

# CHAPTER I

## INTRODUCTION

### **1.1 Background of the Study**

Tourism refers to the temporary, short-term movement of people to destination outside the places where they normally live and work one night, and their activities during the stay at these destinations. Most of these movements are international in character. Tourism is major element in the balance of payments of many countries, which has grown faster than the trade in goods. Tourism generates employment and income. It makes use of resources, which may not be used otherwise, in particular of unemployed labor in developing countries with few alternative sources of employment. It can directly influence living standards and quality of life which lead to the satisfaction of the visitors and multiple benefits to the destination visited i.e. employment generation, economic growth, conservation of natural and cultural heritage, culture exchange etc. Tourism has always helped the local economy by improving living standards, education, health care, social awareness and infrastructure.

Nepal opened its door to the world tourist market after the great political changes in 1950, the Rana rulers were overthrown and democracy was restored. After that, there was no looking back, as tourism accelerated in Nepal after establishment of Nepal Tourism Committee in 1970 and Nepal Tourism Master Plan was prepared in 1972, followed by establishment of Ministry of Tourism by Government in 1973 (DoT, 1984).

Nepal is one of the richest countries in terms of bio-diversity, which can be easily reflected by its physiographic, climatologically and wide altitudinal variations. Tourism reaches into the varied aspects of Nepalese life and thousands of people from diverse sectors benefit from it directly and indirectly. It generates employment opportunities and also helps in the preservation and conservation of the art and architecture, culture and natural resources.

Nepal is known all over the world as the Himalayan country. The existence and viability of multi-ethnic and multicultural communities are the major cultural tourism attractions. Tourism industry has played major role in Nepalese economy. The arrival

of tourists in Nepal every year is directly or indirectly beneficial to the Nepalese people. It is the major source of earning valuable foreign exchange. Due to its great natural beauty and unique and multi-cultural features, Nepal has become an attractive destination for tourists from all over the world. Considering the historical background, geographical situation and socio-cultural wealth there are enormous touristic potentialities in Nepal and the tourism industry has been playing a significant role in the country's economy. Considering these facts, it is essential to conserve and preserve its natural and cultural beauty. People from both east and west are attracted to visit Nepal due to having all important ingredients for tourism development. Nepal's natural attraction, resulting from physical, historical, cultural monuments and temples, art treasures and festivals and its wildlife are the best attractions for the foreign visitors. Cultural, religious and natural resources are the three major attractions of Nepal which have eight cultural and two natural World Heritage Sites.

Among them, Kathmandu Durbar Square is one of the attractive cultural heritage sites which was listed in the UNESCO World Heritage Monument List in 1979. It is in the heart of capital city Kathmandu in Basantapur. Durbar square with its old temples and palaces epitomizes the religious and cultural life of the people. The Royal complex was residence to Nepal's Royal family before the construction of the Narayanhiti Royal Palace. The founding of the Royal Palace dates back to Licchavi times. With considerable renovations by Malla rulers and later the Ranas, construction was accomplished progressively over many centuries. There are around 50 temples in the vicinity including the temple of Royal titular deity, Taleju Bhawani. The Durbar is divided into two courtyards, the outer comprising Kasthamandap, Kumari Ghar, and Shiva-Parvati Temple, and the inner consisting of Hanuman Dhoka and the main palace. It also houses two museums. Important ceremonies, including the coronation of the Nepali monarch, are held in the Kathmandu Durbar Square. Most parts of the palace premise are open for tourists throughout the year during office hours.

Tourism has been defined in different ways by various authors and concerned organizations and yet there is not universally accepted definition of tourism. Hermann V. Schullaid, an Australian economist gave one of the earliest definitions of tourism in 1910. According to Schullaid, tourism is "the sum total of the operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside or certain country, city or region" (Satyal, 1988).

Meyer has defined tourism as, "A collective term for human movement and its attendant activities caused by the exteriorization and fulfillment of the desire to escape that is more or less latent in everybody" (Upadhyaya, 2010). This definition received the first prize by Academic International de Tourism at Monte Carlo in 1952. However, this definition does not seem to be broad enough. Another definition of tourism given by the Swiss professors Waiter Hunziker and Kuet Krapf, in 1942, is more phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of permanent residence and is not connected with a remunerated activity" (Bhatia, 1994).

The tourism society in Britain had also attempted to classify the concept and in 1976 defined tourism as: "Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations; it includes movement for all purpose, as well as day visits or excursions" (Bhatia, 1994).

## **1.2 Statement of the Problem and Research Questions**

The contribution of tourism sector in the overall economic development of Nepal has been quite significant, however Nepalese tourism sector has not been developed as expected. Despite great potentials and promising prospects, there are lots of problems to expedite the growth of tourism in Nepal. In spite of huge investments and continuous efforts of the government as well as private sector, this sector has just contributed less than four percent of GDP in the economy. Although the number of tourist has been increasing over the years, the length of the stay of tourists has changed very little over the period. Moreover, the exploration of available tourism potential is limited in Nepal. Although there are many potential tourist destinations at the remote villages of Nepal, we have not been able to expand this industry throughout the whole country. Among the majority of 85 percent Nepalese people who live in the village are still far from entertaining the benefits of tourism. So, there are challenges of developing and promoting tourism industry by means of exploring new tourist destinations in the remote villages, increasing the number of tourist arrivals, extending their duration of stay and encouraging quality tourism. As the flow of international tourists into the country increases, different facilities like accommodation, transport, communication, good hotel and trained guide etc. also have to be increased side by side.

In this context, many researchers have already studied about the Nepalese tourism industry and recommended various measures to develop this sector. Despite the vital role of tourism in the economic development of Nepal as a whole, all of the studies have expressed concern over the development of tourism in Nepal saying that it is not so satisfactory as anticipated and the problems still exist through out these years. So, this study attempts to address or assessing the impacts of Tourism in Kathmandu Durbar square area and trace out of the major problems being faced by this sector along with the policy recommendations. This study deals with the following issues:

- a) What are the important features of Kathmandu Durbar Square area as one of the heritage site?
- b) How has tourism been contributing to the shopkeepers' income generating and employment opportunities?
- c) Which are the prime socio-economic impact of tourism in Kathmandu Durbar Square area?

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

The general objective of this study is to assess the impacts of Tourism in Kathmandu Durbar Square. Following are the specific objectives:

- a) To study of the features of Kathmandu Durbar Square Area as one of the important heritage site,
- b) To examine the contribution of tourism in income generating and employment opportunities in Kathmandu Durbar Square Area,
- c) To analyze the prime socio-economic impact of tourism in Kathmandu Durbar Square Area.

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

This study is significant as tourism play a vital role in the economic development of Nepal. Thus, this study focuses on analyzing trend and the foreign currency earnings. This also highlights the role of tourism in government revenue and employment generation. This study further discusses the problems being faced by Nepalese tourism sector and thereby submits the suggestions to overcome those problems. In overall, this study explores the significance of tourism sector in Nepal and highlights some of the policy measures for the development of this sector.

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

- a) This study has been carried out in Kathmandu Durbar Square area which includes Ward No.19, 20, 23, and 25 of Kathmandu Metropolitan City.
- b) Due to limited time and monetary resources, all areas have not been studied.

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

The study has been divided into five chapters. The chapter first deals the background of the study, statement of the problem, objectives of the study, significance of the study and limitations of the study. Similarly, the second chapter is devoted for review of literature which consists of conceptual review and review of related studies.

The third chapter analyzes research methodology, which consists of research design, nature and sources of data, sampling design, and data collection methods and data analysis. Similarly chapter four examines data presentation and analysis which includes features of Kathmandu Durbar Square area, trend and structure of tourists arrival in Nepal, purposes of visit in Nepal, status of the foreign exchange earnings and contribution of earnings from tourism sector, an overview of tourists arrival in Kathmandu Durbar Square Area, revenue generated from tourist fees in Kathmandu Durbar Square Area, advantages and potential threats of tourism to World Heritage Conservation and impact of tourism in Kathmandu Durbar Square area, analysis of international visitors and local people and analysis of survey findings of local people.

The last chapter summaries the conclusion and recommendations.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

Review of related literature is an essential part for every research. The objective of this chapter is to review some of the basic literature on impact of tourism in Nepalese society. As far as the impact of tourism is concerned, various scholars made studies focusing mainly on economic aspects. Social and cultural values are often ignored in such studies. In fact, the trend of sociological and anthropological studies in this subject matter still needs stimulation. Some of the useful literatures have been reviewed as per the need of the study.

#### **2.1 Theoretical Review**

##### **2.1.1 International Review**

Tourism is perceived as an economic activity which accrues to the recipient countries a definite source of foreign exchange and national income, creates jobs to reduce unemployment, fosters entrepreneurship, stimulates production of food and local handicrafts, speeds of communication facilities, cultural exchanges and above all, contributes to a better understanding of the host country. Some of principal changing dimensions of the vast expanding tourist industry are bringing into sharper focus the global concern over the cultural, ecological, environment, socio-economic and political effects of tourism (Burger, 2009).

The word 'Tourism' is derived from the French word 'Tourisme'. It literally means to travel and travel related jobs. The word 'Tour' means journey from place to place. Tourism has been defined in different ways. The Oxford dictionary defines tourist as 'person travelling or visiting places of interest'. This definition implies tourist as a person travelling for recreation'. This definition is not enough, as a tourist he must be non-residential not earning and he must generate economic activities.

The word 'tourism' carries different meaning as per different scholars. "The sum total of operations, mainly of economic nature, which is directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or origin, is tourism" (Scullerd, 1999). Around these definitions given by different scholars, we can say that tourist is the visitor of different new places for entertainment whereas tourism is the business of providing the different survives to the visitors. Through the

operation of tourism business, a tourist gets service, an unemployed person gets job and the nation collects revenue. Therefore, tourism is the main sources of revenue collection for a nation.

The function of tourism is to import currency from foreign resources into the country. Its impact is what tourist expenditures can do to the different sector of the economy and in particulars the hotelkeepers (Pearce, 2006).

The management of different sectors such as hotels, travel agencies, trekking agencies and social servicing industries is essential because these provide maximum facilities to the tourists. Therefore, all the economic activities performed with the purpose of providing pleasure and comfort to the tourist can be regarded as tourism industry.

Tourism is considered to the largest industry in the world which is influenced directly by real disposable personal income, price of foreign travel services, publicity, cost and conveniences of means of transportation, tourist attraction such as sea resorts, mountain resorts and places of historical or natural interest. In this connection, the IMF staff paper writes “Tourism may be influenced by real disposable personal income, price of foreign travel services abroad and at home, publicity cost and conveniences of means of transportation, location of home country and neighboring countries with such tourist attraction as sea resorts, sunny skies, mountain resorts and places of historical or natural interests” (Pearce, 2006).

Tourism has become the one of the world’s largest and fastest growing industries, over the period 2001-2010, international tourist arrivals grew at an average annual rate of 5.4 per cent. Exceeding the 1000 million. The outstanding performance can be attributed to several factors including the following: rising level of disposable income; improvement in transportation and the introduction of low-cost airline services; easier access to destination by tourist from traditional source markets and the emergence of new source market; and the diversification of the industry with new market riches, such as cultural tourism and adventure tourism (Pollaco, 2010).

Tourism is recognized as an important sector in the development agenda of most of the countries. This recognition seems to be based on perception that development of tourism has potential for the expansion of income and employment opportunities in the economy. It has potentiality to enhance foreign exchange earnings through

international tourism, which of course is vital for strengthening import capacities of the economy to support the development process.

Smith (2008) in his book 'Tourism Analysis: A Handbook', explained the practical methods of studying and analyzing tourism. He says that Samuel Pegge reported the use of 'tour-ist' as a new word for traveler in 1800; England's Sporting Magazine introduced the word 'tourism' in 1811. He later adds that tourism research and policy analysis utilizes two major units of study: the person and the trip. Defining the two terms i.e. person or tourists and trips will define tourism itself. Accordingly, a person may be a domestic or an international visitor (international tourist or excursionist). There were distinctions drawn in 1963 by the Conference on International Travel and tourism, between tourists who stayed for more than 24 hours, and visitors, who stayed for less than 24 hours. On the other hand, a trip is generally considered to occur each time an individual or groups leave their place of residence, travel at least a specified distance, and return home involving several destinations, usually less than one year.

"Tourism is essentially about people and places, the places one group of people leave, visit and pass through, and the other groups who make their trip possible and those they encounter along the way. In a more technical sense, tourism may be thought of as the relationships and phenomena arising out of the journeys and temporary stays of people traveling primarily for leisure or recreational purposes" (Pearce, 2006).

Hawkees (2008) has studied the issues of tourism and conservation. The study introduced that the community is culturally subordinate because such an image was rooted in western ideas about the culture is a part of this that culture could somehow destroyed. It is not economically subordinate because much of the control over expenditure as yet remains out of the hands of those with the capacity to spend. Because, the tourist often not familiar with the ways of the country and are also willing to pass on responsibility to others, they are resources which can be exploited by Nepalese in whole range of ways.

### **2.1.2 National Review**

The cultural heritage of the Kathmandu Valley is illustrated by seven groups of monuments and buildings which display the full range of historic and artistic achievements for which the Kathmandu Valley is world famous. The seven sites include the Durbar Squares of Hanuman Dhoka (Kathmandu), Patan and Bhaktapur,



the Buddhist stupas of Swayambhu and Baudhanath, and the Hindu temples of Pashupati , Changu Narayan and Lumbini . Nepal's national parks included in the World Heritage Sites list are exceptional areas with dramatic mountains, glaciers, deep valleys and undisturbed vestiges of the 'Terai' region. Several rare species, such as the snow leopard, lesser panda, single-horned Asiatic rhinoceros and the Bengal tiger are found in Chitwan National Park and Sagarmatha National Park (Satyal, 1998).

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Convention which, besides the text of the Convention, is the main working tool on World Heritage. The criteria are regularly revised by the committee to reflect the evolution of the World Heritage concept itself

Tuladhar (2005) in his study has aimed to study the socio-economic impact of Tourism in Nepal from the view of resources, the level of its explorations, utilizations and possibilities of its improvement. This study has been done against the background of the overall conditions and its development including natural and anthropological resources, economic development of the country, tourists' demands, and tourist supply. To achieve the objectives of this study, a systematic method of investigation in the theoretical scheme was used. The major findings included the use of dispersion as a basic for the balancing of prognoses may promote foreign visitor's quality and the possibilities for attempt and contribution for the future development of international tourism in Nepal should work out alternative prognostic situations in unison with the extracted priority of the tourist supply and direction for their improvement. Tuladhar has given various suggestions in his study like to promote charter flights with Nepal Airline by tour operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for the tourist travel to Nepal, to provide more cultural shows and other types of suitable entertainment, to increase the length of stay of tourists and to increase their expenditure, to establish summer resorts like suitable tourist hotels and villas on the banks of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education.

Rajbhandari (2007) has analyzed the changing pattern of tourist's consumption and its economic impacts on employment, exports and national revenue were made. The

basic objectives of the study were to examine the consumption pattern of tourist, to analyze the use of local resources in tourist consumption and their effects on employment, to probe into capacity utilizations of hotels in relation to the tourist's number and length of stay and to examine the change in government revenue resulting from the tourist export. This study dealt with different tourism aspects i.e., hotels and lodges, airline, travel agencies, trekking agencies, carpet and garment industries and transport agencies working in Nepal. According to him leakage of foreign exchange earning, high import contents, seasonal fluctuations in demand for tourism and over dependence on seasonality factor have been the major weaknesses in the tourism industry. He suggested that different tourism related policies and sectors like infrastructure, open-sky policy, planning of new tourism project, opening of a new destination in the country, tourism marketing strategy, management of travel agencies, full capacity utilization of hotels etc., should be planned properly.

"Temporary visitors staying, at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings: (a) leisure (recreation, holiday, health, study, religion and sport); (b) business (family mission, meeting)" (Kunwar, 2007).

Singh (2009) has highlighted the significance of tourism by quoting that many countries that have seen their natural resources depleted and their cities polluted with heavy industries. See tourism as a clean way to economic prosperity. They see tourism as a way to increase foreign exchange, improve the economy, provide employment, Generate revenue, promote other industries, such as retail sales, decrease reliance on natural resources and polluting industries, tourism can benefit the quality of life in local committee as well, helping to modernize utilities and transportation, providing employment, raising the educational level of local people and broadening the in world view and reviving interest and pride in community's cultural heritage and the arts.

In case of Nepalese tourism sector, tourism has received a unique place in Nepal. It has been a definite source of income for the country since its inception. Tourism has been playing a vital role in strengthening the national economy of Nepal. Nepal has been becoming a center of attraction and is being developed as a tourist destination due to its natural beauty, diversified cultural heritage and the world famous pick 'the

Mount Everest'. The religious and cultural diversity, traditional life-style of people have also added to the attraction of Nepal as a tourist destination.

Shrestha (2009) has mainly aimed to concern with the problems and prospects of tourism in Nepal. Her study identify the basic problems of tourism on the basis of its contribution to national economy status of tourism infrastructures, review of the planning and policies of the government exports in the sample, and also analyzed the trend of foreign exchange earnings and share of tourism receipts to gross domestic product.

The author has pointed out that Nepal has not been able to introduce and diversify new tourism products. On the other hand, the experts are of the opinion that the problem of the air accessibility, lack of proper marketing and promotional strategy, pollution, lack of required infrastructure, lack of co-ordination, frequent, frequent change in government as well as lack of political commitment are the short coming of tourism industry in Nepal. Despite the various problems, she added, the prospects of tourism are bright in Nepalese economy in generating employment, contributing to national GDP and also for over all development of the economy.

Upadhyaya (2010) has said that many countries have made efforts to promote tourism as a means of economic development. This development in various countries remains confirmed to local and regional level or helped the national economy as a whole. It is because tourism is considered as an inexhaustible industry that has potential to improve further as the tourism industry is developed gradually. As W. W. Rostow has made it clear that in the process of economic development of a backward country some sectors must play the role of a leading sector. So that not only the sector(s), in question, grow rapidly but also have the capacity to move other sector of the economy forward. This process leads the entire economy on higher growth path. He has depicted the fact that the tourism sector has been improving its significance in the economy. It has been improving its significance in the economy. It has been estimated that the activities related to tourism sector has strong inducement effect on the other activities of the economy. Beside foreign exchange earning, it is equally important to employment. Further, he argued that, no doubt, Nepalese economy is moving faster and faster on the path of globalization.

Although tourism is important for a developing country like Nepal, there is a dearth of literature relating to marketing and promotion of tourism. . In view of the importance

of marketing and need for Nepal to go for extensive promotion, the present study about the marketing strategies taken by Nepal Tourism Board has been initiated.

## **2.2 Empirical Review**

### **2.2.1 International Review**

Bhatia (2009) in his study explained that the aim of marketing is to know and understand the customer so well that the product or service fits and sells itself. According to the British Institute of Marketing, "Marketing is the management function which organizes and directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service to the final customer or user so as to achieve the profit target or other objectives set by the company" (Bhatia, 2009). Similarly Eugene J. Kelly has defined marketing "as a business discipline, marketing consists of systematic study of the demand generating or consumer motivating forces, the temporal and spatial considerations influencing economic transaction, and the interacting efforts and responses of buyers and sellers in a market" (Bhatia, 2009). According to the American Marketing Association, "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives" (Bhatia, 2009). Today, in the field of marketing, more priority is given to know the desire of customers and to satisfy them. The present concept calls for a customer orientation backed by integrated marketing aimed at generating customer satisfaction and long run consumer welfare as the key to attaining success (Bhatia, 2009).

Hawkees (2008) had studied on tourism planning in Palpa district. He mentions that the overall unspoiled environment and cultural character of the area can be developed as hill resort for domestic and regional residents. Hawkees also show the possibility of pilgrim tourism in this region. Finally he says Tansen can be a good stopover for international tourist including those coming by land route from India, using the area as a base for trekking and rafting trips.

Burger (2009) has studied that tourism in Nepal is of rather recent origin. Before 1950 no foreigners were allowed to visit Nepal without permission of Rana Rulers. After opening door to tourism, the tourist inflow of Nepal rapidly increased. He indicated that more than one hundred lakhs tourist visited the country in 1976. Since 1962 the

number of tourist arrival has grown at an average rate of 20% per annum and more than 80% of total tourist arrived in the country by air whereas about 20% arrived overland excluding Indian tourist. One of the most findings of the study was one out of six tourists who visited India also visited Nepal. The study concluded, "Although tourism is a recent phenomenon in Nepal, it has grown at astonishing rate. Europe was the major tourist generating market for Nepal in 1975 but the USA was the leading single country in terms of number of visitors".

National Tourism Promotion Report 1983 was prepared by National Tourism Promotion Committee in 1981. It re-emphasized the need for promoting Nepal Style Tourism as mentioned in Nepal. Tourism Master Plan which would include sightseeing, trekking and wildlife adventure would promote Nepal as a primary destination. The major suggestion given in this report is to develop resorts in the mid mountains to encourage tourists from India during the hot Indian summer season, promotion in Europe be stepped up, special programs be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Hindu pilgrims from India, depute a person in the Embassies of Nepal for promoting tourism, participate in various important trade fairs and to promote convention tourism.

Pollaco (2010) has stated that historical monument and cultures of Nepal are important attraction to many tourists and better use of this sector help more for the promotion of tourism in Nepal. He further suggested that intensive area should be taken for the protection of the cultural properties.

"All good marketing begins with the customers and ends with the customers. All good tourism marketing therefore, should begin with the visitor (tourist) and see through to the end, that we have met all reasonable expectations of that visitor. We must ensure that he or she returns with as much as a positive feeling as possible, about Nepal and its people." In fact, the good image and memories of tourists are more beneficial for the country that the promotional activities like, international advertisement, brochures, newspaper article etc., So far Nepal is concerned as a tourist destination it offers a unique product and unparalleled opportunities for marketers who want to take on the challenge. It just means that both Nepalese operators and their partners in Asia need to work harder and be innovative if they are to achieve yields that Nepal's tourism

operations deserve. For Nepal "USA, Australia and the Pacific and other European countries, specially the Scandinavian countries- are very potential future markets. South East Asia is emerging to be an economic giant. But as our marketing resources are not so big, we have to select only a few countries" (Pollaco, 2010).

According to the World Bank, eco-tourism (along with adventure travel and cultural travel) is one of the three types of tourism most amenable to community based initiatives. These niche markets provide especially desirable "Customers" for culturally or environmentally spend more and stay longer at a destination than the average tourists, generating a higher yield but with less impact to the life of the community and on local culture and environment. Community based tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets (e.g. archeological ruins, historic sites, traditional crafts production (WTO, 2011)

### **2.2.2 National Review**

Baskota & Sharma (2006) studied that the tourism sector has been and will continue to be an important sector in Nepalese economy for a long time to come. Although there is growth in tourist arrivals over the past two decades, the length of stay and real expenditure per tourist has not increased. In fact, the real expenditure has fallen over this period. The import leakage from this sector is very high which implies the low level of development of import substitution industries in the economy. They assert that although the growth of tourism or desirable or say indispensable for Nepalese economy but first of all it must identify how this growth should be made conducive for Nepal i.e. through attracting more tourists or increasing their stay or making tourists to spend more in real terms or by minimizing import leakage. The growth rate in this industry can be expected to be high if it affects overall economy through the multiplier, direct, indirect and induced effects. The specific objectives of the study are to identify and assess the impact of trekking and mountaineering tourism on the local environment, income and employment. The other objectives are to examine policies related to trekking and mountaineering tourism and to identify and analyze the main problems in mountain tourism. The mountain tourism should involve the participation of the local people, their institution and their social and cultural values. Unless tourism benefits the local people, development of mountain from tourism cannot be expected. At the same time, the tourists should be able to enjoy goods and services for

which they pay and mountain environment including the different eco-systems, wildlife, plants, etc. The tourists should never put the mountain environment to stress. There is no disagreement and development of the mountain tourism is necessary, as poverty is chronic and rampant in that area. Rich in natural environment but unable to use these resources for the benefit of the people, thus, tourism could be the avenue for mountain development. The study has, thus, suggested the action programs such as to quantify the volume of tourists for trekking according to seasonality, use of alternative fuel for organized groups, to have lavatory facilities and a regular system of garbage collection and disposal.

Chhetri (2010) has studied on the effects of tourism on culture and environment, A case study of Chitwan. The study expressed that after the establishment of Royal Chitwan national Park in 1973, there has been considerable activities on the social and economic fronts in an around the village of Sauraha which has brought a lot of transformation in the socio-economic and cultural life and activities of the villagers. The study also declared that the Royal Chitwan National Park is the third important destination of tourists visiting Nepal. There were 374 hotels or resorts operating outside that park in and around Sauraha in April 1993 and roughly 23,000 visited Sauraha in the year. Their study also mentioned that the total number of guides are advancing among them 'Tharu' tribe also has opportunity on it. And the bullock carts and elephant riding have been replaced by jeeps. The study concluded that the surrounding people having been benefited from several employment opportunities.

The importance of domestic tourism does not seem to have been properly established in the tourism industry in Nepal. Due to low level of earning and savings, the Nepalese generally do not travel away from home unless unavoidable. At the same time, there is no promotion and advertisements for domestic tourism in Nepal. In this context, 'Study on Domestic Tourism in Nepal' in 1997 was conducted with the initiation being taken by the Partnership for Quality Tourism Project and the Visit Nepal Year 1998 to promote domestic tourism in Nepal. The basic objectives of the study were: to identify the overall nature of current domestic tourism, to analyze the detail movement of domestic tourists, to identify destinations, places of interest, festivals, events relating to movement of domestic tourism in Nepal, to assess the potential for its growth and development, to assess the investment potential in

domestic tourism and to present innovative recommendations for the future development of domestic tourism in Nepal.

Tiwari (2010) has studied on prospect and problems of tourism in Nepal. This study deals with the prospects of tourism development, its economic value and development trend. The study indicated that tourism is the fastest growing industry than any other industries in Nepal.

Analyzing the year 2005-2010, the number of tourist visiting Nepal increased by 6.0 percent than that of 2005/06, But during the year 1997-98 there was an increase of 9.9 percent (491504 in numbers), Giving upon a glance to the average length of stay, in 1998 it was 10.76 but in 2005 it was around 12.28. It shows that the average length of stay was 13.50 in the year 2006 it was around 12.28. It shows that the average length of stay was 13.50 in the year 2006. For it the political, environmental and economical situations of the country were good. Even in the special tourist year “Visit Nepal ‘98” the average length stay was not satisfactory.

Gurung (2010) has studied on environmental management on mountain tourism. The study deals on the pattern of tourism activities, environmental impact of tourism, carrying capacity of trekking routes, etc. This study has identified that deforestation in mountain is caused because of over grazing, conservation to arable land and fuel wood extraction. So Gurung thinks that poverty of people is basically responsible for the negative effect on environment. He has also paid his view over the toilet paper, packaging materials, plastic, tin and non-degradable materials which are commonly found around popular trekking routes i.e. Lobuje, Sagarmatha base camp, etc. Gurung has suggested employing the local people to clean these disposals from human settlement and trekking routes. While discussing the carrying capacity of trekking routes, he has analyzed the problems of deforestation and environmental population of different trekking and mountaineering routes. To solve these problems of over crowded route, three environmental protection measures are suggested. In his first suggestion Gurung has advised to increase the entry fee in over crowded routes. In the next suggestion he has advised to increase the flow of trekkers in less crowded routes i.e. Pokhara-Jomsom and Pokhara-Manag. More over, he has suggested opening new trekking routes as well as mountain peaks in western Nepal. Lastly, he has also given stress to provide kerosene oil in trekking routes to preserve the forest.



Shrestha (2011) has studied on tourism in Nepal: problems and prospects. The study mainly aimed to concern with the problems and prospects of tourism in Nepal. Her study identify the basic problems of tourism on the basis of its contribution to national economy status of tourism infrastructures, review of the planning and policies of the government exports in the sample, and also analyzed the trend of foreign exchange earnings and share of tourism receipts to gross domestic product.

The study pointed out that Nepal has not been able to introduce and diversify new tourism products. On the other hand, the experts are of the opinion that the problem of the air accessibility, lack of proper marketing and promotional strategy, pollution, lack of required infrastructure, lack of co-ordination, frequent, frequent change in government as well as lack of political commitment are the short coming of tourism industry in Nepal. Despite the various problems, she added, the prospects of tourism are bright in Nepalese economy in generating employment, contributing to national GDP and also for over all development of the economy.

Poudel (2011) has conducted a research on implication of tourism business on revenue collection in Pokhara. The objective is to highlight the role of tourism business in revenue collection. He used both primary and secondary data to complete the research. He opined that tourist arrival is largely affected by National Policy as well as political stability. Most of the respondents were not satisfied with the present scenario of tourism in Nepal. Majority of the respondents pointed out to implement some marketing efforts such as media promotion, destination promotion, personalize promotion etc. Government policy, plans and marketing efforts towards tourism business were not satisfactory. There is positive association between tourist arrival and revenue collection. Nepal has to penetrate in the entire region i.e. SAARC region, North America, West Europe, East Europe etc.

Tripathi (2011) has undertaken a study on impact of tourism industry in Nepal economy and pre-feasibility study on developing model tourism village at Palpa district. In this study, Madan Pokhara, Tahoon, Arghali and Bhairabsthan village development committees were selected on the basis of their potential tourism product. The major task designated to the study team was to identify a particular village to promote as model village for tourism development. Based on the comparative advantages/strengths as historical and cultural significance; natural attraction; vicinity to Tansen and other villages; economic benefits to the local people; village setup;

enthusiastic community; and the basic infrastructure being available the study team decided to suggest Tahoan village to be developed as model tourism village in the Palpa district.

Shrestha (2011) has suggested that the author has tried to investigate the problems on the development of international tourism in the kingdom of Nepal at macro level. The study aimed to develop international tourism in Nepalese as against the background of natural and anthropological resources, economical development of the country, tourist demand and tourist supply. The basic goal of investigation in the development of international tourism from the view point resources, level of exploration and utilization are possibilities of its development. To achieve these objectives, a systematic method of investigation in the theoretical scheme and statistical methods are used. The concerned finding of the study reveal that as the country offers huge potential of natural and anthropological resources developing international tourism is a boon but it still lacks conditions to maintain the tendencies of international tourism. Shrestha has given various suggestions to promote primary and secondary markets that directly and indirectly affect tourism demand. It has been suggested to create charter flights, in such a way, tour operators can offer their package tours to Nepal assuring low cost. Expenditure on advertisement and publication in foreign countries according to motives and requirements in each market. She has also suggested providing more cultural shows and entertainment to increase length to stay and expenditure of tourists. For this purpose, multipurpose offers should be initiated such as low price in remote areas, low price during off seasons and offering the package tours to different parts of the country according to the tourist's motivations. The study has given the directions for the elaboration of tourist supply for the development of international tourism. Some of them as suggested by the researcher are necessity to group the tourist region in Nepal, necessity to stimulate and concentrate foreign investment in Nepal, necessity to develop infrastructure for tourism, necessity to specialize the tourism products such as city, hobby, shopping, cultural, professional interest, to expand the basis for sports and entertainment services, to develop summer recreation tourism and necessity to work out the national concept for the development of tourism.

Shrestha (2013) has identified that tourism play important and crucial role for the economic development of Nepal. It is taken as emerging sector for the foreign

exchange earnings and has shown high potential for development. The following specific objectives had been set for study in his research; to study role of tourism for economic development and to find out the economic impact of tourism on country development. The major findings of the study are:

The role of tourism is to be perceived from its share in the national development. The earnings of foreign currency from tourism play significance role for the balance of payment. The highest share of tourism receipt as percentage of merchandise export earnings was recorded in 1982/83, registering 74.3 percent and in 1988/89 by 65.0 percent, respectively. Tourism receipt as percentage share of total value of merchandise export was noticed to be erratic with declining trend. The year 2001/2002 has the lowest share with only 16.4 percent. Similarly, in 2001/2002 tourism receipts as the total value of export of goods and services was also lowest with only 10.2 percent. The contribution of tourism to total foreign exchange earnings was lowest in 2002/03, which declined to 7.0 percent from 19.5 percent in 1990/91.

Acharya (2013) has found that Nepalese tourism sector is being the major industry in Nepal as the major foreign exchange earner. The contribution of tourism sector in the overall national development is quite significant. Specially, this sector has helped in improving the balance of payment situation. It has also helped to solve our unemployment problem as it generates attractive job opportunities. Nepal has been the member of World Trade Organization; therefore, it has to develop itself from different perspective. It has to develop its infrastructure properly so that all the interested people could visit the places she/he desired. Tourism has been an important business worldwide. At present for Nepal also, growth of tourism is a great resource of income of foreign currency. It has been played a vital role in strengthening the economic condition of a nation. Difficulties may arise in tourism development due to the lack of finance and infrastructure development and other facilities. Some of the obstacles of tourist attraction are environmental pollution, serious exploitation of tourism resources and lack of skilled manpower as tourist guide etc. Except these, the development of tourism also depends on the various social and cultural attributes. For the tourism development, resources are not usually enough, beside this; the various man made resources are necessary. Some of the man made resources are luxurious and comfortable hotel; classic bar, restaurant and associated prerequisite etc. These are qualified elements that attract the host number of tourist. Being very rich in

natural and cultural resources, Nepal could be the world's most popular tourist destination through which it can gain its hold on poverty alleviation, forming various job opportunities, which can bring changes in economic, cultural, educational and social sector of the country.

Shrestha (2013) has identified that tourism industry plays a vital role in the country's economic development. In a developing country like Nepal tourism industry is one of the main sources of foreign exchange earning. Tourism potentiality due to Nepal's cultural values and other natural & archaeological beauties is very high in Nepal. These are the factors that has given rise to entrepreneurship in Nepal with the advent of tourism has been the growth of entrepreneurship in Nepal. The study has shown that lack of co-ordination among the government and the private sector is well pronounced. One of the major problems to entrepreneurship development is lack of managerial skill as well as entrepreneurship in the country. Unless Nepal addresses these issues, sustained development of entrepreneurship will not be possible. Ultimately there will always be lack of entrepreneurship development in the country. So, Nepal must overcome its problems on a systematic and time bound basis and develop industry on professional lines. The single most important experience satisfying the tourists visiting Nepal and development of entrepreneurship in hotel industry have been the hospitality, friendliness, helpfulness, humbleness, honest, welcoming attitude of the Nepalese people, natural sites and scenery specially the majestic Himalayas.

The whole tourism industry needs to be developed on a professional basis since, in this industry one has to compete at international level. Therefore, strategies must be opted to inculcate state of art technologies. The study has clearly shown the paucity of marketing efforts of Nepal. In this respect Nepal must break the shackles of complacency and make efforts to market Nepal's advantages on an appropriate and sound manner as per the needs and potentials of the market. Only then Nepal can emerge as a vibrant and popular destination. Otherwise, Nepal will lag behind in the international competition and despite the product strength; it may have to yield ground to others. So, requisite attention to develop and sustain the industry must be provided immediately. Platitudes are not enough and the government must make serious efforts with the private sectors to position and promote Nepal.

Dahal (2014) has stated that village tourism is coming up as a new concept for promotion and development of tourism in Nepal and it can give an appropriate momentum to the tourism sector. This concept is more relevant in the context of a country like Nepal, which is made up of villages and diverse ethnic groups with typical and unique culture and traditional life styles. Apart from this, village tourism is possible without building up any concrete infrastructure. So, it is a meaningful position, which can give a boost of the Nepalese tourism. According to the study, more than 60% of the total tourist arrivals in the country are found interested in visiting different villages of Nepal. Most of the villages in Nepal are outlying areas where the local people have preserved their traditional cultures and they can also be found adopting occupations like farming, fishing, weaving, knitting, pottery, basketry, and such other traditional occupations. This occupation has been handed over to those people from their forefathers.

The living picture of Nepal is given by the village tourism since village life is far from hustle and bustle of city life. The visitors in village tourism can feel relaxed in the fresh environment. They are very interested in seeing the culture and the way of life of the people rather than polluted scenes in the urban areas. They naturally come to have experiences in the new place. Many villages like Tashis of Sankhuwasabha, Ghandruk and Sirubari in Kaski district are promoted and developed as sites for village tourism.

Some research studies have conducted a very limited research has been carried out on Impact of Tourism Industry on Government Revenue and Foreign Reserve of Nepal. Thus the present research fills this gap. It is no doubt that findings of different researchers discussed above can provide an effective way to finalize this research. However, they could not provide the guideline about the linear relationship between selected variables such as microeconomic and macroeconomic indicators like total foreign exchange earning, earning from tourism, gross domestic product, total investment and so on with their degrees and significance. Therefore, current research devotes to fulfill this research gap. So, this study will be fruitful to those interested person, parties, scholars, students, businessman and government both academically as well as at policy level.

Hirachan (2014) has studied on *study on e-marketing used by Travel agencies* has presented the effectiveness of e-marketing used by travel agencies to promote tourism

industry. In order to find the perception of travel agencies regarding e-marketing prospect practiced in tourism sectors. In his study, to determine the objective of research Hirachan had conducted a field survey. In which 25 were complete out of 30 responses. The majority of the survey respondents reported that the current situation of travel and tourism is poor(80%), only 12% respondents seems satisfied with the current situation of travel and tourism industry of Nepal. There were comparative view about the region from where most tourists used to come.56% respondents believed from Europe and 40% believed to be from Asia. As regards to the promotion medium which the respondents' prefer, it seems that 56% prefer personal contact for promotion whereas website, e-marketing and magazines are preferred by 28%, 24% and 4% respondents respectively. Similarly the study has presented that most travel agencies (84%) do have websites published on web, whereas only (16%) do not have websites and reason for having websites is for promotion (71.42%) respondents responded but 28.57% responded kept websites for providing information.

Finally the study concluded that most of the travel agencies know the importance of internet as marketing tools, due to the fact that most of them have a website and using e-mail on regular basis but due to lack of knowledge, fund and ignorance they are not utilizing e-marketing in professional way or seriously. If the correct methods of promotion are used on internet to popularize travel agencies sites definitely it will contribute to promote tourism sector in Nepal to great extent.

Sharma (2014) has studied on Tourism marketing in Khumbu Area and presented the tourism of Khumbhu area with respect to marketing, policy and legal provision. He has found that tourism in Solukhmbu has ensured significant improvement in educational opportunities and health care provision (which has led to improved family planning), water and electricity supply, access to material goods and levels of mobility. There positive aspects of tourism in khumbhu. Tourism development has certainly contributed to a widening of the gap between the rich and poor with regard to the culture, local people are very much aware of outside interest in the Sherpa people. Most of the people are claming that they are loosing their cultural tradition poor people are preserving their cultural tradition because they have been able to attract tourists' interest towards maintaining and developing the old and new monasteries in the region. It shows that less wealthy people and women are more in

touch with their culture and wealthy people have new work patterns and new life styles.

The trekking and mountaineering tourism are about intensive activities that provide unparalleled opportunities for employment and income generation. Tourism related incomes have allowed literally thousands of households in Khumbhu area. They have improved their standards of life. Most important to the success of the local; economy are the high numbers of locally- owned lodges, restaurants and trekking agencies.

Pant (2014) has explained that a study on Impact of Tourism in Nepalese Economy. He identified tourism as a crucial, critical and emerging sector of the Nepalese economy and has shown high potential for development. The following specific objectives had been set for study in his research; to study present situation of tourism industry, to find out the economic impact of tourism on national economy, to examine the trend of tourist arrivals in the country and forecast its trends.

Subedi (2014) has studied the economic Impact of Tourism in Nepal, the study made an attempt to analyze the economic impact of tourism in Nepal. The specific objectives of the study was to analyze the trend, structure and composition of tourist arrival, to estimate the interdependence of the sector with some of the other sectors of the economy, to estimate the linkages within the sectors in terms of import contents of both goods and factor services, and foreign currency, to estimate the impact of the sector on employment, income and output of the economy, to estimate the demand for tourism and to estimate the item wise expenditure elasticity of tourism expenditures in Nepal. This study has been carried out on the basis of both demand as well as supply framework. The study found that politico-economic crisis in the country as well as in the region has been found affecting the number of tourists visiting Nepal. Country-wise concentration of international tourists has been found to be decreasing. Seasonality factor has been found most prominent in Nepalese tourism. Relatively higher negative correlation has been detected between length of stay and the average per capita per day expenditure of tourists.

In Mountain tourism, Annapurna, Khumbu and Langtan became over exposed causing increasing pressure on their scarce Natural resources. Other regions with comparable attraction were not developed because of the failure of the government to open and regulate and control tourism. International pilgrimage tourism is still in the incipient

stage of development despite the presence of world renowned heritage site like Lumbini and Janakpur- Dham. Wildlife tourism has been limited to the Chitwan, after many years it has been to extend to the Bardia and Sukla Phant reserve. The master plan recommended the development of supply guided "Nepal Style Tourism" to give Nepal an independent and unique destination and status. It emphasized providing mixed image of comfortable natural and cultural sight seeing along with the variety of soft and hard adventure product as per the physical stamina and time disposition of the travelers. But the infrastructural back up and, imaginative and innovative endeavor needed to create alluring supply guided are seriously talking.

### **2.3 Research Gap**

Thus, various studies have been undertaken mostly confining to enquire the economic impact. Although tourism is important for a developing country like Nepal, there is a dearth of literature relating to marketing and promotion of tourism. In view of the importance of marketing and need for Nepal to go for extensive promotion, the present study about the marketing strategies taken by Nepal Tourism Board has been initiated. Tourism is a planned and balanced industry. Its dimension is very broad. Benefits are shared by all in an equitable distribution pattern. In tourism the people are not left as creatures but always graded as superior beings of their own circumstances. Tourism are still unknown, village tourism is the best form of tourism. Therefore, this study was conducted mainly to find out the impact of tourism in Kathmandu Durbar Square. So, this study will be fruitful to those interested person, parties, scholars, students, businessman and government both academically as well as at policy level.



## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Design

This study is based on descriptive as well as explorative research designs. The study initiate with collecting data and information from primary as well as secondary sources and making use of references related to the topic. The study has also attempt to find out the perception of street vendor, local people and tourism entrepreneurs of the study area.

#### 3.2 Nature and Sources of Data

The nature of study is descriptive as well as analytical this study is based on primary as well as secondary sources. The primary information is collected through field survey, i.e. questionnaire survey, and interview. The secondary data is collected from tourism related organizations, libraries, literature, publications, published and unpublished papers and articles. This study contains both qualitative and quantitative information. Quantitative data are collected to know about the tourist arrival in Kathmandu Durbar Square Area, revenue generation and social economic status of local people. Qualitative data's are gathered for the analysis of impact of tourism in Kathmandu Durbar Square Area, international visitors and small sized entrepreneurs.

#### 3.3 Sampling Design

The sample design for the research is as follows:

**Table 3.1**  
**Sample Size of Respondents**

Respondents	Sample Size
Tourists	25
Entrepreneurs	15
Total	40

Samples are selected from purposive method. The respondents have been provided questionnaire to obtain the required information.

### **3.4 Data Collection Methods**

Research is conducted with the help of various references. The gathering of the subject matter can be found with the help of library, which will give the authentic information on the subject matter. Therefore, the researcher has studied literatures available in the library and other sources to collect information required for the research project.

#### **3.4.1 Questionnaire Survey**

Questionnaire survey is the most commonly used tools in the survey of tourism industry. This method is used to collect primary information from people who answer questions about themselves, their knowledge of a particular subject and their opinion. The questions in the questionnaires should be simple and to the point with various options so that the respondent answer in exactly the same way. In this process, researchers can enable to compare the answer of each respondent with the help of charts and diagrams.

#### **3.4.2 Observation**

Participant observation is the main source for obtaining primary data. This helps to explore more information about the respondents which they do not want to reveal. The researcher is already familiar with the research area, settlement patterns, location of the place and socio economic condition of people. This long interaction with the local people provided the researcher with abundant knowledge about the people and study area.

#### **3.4.3 Focus Group Discussion**

To understand the process followed, impact made and their perspective toward the tourism development, focus group discussion was carried out separately with local people. A checklist was developed for the group discussion qualitative information were generated through the group discussions with local people.

### **3.5 Data Analysis and Interpretation Techniques**

Social, economic, cultural and environment impact have been collected and analyzed descriptively. SPSS (Statistical Package for Social Sciences) software was used for analyzing collected data. Collected information is presented in appropriate tables and charts. For the purpose of data analysis simple statistical tools such as percentage, average, etc. are used. Bar graphs, pie charts, line graphs, tables, etc. can be used wherever deemed necessary.

## CHAPTER IV

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Features of Kathmandu Durbar Square Area

Listed as one of the eight Cultural World Heritage site by UNESCO, Kathmandu Durbar Square is a cluster of ancient temples, palaces, courtyards and streets that date back to the 12th and 18th centuries. The square is known to be the social, religious and urban focal point of the capital city. It has covered an area of approximately 0.52 hectare of Kathmandu valley.

The Palace Complex was the royal Nepalese residence until the 19th century and is the site of important ceremonies, such as the coronation of the Nepalese monarch. The palace is decorated with elaborately-carved wooden windows and panels. It includes the King Tribhuvan Memorial Museum and the Mahendra Museum. There are many attraction of the Kathmandu Durbar Square Area. The major attractions are:

- (a) **Taleju Temple:** The temple is a famous Hindu and Jain religious site. The three-tiered temple is the first to be erected with more than two roofs and raised on a tall stepped platform. It is said that the temple was built in the shape of a yantra on the advice of the Taleju Goddess herself and that she appeared to the King at the dedication ceremony disguised as a bee.
- (b) **Mahendreshwar Temple:** The simple yet beautiful temple was built by King Mahendra Malla and is dedicated to the Hindu Lord Shiva in the form of Pashupati. The temple was destroyed in a 1934 earthquake and rebuilt thereafter. The temple is a memorial to its founder.
- (c) **Jagannath Temple:** The Jagannath Temple is recognized as the finest of the group near Hanuman Dhoka. Exquisite wood-carvings embellish the doors, windows and roof struts, depicting panoply of gods from the Hindu pantheon. Originally dedicated to Vishnu the shrine was later rededicated to Jaganath.
- (d) **Dequtale Temple:** The temple was built by Shivasimha Malla honoring the Mallas' family deity, Degutale. It resembles Taleju's shrine but with a tower-like base in place of the stepped platform. The worship of Degutale has its origins in a nature cult, the images being pieces of rock which the Newars set up and worshipped.

- (e) **Hanuman Dhoka:** Palace facade turns at right angles between the Degutale Temple and the Taleju Mandir. This way is created Hanuman Dhoka (Hanuman is a monkey god). Hanuman idol placed in the dhoka has been anointed with mustard oil and vermilion through the centuries.
- (f) **Nasal Chowk:** Nasal Chowk takes its name from the little statue of the dancing Krishna in the shrine on the east side of the court. In Malla times the podium in the center of the court was used for dancing displays. The Shah Kings chose to be crowned in Nasal Chowk, a tradition which continues today.
- (g) **Mul Chowk:** As the occasional abode of the goddess Taleju, the court is barred to visitors, though it is often possible to peep in through the gate and have a look at the exquisite beauty of the palace. The Chowk is opened to Hindus once a year when, on the ninth day of the Dasain Festival during when hundreds of buffaloes and goats are sacrificed to the goddess.
- (h) **Bhandarkal:** Bhandarkal is a botanical garden created by King Pratap Malla in the mid 17th century. With its diverse flora, Bhandarkal is a treat for nature lovers and ecologists. The garden has been named after a seven-storied palace that possesses a statue of the sleeping Vishnu Jalashayana Naraya.
- (i) **Trailokya Mohan Narayan Temple:** The three storied temple has the figure of Garuda placed in its front and incarnations of Lord Vishnu within the temple. It was built by Prithvi Bendra Malla in 1680.
- (j) **Shiva Temple:** The Shiva Temple in Durbar Square is a replica of the Jaisi Deval and was built by Riddhi Lakshmi in 1690 A.D.
- (k) **Shiva Parvati Temple:** The long low building on the northern side of Durbar Square contains the beautiful shrines of Shiva and Parvati. This somewhat unusual building is believed to date from the time of Bahadur Shah. It is probably a reconstruction, the stepped platform on which it stands being considerably older than the temple itself.
- (l) **Manju Deval:** Dedicated to Shiva the large three-storied Manju Deval on its unusually high stepped base seems to dominate Durbar Square. It was built in 1692 by the mother of Bhupatindra Malla of Bhaktapur. Inside the temple there is a Shiva lingam. The small shikhara (temple tower in the North Indian style) at the foot of the steps honors Kam Dev, Shiva's shakti.

- (m) Kumari Bahal:** The house of the Living Goddess, the Kumari Bahal looks like the monastery that was constructed in 1757 by Jaya Prakash Malla. Inside it lives the young girl who is selected to be the town's living goddess, until she reaches her first puberty and reverts to being a normal mortal.
- (n) Kasthamandap:** Kasthamandap or house of wood is the building which gave Kathmandu its name. Legend narrates that the whole building is constructed from a Single Sal tree. At first it was a community hall where local people gathered for important ceremonies but later it was converted to a Temple of Gorakhnath. The image of Gorakhnath glitters at the centre of the building.
- (o) Ashok Binayak Shrine:** The Ashok Binayak Shrine is the principal shrine of Lord Ganesha in the Kathmandu Valley. The stone image of Lord Ganesha stands beneath a golden replica of the Ashok tree which once shaded the shrine and eventually gave it its name.
- (p) Simha Sattal:** Simha Sattal is located at the southern end of the Kathmandu Durbar Square. The residential style temple contains the Garuda Narayan figure, strange looking effigies and a little shrine of Harikrishna.

## **4.2 Trends and Structure of Tourists' Arrival in Nepal**

Nepal is the peaceful place having several river, lake, mountain and so forth. Foreigners use to come in Nepal in order to enjoy and visit such peaceful and beautiful areas. In this section, an attempt has been made to show the status of the tourist arrival in Nepal.

### **4.2.1 Total Annual Tourists' Arrival**

We can see the real status of the tourist arrival from different manners. First of all, total number of arrival per year for the study period can be observed. Table 4.1 shows the history of tourist arrival during the period of 2002 to 2013. Table 4.1 shows the history of tourist arrival in Nepal. According to the table, larger number of tourist arrival in Nepal is in 2011 and the smaller number is in 2002. In the year 2010, total number of tourist arrival is 602867 and in the year 2012, the number is 803092. But the tourist arrival is increased in the year 2013. In the total composition of tourist arrival can be explained with help of table 4.1.

**Table 4.1**  
**Status of the Tourists' Arrival in Nepal**

Year	Number of Tourist Arrival						Average Length of Stay (Days)
	By Air		By Land		Total		
	Number	%	Number	%	Number	%	
2002/03	218660	79	56808	21	275468	100.00	7.92
2003/04	275438	81	62694	19	338132	100.00	9.60
2004/05	297335	77	87962	23	385297	100.00	13.51
2005/06	277346	74	98052	26	375398	100.00	9.09
2006/07	283819	74	100107	26	383926	100.00	10.20
2007/08	360713	68	165992	32	526705	100.00	11.96
2008/09	374661	74	125616	26	500277	100.00	11.78
2009/10	379622	74	130130	26	509752	100.00	11.60
2010/11	448800	75	156067	25	602867	100.00	12.67
2011/12	545221	74	190994	26	736215	100.00	13.12
2012/13	598258	74	204834	26	803092	100.00	12.16
2013/14	594848	75	202768	25	797616	100.00	12.51

Source: Nepal Tourism Statistics, 2014

As demonstrated in the Table 4.1, after the restoration of democracy, it is clear that higher number of tourist arrival is in the year 2012 whereas the lower number is in 2002. In the year 2013, it is further increased. Tourism business is largely affected by political situation of the country. If there is the political stability in the country, large number of tourist will come to visit different places of the country. If not so, the number of tourist arrival decreases drastically. We can see the proof of this reality by observing the history of tourist arrival during the study period. Air is the most important mode of transportation for tourist arrival. More precisely, lower than 26 percent tourist visit Nepal by using Land. The number of tourist arrival from land is 26 percent in the year 2008, 32 percent in the year 2007, 25 percent in the year 2010

and 26 percent in the year 2011. The result shows that majority of the tourist arrive via air. As demonstrated in the table 4.1, the year 2002 is not good for tourism business because Nepal was facing the political insurgency. The insurgency was in peak stage in 2002 and due to such insurgency, emergency was also declared. Now, Nepal is oriented towards the peace process and it is hoped that tourism business will flourish in near future.

#### 4.2.2 Tourists' Arrival by Continents

Continents mean each of the main landmasses of the earth i.e. Europe, Asia, Africa, North and South America, Australia and Antarctica. Total tourist arrival by continents during the study period has been presented in the table 4.2 and 4.3. In order to clarify further, we can take the help of table 4.2.

**Table 4.2**  
**Tourist Arrivals by Continents**

Year	Continents									Total
	North America	Central & S. America	Western Europe	Eastern Europe	Africa	Asia	Australia & Pacific	Others	Not Specific	
2002/03	21265	2793	87912	5276	1132	148670	8420	-		275468
2003/04	22992	2262	95162	6451	1612	200045	9605	-		338132
2004/05	25505	4373	116505	7661	1161	218387	10947	-	758	385297
2005/06	22853	3559	98046	8263	1302	230282	8317	-	2776	375398
2006/07	24566	4764	97278	10613	1125	231812	9763	-	4005	383926
2007/08	40697	6627	187559	12744	1100	332021	17841	4078	-	526705
2008/09	36301	4554	137028	6416	1645	222849	13047	17		500277
2009/10	24566	4764	97278	10613	1125	231812	9763	-	4005	509752
2010/11	40697	6627	187559	12744	1100	332021	17841	4078	-	602867
2011/12	74033	12183	220895	21078	6656	365357	26175	9634	-	736215
2012/13	60697	7627	207559	15744	1800	382021	21841	4878	-	803092
2013/14	66301	4854	157028	6616	1845	252849	15047	1710		797616

Source: Nepal Tourism Statistics, 2014

Status of the tourist arrival by continents has been demonstrated in the table 4.2. The number of tourist arrival from South America and Africa is higher than that of other nationalities. Comparatively, the number of tourist arrival from North America, Western Europe as well as Eastern Europe is lower.

**Table 4.3**  
**Tourist Arrivals by Continents Expressed as Percentage**

Year	Continents									Total
	North America	Central & S. America	Western Europe	Eastern Europe	Africa	Asia	Australia & Pacific	Others	Not Specific	
2002/03	9.5	1.2	33.6	1.4	0.4	50.8	3.1	0.01	-	100
2003/04	10.6	1.3	34.4	1.5	0.4	48.4	3.4	0.01	-	100
2004/05	10.8	1.3	36.4	1.7	0.4	45.7	3.6	-	-	100
2005/06	7.7	1.0	31.9	1.9	0.4	54.0	3.1	-	-	100
2006/07	6.8	0.7	28.1	1.9	0.5	59.2	2.8	-	-	100
2007/08	6.6	1.1	30.2	2.0	0.3	56.7	2.8	-	0.2	100
2008/09	6.1	0.9	26.1	2.2	0.3	61.3	2.2	-	0.7	100
2009/10	4.7	0.9	18.5	2.0	0.2	44.0	1.9	-	0.8	100
2010/11	7.1	1.2	26.7	3.2	0.3	57.8	2.8	0.4	0.7	100
2011/12	6.7	1.1	31.1	2.1	0.2	55.1	2.9	0.6	-	100
2012/13	6.6	1.1	30.2	2.0	0.3	56.7	2.8	-	0.2	100
2013/14	6.1	0.9	26.1	2.2	0.3	61.3	2.2	-	0.7	100

Source: Nepal Tourism Statistics, 2014

#### 4.2.3 Average Length of Stay

The more the tourist lives in the country, the more income the country can receive from them. How much income the country gains from tourism depends upon the average length of time they use to live in the country. Table 4.4 shows the average stay of tourist in Nepal during the study period. As the data presented in table 4.4, it is clear that average length of tourist's stay is ranged from 7.92 days to 13.51 days. The average length of stay is higher in 2004 and it is lower in 2002. The average



length of stay is decreased in 2009 and it is increased in 2010 and further increased in 2011.

**Table 4.4**  
**Average Length of Tourist's Stay in Nepal**

Year	Average Length of Stay (Days)
2002/03	7.92
2003/04	9.60
2004/05	13.51
2005/06	9.60
2006/07	10.20
2007/08	11.96
2008/09	11.78
2009/10	11.60
2010/11	12.67
2011/12	13.12
2012/13	12.16
2013/14	12.51

Source: NTB, 2014

### **4.3 Purposes of Visit in Nepal**

Tourists arrive to Nepal to fulfill their different purpose. Some of them come to Nepal for entertainment and some of their purpose is to conduct conference and meeting in Nepal. More precisely, the tourists come to Nepal for holiday pleasure, trekking and mountaineering, business, pilgrimage, official, conference and other. The real status of the purpose of tourist arrival has been presented in table below:

**Table 4.5**  
**Purposes of Visit in Nepal**

Year	Purpose of Visit							Total
	Holiday	Trek and Mountg.	Business	Pilgrimage	Official	Conference	Other	
2002/03	110143 (39.98)	59279 (21.59)	16990 (6.17)	12366 (4.49)	17783 (6.46)	0 (0.00)	58907 (21.38)	275468 (100.00)
2003/04	97904 (28.95)	65721 (19.44)	19387 (5.73)	21395 (6.33)	21967 (6.50)	0 (0.00)	111758 (33.05)	338132 (100.00)
2004/05	167262 (43.41)	69442 (18.02)	13948 (3.62)	45664 (11.85)	17088 (4.44)	0 (0.00)	71893 (18.66)	385297 (100.00)
2005/06	160259 (42.69)	61488 (16.38)	21992 (5.86)	47621 (12.69)	16859 (4.49)	0 (0.00)	67179 (17.90)	375398 (100.00)
2006/07	217815 (41.4)	101320 (19.2)	24487 (4.6)	52594 (10.0)	21670 (4.1)	8019 (1.5)	78579 (14.9)	383926 (100.00)
2007/08	40992 (8.0)	132929 (26.10)	22758 (4.50)	51542 (10.10)	24518 (4.80)	9985 (2.0)	227232 (44.60)	526705 (100.00)
2008/09	63082 (10.46)	70218 (11.65)	213777 (3.55)	101335 (16.81)	26374 (4.37)	9627 (1.60)	310854 (51.56)	500277 (100.00)
2009/10	217815 (41.4)	101320 (19.2)	24487 (4.6)	52594 (10.0)	21670 (4.1)	8019 (1.5)	78579 (14.9)	509752 (100.00)
2010/11	63082 (10.46)	70218 (11.65)	213777 (3.55)	101335 (16.81)	26374 (4.37)	9627 (1.60)	310854 (51.56)	602867 (100.00)
2011/12	30210 (4.1)	86260 (11.7)	17859 (2.4)	63783 (8.7)	24054 (3.3)	10836 (1.5)	503213 (68.3)	602867 (100.00)
2012/13	379627 (41.4)	105015 (19.2)	24785 (4.6)	109854 (10.0)	30460 (4.1)	13646 (1.5)	30552 (14.9)	803092 (100.00)
2013/14	410934 (10.46)	102001 (11.65)	28183 (3.55)	71610 (16.81)	37386 (4.37)	9627 (1.60)	46792 (51.56)	797616 (100.00)

Sources: Nepal Tourism Statistics, 2014

Note: Values in parenthesis indicate percentage of the total.

The real history of the tourist arrival taking different purpose has been presented in table 4.5. According to the table; the number of tourist arrival for the purpose of holiday pleasure is higher than that of others. It indicates that majority of the tourists use to visit Nepal in order to get entertainment and relief. Although the largest number of tourists visited Nepal for recreational purposes i.e. 173383 (34.0%), adventure tourists posted the highest average length of stay in the country. The average length of stay was recorded as 11.96 days. By this, we can say that Nepalese policy maker have to identify and strength the new places to provide fully satisfaction to the strength the purpose of the tourist arrival in Nepal has been demonstrated in the table 4.5.

As demonstrated in the table 4.5, it is obvious that most of the tourists use to come to Nepal for holiday pleasure followed by trekking and mountaineering and so on. The result indicates that Nepalese policy makers have to develop and properly manage the new and beautiful places so that tourist can fully satisfy with their visiting. There are so many possibilities of trekking and mountaineering in Nepal.

#### **4.4 Status of the Foreign Exchange Earnings and Contribution of Earning from Tourism Sector**

Foreign exchange earning is very essential for national development. If the country buys goods and services from the foreign countries, it has to made payment on convertible currencies. The countries receive such currencies from different manner. Total foreign currency earning from different sources during the study period has been presented in table 4.6.

**Table 4.6**

#### **Status of the Gross Foreign Exchange Earning in Nepalese Currencies**

<b>Fiscal Year</b>	<b>Earning (Rs.'000')</b>	<b>% Change</b>
2002/03	1,15,84,912	30.8
2003/04	1,17,09,098	-0.9
2004/05	1,19,69,174	-4.3
2005/06	77,98,535	-37.5
2006/07	1,03,69,409	32.1
2007/08	1,23,37,977	25.3
2008/09	1,18,14,853	-2.2
2009/10	1,17,10,893	-3.6
2010/11	1,26,45,761	10.2
2011/12	1,67,67,000	32.58
2012/13	3,05,00,020	81.90
2013/14	3,42,10,600	12.16

Sources: Nepal Tourism Statistics, 2014

The total foreign currency earning in Nepal was highest in 2002, 2011, 2012 and 2013. It is 81.90 percentages higher than previous year 2012. The total earning from foreign currency drastically decreases in there after.

**Table 4.7**

**Status of the Gross Foreign Exchange Earning in Convertible Currencies from  
Tourism Business in Nepal**

<b>Year</b>	<b>Total Foreign Exchange Earning from tourism (Rs. In million)</b>	<b>As % of total Value of Merchandise Export</b>	<b>As % of total Value of Export of Goods &amp; non Factor Services</b>	<b>As % Total Foreign Exchange Earnings</b>	<b>As % of GDP</b>
2002/03	8654.30	14.9	10.6	6.1	1.9
2003/04	11747.70	23.1	15.2	8.2	2.4
2004/05	18147.40	32.9	20.3	11.4	3.4
2005/06	10464.0	17.5	12.2	6.1	1.8
2006/07	9556.00	15.5	10.9	4.6	1.5
2007/08	10125.0	16.1	10.7	4.5	1.4
2008/09	18653.0	30.1	17.9	6.7	2.3
2009/10	27960.0	40.0	22.8	6.5	2.9
2010/11	28139.0	44.5	24.6	8.1	2.4
2011/12	28633.0	39.3	22.5	7.5	1.8
2012/13	30703.8	37.7	20.0	4.8	2.0
2013/14	34210.6	39.8	18.9	4.7	2.0

Sources: Economic Survey, 2014

Even the earning grew by negative but after 2009 it has seen some improvement and reached in positive double digit numbers. In order to know the contribution of foreign currency earning from tourism sector the real status of the earning from tourism sector has been presented in table 4.7.

Role of earning from tourism sector in total earning can be observed. In order to observe the fact it is seen that the data has presented in table 4.7. According to the table, in the year 2002, earning from tourism sector covers 14.6 percent of total merchandise export of Rs. 8654.3 million, 10.6 percent of merchandise export of goods and non factor services, 6.1 percent of foreign exchange earning and 1.9 percent of gross domestic product where as in the year 2013 earning from tourism sectors cover 39.8 percent of total merchandised exports, 18.9 percent of merchandised exports of goods and non factors services, 4.7 percent of foreign exchange earning and 2.0 percent of GDP. It shows that, the earning from tourism

sector contributes more to GDP in the year 2004 and less in 2007 but in the fiscal year 2009, it is slightly increased.

#### **4.5 An Overview of Tourists' Arrival in Kathmandu Durbar Square Area**

The total numbers of tourist arrivals from SAARC countries were 3955 (3.44%) and others countries were 110843 (96.56%) in the year 2007. It shows the increasing trends in the tourist arrival from both SAARC and others country during the year 2007 to till date. However there is slightly decrease in the year 2008 in the tourist arrival from SAARC countries, there was increasing trends in the tourist arrivals from other country. The number of tourist visited in this area is 12502 (7.22%) from SAARC countries and 160497 (92.78%) from others country in the year 2011.

**Table 4.8**

#### **Tourists' Arrival in Kathmandu Durbar Square Area**

<b>Fiscal Year</b>	<b>Number of Tourists' Arrival from SAARC Countries</b>	<b>Percent</b>	<b>Number of Tourists' Arrival From others Countries</b>	<b>Percent</b>	<b>Total Number of Tourists' Arrival</b>
2002/03	2840	2.73	101060	97.27	103900
2003/04	2980	2.83	102370	97.17	105350
2004/05	3075	2.86	104100	97.14	107175
2005/06	3187	2.90	106563	97.10	109750
2006/07	3280	2.94	108100	97.06	111380
2007/08	3450	3.06	109120	96.94	112570
2008/09	3955	3.44	110843	96.56	114798
2009/10	5546	3.93	135543	96.07	141089
2010/11	5317	4.23	120127	95.77	125444
2011/12	5130	4.10	119907	95.90	125037
2012/13	12502	7.22	160497	92.78	172999
2013/14	13207	8.08	150318	91.92	163525

Source: Nepal Tourism Board, 2014

#### **4.6 Revenue Generated from Tourists' Fees in Kathmandu Durbar Square Area**

The total revenue collected from tourist fees by Kathmandu metropolitan city has increased from Rs.22267475 in 2008 to Rs. 49399300 in 2013. In order to collect more revenue from tourists, they have changed their fees pattern for SAARC tourists and others country's tourists from 2009 March. In the past tourist from SAARC countries had to pay only Rs. 25 and Rs. 200 for other countries, nowadays tourists from SAARC have to pay Rs. 100. The revenue collected from tourist fees are utilized

for maintenance and restoration of this heritage site. The revenue collected from tourist fees by Kathmandu metropolitan city has increased from 2004 to 2013.

**Table 4.9**

**Revenue Generated from Tourist Fees in KDSA**

<b>Fiscal Year</b>	<b>Revenue from SAARC Countries (in Rs.)</b>	<b>Percent</b>	<b>Revenue from others Countries (in Rs.)</b>	<b>Percent</b>	<b>Total Revenue (in Rs.)</b>
2002/03	87790	0.93	9335499	99.07	9423289
2003/04	88890	0.92	9438599	99.08	9527489
2004/05	91889	0.94	9734851	99.06	9826740
2005/06	93850	0.46	20194120	99.54	20287970
2006/07	95895	0.45	20969961	99.55	21065856
2007/08	96880	0.45	21170900	99.55	21267780
2008/09	98875	0.44	22168600	99.56	22267475
2009/10	138650	0.50	27108600	99.50	27247250
2010/11	267550	0.96	27424000	99.04	27691550
2011/12	513000	1.40	35972100	98.60	36485100
2012/13	1250200	2.53	48149100	97.47	49399300
2013/14	1292370	2.43	51794900	97.57	53087270

Source: Kathmandu Metropolitan City, 2014

**4.7 Impacts of Tourism in Kathmandu Durbar Square**

Tourism industry does not only bring change in economic atmosphere but it brings a number of social, cultural and environment changes in the local community. Tourism in Kathmandu Durbar Square Area has brought a number of remarkable changes. Number of impacts of tourism upon local society could be observed. These impacts have been categorized into economic, social, cultural, and environmental impacts are mentioned below.

**4.7.1 Economic Impact**

According to recent statistics, tourism provides about 10% of the world’s income and employs almost one tenth of the world’s workforce. Tourism’s actual and potential economic impact is outstanding. Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade, an “industry without chimney” - in short, manna from heaven (Batra, 1990).

Tourism is an economic activity that is imposed, or at least grafted, on a pre-existing set of economic activities and traditional ways of life (Scullerd, 1999). Tourism is a

product of three main elements; destination, hosts and the tourists. Tourism is a process which obviously affects various aspects of society and culture. Primarily its impact is of economic nature. Sharma (2003) states that the contribution of tourism in gross foreign exchange is 15 to 17 percent and the influence of tourism is also centered in some specific areas only not throughout the whole nation but it does not mean to underestimate the tourism because we know a very little about the multiplier effect of the tourism; we must take account of the food, vegetables and fruits that the tourists take as well as the employment plus the crafts that the tourists purchase.

The tourism industry generates substantial economic benefits to many countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. Some of the positive impacts include: a) Foreign exchange earnings, b) Contribution to government revenues, c) Employment generation, d) Stimulation of infrastructure investment and e) Contribution to local economies.

Economic and social impacts on the local community depend on how much of the income generated by tourists go to the host communities. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers (Smith, 2008).

As mentioned above by different scholars, tourism is often considered as a factor bringing in the multiplier effect in income; its economic impact is also seen in this area. Few decades ago, there were only few numbers of cottage industries (souvenir shops, wood carving etc.) associated with tourism but now it has been increased rapidly for the production of the indigenous tradition and cultural material for the tourists. These industries have given employment to the several numbers of local people which uplifting their economic level in a dramatic way.

The gradual shifting of occupation towards wood carving and tourism entrepreneurship, growth of handicraft shops are the evidences of impact of tourism in this area. The major products which tourists buy from this area, is handicraft, woodcarving and pashmina clothes. Besides this, the raw materials of these products are brought from other places and the products prepared here for selling them to the tourists. Similarly, a few numbers of females are also involved in tourism business,

i.e. by assisting their family business of woodcarving and handicraft; and involving as ownership of coffee and bakery shop and restaurant.

Tourism has thus helped in uplifting the economic condition of the local people to some extent and created employment opportunity in the area too. Tourism has helped in gradual increment of the local economy. While considering negative impact dependency and economic inequalities may overwhelm the local people if concept of sustainable tourism is ignored. The changes which are found in Kathmandu can be analyzed through economic perspectives which are as follows.

### **Average Earning of Different People in Season and Off- Season**

Income is the main source which uplifts the living standard of the people. Tourism business is also one of the main source from which not only country but also the people of that country can earn large amount of money and maintain their living standard. According to the local people before tourism, the almost all the people of Kathmandu area engaged in agriculture and this was subsistence agriculture. Only few people used to sell their product in the market but they did not get the profit as much as their expectation. Some people were also engaged in handicraft like making image of god, utensils etc. but these products were only for their own purpose. But after tourism, tourists are interested in the local products and eager to buy these products as a result the local people are encouraged to make and produce these things.

Generally local people of Kathmandu Durbar Square were engaged in tourism business like hotel, café, souvenir shop, curio shop etc. They do these businesses for self employment with the purpose of earning money. The situation of average earnings of the local people can be elaborated from the given table.



**Table 4.10**

**Average Earnings of Different People**

<b>Months</b>	<b>Monthly Seasonal Income Average (in Rs.)</b>	<b>Monthly Off-Seasonal Income Average (in Rs.)</b>	<b>Yearly Average Income (in Rs.)</b>
Vendors	40000	25000	360000
Salesmen	35000	20000	300000
Employers in Restaurants	50000	30000	440000

Source: Field Survey, 2016

This table 4.10 displays the average earning of the local people in monthly seasonal average income, monthly off-seasonal average income and yearly average income. According to the table out of 12 months there are four months September, October, November and December as seasonal months and respondents have highest income in these months. Where as respondents have lower income in other months than seasonal months. The average yearly income of employers in restaurant, salesmen and vendors are Rs. 440000, Rs. 300000 and Rs. 360000 respectively. Whereas the average monthly seasonal income of employers in restaurant, salesmen and vendors are Rs. 50000, Rs. 35000 and Rs. 40000 respectively. To sum up, it becomes evident from the data that the respondents have higher income in season and lower income in off-season. So they become successful to earn much money from September to December as compared to the rest of the months. From study it is found that economic status of local respondents residing in Kathmandu Durbar Square has enhanced and their monthly income is higher than general public. Hence there is positive economic impact of tourism in Kathmandu Durbar Square on entrepreneur and local people.

**4.7.2 Social Impact**

**Table 4.11**

**Change in Occupation**

<b>Change in Profession</b>	<b>Percent</b>
Agriculture to tourism	40.0
Other business to tourism	35.0
Student to tourism	25.0

Source: Field Survey, 2016

As already mentioned that before tourism people were engaged in agriculture and their ancestral occupation but after tourism when the people knew about the benefit of tourism business they change their traditional occupation and started tourism business as their main profession. Not only the local people but the people from other places also come here to do tourism related business. In this way it can be said that after the influence of tourism, people change their occupation too.

This table 4.11 displays the change in profession of different people residing in Kathmandu Durbar Square Area. The table shows that 40 percent people change their profession from agriculture to tourism, 35 percent change their profession from other business to tourism and 25 percent change their profession from student to tourism.

The trade of handicraft business and other local products are not only sold in the internal market to the tourists but also these products are exported to foreign country. Thus, after the development of tourism the areas of these products are broadening.

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole.

#### **4.7.2.1 Country-wise Export of Handicraft Goods**

Table 4.12 shows that USA has been the highest one importer of Nepalese handicraft goods which has contributed 28.51 percent amounted to Rs. 89414 thousand in the total export of Nepalese handicraft goods in FY 2004/05. Whereas India, Taiwan, Germany, U.K. and Japan have been the second, third, fourth, fifth and sixth major importer of Nepalese handicraft goods which has contributed 9.31 percent, 6.74 percent, 6.67 percent, 6.57 percent and 6.13 percent amounted to Rs.29200 thousand, Rs. 21165 thousand, Rs. 20928 thousand, Rs. 20632 thousand and Rs.19243 thousand in total export of handicraft goods respectively

**Table 4.12****Major Country Wise Export of Handicraft Goods****(Rs. in '000)**

<b>Year/ Country</b>	<b>2004/05</b>	<b>2005/06</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>
India	29200	31800	44800	27400	104700	32900	20000	21800	508695	24043
Germany	20928	31143	48666	55059	74228	153275	59280	29226	226410	86351
U.S.A	89414	94261	113150	131907	127011	149246	81572	88008	80133	94531
France	18999	15380	16353	26499	22961	36931	21626	34148	38374	36056
Netherlands	9860	7266	10398	15973	18753	13038	9823	9368	19961	17826
Switzerland	4966	5884	6656	8670	8703	19442	6635	11240	18581	18839
Japan	19243	18499	29224	29092	42882	22167	24700	18011	18113	30347
Taiwan	21165	28917	23327	28213	39340	22096	19918	16469	17417	39280
Italy	14990	12994	27114	24942	41819	23934	22488	18305	16254	15360
U.K.	20632	16179	35491	17021	15577	31289	35622	8459	11699	14925
Total	313600	314570	422744	454589	747836	732627	441493	368956	1237731	560991

Source: Trade and Export Promotion Centre, 2014

Table 4.12 shows that, USA has been the number one importer of Nepalese handicraft goods which has contributed 16.85 percent amounted to Rs. 94531 in the total export of Nepalese handicraft goods. Whereas Germany and Taiwan have been the second and third major importer of Nepalese handicraft goods which has contributed 15.39 percent amounted to Rs.86351 thousand and 7.00 percent amounted to Rs.39280 thousand in total export of handicraft goods respectively

While others countries holding few percent of handicraft export like France 5.40 percent amounted to Rs. 136116 thousand, Switzerland 1.84 percent amounted to Rs.46417 thousand, Netherlands 1.68 percent amounted to Rs. 42331 thousand,

Australia 1.43 percent amounted to Rs. 36187 thousand, Thailand 1.21 percent amounted Rs. 30605 thousand, Tibet 1.13 percent amounted to 28498 thousand, Taiwan 1.36 percent amounted to Rs. 34266 thousand. In year 2008, the total export of handicraft goods is Rs. 2552953 thousand.

#### **4.7.2.2 Handicraft Export's Contribution in Total Export of Nepal**

From table 4.13, in year 2004, the total export of handicraft goods is Rs. 313600 thousand which contribute 0.56 percent in the total export of Nepal. In year 2009, the total export of handicraft goods is Rs. 732627 thousand which contribute 1.22 percent in total export of Nepal.

**Table 4.13**

#### **Handicraft Export's Contribution in Total Export of Nepal**

**(Rs. in '000)**

<b>Year</b>	<b>Handicraft Export (Rupees)</b>	<b>Total Export (Rupees)</b>	<b>Contributed Percent of Handicrafts in Total Export</b>
2002/03	293500	54245600	0.54
2003/04	313600	55245900	0.56
2004/05	314570	47386788	0.66
2005/06	422744	50011122	0.84
2006/07	454589	53949414	0.84
2007/08	747836	58443821	1.27
2008/09	732627	59776874	1.22
2009/10	441493	58927097	0.74
2010/11	368956	58474359	0.63
2011/12	1237731	68596852	1.80
2012/13	560991	60949603	0.92
2013/14	752031	69258402	0.01

Source: Trade and Export Promotion Centre, 2014

In year 2010, the total export of handicraft goods is Rs. 441493 thousand which contribute 0.74 percent in total export of Nepal. In year 2012, the total export of handicraft goods is Rs. 1237731 thousand which contribute 1.80 percent in the total export of Nepal. In year 2013, the total export of handicraft goods is Rs. 560991 thousand which contribute 0.92 percent. This indicates that the contribution of handicraft's export in total export of Nepal is in an increasing trend up to 2006 and fluctuating trend thereafter.

Table 4.13 shows the contribution of handicraft's export in total export of Nepal is in an increasing trend up to 2008 and fluctuating trend thereafter. The minimum contribution of handicraft's export in total export of Nepal in year 2004 is 0.56 percent and highest contribution of handicraft's export in total export of Nepal is 1.80 percent in 2012.

#### **4.8 Advantages and Potential Threats of Tourism to World Heritage Conservation**

Tourism have many advantages. For the host countries, towns and heritage sites, tourism provides jobs, brings in foreign currency, and sometimes leads to an improvement in local infrastructure (e.g. roads, communication equipment, and medical care). The travelers can admire the wonders of the world and learn more about other countries, their environment, cultures, values and ways of life and hence promote international understanding and solidarity. We often learn much more about ourselves from learning about others. Tourism can, however, have negative effects. For example, millions of tourists visit the World Heritage site of the Borobudur Temple Compounds in Indonesia which is located in a very hot and humid region. In order to ensure the comfort of the tourists, the tour-bus drivers sometimes keep their engines running with the air-conditioning on while waiting for tourists to return from visiting the site. The carbon monoxide fumes are likely to damage the stone temples.

Automobile traffic is becoming a major threat to many other World Heritage sites. The road close to Stonehenge in the United Kingdom has threatened the integrity of this site. The proposal to build a highway close to the Pyramid fields from Giza to Dahshur in Egypt was stopped by the Egyptian authorities at the request of UNESCO. Similarly, in the context of Kathmandu Durbar Square problems like street vendors and traffic are most. Night market operating from 5:00 pm onward is one of the major threats for conservation of Durbar Square. Moreover, vehicle entering in the Durbar Square area is also becoming threatens for the manmade attractions. Most of the temples and monument have lost their authenticity due to acid coming from modern vehicles.

## 4.9 Visitors' Socio-Economic Status

### 4.9.1 Analysis of International Visitors

Survey: 25 Tourists

**Table 4.14**  
**Nationality of Tourists**

Visitors	Number	Percentage
French	10	40
Swedish	5	20
English	5	20
Danish	2	8
Iranian	2	8
German	1	4
Total	25	100

Source: Field Survey, 2014

Of the total international Visitors surveyed, 40% were French, 20% were Swedish, 20% were English, 8% were Danish, 8% were Iranian and 4% were German.

**Table 4.15**  
**Visitors by Gender**

Visitors	Number	Percentage
Male	13	52
Female	12	48
Total	25	100

Source: Field Survey, 2014

Among the 25 respondents 52% were male visitors and 48% were female visitors.

**Table 4.16**  
**Visitors by Age Group**

<b>Age Group</b>	<b>Number</b>	<b>Percentage</b>
15-24	15	60
25-44	5	20
45-64	3	12
65above	2	8
Total	25	100

Source: Field Survey, 2014

Of the total foreigners 60% were of 15-24 age group, 20% were of 25-44, 12% were of 45-64, and 8% were of 65 above respectively. Among 15-24 age group (60%) 90% were students and 10 % were related with other profession.

**Table 4.17**  
**By Sources of Information**

<b>Source of information</b>	<b>Number</b>	<b>Percentage</b>
Friends and Relatives	15	60
Travel Guide Book	5	20
Travel Agents/Tour operators	3	12
Others	2	8
Total	25	100

Source: Field Survey, 2014

An attempt was made to know about factors influencing visitors to come to visit Nepal. In this respect, the highest number (60%) of the total visitors opined that their friends and relatives were the main sources of information to come to Nepal, followed by travel guide book 20%, travel agents 12%and others 8%.

**Table 4.18**

**By Number of Visit**

<b>Visitors</b>	<b>Number</b>	<b>Percentage</b>
First time Visitors	3	12
Repeat Visitors	22	88
Total	25	100

Source: Field Survey, 2016

Among the total respondents 88% were repeat visitors and 12% were first to KDS. Among the repeat visitors, 30% had come to KDS 2-3 times and 60% more than 3 times.

**Table 4.19**

**Factors Motivating Visitors to Visit KDS**

<b>Factors</b>	<b>Number</b>	<b>Percentage</b>
Temples and Palaces	15	60
Art and Architecture	7	28
Others	3	12
Total	25	100

Source: Field Survey, 2014

Regarding factors motivating tourists to visit KDS, the highest proportion (60%) of the visitors rated temples and palaces, 28% Art and architecture and 12% for others.

**Table 4.20**

**Historical Sites/Monument**

<b>Rating of Historical Sites /Monument</b>	<b>Number</b>	<b>Percentage</b>
Highly Satisfactory	22	88
So so	3	12
Total	25	100

Source: Field Survey, 2014

Tourists were asked to rate the historical sites/monument of this area and the highest percentage (88%) of the visitors rated it as highly satisfactory and only 12% of the total visitors rated it as a so so.



**Table 4.21**  
**Rating of Sight Seeing**

<b>Rating of sight seeing</b>	<b>Number</b>	<b>Percentage</b>
Highly Satisfactory	10	40
Satisfactory	15	60
Total	25	100

Source: Field Survey, 2014

Among the total respondents 60% tourist were satisfied with the sightseeing of KDS and 40% tourist were highly satisfied with the sightseeing around the KDS.

**Table 4.22**  
**Behaviors of People**

<b>Rating of Behaviors of People</b>	<b>Number</b>	<b>Percentage</b>
Highly Satisfactory	5	20
Satisfactory	17	68
Unsatisfactory	3	12
Total	25	100

Source: Field Survey, 2014

Of the total respondents 70% of the tourist were satisfied with the behaviors of people, 20% were highly satisfied and 10% of the total tourist were not satisfied with the behaviors of people while visiting KDS.

**Table 4.23**  
**Sense of Authenticity of Culture and Tradition**

<b>Rating of Sense of authenticity of Culture and Tradition</b>	<b>Number</b>	<b>Percentage</b>
Satisfactory	15	60
So so	7	28
Unsatisfactory	3	12
Total	25	100

Source: Field Survey, 2014

Of the total respondents 60% of the tourists were satisfied with authenticity of culture and tradition of KDS. Likewise people, 28% of the tourist were so so and 12% of the total tourists were unsatisfied with authenticity of culture and tradition of KDS.

**Table 4.24**

**Rating of Feeling of Safety**

<b>Rating of Feeling of Safety</b>	<b>Number</b>	<b>Percentage Respondents</b>
Satisfactory	22	88
Unsatisfactory	3	12
Total	25	100

Source: Field Survey, 2014

When asked about whether visitors feel free to visit this area then 88% of the tourists were satisfied with the safety procedures and they were felt free to roaming around KDS, but 12% of the tourist were unsatisfied with the safety procedures and they tagged this area as unsafe place.

**Table 4.25**

**Rating of Tourist Information Offices**

<b>Rating of Tourist Information Offices</b>	<b>Number</b>	<b>Percentage</b>
Satisfactory	19	76
Highly Satisfactory	4	16
Unsatisfactory	2	8
Total	25	100

Source: Field Survey, 2014

Regarding the tourists information office, 76% of the total tourists were satisfied with the information provided by tourist information office. Likewise 16% of the total tourists were highly satisfied but 8% of the total tourists were unsatisfied with tourist information offices.

**Table 4.26**  
**Entrance Fee Charged by KMC**

<b>Tourists Fees</b>	<b>Number</b>	<b>Percentage</b>
Yes	22	88
No	3	12
Total	25	100

Source: Field Survey, 2014

Among the visitors who had visited this area, 88% of the tourist said that they are happy with the fees collected by KMC but 12% of the total visitors said it is so expensive to visit place.

**Table 4.27**  
**Opinion on Unique Features of KDS**

<b>Unique features of KDS</b>	<b>Number</b>	<b>Percentage</b>
Yes	5	20
No	20	80
Total	25	100

Source: Field Survey, 2014

When asked about unique features of KDS, 80% of the total visitors said they have not seen any unique features while visiting this area and 20% of the total tourists said they have seen many arts, statues as unique features in this area.

**Table 4.28**  
**Responsibility for Conservation and Preserving of KDS**

<b>Responsibility for Conserving and Preserving of KDS</b>	<b>Number</b>	<b>Percentage</b>
Yes	20	80%
No	5	20%
Total	25	100%

Source: Field Survey, 2014

The respondents were asked to give opinion on responsibility for conserving and preserving KDS, 80% of the total visitors said yes and 20% said no.

**Table 4.29**

**Environmental Effects of Tourism in KDS**

<b>Environmental Effects of Tourism</b>	<b>Number</b>	<b>Percentage</b>
Yes	22	88
No	3	12
Total	25	100

Source: Field Survey, 2014

Regarding the question about the environmental effects of tourism in this area, 88% of the total visitors said yes and 12% said no.

**Table 4.30**

**Socio-Cultural Effects of Tourism in KDS**

<b>Socio-Cultural Effects of Tourism</b>	<b>Number</b>	<b>Percentage Respondents</b>
Yes	2	8
No	23	92
Total	25	100

Source: Field Survey, 2014

The respondents were asked to give the opinion about socio-cultural effects of tourism in this area. The highest proportion (92%) said they have not seen any socio-cultural effects of tourism in this area but 8% of the total respondents said they have seen socio-cultural effects in this area.

**Table 4.31**

**Economic Effects of Tourism in KDS**

<b>Economic effects of tourism</b>	<b>Number</b>	<b>Percentage</b>
Yes	10	40
No	15	60
Total	25	100

Source: Field Survey, 2014

Regarding the question about the economic effects of tourism in this area, 60% of the total tourists said they have not seen any economic effect of tourism but 40% of the tourist said they have seen economic effects of tourism in this area.

#### 4.9.2. Small Sized Entrepreneurs (SMEs)

**Sample size: 15 Households**

**Table 4.32**

#### **Occupational Status of Local People**

<b>Occupation</b>	<b>Number</b>	<b>Percentage</b>
Restaurant, café, hotel and local store	9	60
Curio shop, souvenir	2	13
Local guide	1	7
Others	3	20
Total	15	100

Source: Field Survey, 2014

When asked about occupational status, the highest proportions (80%) were engaged in tourism business like in hotel, café, souvenir shop, curio shop etc and only 20% were engaged in other form of occupation such as government and private offices

**Table 4.33**

#### **Opinion about KMC**

<b>Activities of KMC</b>	<b>Number</b>	<b>Percentage</b>
Satisfied	5	30
Unsatisfied	10	70
Total	15	100

Source: Field Survey, 2014

Most of the local people (70%) expressed that they are not satisfied with the activities done by KMC and they also said that KMC does not cooperate with them in

conserving and preserving the local heritage. Only 30% of the total households are satisfied with the KMC.

**Table 4.34**

**Opinion on KMC's Activities**

<b>Activities of KMC</b>	<b>Number</b>	<b>Percentage</b>
Conservation and Preservation	3	60%
Promotion	1	20%
Others	1	20%
Total	5	100%

Source: Field Survey, 2014

When asked about activities carried out by KMC 30% said they are satisfied on the activities done by KMC. As they expressed 60% on conservation and preservation 20% promotion, and others 20%

**Table 4.35**

**Information on Environment Effects of Tourism in KDS**

<b>Environmental Effects of Tourism in KDS</b>	<b>Number</b>	<b>Percentage</b>
Yes	12	80%
No	3	20%
Total	15	100%

Source: Field Survey, 2014

The respondents were asked about environmental effects of tourism in KDS, 80% household said they have seen environmental effects which have destructed the originality of historical monuments and 20% said they have not seen the effects.

**Table 4.36**

**Information on Socio Cultural Effects of Tourism in KDS**

<b>Socio-cultural Effects of Tourism in KDS</b>	<b>Number</b>	<b>Percentage</b>
Yes	2	13
No	13	87
Total	15	100

Source: Field Survey, 2014

Among the respondents 87% household said they have not seen any socio-cultural effects of tourism in this area but 13% said that due to tourism young people are influenced toward western culture and also engaged in illegal business like crime, hawkers and prostitution. Also due to tourism people are more commercialized in terms of culture and tradition.

**Table 4.37**

**Information on Economic Effects of Tourism in KDS**

<b>Economic Effects of Tourism in KDS</b>	<b>Number</b>	<b>Percentage</b>
Yes	3	20
No	12	80
Total	15	100

Source: Field Survey, 2014

Regarding the economic effects of tourism in this area, the highest proportion (80%) said that they have not seen any economic effects of tourism in this area (in terms of negative effects) but 20% household said they have seen economic impact from tourism in their area.

## CHAPTER V

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary of Findings

Tourism has facilitated the development of the sense of place among the people. They are conscious about the heritage that has been preserved from many years. Consequently more care and protection is made to the cultural heritage collectively by them. Such a joint effort not only improves the attraction of the destination but also unites people together. The growth of tourism in Kathmandu Durbar Square area can be witnessed by increasing numbers of tourist arrivals and gaining of its popularity among outsiders for its typical cultural heritage. Moreover, the gradual changes in traditional occupation is found due to tourism intervention and has provided employment opportunity to the local people particularly in restaurant, woodcarving and handicrafts entrepreneurship since tourist visiting here, buy these products and it has further helped in their export too. This has undoubtedly helped income generation and uplifting educational as well as health status. Summary of findings are as follows:

Socially tourism has a great influence on the host societies. Tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity, and authenticity. The possible positive effects of tourism are: Developing positive attitudes towards each other, Learning about each other's culture and customs, Reducing negative perceptions and stereotypes, Developing friendships, Developing pride, appreciation, understanding, respect, and tolerance for each other's culture, Increasing self-esteem of hosts and tourists and Psychological satisfaction with interaction.

Social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on. Socially and culturally, tourism is a product which encourages intellectual curiosity



amongst peoples and nations, and develops a healthy respect for another's beliefs and customs.

- ) The social impact of tourism can also be analyzed while visiting this area. The status of health and education is also getting well due to the raising of economic condition of locals and consciousness aroused among people. People are more conscious about health and hygiene now due to tourists.
- ) In brief, it can be said that the major achievement of tourism or the positive impacts are that people are economically benefited, are much more concerned in protecting their fragile heritage, aware in health and hygiene. But by the impact of tourism our own culture is converting into the western culture, should be checked to keep alive our originality and means of attraction. Similarly, several modern advertisement mechanisms should be used to make known to all inhabitants of the world about the beauty of nation.

## **5.2 Conclusion**

Though the tourism has benefited the local people its negative impacts on local people, their heritage sites, tradition, cultural, and also their surrounding areas should not be overlooked. As many local people said that due to tourism they have raised their economy and life style but along with this they are suffering from environmental problem such as litter, garbage around the durbar area, unnecessary food court and local shops in front of heritage sites has disturbing the natural scenario of this area. Further we can see many destructed temples monuments due to excessive flow of tourist. These problems should not be neglected from the locals, government and other organization which is directly related with the conservation of this area. If the temples, monuments and its surrounding area not maintained then in future it will be listed in endangered heritage list. Also local people said there is social problem like prostitution and hawkers but at low level ad these problems can be reduced through awareness program. Though KMC is responsible for the maintenance of this area, we can see garbage, litter in and around this area. This kind of neglecting activities has creating bad impression to the foreigners. There should be sufficient dust bins for it and it should be cleaned regularly.

Income is the main source which uplifts the living standard of the people. Tourism business is also one of the main source from which not only country but also the

people of that country can earn large amount of money and maintain their living standard. According to the local people before tourism, the almost all the people of Kathmandu area engaged in agriculture and this was subsistence agriculture. Only few people used to sell their product in the market but they did not get the profit as much as their expectation. Some people were also engaged in handicraft like making image of god, utensils etc. but these products were only for their own purpose. But after tourism, tourists are interested in the local products and eager to buy these products as a result the local people are encouraged to make and produce these things.

Generally local people of Kathmandu Durbar Square were engaged in tourism business like hotel, café, souvenir shop, curio shop etc. They do these businesses for self employment with the purpose of earning money. The situation of average earnings of the local people can be elaborated from the given table.

It was found that before tourism people were engaged in agriculture and their ancestral occupation but after tourism when the people knew about the benefit of tourism business they change their traditional occupation and started tourism business as their main profession. Not only the local people but the people from other places also come here to do tourism related business. In this way it can be said that after the influence of tourism, people change their occupation too.

The trade of handicraft business and other local products are not only sold in the internal market to the tourists but also these products are exported to foreign country. Thus, after the development of tourism the areas of these products are broadening.

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole.

### **5.3 Recommendations**

Following recommendations are made for the optimum benefits to the local people and conservation and preservation of Kathmandu Durbar Square.

This study has been focused on impacts of tourism in Kathmandu Durbar Square Area. Although this area is rich in its cultural heritage, there is lack of parking

facility, water supply and repairing and maintenance of historical monuments, well-managed public toilets, dust bins , restaurants and lodges with modern facilities, recreational facilities etc. These are essential for the tourist and tourism business .As these facilities help to meet the minimum tourist requirements. The more we provide services to tourists, the more will be benefiting. In case of environmental impact, we can see garbage, litter, and excessive movement of vehicle all around this area. Yet the danger of adverse effects brought upon by tourism like pollution, economic and social inequalities, loss and damage of resource base and traditions etc should not be underestimated and they should be checked on time.

There should be good communication and cooperation between locals and KMC for effective preservation and conservation of world heritage sites. Various stakeholders like travel agencies, NGO's, INGO's and local tourist entrepreneurs should be coordinated for the same purpose. It is strongly recommended to explore various old temples and palaces. And renovation and maintenance work should be immediately carried out without altering the originality of old architectural monuments.

There has been haphazard and random growth in the traffic hence government should impose regulation to control the problem. Local people awareness is most for the conservation and development of any area in the country. So, they should be made aware about the importance and benefits of preserving these historical and architectural monuments. Waste disposal problem also exist in the durbar square. For instance, there should be sufficient dustbin available in the durbar square.

Tourist hawkers should not harass to the tourist though they don't want any goods because it irritates them and make bad impressions. So it should be controlled. There should be sufficient tourist information board so that they can be informed about the heritage site.

## REFERENCES

- Acharya, K. (2013). *Potentiality of tourism industry in Kathmandu* (Unpublished masters' thesis). Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Batra, K.I. (1990). *Problems and prospects of tourism*. Jaipur: Print Wall Publisher.
- Bhatia, A. K. (1994). *International tourism*. New Delhi: Sterling Publishers.
- Bhatia, A.K. (2009). *Tourism development, principles and practices*. New Delhi: Sterling Publishers.
- Burger, V. (2009). *The economic impact of tourism in Nepal: An input-output analysis* (Unpublished doctoral dissertation), New York: Cornell University.
- CBS/NPC (2011). *Nepal in Figures*. Kathmandu: Central Bureau of Statistics (CBS)/National Planning Commission (NPC).
- Chhetri, K. (2010). *Effects of tourism on culture and environment: A case study of Chitwan*. Kathmandu: Report of Nepal Tourism Board.
- Dahal, R.P., (2014). *Taking tourist to village*. Kathmandu: The Kathmandu Post (June 22, 2014).
- DOT (1984). *Nepal Tourism Master Plan*. Kathmandu: Department of Tourism, Government of Nepal.
- Gurung, H, (2010). *Environmental management on mountain tourism*. Kathmandu: Report submitted to Ministry of Tourism and Civil Aviation.
- Hawkees, J.C. (2008). *Nepal Department of Cultural Tourism FR/PP*. Kathmandu: Report submitted to Department of Tourism.
- Hirachan, J.B. (2014). *A study on e-marketing used by travel agencies*. (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Kunwar, R.R. (2007). *Tourism and development: Science and industry interface*. Kathmandu: Laxmhi Kunwar Publication.
- MoF/GoN (2010). *Economic Survey 2010/11*. Kathmandu: Ministry of Finance (MoF)/Government of Nepal (GoN).

- Nepal Tourism Statistics (2010). *Tourism Statistics, 2010/11*, Kathmandu: Nepal Tourism Board.
- Pant, H. (2014). *Impact of tourism in Nepalese economy*. Kathmandu: (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Pant, P.R. (2003). *Social science research and thesis writing*. Kathmandu: Buddha Academic Publisher and Distributors Pvt Ltd.
- Pearce, D. (2006). *Tourism Today: A Geographical Analysis*. New Zealand: Christchurch, Longman Scientific and Technical.
- Pollaco, J. (2010). *Cultural tourism in Nepal*, Kathmandu: Ministry of Tourism and Civil Aviation.
- Poudel, K. (2011). *An implication of tourism business on revenue collection in Pokhara* (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Rajbhandari, K. (2007). *Tourist consumption pattern and its economic impact in Nepal* (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Satyal, Y.R. (1988). *Tourism in Nepal- A Profile*. Varanasi: Nath Publishing House Uttar Pradesh, India.
- Satyal, Y.R. (1998). *Nepal: An Exotic Tourist Destination*. New Delhi: Adroit Publication, India.
- Scullerd, R. (1999). *Recreation and Tourism in Phewatal Catchments*. Kathmandu: Department of Tourism.
- Shrestha, P. (2011). *Tourism in Nepal: Problem and prospects* (Unpublished doctoral dissertation). Vanaras Hindu University, Department of Economics, Varanasi, India.
- Shrestha, P. (2013). *Role of tourism in economic development* (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Shrestha, P.M. (2011, January/February). *Regional tourism-need to move forward*. *Image Nepal*, 16(1). Kathmandu.

- Shrestha, U. D. (2009). *Impact of tourism in Nepalese economy and its problems and prospects* (Unpublished master's thesis). Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Shrestha, U. D. (2013). *Entrepreneurship in international hospitality and tourism industries in Nepal* (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Singh, B.R. (2009). *Tourism, Airlines and Management in Nepal*. New Delhi: Nirala Publications.
- Smith, S.L. (2008). *Tourism analysis: A handbook*, London: Longman Group Ltd.
- Subedi, R. (2014). *Economic impact of tourism in Nepal* (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- The World Encyclopedia (1973). *Tourism*. , London: McMillan.
- Tiwari, B.R. (2011). *Impact of tourism industry in Nepalese economy* (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Tiwari, P. (2010). *Prospects and problems of tourism in Nepal*. Kathmandu: Ministry of Tourism and Civil Aviation.
- Tripathi, J. P. (2011). *Impact of tourism industry in Nepalese economy* (Unpublished master's thesis), Tribhuvan University, Central Department of Economics (CEDECON), Kirtipur, Kathmandu.
- Tuladhar, K.P. (2005). *Economic impact of tourism in Nepal*. The Rising Nepal, Kathmandu, Nepal
- Upadhyaya, R.P. (2003). *A study of tourism at a leading sector for economic development of Nepal* (Unpublished doctoral dissertation). Lucknow University, Department of Economics, Uttar Pradesh, India.
- Upadhyaya, R. P. (2010). *Tourism as a leading sector in economic development of Nepal*. Kathmandu: Kriti Publication.
- World Trade Organization (2011). *Tourism Market Trends*. Geneva: World Tourism Organization.

**5. How do you rate the following factors?**

**a. Historical sites/ Monument/Culture:**

Highly satisfactory

Satisfactory

So\ so

Unsatisfactory

**b. Sight scene:**

Highly satisfactory

Satisfactory

So\ so

Unsatisfactory

**c. Behaviors of people**

Highly satisfactory

Satisfactory

So\so

Unsatisfactory

**d. Sense of authenticity of culture and traditions**

Highly satisfactory

Satisfactory

So\so

Unsatisfactory