the tourists by focusing such programme. The fame of the temple is increasing day by day. People

sacrifices (animal) here to fulfill their desire what they wishes. Daily worship performed here, the pressure of worshipping devotees is increasing excessively this temple.

c) Tallo Durbar (Tallokot)

This Durbar is situated at the heart of Gorkha Bazaar and is very important through the archaeological historical and touristic view. This is expanded about 70 ropani land. It is said that in 1616 B.S, the prince of Lamjung Drabya Shah killed the Khadka King of that period at this place and Shah Dynasty arose in Gorkha. This Durbar represented the wooden art of Malla period. Model example of wooden art can be seen on the door, window and tundals of this Durbar. The construction work of this durbar is found to be started at 1895 B.Ss and completed in 1898B.S. One museum is also established here with the aim of exhibiting archaeological materials. This museum is named as Gorkha Museum. This Durbar is repaired now and beautiful part is also made on Durbar premises. The different implements, costumes, cloths, playing Baja used at the time before the unification of Nepal or king before Prithvinarayan Shah and materials used by Prithvinarayan Shah re-collected in this museum. This museum is opened for public recently.

d) Upallokot

It lies at north east from Gorkha Durbar at about 1 km from it is the appropriate place for sightseeing. It is about 1,575m from sea level. Here is the temple of Bajrabhairab. Superb sightseeing of sunrise can be taken from this place. Towers of seismograph television and telecom are also here. Different mountain places of Gorkha and Dhading, Tanahun, Lamjung and famous 7 kots of Gorkha can be seen from here. This place even carries the historical importance Durbar of Ram Shah is believed to be remained here before the construction of Gorkha Durbar today.

e) Ram Shah Chautaro

It lies on the way of Gorkha Durbar. This Chautaro lies in the east of Tallo Durbar and west of the Gorkha Durbar. This Chautaro is recognized for judicious purpose by king Ram Shah. They are saying "NYAYA NAPAYA GORKHA JANU" is famous

from time of king Ram Shah. So, this Chautaro used to have gathering, discussion to listen reporting from public and to provide important judicial decision by Ram Shah.

f) Ganeshsthan

It lies on the way of Gorkha Bazaar which is situated west of the Gorkha Durbar and east of Ram Shah Chautaro. Ganesh temple of satya Sworupeshwor siddhi Ganesh with full length is present inside the temple of the beautiful stone. The statue of Ganesh with full length is rarely found.

g) Shitalpati

At the western side of Gorkha Bazaar, in front of the entry gate a small very beautiful pati which is known as 'Shitalpati'. It seems to be made for resting place. Recently this pati is used for welcoming the visitors.

h) Ranga Mahal

It is situated at the Gorkhkali temple and Gorkha Bazaar which is different artistic figures is engraved. This Ranga Mahal supposed to be resident of King & Queen in that period.

i) Panditpati

A small pati is present in front of the main door or Gorkha Durbar known as Panditpati. Here is the figure of devotee pralhad joining hand to the Nrisingha Avatar Bhagawan and Nrisingha Avatar Bhagawan killing Hiranyakashipu by pressing abdomen can be seen.

j) Rot Pati

A pati is present just eastern to the Gorkha Bazaar where Rot is cooked which is required to put of Prasad of Gorakhnath. This pati is remained as Dhooni of Gorakhnath.

k) Gorakhnath Gufa

To the eastern part of Gorkha Bazaar, we can see a little Gufa. Here daily worshipping of Gorakhnath is performed by ear bored saint. The ear bored saints are

remained as priest of Gorakhnath. This Gufa is important to the history of Nepal in the sense that Guru Gorakhnath had blessed the great king Prithvinarayan Shah during childhood at this Gufa feeding him curd. As a result, it is believed that Prithvinarayan Shah had got extreme courage and farsightedness.

l) Pashupati Guheshwori

Panchamukhi Shiva is established to the eastern of Gorkha Bazaar. Its sample is similar to the Pashupati of Kathmandu. So, it is called Pashupati. The Jalahari of Silver is also kept here to offer Jaladhara to Shivaji. Nearby symbol of Goddess Guheshwori kept by engraving in the form of stone.

m) Chaughera Bhawan

This building was built at the time of Prithvinarayan Shah. It was used for guest house at that time and even now it is aimed to use as special guesthouse. On the eastern part of this Chaughera Bhawan on its premises a beautiful temple made of only stone is present known as shree Vidhya Mandir.

n) Chandisthan

To the eastern part of Gorkha Bazaar there is a place of Chandi above Hanuman Bhanjyang. Here is Shivalinga on Chautara and statue of Goddess Chandi ridden on tiger is east of Shivalinga. This is called Chandisthan worship is done here, on the day of Chandipurnima (Baishakh Shukla Purnima). According to Gorkha genealogy nearby Chandisthan, there is a place of feet of Gorakhnath called Sitapaila established at the time of Prithvinarayan Shah where the clear photo of Gorkha Bazaar is obtained. Beloved scene can be observed by sitting on nature made stone bench.

## **4.2 Socio- economic contribution of Tourism in Gorkha Bazaar**

### **4.2.1 Distribution of Tourist by Nationality**

The field visit was held in the Oct/Nov, which is generally known as booming season in tourism industry. So, researcher selected only few members of tourists for an interview during the field visit. The distribution pattern of tourist by nationality is shown in the table.

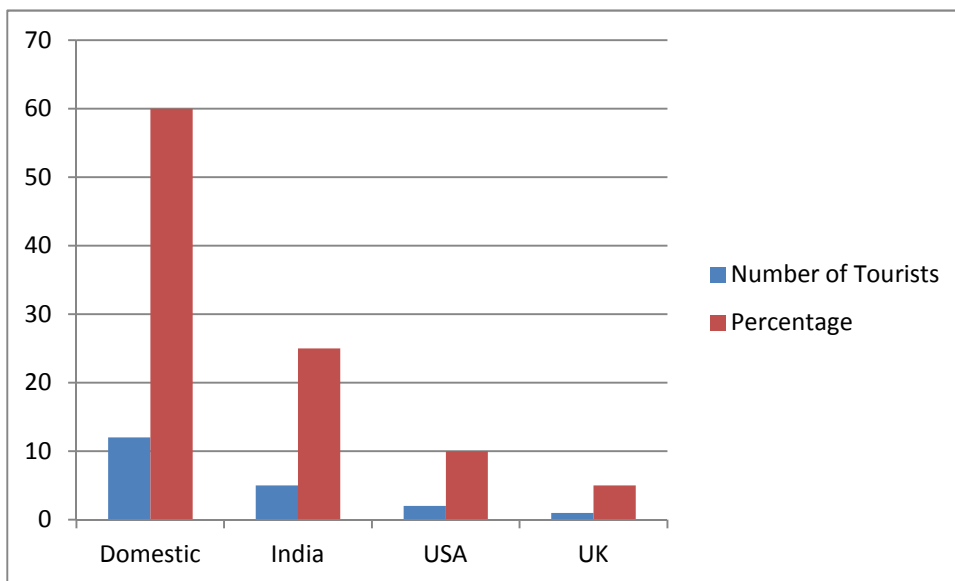
**Table 4.1 Distribution of Tourists by Nationality**

S.N	Nationality	Number of Tourists	Percentage
1	Domestic	12	60
2	India	5	25
3	USA	2	10
4	UK	1	5
Total		20	100

Source: Field survey, 2017

Though Gorkha Bazaar attracts tourists from different countries in the past researcher have met tourists basically from our country. It is delighting to see more domestic tourists during my field visit. The respondents selected for the study consists 60 percent from Nepal, 25 percent from India, 10 percent from USA and 5 percent from UK.

**Figure 4.1 Distribution of Tourists by Nationality**



#### **4.2.2 Distribution of Tourists by Age and Sex Composition**

Different age group of tourists used to visit Gorkha Bazaar area. Among of them, some are young and some of them are old. The age groups of tourists are presented in the table 2 below:

**Table 4.2 Different Age and Sex Group of Tourists**

S.N	Age Group	Number of Respondents	Percentage	Male	Female
1	Below 20years	5	25	3	2
2	20-40 years	10	50	7	3
3	40-60 years	4	20	3	1
4	Above 60 years	1	5	-	1
Total		20	100	13	7

Source: Field survey, 2017

The table 4.2 shows that the majority tourists visiting Gorkha Bazaar area is the age group of 20-40 years, which is 50 percent. Similarly, 65 percent tourists are male and remaining is female.

#### **4.2.3 Occupational Status of Tourists**

The table shows that majority of the people (30%) are engaged with business and service, very less number (15%) of people are engaged with others, where as 25% students.

**Table 4.3 Occupational Status of the Tourists**

S.N.	Occupations	Numbers	Percentage
1	Student	5	25
2	Business	6	30
3	Service	6	30
4	Other	3	15
5	Total	20	100

Source: Field survey, 2017

#### **4.2.4 Distribution of Tourists Information about Gorkha Bazaar**

There are different means of information for tourist arrival in Gorkha Bazaar. Now a days, many of the tourists they can use Internet, Google and some other media too. Some of the local people those who are involved with tourism and Hotel business they might have recommendation by that way tourists are coming in Gorkha Bazaar.



**Table No. 4.4 Distribution of Tourist Information**

S.No.	Information	Number of tourists	Percentage
1	Media	10	50
2	Travel Agency	6	30
3	Local People	4	20
Total		20	100

Source: Field survey, 2017

Above table shows that 50% of the tourists can get information from the media like; google/internet and 30% tourists can get information from the travel and tour agency and rest of the 20% by local people like; trekking guide, trekking porter and Hotel people.

#### **4.2.5 Distribution of Tourists by Purpose of Visit**

The purpose of visit in Gorkha by tourist is classified into Historical palace, religious and cultural, trekking and sightseeing, pleasure and relaxes.

**Table 4.5 Purpose of Visit**

S.N	Purpose of visit	Table number	Percentage
1	Historical Palace	10	50
2	Trekking & Sightseeing	3	15
3	Religious & Cultural	3	15
4	Pleasure & relax	4	20
Total		20	100

Sources: Field survey, 2017

The table 4.5 shows that the highest number 10 of visitors visited historical palace (50%). The second highest number 4 of visitors with the purpose of pleasure and relax and the remaining is for religious and cultural trekking and sightseeing.

#### 4.2.6 Length of Stay of Tourist in Gorkha Bazaar

The length of stay is an important factor for tourism development. Generally it depends upon time, money and motivation of tourist.

**Table 4.6 Length of Stay of Tourist in Gorkha**

S.N	No. of Respondent	Duration of stay	Percentage
1	11	2 days	55
2	5	1 day	25
3	2	3 days	10
4	2	4days	10
Total	20	10	100

Source: Field survey, 2017

The table reveals that length to stay varies from one day to four days. The majority of 55percent tourists visited in Gorkha Bazaar area for 2 days. It is followed by 25 percent tourist visited for 1 day, 10 percent tourist for 3 days and other 10 percent tourist for 4 days. The table shows that the average length of stay of tourist in this area is around 2 days.

#### 4.2.7 Means of Transportation Used by Tourist

There are different means of transportations which can be used by tourist in Gorkha Bazaar. Due to the facility of road in Gorkha, they can easily used local bus, Jeep, tourist coach, Motor-cycle, Private Car and others. The different means of transportation used by tourist is present in table below:

**Table No. 4.7 Means of Transportation Used by Tourist**

Means of Transportation	Number of respondent	Percent (%)
Local Bus/Jeep	8	40
Tourist Coach	12	60
Motorcycle	-	-
Others(Private Car)	-	-
Total	20	100

Source: Field survey, 2017

Above table shows that 60% of the tourists have used tourist coach and 40% tourists have used local bus but no any tourist have used motorcycle and other vehicles.

#### **4.2.8 Distribution of Tourists Food in Gorkha Bazaar**

There are different types of food in Gorkha Bazaar but especially tourists they like to eat different taste while they are travelling. Thakali and Newari foods are very common as well as Nepali set meal but some tourists they like to eat something western food too. Of course! In the Hotel they have food menu and tourists they can choose whatever they want.

**Table No. 4.8 Distribution of Tourist Foods in Gorkha Bazaar**

S.No.	Foods	Tourists	Percentage
1	Thakali	8	40
2	Newari Set	6	30
3	Nepali set meal	4	20
4	Others	2	10
Total		20	100

Source: Field survey, 2017

Above table shows that 40% of the tourists they like Thakali food and 30% tourists like Newari set meal then 20% of tourists like Nepali food and rest of the tourists like some other foods.

#### **4.2.9 Tourist Expenditure Pattern in Gorkha Bazaar**

The tourist expenditure pattern depends upon available facilities and their purpose of expenditure. It is directly related with length of stay of tourist. We can understand from the following table about the expenditure pattern of tourist in Gorkha Bazaar.

**Table No. 4.9 Tourist Expenditure Pattern in Gorkha Bazaar**

Amount of daily expenditure by per tourist(NRs.)	Number of respondent	Percent (%)
Below- 1000	-	-
1000-1500	4	20
1500-2000	6	30
Above 2000	10	50
Total	20	100

Source: Field survey, 2017

Out of 20 respondents, 20% of tourists expend more than Rs. 1000 and less than Rs. 1500 per day. Similarly, 30% of tourists are expend more than 1500 and less than 2000 and 50% of tourists expend more than Rs.2000 per day.

#### **4.2.10 Total Tourists Arrival in Gorkha Bazaar (2012-2017)**

Foreign exchange earnings and employment generation from tourism depend upon the inflow of tourist expenditure pattern and their length of stay. Table below shows the total tourist arrivals in Gorkha Bazaar and growth rate in different years since 2010 to 2017.

**Table No. 4.10 Total Tourist Arrivals in Gorkha Bazaar.**

S.No.	Year	Number of Tourist
1	2010	1537
2	2011	1625
3	2012	1989
4	2013	2253
5	2014	2575
6	2015	2712
7	2016	3067

Source: Field survey, 2017

The above table shows that the inflow of tourist in Gorkha Bazaar is increasing after year by year .The rate of growth in foreign tourist in 2016 is higher than

### 4.3 Distribution of Hotel

#### 4.3.1 Distribution of Hotel Owners

**Table No. 4.11 Distribution of Hotel Owner**

Categories	Number of Hotel	Percent
Own Hotel	6	60
Rental Hotel	4	40
Total	10	100

Source: Field survey, 2017

Above table shows that 60% hotels are their own and rest of 40% are rental.

#### 4.3.2 Sex composition of Employers

Sex composition of employers has direct effect on tourism services. Total population in employers was 20 of them, 70% were male and 30% were female. Which shown in under the table.

**Table No. 4.12 Sex Composition of Employers**

Categories	Employers	Percent
Male	14	70
Female	6	30
Total	20	100

Source: Field survey, 2017

The employment status according to sex shows that employment level of male was higher than female. It shows that female employer also remarkably high in the tourism sector of the study area.

### 4.3.3 Hotel Facilities in Gorkha Bazaar

**Table No. 4.13 Hotel Facilities in Gorkha Bazaar**

S.No.	Name of Hotel	Number of Rooms	Number of Beds
1	Hotel Gorkha Bisauni	32	68
2	Gorkha Inn	30	65
3	Gorkha Hill Resort	28	52
4	New Prince Guest House	22	46
5	New Amit Lodge	16	36
6	Himalayan Hotel	17	40
7	Hotel Miracle	23	50
8	Annapurna Lodge	15	40
9	Buddha Lodge	12	30
10	Thakali Lodge	14	35

Above table shows the Hotel facilities in Gorkha Bazaar, Hotel Gorkha Bisauni has 32 rooms and 68 beds as the largest and the more facilitated hotel in Gorkha Bazaar. Similarly, Gorkha Inn has 30 rooms and 62 beds as the second large capacity hotel in Gorkha, Hotel Annapurna Lodge has 15 rooms and 40 beds, Buddha Lodge has 12 rooms and 30 beds, Thakali lodge has 14 rooms and 35 beds for lodging and fooding. On the time of field survey, the behavior and facilities of all the hotels are good and satisfactory.

### 4.3.4 Impact of Tourism according to the Hotel Owner

During the field survey the hotel owners were also asked about the impact of tourism, what kinds of change they noticed with the increase of number of tourists visiting Gorkha Bazaar.

**Table No. 4.14 Impact of Tourism According to Hotel Owner**

S.N	Impact description	Positive effect		Negative effect		Total	
		No.	%	No.	%	No.	%
1	Development Infrastructure	10	100	-	-	10	100
2	Conservation & Promotion of Natural & Cultural Heritage	10	100	-	-	10	100
3	Opportunity of employment & service	9	90	1	10	10	100
4	Opportunity of local business	8	80	2	20	10	100
5	Community Welfare	6	60	4	40	10	100
6	Growth in moral & social assumption and values	4	40	6	60	10	100
7	Increase in living standard of people	5	50	5	50	10	100
8	Price rise in services and commodities	4	40	6	60	10	100
9	Establishment and promotion traditional cottage industry	9	90	1	10	10	100
10	Awareness in local people	8	80	2	20	10	100

Source: Field Survey, 2017

Since the history of tourism is very large in compare to the other areas of tourist destination but the impact of tourism in Gorkha Bazaar play the vital role on the living style of people in Gorkha Bazaar.

The above table shows the impact of tourism in Gorkha Bazaar through the eye of the Hotel owner. They do not agree that over all impacts of tourism were positive in their village. At the time of reply, the development of infrastructure, conservation and promotion of natural and cultural heritage and awareness in local people put the 100% positive impact. Whereas, growth in moral value and social assumption and rules, price rise in services and commodities have negative impact. More than 60% respondents were agreeing the negative effect on price and social value.

#### **4.3.5 Infrastructure Facilities Available in Gorkha Bazaar**

The development of infrastructure facilities is very much important for the development of tourism. At the time of field survey the hotel owner in Gorkha Bazaar werw asked to evaluate the different infrastructure facilities. The survey result about infrastructure facilities from the age of hotel owner are presented below table.

**Table No. 4.15 Infrastructure Facilities Available in Gorkha Bazzar**

S.N	Facilities	Excellent		Good		Bad	
		No.	%	No.	%	No.	%
1	Water facilities	–	–	6	60	4	40
2	Communication	–	–	10	100	–	–
3	Transport	–	–	8	80	2	20
4	Health Service	–	–	7	70	3	30
5	Electricity	–	–	8	80	2	20
6	Security/Peace	6	60	4	40	–	–
7	Financial Service	–	–	4	40	6	60
8	Waste collection & disposal system	–	–	7	70	3	30
9	Hotel	–	–	9	90	1	10
10	Restaurants	–	–	8	80	2	20
11	Sports service	–	–	9	90	1	10
12	Behavior of local people	10	100	–	–	–	–
13	Conservation of promotion of natural & cultural assets	10	100	–	–	–	–

Source: Field Survey 2017

The above table shows that perception to the current situation of infrastructure facilities in Gorkha Bazzar according to the Hotel owner. Most of the respondents are unsatisfied with available infrastructure such as; water supply, banking facilities, and health service, electricity, and wastage collection and disposal garbage system in Gorkha Bazzar. Moreover, they satisfied with the behavior of local people and also the conservation and promotion of natural and cultural assets.

#### **4.4 Distribution of Local Respondents**

In this section, different information collected from the respondents during field survey regarding socio-economic aspect have been presented and analyzed.

##### **4.4.1 Respondents by Religion**

Nepal is famous in the world as religious tolerance country. It is comprised of the people of different religious aspect as Hindu, Buddhist, and Muslim etc. The table below classifies the local respondent according to their religions.



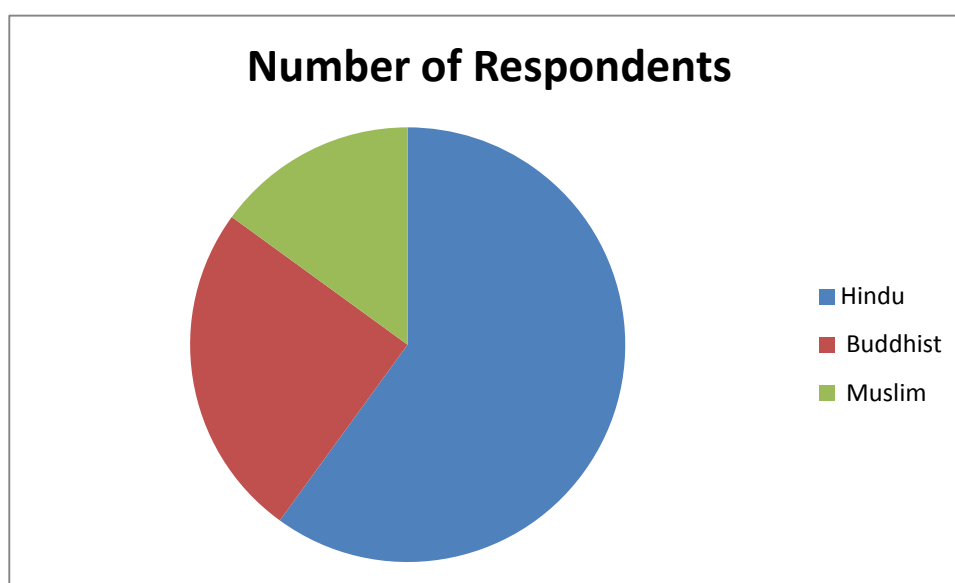
**Table 4.16 Distribution of Respondents by Religion**

Religion	Number of Respondents	Percentage
Hindu	12	60
Buddhist	5	25
Muslim	3	15
Total	20	100

Source: Field survey, 2017

The above table reveals that out of total respondents 12 numbers were found to be Hindu, 5 numbers were Buddhist and 3 numbers were Muslim. In the study area, no people of other religion were found to be settled down.

**Figure 4.2 Distributions of Respondents by Religion**



#### **4.4.2 Respondents by Caste/Ethnic Groups**

Nepal is comprised of many ethnic groups and caste having their separate culture. The table below gives picture of respondents on the basis of their caste and ethnic groups.

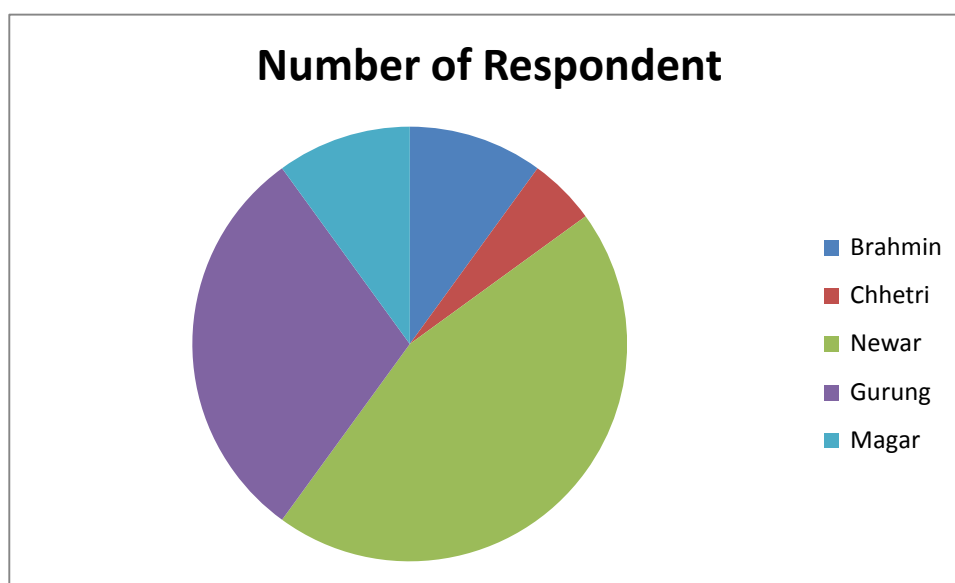
**Table 4.17 Distribution of Respondents by Ethnic groups and Caste**

Ethnic group/caste	Number of Respondent	Percentage
Brahmin	2	10
Chhetri	1	5
Newar	9	45
Gurung	6	30
Magar	2	10
Total	20	100

Source: Field survey, 2017

The above table reveals that the people of different ethnic groups and caste are settled here. In Gorkha Bazaar area are seems to be the residential area of mainly Newars and Gurung are also nearly equal as Newar

**Figure 4.3 Distribution of Respondents by Ethnic groups and Caste**



#### **4.4.3 Respondents by Education**

Education is a vehicle that plays a vital role in overall development of the country and society. So, developing country can be measuring the level of education of its people. The table below classifies the respondents by the level of education.

**Table 4.18 Distribution of Respondents by Level of Education**

Education	Number of respondents	Percentage
Illiterate	2	10
Class 1 to 5	5	25
Class 6 to below SLC	2	10
SLC	3	15
Intermediate	5	25
Total	20	100

Source: Field survey, 2017

The above table reveals that fact out of the total respondents 90 percent was literate and 10 percent were illiterate. The largest number of respondent was found to have education above SLC i.e. Intermediate level who was the employees in higher percent than the owner of business. The table above indicates that people of different education levels are involved in tourism section.

#### **4.4.4 Respondents by Annual Income Level**

Table shows that majority of the people have been earning 50000-100000 which occupy the 8 out of the total population. This figure indicates that majority of people are of middle class family. The people those who falls on the middle class family have also shows the disguised unemployment situation of the study area. So tourism can be effective means of additional employment and increasing income level of people. Following tables shows the annual income level of the study area.

**Table No. 4.19 Respondents by Annual Income Level.**

S.N	Income Level	Numbers	Percentage
1	Less than 25000	4	20
2	25000-50000	3	15
3	50000-100000	8	40
4	Above 100000	5	25
Total		20	100

Source: Field survey, 2017

#### 4.4.5 Respondents by Annual Expenditure.

Following table shows that 40 percent of the people spend more than Rs.25000-50000. And 25 percent spend less than Rs 25000; similarly 20 percent spend 50000-100000, 15 percent spent above than 100000.

**Table 4.20 Respondents by Annual Expenditure.**

S.N.	Expenditure Level	Number	Percentage
1	Less than 25000	5	25
2	25000-50000	8	40
3	50000-100000	4	20
4	Above 100000	3	15
Total		20	100

Source: Field Survey, 2017

#### 4.4.6 Respondents by Age and Sex

In business, like other variables age and sex also plays important role to get more profit. The table below shows the involvement of people according to age and sex.

**Table 4.21 Respondents by Age and Sex**

Age	Sex					Total
	Male	Percent	Female	Percent	Total	Percent
20-30 years	2	10	1	5	3	15
30-40 years	4	20	2	10	6	30
40-50 year	4	20	1	5	5	25
50-60 years	4	20	-	-	4	20
Above 60 years	2	10	-	-	2	10
Total	16	80	4	20	20	100

Source: Field survey, 2017

The above table indicates the involvement of higher percentage of male in tourism than female which is due to the presence of primitive thought to the people not to give permission to the female to come out from home easily, due to the hesitation on female to come in contact with the tourists comparatively more problem to

communicate with tourist due to illiteracy where rate is more in female than male. The involvement of people above 60 years indicates that the people are mainly local who like to be involve in business and remaining at their own home or nearby home.

#### 4.4.7 Major Tourism Product in Gorkha Bazzar According to Local People

During the field survey respondent were asked what is the major tourism product in Gorkha Bazzar. The respondent view of tourism product in Gorkha Bazzar can be seen by table below.

**Table No. 4.22 Major Tourism Product in Gorkha Bazzar According to Local Respondent**

S.N.	Tourism Product	Preference					
		Excellent		Good		Bad	
		No.	%	No.	%	No.	%
1	Sightseeing of monuments of market area and tribal village	7	70	3	30	-	-
2	Scenic beauty of Himalayas and river basin	10	100	-	-	-	-
3	Adventure of Trekking and Gliding	10	100	-	-	-	-
4	Bird Watching	8	80	2	20	-	-
5	Colorful festivals	6	60	4	40	-	-
6	Quiet & peaceful environment and gaining health	-	-	6	60	4	40
7	Cultural tourism	8	80	2	20	-	-
8	Sports tourism	-	-	8	80	2	20
9	Wildlife viewing	-	-	-	-	10	100

Source: Field Survey, 2017

Excellent = excess supply of particular facility

Good = equilibrium supply of particular facility

Bad = lack of particular facility

The above table shows that the adventure of trekking and scenic beauty of Himalaya is one of the most important ornaments of Gorkha Bazzar. All the respondents are agreed with it and they suggest that it will become a better place for bird watching and cultural tourism in future days as local cultural tourism supported by 80 percent of informants saying excellent and 20 percent good. Similarly, most of the informants (70%) say sightseeing becoming another probability of tourism in Gorkha Bazzar.

#### **4.5 Contribution of Tourism in the Study Area**

As with many other aspect of modern life tourism has brought its benefits and costs, blessing and curses. Success in attracting tourists and tourism related investments have sometimes led to over exploitation of tourism resources which has deteriorated the tourism experiences for visitors and the host like tourism industry doesn't only bring change in economic atmosphere but it brings a number of socio-cultural an environment changes in the local community. Tourism in Gorkha Bazaar area has brought a little remarkable change. A few impact of tourism upon local society can be observed impacts observed during the field survey are described below.

##### **A) Economic Contribution**

Tourism industry can bring a profound economic change of the tourist spot as well as the whole nation. Tourism is a major economic earning sector of our country. If infrastructure necessary for the tourism is developed it can play the vital role for the poverty alleviation.

In Gorkha Bazaar area, any profound change in economic condition of the local people is not noticed although, numbers of small cottage industry, Hotels are increasing gradually inside the municipality which is little far from the Durbar Square area. There are not found any metal idol shop, paper and cloth painting shop, wooden materials shop specially waiting for tourists. Only a few flown or garland shops were found around the Durbar square area especially on the way to Gorakhkali Temple. Those people are not earning from tourist from tourist by selling flower and garland. Two hotels were found to be established for tourists during survey which are near bus station in Gorkha Bazaar.

##### **B) Social Contribution**

Tourism brings social change as well as the other changes of the tourists spot. As Gorkha Bazaar is a small hilly town where no such pressure of tourist is experienced even in the specifics season also not any illustrative change on social pattern of the residents is found here. As a few younger's used to be modern dresses like shirt, paint, half paint kurta suruwal etc. Instead of traditional dresses like Daurasuruwal, gunyo-cholo which may be regarded as slight impact of tourism. Greater percentage of

children was found to join the school which is also indirect affect of tourism upon the people. Similarly, youngsters were found to be upon and frank to communicate with outsiders local people also as well. The people are more conscious about health and hygiene. Uses of open public awareness are decreasing due to public toilet are decreasing due to the public awareness to the construction of toilet is most of the houses.

Housing pattern of this area is found to be changed these days than before. Those houses are made of city specially focusing for the business purpose. Some houses are made by residential purpose especially for the conduction of hotel and lodge. Those hotels are with attached bathrooms. Most of the hotels try to maintain regular supply of hot and cold water according to the necessity. Nowadays, solar power also found to be used by the hotels owner for water heating purpose. Due to the lack of electricity, hotel owners are alert a lot and having managed by alternative way.

### **C) Cultural Contribution**

Although tourism is one of the effective media to influence in local indigenous culture in Gorkha Bazaar area. It doesn't have any such drastic or even remarkable impact probably due to the less interact with local people and tourist. But in the process of modernization slightly changed in their life style, i.e. change in clothing and habits due to being closer to the capital city have been observed. There is no sufficient ground to say that tourism has its impact towards the change on local tradition patterns of family life style.

Beside these tourism is also economically best for cultural developments as well as cultural civilization. Some respondents who're aligned with tourism in favor of positive impacts have presented with their culture which helped their culture to cross the country boarder in some extent, it was found during the study that cultural programme was conducted by the hotel but due to the insurgency of short stay tourists and other different problems it could not get continuity and could not be commercialized. No any remarkable negative impact is observed in the area during the study.

## **D) Environmental Contribution**

Tourism in Gorkha Bazaar has brought to the environmental impact as well as the economic impact, social impact and cultural impact. The tourist spot was found to be clean and no dense population and a small hilly town. The daily wastage garbage is managed properly by the municipality has arranged its dumping site by their sector and sweepers. Those people were also seemed to be clean and tidy. The local club and local people are participating to maintain the spot neat and clean and beautiful regularly. Likewise, government officials are also giving keen interest to manage the park of the spot looks clean and greenery. Since most of the tourist visiting this place only spends a few hours according to the arrangement sightseeing programme. No such negative impacts in environmental issues regarding using local resources were observed or identified. Tourists are coming to Gorkha Bazaar for trekking to the Manaslu region which helps for their environmental impact which is very hot remarkable here.

### **4.6 Prospect of Tourism in Gorkha Bazaar**

Gorkha is a renowned area with the historical importance situated in the west of Kathmandu valley about 140km. Gorkha Bazaar is accessible by all kinds of vehicles as public bus, private car, taxi or travel coach etc. It is the good income source of municipality as well as to the nation if we can manage properly. The major prospects associated with tourism are given below.

#### **4.6.1 Scenic Attraction**

Around the Gorkha Bazaar area especially Gorkha Palace, Main Durbar and there are so many other beautiful squares with Shitalpati, Rangamahar, Panditpati, Rotpati, Gorkhnathgufa, Pashupati, Guheshwori, Chaughera Bhawan etc, which is very attractive for the tourists. From the top of the hill, they can see many White Mountains, likewise Mt. Manaslu, Ganesh Himal, Buddha Himal, Lamjung Himal, Himalchuli peak and Annapurna range are very beautiful.



#### **4.6.2. Cultural Attraction**

Around Gorkha Bazaar, there are different caste of the people are living and they have their own culture, tradition and festival which is very extremely new for the tourists and they can enjoy a lot. Among of them there are some other cultural and religious festivals likewise Gaijatra, Haritalika Teej, Falgupurnima, Shivaratri etc. It means those tourists who want to go there they can enjoy a lot with their cultural festival.

#### **4.6.3 Traditional Art and Architecture Attraction**

Gorkha Bazaar is famous for its art and architecture of the medieval period. The Palace and Temple with the unique wooden carving and wonderful stone statue can wonder all of us. Different statue, idols filled with art and architecture of medieval period can bring lots of tourist in the same period.

#### **4.6.4 Tourism infrastructure in Gorkha Bazaar**

Infrastructure play vital role for the development of Tourism industry. In Gorkha Bazaar, transportation, accommodation, health communication facilities are available. It is accessible from Kathmandu by any kinds of vehicles and is about 140km from Kathmandu which takes about 5 hours by bus to reach in Gorkha Bazaar. Pokhara is main destination to the tourist and there is also direct bus available from Gorkha. That is why some of the tourist goes to Pokhara via Gorkha.

There are few tourist standard Hotels, they can provide continental, Indian and Nepali dishes to the tourists. There are different types of shop which can provide goods and facilities to the tourists as per their requirement.

#### **4.7 Problems of Tourism in Gorkha Bazaar**

There are some problems associated with tourism in Gorkha Bazaar. There is no recreational facility. So, some of the tourists are feeling difficulty even to spend a night in Gorkha Bazaar. The major problems of tourism in Gorkha Bazaar are given below:

#### **4.7.1 Drinking water**

There is problem of drinking water in Gorkha Bazaar. Sometimes, Hotel people they cannot fulfill the demand of water to their guests. Some other local people also they have to bring the water from the long way walking. Now a day, municipality is workout about pumping water systems hope it will be solve soon.

#### **4.7.2 Electricity**

There is no regular electricity supply in this area which is very bad for tourism though hotel people are providing some other battery power too. This creates problem in communication and movement of tourists around the area and all hotels cannot fulfill daily necessity of their customers. Now a day, most of the hotels have alternative sources of the electricity of generator and others.

#### **4.7.3 Skilled Human Resources**

The regions apparent advantage of having abundant cheap labor is illusory since it generally lack of social support and environment for tourism development. The shortage of skilled personal imposes serious constraint at least in the sort of medium term. According to the Nepal Tourism Statistics 2011, in Nepal number of tourist guide is 2458 and number of trekking guide is 6875. Information about tourist guide in Gorkha district could not found in this research.

#### **4.7.4 Transportation**

Transportation is the backbone of the tourism industries, which is not available to all tourists destination in Gorkha district. Prithvi highway is providing transportation facilities in the south part of Gorkha but in the northern parts are lacking by these facilities. For the emergency case, tourist cannot get any other type of vehicles whenever if they like to leave from Gorkha Bazaar in the late evening.

#### **4.7.5 Health Service Center**

Although in the district headquarter of Gorkha, there is a hospital but in other VDCs, there are only primary health services. They are not well-equipped in terms of emergency and even for the general health services. It is causing a great deal of

inconveniences to the locals as well as tourist visiting in district. Therefore, in sufficient facilities of health services should be considered as a problem for the promotion of rural tourism in Gorkha Bazaar.

#### **4.7.6 Vegetable**

There is a lack of green and fresh vegetable in the market according to the hotel owners though it is a small town of hilly region and some product of farmers are reached in the market but that is not sufficient. Especially, different varieties of vegetable are not available here according to their choice in off season. So, Hotel people and tourists they fell problems of fresh and green vegetable in Gorkha Bazaar.

#### **4.7.7 Publicity**

It is very effective tools for promoting business activities but is difficult to manage. It is public relation techniques in which information are transferred from one party to another. It involves an impersonal message that reaches the mass audience through the media. It appears in the form of news. It has greater credibility than advertising. It is found that, here is lack of publicity about Gorkha Bazaar area from local as well as central level. A website is created for knowing about Gorkha [www.visitgorkha.com](http://www.visitgorkha.com).

#### **4.7.8 Tour package**

Tours and travel agency providing services directly to the visitors. They sell tour packages offer by a tour wholesaler as well as they can sell tickets on the behalf of airlines companies. A travel agency provides tour services like, hotel reservation, ticketing, tour and excursion booking, private car/off-road express etc. Specially, tour package are not found to take the tourist to Gorkha Bazaar even from the central Kathmandu by travel agents.

#### **4.7.9 Recreational Facilities**

There should be sufficient bus parks, swimming pools, cultural programme and other additional facilities which are not available in Gorkha Bazaar. Information center should be established in touristic area. But there is not any information center in Gorkha. Tourist map and information is not available in Gorkha district.

## **CHAPTER V**

### **MAJOR FINDING CONCLUSION AND RECOMMENDATION**

The introduction chapter includes the topics such as background statement of the problem, objective of the study, importance of the study, limitation of the study and organization of the study. The second chapter includes review of literature of related studies. The third chapter research methodology is completely related the data collection and analysis. The fourth chapter includes data presentation and analysis. At last the major finding and conclusion of the study is drawn and on the basis of conclusion drawn some suggestions are offered to solve the existing problems, thus the whole research work will be ended.

#### **5.1 Major Findings**

The following facts were known during the study;

1. Tourists were found to unwilling to mention their religion
2. They're found to visit in this area by bus in higher percentage
3. Tourists were found to visit this area in higher percentage of male than female
4. Age group of tourists were found 30-40 years old than the other age group
5. Few tourists were interested to know about the cause of filling questionnaire
6. Most of them were visited in this area for the first time
7. Most of them were coming from Europe and few of them were Asian nationality
8. Most of them were found to coming there as a general visitors for enjoying their holidays
9. Most of the tourists were found to have normal budget on the tour and they're short stay tourists
10. The business Man associated with tourism were unwilling to mention their actual income and net profit

11. Most of the local respondents associated with tourism industry were Hindu
12. Most of the local respondents associated with tourism industry were well educated
13. Most of the local respondents associated with tourism industry were male

## **5.2 Conclusion**

From the available data information and researchers observation along with the interpretations and discussions in the proceeding sections, now it is obvious that Gorkha Bazaar has a very high prospect and promising future for tourism development. If all spots of Gorkha Bazaar are developed people and marketed strategically, there will definitely be a huge inflow of domestic as well as foreign tourists. This study attempts to link the tourism in Gorkha Bazaar and rest of the rural economy. Creation of tourism infrastructure is expected to result in an increased flow of tourist, which would create demand for various local products for the consumption of tourist arriving in Gorkha Bazaar. This is expected to create various types of production opportunities for income and employment generation.. Low level of infrastructure development, lack of awareness, entrepreneurship and investment and lack of marketing to the previous tourism products are existing as challenge for tourism development in Gorkha Bazaar. Nevertheless, all these problems can be overcome with concrete efforts of public and private partnership.

## **5.3 Recommendations**

In fact of Gorkha Bazaar has a development possibility of tourism with comparatively advantages. Therefore, tourism shall be developed in such a way that the national development and distribution of income shall be satisfactory in order to avoid the future conflict among the different Nepalese society. For this purpose, the local sectors, Municipality, development committee, local organization club, tourism related organizations; Nepal Tourism Board(NTB) as well as other different tourism associated agencies should play following attentions to develop tourism in Gorkha Bazaar;

- Regular supply of clean water and electricity should be maintained as soon as possible
- Government assistance is required for promotion and infrastructure development of Gorkha Bazaar
- Transportation facility should be made available at any time for the departure of tourists from the spot if needed accidentally
- Skilled manpower should be required in the tourism associated business so that there is not any difficulty to communicate with tourists and to serve them
- Health facility is not satisfactory although there is a district hospital and some medicals are available here but government should think over the promotion of good health facility in Gorkha Bazaar
- Priority should be given to the development of rural tourism destination in order to alternative poverty
- In order to increase the expenditure pattern of tourists, tourist product must be diverse with the help of community and concerned agencies
- Some gardens, parks, swimming pool if necessary should be constructed by hotels with beautiful flowers, scenario and wide space should be maintained well so that tourists can take joy there
- Recreational facilities should be increased in Gorkha Bazaar so that they can extend their itinerary
- Domestic tourism should be promoted by the awareness of local people
- Priority should be given regarding the Gorkha Durbar which is also known the birth place of late king Prithvinarayan Shah who unified modern Nepal
- Travel agencies from the Kathmandu must be promoted to sell tour package in Gorkha Bazaar

Implementation of the above mentioned measures will lead to increase the number of tourists inflow significantly would ultimately contribute the raising standard of living and poverty alleviation of Gorkha Bazaar.

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**Annex-I**  
**Questionnaire for Tourist**

Name:

Age:

Nationality:

Occupation:

- 1) How long have you been here (Gorkha bazaar)?
  - a) Day excursion
  - b) one night / 2 days
  - c) 2 nights / 3 days
  - d) above 3 days
  
- 2) How do you get information about Gorkha bazaar?
  - a) From Travel Agencies
  - b) From media (internet, radio, television etc)
  - c) From local people
  - d) Others
  
- 3) What is your purpose to visit Gorkha bazaar?
  - a) Pilgrimage
  - b) Research
  - c) Study of culture
  - d) Sightseeing
  - e) Others
  
- 4) What types of transport you used to come here?
  - a) Local bus/taxi
  - b) by trekking
  - c) By travelers coach
  - d) by own car
  
- 5) Are you satisfied with the service provided by the hotel of this area?
  - a) Yes
  - b) No
  
- 6) If no which service are defective?
  - a) Lodging
  - b) Fooding
  - c) Guiding
  - d) others.....
  
- 7) What kind of food did you want in Gorkha?
  - a) Nepalese
  - b) Newari
  - c) Own
  - d) others.....

## Annex II

### Questionnaire for hotel owner

Name of the hotel.....

Name of the Hotel owner .....

Establishment Year .....

1) Where is your permanent address?

.....

2) Is the present hotel lodge is in your house or rent?

a) Own

b) Rent

c) Only field rent

3) If rent how much rent do you have to pay per month?

a) Below 10,000

b) 10,000-15,000

c) More then 15,000

4) How many employers are there in your hotel/lodge?

Total..... Male..... Female.....

5) How many visitors came to your hotel/Lodge annually?

.....

6) Which is the peak season of visiting tourists?

.....

7) How many rooms and beds are available in your hotel/Lodge?

.....

- 8) What types of food are available in your hotel?
- Newari
  - Indian
  - Nepali
  - Others
- 9) What are the prime attractions in Gorkha? Please assign the number.
- [1 = Excellent      2 = Good      3 = Bad]
- Sightseeing of monuments market area and tribal village.....
  - Scenic beauty of Himalaya, mountain, sunrise, sunset and river Basin.....
  - Bird watching.....
  - Museum seeing.....
  - Seminars and conference .....
  - Quiet and peaceful place for relaxing and gaining health.....
- 10) How did you evaluation the existing facilities in Gorkha? Ples write the proper numbers as follows.
- [ 1 Excellent    2 = Good    3 = Bad    4 = Don't know]
- Water supply .....
  - Electricity.....
  - Health service .....
  - Cleanliness of the place .....
  - Drainage system .....
  - Hotel facilities.....
  - Toilet facilities .....
  - Conservation and promotion of natural and cultural assets.....
  - Behavior of local people.....
  - Communication facilities .....
  - Road condition to Gorkha .....
  - Security management .....
  - Street lighting .....
  - Restaurant (food) facilities .....
  - Employees in tourism (service) .....

## Annex III

### Questionnaire for the local people

#### A. Personal information

Name: \_\_\_\_\_

Address .....

Education.....

Religion.....

Age/Sex.....

Profession .....

Contact Number .....

#### B. Questionnaire

1) How much your annual income?

- a) Less than Rs.10,000
- b) Rs.10,000 - 20,000
- c) Rs.20,000 - 30,000
- d) More than Rs.30,000

2) How much your annual expenditure?

- a) Less than Rs.10,000
- b) Rs.10,000 - 20,000
- c) Rs.20,000 - 30,000
- d) More than 30,000

3) Do you know about Tourism?

- a) Yes
- b) No

4) Do you see the prospects of tourism in Gorkha?

- a) Yes
- b) No
- c) Don't know

5) If yes, what is the prime attraction in Gorkha please assigning the number?

[1 = Excellent 2 = Good 3 = Bad]

- a) Sightseeing. ....
- b) Scenic beauty of Himalaya. ....

- c) Adventure of trekking, rock climbing, caving and paragliding.  
.....
  - d) Colorful festival. ....
  - e) Quiet and peaceful environment. ....
  - f) Sport tourism. ....
- 6) Whose role is important for tourism development in Gorkha district?
- a) Government
  - b) Local institution
  - c) Non- government Enterprises
  - d) All Of the above
- 7) Will it eliminate poverty from this area if tourism development is given emphasize?
- a) Yes
  - b) No
- 8) Would you like to involve yourself in tourism industry if all infrastructures are available?
- a) I will
  - b) I will not
- 9) What do you think is the main problem to be faced for tourism development in this area?
- a) Language
  - b) Transportation
  - c) Accommodation
  - d) Guide
  - e) All of the above
- 10) Give your suggestion for tourism development.
- .....
- .....

**THANK YOU**