

# CHAPER - I

## INTRODUCTION

### 1.1 General Background:

A beautiful country Nepal is situated between the Tibetan Autonomous Region of China on the north and India on the east, west and south. Nepal is a unique landlocked country of mosaic green landscape and diverse cultural heritage. It is known as the land of Himalaya, the Mount Everest and birth place of Lord Buddha throughout the world. Really, Nepal is a country of amazing extremes. It offers a wide variety of unique snowcapped mountains, Himalayas, peculiar wildlife, exciting waterfalls, fascinating temples and rich cultural heritages that attract tourists in Nepal.

'The word 'Tourism' is derived from the French word 'Tour' which means journey from place to place for entertainment. Tourism is a desirable human activity which directly relates to the entry, stay and movement of foreigners inside and outside in certain country, city or region'.<sup>1</sup>

“Tourism is said to be a hen that lays golden eggs” but at present due to political instability, it is merely surviving. No concrete measures have been taken to save and uplift this industry. The Nepalese tourism industry is losing its competitive strength at a time when the competition is getting tough the competition is within the region first and last within the country. The situation has come where one's weakness becomes other's strength. Tourism has made significant contribution in the overall economy of small countries like Japan,

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<sup>1</sup> Y.R. Satyal. *Tourism in Nepal- a Profile*. Nath Publication House, Varanasi, p.4.

Austria and islands of the Caribbean, Switzerland, and Ireland etc. receive more tourists than its total population.”<sup>2</sup>

“Marketing is the process of planning and executing the conception, pricing, promotion, distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Similarly, marketing management is the process of scanning the environment, analyzing market opportunities, designing marketing strategies, and then effectively implementing the controlling marketing practices.”<sup>3</sup>

Tourism marketing is defined as the systematic and co-ordinated efforts exerted by national tourism organizations for satisfaction of tourist. Tourism marketing is regarded as a central point of the whole tourism activities. To prompt the tourism industry like other industrial product it must to be marketed because it is an industry in which the customer still has an immense variety of choice. Although, tourism marketing has great opportunity, this sector has been facing a lot of challenges. Political conflict, status of tourism infrastructures, unclear planning and policies of government and fewer budgets are major challenges of tourism marketing in Nepal.

Tourism marketing plays an important role to develop the economy of Nepal. Development of tourism sector has contributed to increase employment, income generation and it has contributed to improve the balance of payment of the country. Development of tourism is anyhow an integral part of overall economic development. Nepal has become an attractive destination for all the visitors from the world. Due to its natural beauty cultural heritage, geographical diversity and diversity in living style, tourism industry has great potentiality and opportunity for its development and expansion.

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<sup>2</sup> Rabin Raj Dahal. *Role of Tourism in Economic Development of Nepa*. Masters of Arts in Economics Thesis submit to T.U., Biratnagar 2008, p.-3.

<sup>3</sup> Cravens, Hills, Woodruff. *Marketing Management*. All Indian Traveller Bookseller, Delhi, 1994 pp.3-14.

## **1.2 Statement of the Problem:**

Tourism has been a global phenomenon, splendid natural attraction, adventurous activity and cultural diversities to meet the varied interests of visitors. It is a highly potential service industry in Nepal but there are still a lot of problems. There is lack of appropriate programs that would inspire tourists to stay longer and spend more expenditure. There are limited communication network, water supply, lack of appropriate marketing and promotional strategies. The absence of proper strategy for the implementation of promotional programs and lack of effective publicity of the world market is the one major factor that can be attributed for this shortfall of tourism marketing.

Tourism marketing activities are limited in Nepal in front of other countries. The concerned organizations have very limited budget for promotion of tourism marketing. Mainly, Nepalese tourism marketing is depending on private sector and some foreign tour operators only. It has been seen that present tourism policy, the efforts of few private sector and foreign tour operations regarding tourism marketing has been appeared as a great problems and challenges in the view of this thesis research work.

Government of Nepal has been given priority to tourism eventhough this sector has not been able to receive higher share in government spending due to certain other obligations in basic need areas. A major problem with the Nepalese private sector is that it is small, disorganized and is limited in its capacity to raise resources and invest in the form of equity. The savings and investment rates are low. There is limited exposure to international trends. The culture of state intervention still prevails and is generally accepted.

There are a lot of tourist destinations but a few are well managed. Infrastructures of development and feasible tourist places are not promoted

properly. There is a lack of appropriate programs that would inspire tourist to stay longer and spend more expenditure. The services and capacities of international airline, which have a direct linked with Nepal, are limited.

Due to the political instability prevailing in the country, the number of tourists is decreasing nowadays. The strike called by numerous groups or party has been suffering serious problems to tourists. These incidents have been given negative message to the international community. If the proper tourism marketing planning is not implemented, Nepal could not achieve better results in tourism as per its potentiality, which have been appeared as the greatest problem is the view of this research work. Thus the study aims at getting the answers on the following questions:

- i) How is tourism marketing developed in Nepal?
- ii) What are the impacts of tourism policy in the development of this industry?
- iii) Are advertisement, promotion and infrastructure related to tourism marketing enough in Nepal?
- iv) What is the contribution of tourism sectors in the national economy?
- v) What is the role of tourism in employment generation?

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

The general objectives of the study are to analyze the opportunity and challenges in tourism marketing in Nepal. The specific objectives are:

- i) To analyze the development of tourism sector in Nepal.
- ii) To review tourism policy of Nepal.
- iii) To analyze the trend of tourist arrival.
- iv) To identify the opportunities and challenges of tourism marketing in Nepal.
- v) To make a research report as per course demand.

## 1.4 Significance of the study:

Tourism marketing has been considered as an important sector for the development for country. Tourism marketing is one of the major sources of foreign earning. It has become a high potential sector for prospering the economy of Nepal. Many people directly and indirectly involve in this sector but there are a lot of challenges in tourism marketing. Tourism being a comparative advantageous industry, can lead Nepal from the present state of poverty to prosperity, If vision works and resources mobilized timely and properly.

“Huge amount of foreign currencies are needed to bridge the trade deficit. In such situation, development of tourism becomes important. Tourist is major sources for development. Besides, it is considered that the tourism industry has helped in decentralizing the economic activities in-terms of location as well as activities while stirring up these to grow at higher and higher ”<sup>4</sup>

Due to the political conflict, visitors are not feeling secure and the number of tourism visiting is declining since last few years. Many problems and challenges are existing in tourism marketing sectors, without solution of such challenges; this sector can never achieve desired goals. This study is useful to address challenges of tourism marketing sector and useful to have ideas in formulating for sighted plans and policies and organizing appropriate programs.

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<sup>4</sup> Rudra Prasad Upadhaya. *A study of tourism as a leading sector in economic Development in Nepal*. Ph. D. Thesis submitted to the University of Lucknow, India, 2003, p.3.

## **1.5 Limitations of the study:**

This study is carried out for the partial fulfillment in the requirements of Master's degree in Management. Every type of social research work has its own limitations. In this case, time and financial constraints are the main limitation of the study. Some other limitations can be pointed out as below:-

- I. The study is based on secondary data provided from government and non-government organization related to tourism marketing on the year 1991 to 2009.
- II. The study mainly focuses on opportunities, problems and challenges of tourism marketing in Nepal.
- III. The study concerns only the international tourist not domestic.
- IV. It is itself limited because of lack of time and budget.

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

The research work is organized into seven chapters: 'Introduction', 'review of Literature', 'Research Methodology', 'Tourism Policy', 'Presentation and analysis of data', 'Opportunities and Challenges of Tourism Marketing' and 'Summary, conclusions and recommendations'.

'Introduction' shows the background information of tourism marketing, Statement of the problem, Objectives, Significances and limitation of study.

'Review of Literature', provides the information about the published documents, clear investigation and revision of those documents related to the study topic.

'Research Methodology' provides the method to meet the objectives of this research. This chapter describes research design, population, nature and

resources of data, tools and techniques of data collection and method of data presentation and analysis.

‘Tourism Policy’ shows the tourism policy of Nepal under various plans.

‘Presentation and analysis of data’ provides the presentation and analysis of collected data of tourist arrival during the research period.

‘Opportunity and Challenges’ shows the opportunities and challenges of tourism marketing in Nepal.

‘Summary, Conclusion and Recommendation’ shows the major finding of the research work.

## CFHAPTER - II

### PREVIEW OF LITERATURE

#### 2.1 Tourism and its marketing:

The word 'Tourism' is derived from the French word 'Tour' meaning a long journey especially one covering the chief sights of a region or country. Tourism industry was developed only after Second World War. It is the very complex and one of the biggest industries of the world. Demand of international tourists and different faculties working in this field are bridged by tourism industry. Tourism industry sells an invisible product consisting of a wide range of enterprise supporting the mass movement of people across international boundaries including a variety of wholesale and retail outlets for hotel, airlines, tour operators' etc.<sup>5</sup>

In the Sanskrit Literature, there are three terms of tourism derived from the root 'atna'<sup>6</sup>. The three terms are:-

- ) Paryatna: it means going out for pleasure and knowledge.
- ) Desatna: It means going out of the country primarily for economic gains.
- ) Tirthatna: It means going out to places of religious merits.

'The Austrian economist Harmann Von Schullerd, in the year book of National Economy and Statistics, 1910, gave the first definition of tourism. He defined tourism as "the sum total of operators mainly of an economic nature which

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<sup>5</sup> Banskota, K & Sharma, B. *Mountain tourism in Nepal : An overview*. Kathmandu, 1995, p.5.

<sup>6</sup> Negi, Dr. Jagmohan. *Tourism and Travel Concept and Principles*. New Delhi, Gitanjali publishing House, 1990, p.23.



directly relates to the entry stay and movement of foreigners inside and outside a certain country, city or region.’<sup>7</sup>

‘Tourism is considered as an activity essential to the life of the nations because of its direct effects on the social, educational and economic sectors of national societies and their international relations’<sup>8</sup> ‘Since tourist visiting a destination require ancillary service like water supply, transportation and retail. If function, these setup have to be created or be expanded. Further, being a fragmented product, it is related to the other sectors of the economy, the receipts of which are also distributed to other areas.’<sup>9</sup>

‘Nepal’s natural attractions resulting from physical historical and cultural movements and temples, arts treasures and festivals, Himalayas and their scenic beauty, and its wildlife are the most significant attractions for the foreigners. Nepal is the country of Mount Everest, the land of Yeti, the birth place of goddess Sita, the country Bhrikuti and Arniko and the land of Lord Buddha as talked earlier above and its various snow-peaked mountains, rivers and lakes, conducive climate nature based tourism activities like trekking, mountaineering, rafting and wildlife sanctuaries as well as cultural and people based and manmade attractions. Tourism is the multi faceted industry which promotes cottage industry, trade and other services sector. It is also regarded as the labor intensive industry and it provides good employment opportunities at different levels. Tourism is one of the main sources of the foreign exchange earnings for Nepal. In overall, tourism plays a vital role in the process of national development.’<sup>10</sup>

“A small landlocked country, like Nepal with limited resources, but unique variety of tourist attractions can take advantages from integration of its own

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<sup>7</sup> Y.R. Satyal. *Tourism in Nepal-a profile*. Nath publication house, Varanasi, 1988, p.7.

<sup>8</sup> Murphy, D. E. *Tourism: A Community Approach*. Great Britain, Routledge, 1985, p.4.

<sup>9</sup> Matheison, A. & Wall, G. *Tourism: Economics, Physical and Social Impact*. New York, Longman, 1982, p.13.

<sup>10</sup> Hari Prasad Shreshtha. *Tourism marketing in Nepal*. A doctoral Thesis T.U., Kathmandu, 1998, pp.4-6.

tourist promotional activities with the geographical proximate countries like India, Pakistan, Thailand and Afghanistan. This provides foreign currency earnings can be injected for the further development work of the national economy.”<sup>11</sup>

## **2.2 Marketing Mix in Tourism:**

When we speak of marketing , it may not give full meaning if mention is not made on its four major components – marketing mix – products, place, price and promotion and new plus technology . The brief understanding of each of the above, in the context of tourism business would provide us better insight.

**i. Product :** Unlike the manufacturing product which are tangible and can be consumed in the local market , tourists products are in tangible and to consume them, the consumer should visit the tourist product. The man-made and natural attraction in the major tourist product.

In our context, tourists products are our beautiful natural resources : lakes , mountains, forests, wildlife, rivers, waterfalls and manmade attractions like our famous archeology covered in various temples, stupas, our diverse cultural, languages , traditions and religious etc.

**ii. Place:** Possessing qualitative and distinctive product is also not sufficient. This should be made available much comfortably to the customers. If the customers do not get the product in the right place, it simply loses the customers. Similarly, in tourism too, if the tourists are not provided easy accessibility to the tourists' areas, we have to lose the customers, due to our backwardness in infrastructures, our many tourists spots have remained out of the tourists map.

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<sup>11</sup> *Development of tourism.* Nepal tourism Board, GON, Nov.1997.

**iii. Price :** To beat the competition , price has been proved to be the major marketing tool. In market economy, consumers have abundant choice of products with same utility function. Therefore, they buy those products which are less priced but are equally good in quality. In such a scenario, marketer's resorts to price undercut to gain bigger market share. The price undercut is widely practiced phenomenon in tourism industry too. Tourism marketers should have every information on the price structure of various tourist products in domestic and international tourism markets to offer better and competitive price to its customers and strengthen its market positioning.

**iv. Promotion :** This assumes even more importance in present competitive business environment. Promotion denotes the communication to the prospective customers or the target market on the products and service and persuade them to buy it. With free mobility of the goods and services in the world market facilitated after the successful conclusion of GAAT, only those who can identify real consumers and turn them into a real customer by adopting effective promotional strategy can survive and lead the market. Without promotional campaign, nobody knows about your product, no matter how qualitative and competitive may be. The customer should be duly informed with a better appeal to buy it.

### **2.3 Nature of The Tourism Industry :**

Tourism being an invisible export industry like banking and insurance does not need the product to be shipped from one place to another. The earnings from tourism also service as seeds for growth and development in the poor nations. 'Since tourists visiting a destination require ancillary services like transportation, water supply and retail functions, these set ups have to be created or be expanded. Furthermore, being a fragmented product it is related

to different sectors of the economy. The receipts of which are also distributed.<sup>12</sup>

Tourism, thus offers developing countries considerable potential of economic growth. The degree to which tourism serves as an agent of development depends upon the characteristics of the individual countries. The identification of realistic goals and the existence of some mechanism to see that the goals are archived.<sup>13</sup>

## **2.4 Tourism Marketing in Nepal:**

Tourism marketing is defined as the systematic and coordinated efforts exerted by the national tourist organizations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, group and individuals in view of the sustained tourism growth. Tourism product to meet the needs of the tourists and then employing the techniques of direct sales. 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 user or customer so as to achieve the profit target or other objectives set by the company. As a business discipline, marketing consists of systematic study of the demand generating or consumer motivation forces the temporal and spatial considerations influencing economic transaction and the interacting efforts and responses of buyers and sellers in a market. Tourism needs to be marketed just as any other product, because it is an industry in which the customer still has an immense variety of choice.<sup>14</sup>

Tourism is the largest industry in Nepal, and the largest sources of foreign exchange and revenue. Possessing 8 of the 10 highest in the world, Nepal is a

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<sup>12</sup> Alister Mathieson and Geoffery Wall. *Tourism: Economic, Physical and Social Impact*, Longman: 1982, p. 38.

<sup>13</sup> Peter E. Murphy. *Tourism A community Approach*. 1981, p. 45.

<sup>14</sup> Bhatia, A. K. *International Tourism*. New Delhi, Sterling publisher Pvt. Ltd, 1994, pp.14-16.

hotspot destination of mountaineers, sock climbers and people seeking adventures. Nepal is the country where Mount Everest, the highest mountain peak in the world, is located. Mountaineering and other types of adventure tourism and ecotourism are important attractions for visitors. The world heritage Lumbini, birth place of Gautam Buddha, is located in southern Nepal, and there are other important religious pilgrimage sites throughout the country.<sup>15</sup>

The government of Nepal has declared 2011 to be Nepal Tourism Year, and hopes to attract one million foreign tourists to the country during that year. The tourism industry is seen as a way to alleviate poverty and achieve greater social equity in the country.

### **2.4.1 Major Tourism Activities of Nepal<sup>16</sup>:**

#### **Mountain Climbing**

The 800 km stretch of the Nepal Himalayan is the greatest in the world with eight peaks that rise above 8,000m including the highest in the world, Mt. Everest. Ever since the country opened its peaks to climbers in 1994, the Nepal Himalayan has become a great theatre of mountaineering activity and the drama of success and failure have provided impetus to thousands of men and women to meet the ultimate challenge. The Nepal Himalayan has been an attraction to many people, be they saints, philosophers, researchers or adventures.

#### **Trekking**

The best way to experience Nepal's unbeatable combination of natural beauty and culture riches is to walk through them. One can walk along the beaten

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<sup>15</sup> [www.welcomenepal.com](http://www.welcomenepal.com), 2068.03.24.

<sup>16</sup> [www.tourism.gov.np](http://www.tourism.gov.np), 2068.03.24.

trails or virgin tracks. Either way you are in for an experience for a lifetime. Along with forests of rhododendron, isolated hamlets, and small mountain villages, birds, animals, temple, monasteries and breathtaking landscapes, you will also encounter friendly people of different cultures offering a fascinating glimpse of traditional rural life.

## **Bird Watching**

Nepal is a paradise for bird lovers with over 646 species (almost 8% of the world total) of birds, and among them almost 500 hundred species are found in Kathmandu Valley alone. The most popular bird watching spots in Kathmandu are Phulchoki, Godavari, Nagarjun, Bagmati river, Taudaha and so on. Get your binoculars and look forward to a rewarding experience.

## **Mountain Flight**

Only awe-stricken silence can come close to matching the experience of going on a mountain flight to encounter the tallest mountains on earth. Mountain flights offer the closest possible aerial views of Mt. Everest, Kanchenjunga and the Tibetan Plateau. Mountain flights appeal to all category of travelers and have become a popular tourist attraction of Nepal. For those who are restricted by time or other considerations from going for a trek, these flights offer a panoramic view of the Himalayan in just one hour.

## **Rock Climbing**

For all those cliffhangers out there, Kathmandu offers a roster of stone walls that make for an experience of a lifetime. Now of late, Rock climbing has become a popular sport in Kathmandu, which offers some really terrific places for rock climbing. Nagarjun, Balaju, Shivapuri and Budhanil Kantha are some of the places where you can try this sport.

## **Rafting/Kayaking/Canyoning**

Rafting is one of the best ways to explore the typical cross section of natural as well as ethno-cultural heritage of the country. There are numerous rivers in Nepal which offer excellent rafting or canoeing experience. You can glide on calm jade waters with munificent scenery all about or rush through roaring white rapids, in the care of expert river-men employed by government authorized agencies. One can opt for day of river running or more. So far, the government has opened sections of 10 rivers for commercial rafting. The Trisuli river (Grade 3+) is one of the most popular of Nepal's raftable rivers. The Kali Gandaki (5-5+) winds through remote canyons and deep gorges for five days of intense rapids. The Bhote Koshi (4-5) is 26km of continuous white water and the raging Marshyanghi is four days of uninterrupted white water. The Karnali river (4-5) provides some of the most challenging rapids in the world. The Sun Koshi (4-5), 27km, requiring 8-10 days to complete, is a big and challenging river. Adventurers are provided with world-class services by rafting agents. Agencies here provide life jackets, camping and the standard rafting paraphernalia needed by world-class rafting. An extremely popular sport in Europe, canyoning is now available in Nepal. Canyoning gives you the freedom to explore some of the most ruggedly beautiful, yet forbidden places in the world.

## **Hot Air Ballooning**

Hot air ballooning is very popular with tourists for it affords the most spectacular bird's-eye view of the Kathmandu valley and the Himalayan ranges towering in the background. On a clear day it's a superb way to view the Himalayan (from over 6000m up), and the view of the valley is equally breathtaking.

## **Bungy Jumping**

The ultimate thrill of a bungy jump can now be experienced in Nepal at one of the best sites that this sport can boast of anywhere in the world. Nepal's first bungy jumping site is situated 160m. Over the Bhote Koshi river, inviting you to experience the ultimate adrenaline rush in the surroundings of this amazing place. The jump, at 160m., is staffed and operated by some of the most experienced jumpmasters in the business.

## **Paragliding**

Paragliding in Nepal can be a truly wonderful and fulfilling experience for the adventure seeking. A trip will take you over some of the best scenery on earth, as you share airspace with Himalayan griffins vultures, eagles, kites and float over villages, monasteries, temples, lakes and jungle, with a fantastic view of the majestic Himalayas.

## **Ultralight Aircraft**

Ultralight aircraft take off from Pokhara and offer spectacular views of the lakes, mountains and villages. This is an ideal way to see life from a new perspective. The choice of Pokhara Valley for ultra-light aircraft is appropriate chiefly because of the proximity of the mountains, and the scenic lakes. For those who wished they could fly birds when growing up, this flight is a must. It might be lonely at the top, but this flight is a must. It might be lonely at the top, but the spectacular view from up high certainly makes it all worth it. Flights are from the Pokhara airport beginning September through June. The flights take place from sunrise to 11 a.m. and from 3 p.m. to sunset every day during these months.



## **Mountain Biking**

The best way to explore the Kathmandu Valley is on a mountain bike. Nepal's diverse terrain is a mountain biker's dream adventure comes true. Mountain biking offers an environmentally sound way of exploring this magnificent country, its landscape and living heritage. There are plenty of dirty roads and trails in Nepal to meet every mountain biker's wildest fantasy. Mountain biking is specially recommended if you wish to explore urban centers of Nepal such as Pokhara and Kathmandu as well as the countryside. Adventurous souls may plan extended trips to such exotic locals as Namche Bazaar, and western Nepal. You could even do the entire length of Nepal across the plains. Mountain bikes are available for rent by the day or longer in many of the bicycle rental outlets in Nepal and around the city.

## **Jungle Safari**

National Parks located specially in the Terai region in Nepal attract visitors from all over the world. A visit to these parks involves game- stalking by a variety of means-foot, dugout canoe, jeep, and elephant back. One is bound to sight a one – horned rhino or two at every elephant safari. Besides the rhinos, wild boars, samburs, spotted deer, sloth bear, four-horned antelope are also usually seen. A Royal Bengal tiger may surprise you by his majestic appearance.

## **Shey-Phoksundo National Park**

Shey Phoksundo is Nepal's largest national park and covers 3,555 sq. km. Sitting astride the Dolpa and Mugu districts of western Nepal, the park was established to protect the trans-Himalayan ecosystem found only in few areas of the Kingdom. The unique park includes the Kanjiroba Himal, with many peaks of over 6,000 meters, as well as the famous Shey Monastery, the Phoksundo Lake and the Langu Gorge.

The flora of the area include pine, walnut, willow, oak, poplar and cypress in the lower southern parts. In the higher reaches, pine, spruce, juniper and birch pre-dominate. The alpine areas are vegetated by berberries, wild rose and caragana. The and trans-Himalayan mountains and grassy alpine meadows to the north are almost devoid of trees but have caragana and dwarf juniper.

The wildlife of Shey Phoksundo include a good population of blue sheep and ghoral, musk deer, leopard, wild dog, wolf, marmot, weasel, mouse hare, rhesus and langur monkeys. The higher reaches and the haunt of the elusive snow leopard. The adjoining Tibetan region is home to such rare animals as the great Tibetan sheep, Tibetan wild ass, Tibetan gazelle and antelope, and wild yak. Bird species of the park include the Impeyan and cheer Pheasant, chough, raven, Tibetan snow cock, Tibetan tit, brown dipper, Himalayan griffon and lammergeier. The park is inhabited by people of Tibetan descent who follow the pre-Buddist Bon religion and some of the main villages are Ringmo, Pugmo, Salclang, Kugun, and Tatgaun. On the august full moon all Dolpa villagers converge on the Shey (Crystal) Mountain in a festival to walk around the holy peak three times in as many days.

### **Chitwan National Park**

Nepal's first and most famous national park is situated in the Chitwan Doon or the lowlands of the Inner Terai. Covering an area of 932 sq km. the park includes hilly areas of the Siwalik Range covered by deciduous sal forest. One fifth of the park is made up of the floodplains of the Narayani, Rapti, and the Reu Rivers and is covered by dense tall elephant grass interspersed with riverine forests of silk cotton (kapok), acacia and sisam trees. This ecologically diverse area is the last remaining home in Nepal for more than 300 of the endangered Asian one-horned rhinoceros and harbours one of the largest populations of the elusive and rare Bengal tiger. Besides rhino and tiger, Chitwan also supports a great variety of flora and fauna. There are four species of deer, including the spotted chital, leopard, sloth bear, wild boar, rhesus

monkey, grey langur monkey, wild dog, small wild cats, the white stockinged gaur (the world's largest wild cattle) and many other smaller animals. The swampy areas and numerous oxbow lakes of Chitwan provide a home for marsh crocodiles. In a stretch of the Narayani river is found one of the few remaining populations of the rare and endangered fish-only eating gharial, or Gangetic crocodile. Here also is found one of the world's four species of freshwater dolphins. For the ornithologist and the amateur bird-watcher the park offers excellent possibilities with more than 450 species recorded. Some of the resident specialities are several species of woodpeckers, hornbills, Bengal florican, and red-headed trogons. Winter birds such as waterfowl, Brahminy duck, pintails and bareheaded geese, amongst many other cold weather visitors are drawn by the sanctuary of the park's rivers. In the summer the forest is alive with nesting migrants such as the fabulous paradise flycatcher, the Indian pitta and parakeets.

## **2.4.2 Major Tourism Sites**

### **Kathmandu**

Kathmandu, the capital city of Nepal, is one of the world's oldest cities. The old part of the city, with narrow medieval streets and lovely little shrines, centers on the Durbar Square. Here one can find distinctive pagoda-roofed temples, stone sculptures, old monasteries and historic monuments.

### **Bhaktapur**

Bhaktapur or also known as Bhadgaon, is a museum of medieval art and architecture with many fine examples of sculpture, woodcarving and colossal pagoda temples consecrated to different gods and goddesses. The city is shaped like a conch shell-one of the emblems of the god Vishnu and was founded by King Ananda Deva in A.D. 889. The city is 1,402 meters above

sea level. Pottery and weaving are its major traditional industries. The city lies fifteen Kilometers to the east of Kathmandu.

### **Patan**

The ancient name of Patan is Lalitpur meaning, city of beauty. It is indeed a city of beauty and grace and is planned on a circular format with Buddhist stupas at each of the four points of the compass. The city is three Kilometers south-east of Kathmandu across the river Bagmati. Like Kathmandu, its center of attraction is its Durbar Square complex, situated right in the middle of the market place. The city is full of Buddhist monuments and Hindu temples with fine bronze gateways, guardian deities and wonderful carvings. Noted for its craftsmen and metal workers, it is also known as the city of artists. The city is believed to have been built during the reign of Vira Dev in A.D. 299.

### **Pokhara**

Pokhara, an enchanting city nestled in the tranquil valley (827m), is the starting point for many of Nepal's most popular trekking and rafting destinations. The serenity of Phewa Lake and the magnificence of the fish-trail summit of Machachhapuchhre (6,977m) rising behind it create an ambience of peace and magic. The valley surrounding Pokhara is home to thick forests, gushing rivers, clear lakes and the world famous views of the Himalaya. Situated 200 km west of Kathmandu, Pokhara is connected by air as well as by road from Kathmandu and Bhairawa, a border town near India. Pokhara offers magnificent views of Dhaulagiri, Manaslu, Machchhapuchhre, five peaks of Annapurna and others.

### **Lumbini**

Lumbini, the birthplace of Siddhartha Gautam. The Shakya prince and the ultimate Buddha, the Enlightened One, is the pilgrimage destination of the world's millions of people faithful to all schools of Buddhism. UNESCO lists

this nativity site, identified by Indian Emperor Ashoka's commemorative pillar as a World Heritage Site. The main attraction of Lumbini remains the Sacred Garden which spread over 8sq km, possessing all the treasures of the historic area. The Mayadevi temple is the main attraction for pilgrims and archaeologists alike. Here we find a bas relief of Mayadevi, Lord Buddha's mother giving birth to him. Standing west to the Mayadevi shrine is the oldest monument of Nepal, the Ashoka Pillar. Emperor Ashoka erected the pillar in 249 BC to commemorate his pilgrimage to the sacred site. To the south of the pillar, we find the sacred pond, {Puskarni} where Queen Mayadevi had taken a bath just before giving birth to Lord Buddha. Places of various interest surrounds the area There are other places of interest too nearby. It is accessible by air from Kathmandu to Bhairawa. From Kathmandu it takes about eight hours by bus or car.

## **Chitwan**

Chitwan is one of the finest national parks in Asia, renowned for its concentration of wildlife and top class tourist lodges, which provide the opportunity to see animals in their natural habitat. Chitwan which means the 'heart of the jungle' is among the last surviving example of the continuous band of forests and grasslands, which once extended from the Indus River in Pakistan to the Burmese border. The main attraction here is the Chitwan National Park, One of the largest forests regions in Asia teeming with wildlife such as the rare great one-horned rhinoceros, several species of deer, sloth bear, leopard, wild boar, fresh water, dolphin, crocodile, more than 350 species of birds and the elusive Bengal tiger. Chitwan National Park is listed in the UNESCO World Heritage Site (natural) list. Visitors to Chitwan may enjoy elephant back excursions, nature walks, canoe trips and jungle treks. There are several authorized agencies to organize such safaris. Visitors may also take a river raft. First driving from Kathmandu to the river Trishuli or Seti Khola.

The five-hour drive to Chitwan (165km overland) from Kathmandu is filled with thrilling views of the hills, rivers and plains with jungles on either side.

### **Dhulikhel**

Dhulikhel is scenic and town situated 30 kilometers east of Kathmandu on the Arniko Rajmarg (Kathmandu Kodari Highway). From here one can have a panoramic view of the Himalayan range. From the main town, a short visit to Namobuddha, with stupa and Buddhist Monastery is highly recommended site to visit. Panauti, a village noted for its numerous temples with magnificent woodcarving, is a short distance from Dhulikhel.

### **Muktinath & Jomsom**

It is believed that all miseries / sorrows are relieved once you visit this temple (Mukti=Nirvana, Nath=God). The famous temple of Lord Muktinath lies in the district of Mustang and is situated about 18km northeast of Jomsom at an altitude of about 3,749m. The main shrine is a pagoda shaped temple dedicated to Lord Vishnu. Set into the wall around it is 108 waterspouts from which pour holy water. The temple is situated on a high mountain range and is visited during fair weather. There are two ways to get to Muktinath from Kathmandu. Either take a direct flight from Kathmandu via Pokhara to jomsom and hike for 7-8 hours via Kagbeni or trek all the way from Pokhara which takes 7-8 days. It is believed that one should visit this temple after competing pilgrimages of four Dhams in India. This temple is held sacred by Hindus as well as Buddhists. The Jwala Mai temple nearby contains a spring and an eternal flame fed by natural gas underground. Jomsom is a major center in the Annapurna region. There is a world-class accommodation facility in Jomsom from where one can enjoy remarkable natural beauty.

## **Gorkha**

Gorkha is the birthplace of King Prithvi Narayan Shah the great, the founder of modern Nepal. Situated on a hill overlooking the snowy peaks of the Himalaya is a beautiful old palace known as Gorkha Durbar. There are two attractive temples of Gorakhanth and Kali inside the place precinct. Gorkha can be reached in about six hours by road from Kathmandu and four hours from Pokhara. A side trip to Manakamana temple, on the way to Gorkha is very enjoyable and interesting. The Nepalese believe that MANAKAMANA Goddess fulfills the wishes of all people and that's one reason why the temple is visited by the tourist and the locals all through the year.

## **Religious Sites**

In Nepal, religion permeates every facet of life with festivals, daily rituals, family celebrations and religious observances. At every step one can see temples and shrines, processions and devotional music. Although Nepal is famous as the world's only Hindu Nation, it is an intricate and beautiful tapestry woven of Hinduism, Buddhism and other faiths loving together in tolerance and harmony.

## **Pashupatinath Temple**

Shiva, the destroyer, is historically the god most worshipped in the country. He may be worshipped as the holy ascetic, depicted with his consort Parvati and holding a trident and a small drum or more often in the form of the linga, an elongated stone representing his generative powers. The most important linga is situating in the holy shrine of Pashupatinath to west of Kathmandu. In front of Shiva temples one usually sees a statue of Nandi, the divine bull that serves as Shiva's vehicle. Another popular form of Shiva in Nepal is the terrifying Bhairav. Different aspects of Bhairav play major roles in many of the Valley's festivals.

Vishnu, whose primary duty is to assure the preservation of the world and all living forms, is believed to have visited the earth ten times, each time as a different incarnation or avatar. He is often depicted as a boar, a tortoise, a man-lion and a fish—his four animal incarnations. Throughout South Asia he is most often worshipped in two well-known human forms: prince Ram the hero of the epic Ramayana and the pastoral god Krishna. In Nepal he is often worshipped in his omnipotent form of Narayan, and in some of his most lovely images is seen astride the man-bird Garuda his vehicle.

The archetypal mother or female, goddess in of particular importance in Nepal. She is worshipped in many aspects: as Durga, protector and slayer of the buffalo demon, as Taleju, patron deity of the Valley rulers, and as Kumari, and the living virgin goddess. . Other female goddesses include Laxmi, goddess of wealth and Saraswati, goddess of knowledge and arts. Another widely venerated god is elephant-headed Ganesh, the remover of obstacles and the source of good fortune. Other deities such as Red Machhendranath, are special to Nepal alone and are celebrated with unique local festivals.

### **Swayambhunath**

There is a variety of Buddhist practices in Nepal, the Buddhism of the endemic Newar people, perhaps related to the ancient Buddhism that passed out of India one thousand year ago; the Buddhism of the Sherpa, Tamang and Tibetan people and the relatively modern incursion of Theravadin or Southern Buddhism.

The central beliefs and practices date back to the time of its founder, Prince Siddhartha Gautam who was born in Lumbini in the southern Terai in about 534 B.C. Until the age of 29, the young prince led a sheltered life in the palace of his father, completely unaware of the problems and suffering of the world outside his palace wall. One day he convinced his charioteer to take him outside the palace, where he was shocked at the sight of an old man, a sick



man, a corpse and an ascetic. The realization of the true misery of the world persuaded the prince to abandon his luxurious life and goes into the forests to seek enlightenment to end human suffering. For many years, Gautam practiced asceticism without success. One night beneath a pepal tree in the forest of Bodh Gaya he became enlightened. Henceforth known as Lord Buddha, the 'enlightened one' he traveled around northern India and southern Nepal preaching the Middle Path to enlightenment. At the age of eighty he passed into the final enlightenment.

## **Lumbini**

Lumbini, the birthplace of Siddhartha Gautam. The Shakya prince and the ultimate Buddha, the Enlightened One, is the pilgrimage destination of the world's millions of people faithful to all schools of Buddhism. UNESCO lists this nativity site, identified by Indian Emperor Ashoka's commemorative pillar as a World Heritage Site.

The main attraction at Lumbini remains the Sacred Garden, which spread over 8sq km and possessing all the treasures of the historic area. The Mayadevi temple is the main attraction for pilgrims and archaeologists alike. Here we find a bas relief of Mayadevi, Buddha's mother giving birth to him. Standing west to the Mayadevi shrine is the oldest monument of Nepal, the Ashoka Pillar. Emperor Ashoka erected the pillar in 249 B.C. to commemorate his pilgrimage to the sacred site. To the south of the pillar, we find the sacred pond, Puskarni, where Queen Mayadevi had taken a bath just before giving birth to Lord Buddha.

There are other places of interest too nearby. It is accessible by air from Kathmandu to Bhairawa. From Kathmandu it takes about eight hours by bus or car.

## **Muktinath**

It is believed that all miseries / sorrows are relieved once you visit this temple (Mukti=Nirvana, Nath=God). The famous temple of Lord Muktinath lies in the district of Mustang and is situated about 18km northeast of Jomsom at an altitude of about 3,749m. The main shrine is a pagoda shaped temple dedicated to Lord Vishnu. Set into the wall around it is 108 waterspouts from which pour holy water. The temple is situated on a high mountain range and is visited during fair weather. There are two ways to get to Muktinath from Kathmandu. Either takes a direct flight from Kathmandu via Pokhara to jomsom and hike for a 7-8 hours via Kagbeni or to trek all the way from Pokhara which takes 7-8 days. It is believed that one should visit this temple after completing pilgrimages of four Dhams in India. This temple held sacred by Hindus as well as Buddhists. The Jwala Mai temple nearby contains a spring and an eternal flame fed by natural gas underground. Jomsom is a major center in the Annapurna region. There is a world-class accommodation facility in Jomsom from where one can enjoy remarkable natural beauty.

## **Gosainkunda**

One of the most famous pilgrimage destinations of Nepal is Gosainkunda Lake which is situated at an altitude of about 4,36m. The best approach to Gosainkunda is through Dhunche, 132km to the northeast of Kathmandu. Dhunche is linked with Kathmandu by a motorable road. Surrounded by high mountains on the north and the south, the lake is grand and picturesque. There are other nice nine famous Lakes such as Saraswati, Bhairav, Sourya, Ganesh Kunda etc.

## **Devghat**

Devghat is a popular pilgrimage spot situated at the confluence of the Kali Gandaki and Trisuli rivers. It lies just north of the Chitwan National Park. During the Magay Sakranti festival in January, Hindu devotees gather here to

take holy dips in the river. There are a number of sacred and history sites around Devghat which provide interesting side trips: the Triveni temple and Balmiki ashram where the great sage Balmiki had his retreat, the Someswar Kalika temple and fort, Pandavanag where the protagonists of the Mahabharat once lived and the Kabilaspur fort built by the old kings of Palpa.

### **Manakamana**

This temple place at an altitude of 3900 ft. offer very good views of the Ganesh, Manaslu and Annapurna group. The surrounding village though is a mixture of 20th century Nepali bar rock and 2nd World War aftermath. Every day hundreds make the journey to worship at Manakamana's Bhagwati Mandir. For Nag Panchami, in late July or early August, celebrants construct an entire shrine out of flowers and foliage. Visiting Manakamana is a very Nepali thing to do, and even if you don't sacrifice a goat you'll feel like you've received an initiation into the society.

### **Pathibhara**

Pathibhara situated at the top of Kutidanda and Haaspokhari in Mechi Highway is called as small Pathibhara regarded as the younger sister of Pathibhara in Taplejung. From this hill covered with green forest one can have a view of Terain plains, Mahabharat Range and Mount Kanchanjunga. This place with plenty of transportation facilities seems to have abundant feasibility for Gliding. Thousands of people pay homage to the goddess Pathibhara daily.

### **Jaleshwar Mahadev**

This historic of Jaleshwar lies in the city of Jaleswar, the headquarters of Janakpur zone. Jaleswar Mahadev is one of Nepal's prominent places of pilgrimage and is mentioned in the Hindu epic, Padam Purana.

According to legend, a hermit named Jagadish arrived in the lonesome forest of Jaleshwar and had a dream in which he was directed to conduct excavation at the spot. In accordance with the dream, he began digging and soon found an image of Jaleshwar Mahadev. He then built a temple with some gold, which he brought from a place called Sunukhadagarh.

Just in front of Jaleshwar Mahadev temple there are two sacred ponds, called Barunsar and Kshiresar. During the Ram Navami Bivaha Panchami festivals, thousands of pilgrims assemble at these ponds.

### **Dolakha Bhimsen**

In the upper part of Dolakha Township lies the temple of Bhimeshwar, popularly known as Dolakha Bhimsen. The people of Dolakha regard Bhimeswar as their supreme lord. The roofless temple houses a Shiva Linga, underneath which is a holy pond. Fairs are held at this temple on such occasions as Bala Chaturdashi, Ram Nava, Chaitra Astami and Bhima Ekadashi. During the Dashain festival, goats are sacrificed here.

Approximately 200 meter from the Bhimeshwar temple is the temple of Tripurasundari where devotees assemble during the festivals of Chaitrastami and Dashain. Only the priest of this temple is allowed a glimpse of the image enshrined within.

### **Swargadwari**

In the western part of the district of Pyuthan (Rapti Zone) lies Swargadwari, a place of Hindu pilgrimage. Swaragadwari lies almost 26 kilometers south of Khalanga Bazar, the district headquarters of Pyuthan. During the festivals of Baisakh Poornima and Kartik Poornima pilgrims from different parts of Nepal and India come to pay homage.

### **2.4.3 Tourism Associations**

#### **Nepal Mountaineering Association (NMA)**

The Nepal Mountaineering Association (NMA) is the national mountaineering association of Nepal. This association was founded in the year 1973 with its main objectives aiming to promote the mountaineering activities in the Himalayan region, to safeguard the interest and to upgrade the professional and mountaineering skill of Nepalese mountaineers, to popularize mountaineering activities among Nepalese students and youths, to create awareness both in national and international level to preserve the beauty of Himalayan region for future generations.

The NMA is the founder member of Union of Asian Alpine Association (UAAA) and also an active member of the Union of International Alpine Association (UIAA) to help carry out its objectives, the Government of Nepal has authorized the Nepal Mountaineering Association to issue permit for 33 peaks in the Khumbu, Langtang, Annapurna and Manang area. Donation in cash and kind, membership fees from general member and professional members also form the NMA fund.<sup>17</sup>

#### **Hotel Association of Nepal (HAN)**

Hotel Association of Nepal (HAN) was established in the year 1966, when it had just eight hotels and all of them was situated in Kathmandu itself. In the first ten years of its existence, due to the early stage of the industrial age as well as the membership being extremely homogenous, the Hotel Association of Nepal was able to make its mark on the governmental regulatory and social upgrading aspects of tourism.

Furthermore, HAN was able to project itself as a leader in the decision making process pertaining to tourism. No aspects of tourism policies and their

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<sup>17</sup> [www.nma.com.np](http://www.nma.com.np), 2068.03.28

implementation could avoid the forceful imprint of HAN. The hotel industry at that time was perhaps one of the most successful industries in the scenario for hardly any other industry existed.

The period of 1970 to early 1980 was prolific year for tourism growth and its spread. It was in this period that all categories of star rated hotels grew not only within the confines of Kathmandu but it also spread its wings beyond the valley such as Pokhara, Chitwan and other districts of this valley itself. Till then tourism was still within the confines of sustainability and hotels helped in the growth of other segments of the tourism industry. Travel and trekking agents became more professional and their size of the market and its returns grew in manageable levels.

The 1980's ushered in the idea of a borderless world and as such trade and commerce began to flow from one part of the world to the next. The tourism industry, the very heart of the concept of borderless economy, obviously began to get its full share of benefit. On the other hand, the concept of international standards made the need for international network of marketing.<sup>18</sup>

### **Nepal Association of Rafting Agents (NARA)**

Nepal, with its bountiful water flowing from the peaks of the Himalayas and the high passes from the Tibetan plateau, possesses some of the finest whitewater rivers in the world. Additionally, Nepal is also home to one of the strongest and largest river tourism communities in the global industry. Comprising of approximately 61 companies, Nepal's river tourism industry employs thousands of native Nepalese and is entirely Nepali owned, operated and supplied, a fact which makes it unique among other forms of tourism development in the Himalayan area (in fact in the world) However, whitewater

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<sup>18</sup> [www.hotelassociation.org.np](http://www.hotelassociation.org.np), 2068.03.28

rafting in Nepal, well known among several specialist river running communities across the world, has had relatively little publicity and as such is an extremely valuable yet little appreciated and publicized form of sustainable development for the country of Nepal.

Event Size and Expected Economic Benefits to Nepal's Tourism Industry. The event's organizer expected to attract to approximately 100-150 foreign competitors and approximately 100 Nepali participants, in addition to nearly 200-250 spectators, all of whom will help spread the word of Nepal's awesome whitewater tourism potential to those that they know abroad. Additionally, the foreign participants will all fly into Katmandu's Tribhuban International Airport, many of Nepalese air carriers Nepal Airline and then stay in Katmandu's hotels and guesthouse. Where they will shop for goods and eat at local restaurants, helping to bolster the country's critical tourism industry that has taken such hard blows in 2001 due to both national and international crises. Additionally, past experience has shown that these participants will travel throughout Nepal after the events, to paddle many of Nepal's world class rivers and as such will help to benefit other areas throughout the country economically. Further, as a by-product of the event is, publicity about Nepal as a safe and secure tourism destination will be disseminated helping to stimulate other non whitewater based sectors of Nepal's tourism industry as well.<sup>19</sup>

### **Nepal Association of Tour and Travel Agents (NATTA)**

After almost one month since the first ever government led Nepali sales mission to China returned to the country; Association of Tour and Travel Agents (NATTA) is putting an additional effort to promote Nepal in the Chinese market through its Discover Nepal-China mission. Organizing a press conference in the capital today, the Association informed that the team in the mission has incorporated most of the private sector tour entrepreneurs that have received government authority to handle Chinese tourists. "The mission

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<sup>19</sup> [www.raftingassociation.org.np](http://www.raftingassociation.org.np), 2068.03.28

would concentrate its campaign in two cities-Beijing and Shanghai," said Joy Dewan, head of the mission and the President of NATTA. The main concern of the mission would be about the interaction between the Chinese and Nepali tour operators that have been authorized for tour operation, he informed. Nepali entrepreneurs are waiting for a long time to see a good number of Chinese tourists since the signing of historic agreement between the Government of Nepal and China last November, which made Nepal Approved Destination Status (ADS) for Chinese tourists. The current major problems are the limited air services.

As both the Governments have principally agreed to review exiting air service agreement, the accessibility problems would be solved," said Dewan "However, we will do our best to promote Nepal as the cultural and scenic destination", he added. During the meet, Shi Xiang, the director of China National Tourism Office - Kathmandu informed that the Chinese Government has authorized additional 450 Chinese travel agencies to organize the tour between the two countries and handed over the list of the agencies to NATTA. He informed that the intensive promotion is required to attract Chinese tourists to this Himalayan area. "The Mission can be successful in creating awareness in the Chinese market about the beautiful Nepali tourism products." he said. Currently around 300 travel agencies, out of some 600 registered are in active operation in the country and the NATTA is demanding the government to authorize all these agencies to operate Chinese tourists. The mission that comprises 36 tourism entrepreneurs including three hoteliers had visited the city to Shanghai from 23 to 31 July, 2002.<sup>20</sup>

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<sup>20</sup> [www.natta.org.np](http://www.natta.org.np), 2068.04.01



## **Trekking Agents Association of Nepal (TAAN)**

Trekking Agents Association of Nepal (TAAN) was formed and registered in the Kathmandu CDO Office in 1979 by a handful of trekking agents who realized that it was time to assemble and create an umbrella organization; under which they could work together to meet their common goals and also assist the government by providing suggestions to make trekking business revenue generating industry and also provide employment opportunity to the locals. It was also essential to play a significant, conducive role to mitigate mountain environmental stress.

TAAN members (nearly 300 general members and 12 associate members) meet annually to endorse policy guidelines, which govern the Executive Body. It frequently communicates with the concerned bodies of the government to simplify the procedures and solve the problems related with trekking. TAAN has Nine Sub-Committees, which assist to meet its objectives. It also organizes workshops to make trekking agents aware of the rising pollution in trekking routes and other problems encountered by the trekkers and trekking agents. The executive body, which is elected every two years, has 6 office bearers, 8 Executive Members, 1 immediate Past President, 1 Chapter Representative and 3 Nominate Executive Member/s.<sup>21</sup>

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<sup>21</sup> [www.taan.org.np](http://www.taan.org.np), 2068.04.01

## **2.4.5 Some of the national campaigns for promoting tourism marketing:**

### **Visit Nepal Year (VNY 98)**

#### **Introduction:**

On April 12, 1996, His Majesty's Government declared the year 1996 as **Visit Nepal Year '98** in order to further enhance the image of Nepal as a special destination for the visitors. To accomplish the program objectives, various organizations and agencies both within and outside the tourism industry, have come together hand in hand to formulate a strategy to make **Visit Nepal Year '98**, a success.

The program strategy has been formed taking into consideration that:

- ) More airlines will operate more international flights by 1998 and more airline seat capacity will be available.
- ) There will be an atmosphere conducive for traveling internationally
- ) There will not be major socio-political instability in the region.
- ) There will be political stability and current tourism policies continue its direction.
- ) Programs and activities so designed shall have an infrastructure handle the expected number of visitor arrivals.

The program demands the undertaking and co-ordination of activities by different organizations in the tourism sector, i. e. government and private, other business sectors of the economy, other sectors of government, municipalities and local governments, NGOs, international organizations, self-

help groups and most importantly the involvement of the people of Nepal. People participation is a key factor for the success of **Visit Nepal Year '98**.

### **Theme and Slogan:**

The theme for **Visit Nepal Year '98** was “**A sustainable habitat through sustainable tourism**” and the marketing slogan was “**Visit Nepal Year '98 - A world of its own**”. The theme highlights the need to make tourism work better for Nepal and ensures the development of environment of environmentally sound products, improvement of our service standards and distribution of the benefits of tourism to our people in the cities and the remotest regions alike. The marketing slogan tells you that there is a ‘world’ in Nepal that you need to discover or further explore for yourself. We remind you that our natural resources are unique and that our heritage is living. Our people are friendly and hospitable and our product range is diverse. We invite you to visit us to discover or re-explore the unique ‘world’ our here. Together, We Can Do It! we all can be the better ambassador for Nepal our there in the world arena as all love the country Nepal, care about it and work together, to make “**Visit Nepal Year '98**” a massive success and focus was to offer the highest priority to “**Visit Nepal Year '98**” project.

### **Specific Objectives:**

The objectives of VNY'98 was:

- ) Increase the no. of visitor arrivals and lengthen the duration of stay.
- ) Enhance the image of Nepal by repositioning it as a unique visitor destination.
- ) Improve and develop diverse eco-friendly and value based tourism products.
- ) Create intense awareness of the benefits of tourism.
- ) Establish measures to ensure regional development through tourism and

- ) Provide an impetus to improve and develop infrastructure and effectively deal with environmental issue.

## **Nepal Tourism Year 2011**



After successful example of Visit Nepal Year 1998, the government of Nepal has decided to launch a national tourism campaign as “**Nepal Tourism Year 2011**” in consultation with private sector, tourism entrepreneur and media partners. This mega campaign has initiated as a common goal of all concern sector to take Nepal’s tourism potentiality into the new height.

Nepal is a country of highly diverse and rich geography, culture, and religions. The mountainous north contains eight of the world’s ten highest mountains, including the highest, Mount Everest. The fertile and humid south is heavily urbanized. By some measures, Hinduism is practiced by a greater majority of people in Nepal than in any other nation.

Therefore, the government is placing high priority on the tourism sector in its new economic development policy. As there is a favorable political situation in the country, the government is all geared towards economic revolution in next 10 years for the up-liftment of the masses. In this connection, government of Nepal in consultation with Nepalese Tourism Industry, concerned organizations and experts decided to launch a national tourism campaign “**Nepal Tourism Year 2011**“. This announcement reflects the government’s

anticipation to bring into at least one million international tourists in Nepal by the year 2011 and spread the benefits of tourism to the people at large. The national campaign also indicates the tourism industry's exigency to organize a tourism promotion campaign having wider impact.

With the glittering badge of adventure destination and the adage "Atithi Devo Bhava" (Guests are Gods) that reflects "Atithi Satkar, Nepaliko Sanskar" (Hospitality is Nepalese culture) deeply rooted in our culture, the tourism products of Nepal never cease to mesmerize the visitors. The cultural, geographical, ethnic and bio-diversities of the country allure international visitors to Nepal time and again which truly substantiates the spirit of Nepal tourism brand; **'Naturally Nepal, once is not enough !**

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

### **Objectives of the campaign**

- Establish Nepal as a choice of premier holiday destination with a definite brand image,

- Improve and extend tourism related infrastructures in existing and new tourism sites,
- Enhance the capacity of service renders,
- Build community capacity in the new areas to cater the need of the tourists, and
- Promote domestic tourism for sustainability of the industry

### **Quantified Targets:**

- One million annual international arrivals.
- Dispersal of at least 40% of the international tourists into emerging and new tourist areas.
- Encourage additional investment on tourism infrastructures.
- Develop mechanism to record domestic tourism activities.

### **Promotional Strategies:**

- Focusing marketing and promotion activities on regional and emerging markets.
- Exploration of new tourism potential market segment.
- Highlighting the tourism brand: Naturally Nepal once is not enough!
- Enhancement of air connectivity with the regional, emerging and potential markets.
- Lobbying with the government for sufficient budget allocation to improve and expand tourism related activities infrastructures in existing and new tourism areas.
- Attract and encourage private sector for investment in tourism sector.
- Capacity building of human resources involvement in tourism.
- Lobbying with the government for effective intervention in domestic tourism development e.g. Amendment in the Transportation Act.
- Promotion of domestic tourism by endorsing Leave Travel Concession (KTC) by the government.

- Organize major sports/events in association with tourism associations and stakeholders through out the NTY 2011. (At least one event in a month)

## **Institutional Arrangement:-**

### **A. Main Organizing Committee:**

Considering the magnitude of the campaign, the government of Nepal has formed the main organizing committee under the convener-ship of Hon'ble minister of national planning commission as the joint convener and secretaries of various line ministries; chief of metropolitan, sub – metropolitan cities and municipalities ; presidents of trade, travel trade and other related associations and institutions are nominated as members. Chief executive officer of Nepal Tourism Board has been designated as the member- secretary of the committee.

### **B. Sub-committees:**

In order to accomplish the objectives of the campaign, the following sub-committees are formed to prepare specific strategies, programs, activities:

- 1) Policy Advocacy Sub-committee
- 2) Physical Infrastructure and Coordination Sub-committee
- 3) Events, Festivals and Activities Management Sub-committee
- 4) Marketing, Promotion and Publicity Sub-committee
- 5) Human Resources Capacity Building Sub-committee
- 6) Product Improvement and Development Sub-committee
- 7) Aviation and Transport Coordination Sub-committee
- 8) Resources Mobilization and Monitoring Sub-committee
- 9) Nature and Culture Heritage Sub-committee

- 10) Legal Affairs Coordination Sub-committee
- 11) Diplomatic Concerns Coordination Sub-committee
- 12) Political Affairs
- 13) Crises Management and Security Coordination Sub-committee
- 14) Mountain Tourism Coordination Sub-committee

**C. Regional Sub-committees:**

1. Eastern Development Region Sub-committee
2. central Development Region Sub-committee
3. Western Development Region Sub-committee
4. Mid-Western Development Region Sub-committee
5. Far-western Development Region Sub-committee

**D. Secretariat:**

Nepal Tourism Board (NTB) has been entrusted to function as a secretariat of the NTY 2011.

**2.5 Review of Related Studies:**

**Hari Prasad Shrestha (1998)** in his doctoral work entitling “Tourism Marketing in Nepal”, the objectives were to enquire and to assess the tourism market of Nepal, to evaluate the environmental necessary to develop tourism enquire various hindrances and problems encountered for the development of tourism marketing and its promotion. The various recommendations of the study were new products/packages should be developed, appropriate positioning as per the strength and demand of our products and the competitive situation of the industry should be made temples, idols cultural and religious sites should be maintained and preserved properly for the sustainable growth



of the industry, the influx of the international visitors should be managed in accordance with the receiving capacity of the area, emphasis should be given to increase air seat capacity an alternative international airport should be developed, RNAC should make flights regular reliable, the government should give the due attention to develop and improve road transportation, pollution should be controlled and solid waste should be managed, professional approach should be incorporated in marketing Nepal and its products, tourism marketing should be done by the government and private sector, conducive strategies and the programmes should be designed, publicity should be made at international levels, continuous and sustained promotion through appropriate media to the existing market and potential markets is needed, e-marketing should be continued, Nepal should target and position in the medium income market for tourism promotion, the government should provide adequate safety and security to the visitors, and the policies of government should be focused on continuous improvement of tourism in the country in the country as per market needs and to meet emerging challenges and so on.

**Adhikari, S. P. (1999)** in his Master's Dissertations entitled "Development of tourism in Nepal with the special references to the foreign currency earnings" were to observe the growth trends of tourist inflow and growth trend of foreign currency earnings from it, to examine the contribution of tourist industry in relation to the foreign currency earnings, to trace out the problems of tourist industry in Nepal, to recommend appropriate policies for tourism development and to highlight the visit Nepal year 1998. The major findings of the study were annual inflow of tourist is increasing every year, tourist arrivals through air transportation is always higher than land transportation, October, November, December, and more favored months, than January, February, March, April, May, June and lastly July, August, and September. Indian tourists have dominant percentage in the tourist arrivals in Nepal number of female tourist arrivals is lower than the male tourist in Nepal, trekking and mountaineering tourism has become a special attraction for tourists, there is no

doubt that tourism has been recognized as the second most important industry in Nepal, tourism development facilities have also been developing year after year qualitatively and infrastructural aspects of tourism are also growing, tourism potentiality possessed by Nepal have not been utilized properly. So, Nepal's share in world tourism market is not significant tourism support facilities are not sufficient etc. Similarly, the recommendations of the study were both government and private sector should try to increase its share in tourism, air and land transportation should be improved, political intervention and corruption the airlines operations should totally be avoided, government should try to improve the length of stay of tourists through promotional campaign like extending visa, opening more places for tourists etc. off-season tourist inflow should be solved by offering an attractive package programs, reasons for decline in female tourists number must be identified, trekking and mountaineering tourism should be enhanced and the pleasure purpose tourists must be motivated, the earnings from tourism industry can be increased either by increasing tourist influx in the country or by lengthening duration of stay, government should try to increase tourism infrastructures and other facilities as well and rules regarding foreign currency control must be tightened etc.

**Om Prakash Sharma (2001)** in his PhD thesis entitled "Tourism Development and PLANNING IN Nepal" has attempted to deal with the role and impact of tourism in economic development process of Nepal. He has presented the effects of tourism of the development indices like that revenue, government internal revenue and gross domestic product of Nepal. in the study Sharma has written that the growth pattern of tourism sector of Nepal demonstrate a remarkable growth of tourist arrival, earnings from tourism and consistence increasing trend in the share of tourism earning to merchandise exports and GDP. Moreover, travel receipts have also been antidote in providing the resources required exterminating a significant part on the exchange gaps and trade deficits during the period 1947-1996.

Sharma has also examined the expenditure per tourist in absolute terms. By purpose of visit, it is perceived that the conference, culture and business tourists are the highest per day spenders. They have found spending \$109, \$91 and \$73 respectively. Whereas, cultural tourists and the trekkers are the high spenders in accordance with per visit i. e. \$1040 and \$860 respectively indeed pleasure and trekking tourism is the major source of income in Nepal. Altogether 83% of total demand originates from the pleasure and trekking. Accordingly, by nationally the expenditure in accommodation, transport and miscellaneous items has been found most elastic while that on food and communication, tax and fees seem to be inelastic. The major empirical findings of the study are:

1. The effects on government internal revenue and tax over the sample period 1974/75-1995/96 can best a rise in real tourism earning. Moreover, tourism earning also have its considerable impact o real gross domestic product of the country during the long course of time.
2. the empirical analysis of the real date has justified that the tourism earning contributed to raise government internal revenue as well as the tax revenue. However, less than proportionate increase has been realized in these variables, the results may provide guidelines for making further investment in the development of tourism in Nepal so as to raise GDP through increased revenue.

The inclusion of other explanatory variable in the linear regression such an income form trade, hotel and restaurant (THR) and time further assists the earlier proposition that along with tourism earning THR and time both influence GDP significantly.

**Narayan Prasad Maharjan (2004)** has the latest doctoral thesis on “Tourism Panning of Nepal”. He has taken tourism as one of the important sector as well as one of the important sources of foreign exchange earning, earned 11.1percent of foreign exchange earnings in 1967.

He has opined that Nepal started to pay attention to this sector from the beginnings of 1956 when tourism to Nepal was virtually non-existence priorities were given to the operation of air services. In its initial stage a target aiming to increase tourists flow to 2000 was made conservation of cultural places and a systematic display of Nepalese culture in Nepal's museum's were proposed.

He further added that there is a dramatic increase in tourist expenditure from 836.6 million in 1986 to 1993.8 million (by 130.9%) in 1991 and reached 11691.1 million in 2000. Similarly, in 1981 tourism made up 38.0 thousand dollars of foreign exchange earning. Between 1986-1998, earning went up from 27.0 to 44.2 thousand dollars, except in 1999 and 2000; the figure went down to 39 to 38. Basic analysis of the capacity of beds in tourist hotels was on increasing trend until 2000. He has shown the possibility that there is a great prospect of improving the situation in the presence of proper planning.

**Pushpa Shreshtha (1999)** in her doctoral thesis **“TOURISM IN NEPAL : PROBLEMS AND PROSPECTS”** mainly concerned with the problems and prospects of tourism in Nepal. Beside this it also analyzed the trend of foreign exchange earnings and share of tourism receipts to gross domestic products. Her study identify the basis of its contribution to national economy, status of tourism infrastructures, review of planning and policies of the government and as visualized by both tourists and the experts in the sample. She pointed out Nepal has not been able to introduce and diversify new tourism products. Her study found between the age of 16 to 45 establishing Nepal as a destination for the young and adults and mainly dominated by male visitors. The tourists generating reasons are Asia and Western Europe. Out of them primary tourist generating are India, Japan, UK, USA, France, Germany and Australia. Shreshtha put forward that the role of tourism in economic development is significant. The net earnings from tourism are greater than some others sectors.

**Kamal Maiya Pradhan** who has written a book on tourism entitled “**PLANNING TOURISM IN NEPAL (1997)** . Her book is based on the field work on Nagarkot. Her book seems to be relatively quite useful because she has made an effort to apply some theoretical tools on analyzing the data.

Another book related to Nepalese tourism is “**NEPAL’S TOURISM : UNCENSORED FACTS**” written by **Chand, Diwakar (2000)** unprecedented in his historical approach, author Chand presents an uncensored and bonafied examination manifestation of modern NEPAL UNDER THE CONSOLIDATE RULE OF His Majesty King Prithivi Narayan Shah, the great and ends with the prosspects of tourism in Nepal.

According to him, Nepal’s history is rooted in isolationalism and exploitations governed by self serving and autocratic rulers who lacked in outward looking vision, politically and economically. The visit of Rana prime ministers to the west and development of Gorkha solders during the two world wars marked the opening of Nepal to the western world.

“The Basic Premises of Tourism in Nepal” the author states “is delicately built upon the magnificent and farmed Himalayas, brave and chivalrous Gorkhas, skilled and distinguished Sherpas, rich and intriguing culture and mysterious and magnificent heritages.” But what is the present performance of tourism? What is its future? Nepal’s tourism: Uncensored Factors critically examines the myths and realities of this issue and offers an enlightened solution for the twenty first century.

## **2.5.1 Nepal Tourism Board**

*Press Release , July 1, 2011*

### **Substantial growth in International tourist arrivals**

The upward trend since January 2011 continues in the sixth month of the year 2011 showing clearly the rising travel demand towards Nepal. The figures released by Immigration Office, Tribhuvan International Airport (TIA) reveal that visitor arrivals in the month of June 2011, compared to the same month last year, have increased by substantial growth of 37.9% to 37,226.

All regions have shown positive growth in the sixth month of 2011. In aggregate, the South Asian segment has registered a positive growth of 52.4%. India which constitutes the major market of Nepal, has recorded healthy growth of 59.3 %. Also, arrivals from Pakistan and Sri Lanka have increased by 23.1% and 46.5% respectively. However arrivals from Bangladesh have declined by 12.5%.

Arrivals from Asia (other than South Asia) have also recorded positive growth of 31.9% in aggregate. The visitor arrivals from China doubled with 105.4 % growth compared to the same month last year. Similarly, the arrivals from Japan, Malaysia, South Korea and Thailand have also increased by 18.9%, 6.3%, 35.9% and 2.9% respectively. However the arrivals from Singapore have declined by 54.9%.

Tourist arrivals from Australia and New Zealand have increased by 38.9% and 170.4% respectively. Also, the arrivals from USA saw positive growth of 24.3%. However arrivals from Canada decreased by 3.8%.

Between January to June 2011, international tourist arrivals to Nepal have risen by 25% to 245,363 in aggregate.

A total of 44,635 foreign tourists departed from TIA in June 2011. The number of Nepalese arrivals stood at 50,671 while 67,908 Nepalese departed from TIA in June 2011.<sup>22</sup>

### ***News Release on June 17, 2011***

#### **NTY 2011 in the Spotlight at Nepal Sales Mission to SEA countries**

Nepal Sales Mission to South East Asia concluded successfully in Bangkok on 16th June 2011. The Sales Mission which has been a joint promotion venture of Nepal Tourism Board, PATA Nepal Chapter, Nepal Airlines Corporation and the potential Nepalese Travel trade companies was carried out with the aim of providing the first hand knowledge and information on Nepal's Diverse natural, historical and cultural heritages and most importantly to publicize the national campaign of NTY 2011 among the travel trade, media and visiting delegates from emerging markets of Malaysia and Thailand.

Nepal Sales Mission to South East Asia started of on 13th Jun in Kuala Lumpur, traveled to Johar Bahru on 14th Jun, finally concluding in Bangkok on 16, June 2011. The delegation from Nepalese travel trade included The Everest Hotel Kathmandu, Nepal Dream Travel, Global Holidays, Fish Tail Tours & Travels and the KGH Group of companies. The business session (B2B) organized for the direct interaction among the potential travel and tour operators from Nepal and the South East Asian countries received positive response with significant green signals for increasing the no. for the upcoming holiday season.

**Mrs. Ujjwala Dali, Senior Manager – NTB** made a comprehensive presentation on NTY 2011 highlighting the theme of **“Together for Tourism”** followed by multi media on Nepal. Mrs. Dali outlined the rationales and

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<sup>22</sup> [www.welcomenepal.com](http://www.welcomenepal.com), 2068.04.06

objectives of the national campaign of NTY 2011 as well as briefed the media on the Tourism statistics; especially the promising no. of arrivals from various markets which clearly reflected the tour operators and visitors, interest and confidence in Nepal.

The Nepal event in Bangkok was greatly supported by the PATA HQ officials who shared their great experiences of visits to Nepal assuring Thai Tour operators of Nepal's potential for holiday pleasure. Mr. Sunil Shakya, Honorary Secretary, of PATA Nepal Chapter, in his closing remarks briefed the invitees on various Tourism promotion initiatives and programs carried out by PATA Nepal Chapter in close cooperation and support from the PATA Headquarters.<sup>23</sup>

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<sup>23</sup> [www.welcomenepal.com](http://www.welcomenepal.com), 2068.04.06



# CHAPTER - III

## RESEARCH METHODOLOGY

The research method designed to achieve the objectives of this study contains research design, population, sample and sampling procedure and methods of analysis and presentations of data.

### **3.1 Research Design:**

This study was mostly descriptive and analytical in nature. So, descriptive research design has used in this study. That is why; this research deals with more qualitative than the quantitative aspect of the study.

### **3.2 Population:**

The entire tourists who visit Nepal and people & institution working in tourism marketing sector are taken as the population of this study. According to the record of Nepal Tourism Statistics 2009, 509,956 tourists visited Nepal whereas 1496 travel agencies, 1096 trekking agencies, 2548 tourists guides, 5987 trekking guides working in this sector as taken the population of the study.

### **3.3 Sample and Sampling Procedure:**

This study has adopted multi-stage random sampling to select the sample for the study. At first stage the researcher has collected the list of tourist arrival in different purposes and then the researcher collected the sample from the selected list. The following are taken as sample:

- i. Tourist arrivals by month from 1991 to 2009.

- ii. Tourist arrivals and average length of stay from 1991 to 2009.
- iii. Tourist arrivals by age and sex group from 1991 to 2009.
- iv. Purposes of visit from 1991 to 2009.

### **3.4 Nature and Sources of Data:**

This study is mainly based on secondary data. The secondary data has been collected from following sources:

- ) Ministry of tourism.
- ) Nepal Tourism Board.
- ) T. U. library.
- ) CBS, Statistical Year book of Nepal.
- ) News papers and magazines.
- ) Different research article.
- ) Different websites etc.

### **3.5 Data analysis tools:**

Available data are analyzed by different statistical tools to achieve the results. Bar diagram, multiple bar diagram, trend projection, pie-chart and histogram are the tools used to show in tables and charts.

# CHAPTER - IV

## REVIEW OF TOURISM POLICIES AND PROGRAMMES IN NEPAL

We have already discussed that there is a great prospect of tourism industry in Nepal. To increase national production and income, to create opportunities for employment, expand the earning of foreign currencies, improve regional balance and develop the image of Nepal in international community, HMG has formulated and implemented tourism development, policies and programmes. Tourism industry is a multi-sector concerns its linkage with policies and institutions in the public and private sectors become important.

### 4.1 Tourism Policies under Various Plans

"The process of tourism planning in Nepal commenced from the very first Five Year Development Plan (1956-61) and allocated plan outlay for tourism development. Planning and promotion of tourism in a true sense began from the second plan. Enactment of Tourist Act 1964 had kept tourism industry within legal framework. It was during the Third Plan (1965-70) period that the steps were taken to preserve and conserve the monumental and cultural heritages that attracts tourists the most in Nepal. The Fourth Plan (1970-75) was a break through in the history of tourism planning by formulating TOURISM MASTER PLAN 1972. It is considered to be a turning point to develop tourism in Nepal. During the Fifth Plan (1975-80), Ministry of Tourism came into existence as a full-fledged ministry. Allocation of resources for tourism had increased in the Sixth Plan (1980-85) and separate development budget was also allocated for tourism. The Seventh Plan (1985-90) observed tourism as a catalyst in development effort of this country and realized its increasing role in improving balance of payment situation. The Eighth Plan (1992-97) was bold enough to acknowledge the defects of policies pursued and their net effects on achievements. This plan has put the tourism sector in the center place of Nepalese economy. It tried to put the tourism

sector as a center of all economic activities like poverty alleviation, employment generation, regional equality and industrial expansion.

The Eighth Plan (1992-97) has been instrumental in devising a comprehensive plan for the forward movement of tourism sector. It was during this period that the economy also went on the path of globalization that becomes helpful in promoting tourism. As a result there has been many changes in the direction of policies, institutional development and programmes. Ninth Plan (1997-2002) evaluated the achievements made during the Eighth Plan. The concept of perspective planning for tourism development has developed in the Ninth Plan and it looks forward to promote Nepal as one of the popular tourism destinations employing aggressive marketing measures and use of sophisticated hi-tech media in international tourism market. Thus, it is observed that Nepal does not lag behind in planning tourism and formulating appropriate policies related to tourism but the problem lies in the implementation aspect of plans and policies. Inefficient and weak implementation procedure can be regarded as the basic problem as far as tourism planning is concerned”

Prachanda Man Shrestha have presented the summary of tourism policies under various plan in Nepal in his article on Historical Account of Planning to Develop Tourism in Nepal are mentioned here under:

Nepal's planned economic development is guided by periodical National Plans particularly along with the practice of democratic exercises since 1951. Till now Nepal has already completed nine such periodical plans. Presently Nepal is going through the final phase of Tenth Periodical Plan. In all those Plans, we can see the changing priority, policy dynamism, and specific programs to steer the course of developing tourism in the country.

#### **4.1.1 First Five-Year Plan (1956-1961)**

Visits of Nepal by foreigners, except with special permission of the rulers of the time, were very limited till the political change of 1951, which led the doors of the nation open to all, paving way for the development of tourism as an economic activity. For the first time in course of planned development of the country, attention was drawn towards tourism during the First Five-Year Plan of 1956. The First Plan had envisaged the programs of publishing guidebooks to attract tourists towards natural, historical and religious spots of the country with the intention of earning foreign exchange. However, the global publicity in the international media on the success of the first climbing of Mt. Annapurna, one of the eight thousand meter peaks in the world in the year 1950, could draw tremendous attention towards Nepal than the publicity initiated by Nepalese guidebooks.

Realizing the tremendous potentiality of developing tourism, a permanent institutional arrangement in the form of Tourism Development Board was established in the year 1957, which later turned into full-fledged Department, in course of the implementation of the first Five Year National Plan. During this period, under the French Assistance Program, Mr. George Lebrec, French Consultant in the year 1959 prepared first tourism plan for Nepal as "General Plan for the Organization of Tourism in Nepal". The Plan had focused more on preparation of publicity materials and need of separate office for Tourism.

#### **4.1.2 Second Three-Year Plan (1962-1965)**

During this Plan period, collection of information on tourist arrival was initiated which has proved very helpful to have authoritative data base for further planning and policy formulation in developing tourism sector in the country. Statistical format developed for recording tourism related information has been consistently maintained till today and has been major source of data since then for all the studies and analysis conducted in this sector. By the end

of Three Year Periodical Plan, the total number of tourists visiting Nepal was recorded to be nearly 10,000 a year.

Identification of potential sites for tourists to visit as Pokhara, Lumbini, Nagarkot, Kakani, and Daman is another focus of the plan. Programs initiated for the infrastructure development to make these sites and spots worthy and possible to be visited by tourists including encouragement to invest on accommodation facilities from the private sector business entrepreneurs have led the real foundation of developing tourism.

#### **4.1.3 Third Plan (1965-1970)**

On the basis of the increased flow of tourist arrival during the first and second periodical plans, it was practiced to have vision of quantified forecast targeting to double the number of tourists by the end of the plan period. Preservation of cultural heritage, supply of hotel beds, and air transport development are the focused programs to cater the twenty thousand tourists which was based as 10 percent of the total visitors expected in neighbouring India. However, the arrivals exceeded far more than the expected level. This plan had initiated for a separate Master Plan to develop Lumbini as a religious tourist site. A high level Tourism Development Committee was formed in 1969 intending to find ways to give special thrust in tourism planning.

#### **4.1.4 Fourth Plan (1970-1975)**

It was clearly realized by the period of this plan the ended of a longer-term national concept in developing tourism with policy package to achieve sustained growth of arrival and foreign exchange in supporting overall development objective of the economy. As such Tourism Master Plan was initiated and prepared in 1972 with technical assistance from Germany. This is the ten years perspective plan defining programs and projects to lead course of Nepalese tourism in developing independent Nepal Style Tourism along with the identification of specific market segments. The perspective plan has also

indicated the need to adopt the concept of decentralized pattern of tourism development in Nepal in order to benefit wider mass at grass root from tourism activities turning the diverse attractions into real economic value.

Along with the growth in number of arrivals, expanding supply capacity in terms of hotel beds in and outside Kathmandu, air transport facilities, and human resource development were considered in a comprehensive way during this plan period. Establishment of Hotel and Tourism Training Center with tripartite agreement between His Majesty's Government, United Nations Development Program, and International Labour Organization had contributed tremendously in upgrading quality service of tourism industry in Nepal.

In the decade between 1965 to 1975 tourist arrivals averaged annual growth of 26 percent. It is very interesting to note the changed twining of tourism sector with other related sector during the different phase of the plan. Tourism was presented along the Trade sector during the first Plan, while it was seen with industry sector in the Second Plan, and during the Third Plan tourism programs are more tied up with archaeological explorations. During the Fourth Plan tourism is seen planned more from the economic and environment perspective.

#### **4.1.5 Fifth Plan (1975-1980)**

This Plan intended to implement the suggestions envisaged in the Tourism Master Plan. Production and distribution of publicity materials in the form of brochures, advertisement, photo slides, motion pictures were substantially intensified under the program component of this plan. Promotional campaign to establish Nepal as best destination had been the priority programs with wider participation in travel tourism fairs and exhibition organized in tourists generating markets. Need of marketing Nepal as a tourism destination was recognized in this plan and to realize it, a separate "Nepal Tourism Marketing Strategy" (1976-1981) was prepared by Joseph-Edward Susnik. This Strategy

perceived to make Nepal as a gateway for South and South East Asia on the basis of Nepal being a cradle of religions and culture influencing history and life of major parts of Asia. It had also recommended two separate agencies for infrastructure development and marketing promotion.

There has been substantial increase in supply of hotel beds during this period as a result of encouraging investment from the private sector supported simultaneously by the government owned bank. The Nepal Industrial Development Corporation (NIDC), which as a government bank invested a sum of Rs. 115.4 million in tourism industries during this plan period. As a result total number of Hotel beds increased from 1663 in 1974/75 to 6838 by the year 1979/80. In order to facilitate accessibility constraint in visiting Nepal, Tribhuvan Airport of Kathmandu as the only international airport of the country was upgraded to the standard of modern jet services.

With the establishment of separate Ministry of Tourism in the year 1977 as envisaged in the Tourism Master Plan, the priority of the government in developing tourism in the country got well reflected. Similarly Tourism Coordination Committee formed in 1978 under the chairmanship of Tourism Minister was envisaged to address the issue of effective coordination among diverse public as well as private agencies.

#### **4.1.6 Sixth Plan (1980-1985)**

This plan adopted basic policy guidelines to use the tourism infrastructures more effectively and to make the existing sites and spots more attractive. Potentiality of resort tourism was identified as it prioritized in developing new tourist resorts. For the first time this plan gave specific attention on backward linkage by spelling out to maximize the use of domestic products in tourism industry reducing the use of imported goods.

During this period a National Tourism Promotion Committee was formed in 1981 intending to involve the personnel from related government agencies and



representative from private sector industries to determine the course of inter-agency coordination and promotional programs in the context of erosion on the arrival growth rate. Committee had prepared a National Tourism Promotion Report, which stated specific actions relating to infrastructure, tourism service, human resource, publicity, institutional restructure to be followed and implemented to enhance the quality of tourism, to generate further growth in arrivals, and to increase supply capacity of industry. However, except bringing civil aviation under the Ministry of Tourism, other actions could not effectively be implemented. On Nepal's request, Pacific Area Travel Association (PATA) Marketing Task Force in the year 1983 prepared a Marketing Plan, which had recommended an autonomous Nepal Tourism Promotion Board to have research based marketing programs with the full involvement of private sector industry representatives.

During this period in 1984 a review was conducted on Nepal Tourism Master Plan of 1972 with technical assistance from European Community. The review reinstated the relevancy of longer-term policy contents and conceptual assumptions of the Master Plan, and suggested various destination oriented marketing programs.

#### **4.1.7 Seventh Plan (1985-1990)**

This Plan intended to focus on yield rather than number of arrivals. The objective was spelled out to attract upper class tourists to increase foreign exchange earnings form tourism. It also indicated the need of drawing private sector investment for creating tourism facilities in those areas where the basic infrastructures are in place. This plan recognized to encourage domestic tourism particularly to address seasonality issue in order to sustain industry.

For the first time an exercise was started in the year 1987 specifying an ambitious longer term quantified arrival target of receiving one million tourists by the year 2000 in the planning history of tourism development. Hotel beds

and air seats requirements were calculated to meet the target and incentive package to mobilize private sector investment were designed. The charter air flights to Nepal were granted permission to operate during this plan to compensate the infrastructure limitation in air transport.

Signing of a Memorandum of Understanding with Tibetan Tourism Authority in the year 1985 had opened up new dimension in Nepalese tourism. It had been added advantage to both Nepal and Tibet in developing combined travel and tour package to draw attention particularly of long haul tourists. Handling Tibet tour via Nepal had been new course of business to Nepal tourism industry.

During the period Nepal Rastra Bank carried out a study on patterns of tourist expenditure to estimate the value addition and import contents, and to estimate income and employment generation in the tourism sector. The study concluded the need to have different approach to develop tourism compared to other industry due to its differential nature. On the basis of analysis of the information, the study suggested to liberalize foreign exchange policy, emphasize special activity products as trekking, have aggressive marketing, expand international and domestic air service, develop integrated policy approach.

Similarly, a study for the tourism programs conducted by Touche Ross, tourism consultants supported by Asian Development Bank in 1989/90, suggested the need of developing tourism on the basis of Eastern, Central and Western axis of Nepal. This report of Nepal Tourism Development Program covers product development, marketing strategy as well as institutional development. Tourism infrastructure Development Project was formulated on the basis of this report funded by Asian Development Bank.

The completion of the consolidation work of the runway and the parallel taxiway at Tribhuvan International Airport has made possible the operation of

bigger jet aircrafts. Construction of International Terminal Building, Operation Building, and Control Tower along with other back up service infrastructure in Kathmandu airport have greatly helped to enhance tourism.

#### **4.1.8 Eighth Plan (1992-1997)**

This plan attributing high priority to the sector once more reiterated the need to reconsolidate the policy package to guide the development of tourism to contribute substantially to the national economic development due to enormous potentiality of resources to attract tourists in the country. The repositioned role of the government limiting itself on a coordinating and supportive role in the form of a catalytic agent to mobilize the private sector for the development of tourism in the context of liberalized economic policies is reflected in this plan. It is aimed to develop Nepal as a final destination for tourists.

National Civil Aviation Policy announced in the year 1992/93 adopting liberal aviation and air transport strategy affected direct positive bearing to enhance and develop tourism during this plan. Along with this policy, substantial numbers of Private air operators were encouraged to provide domestic air services in the country.

During this Plan separate tourism policy was formulated in the year 1995 which further reinstated the significant role to be played by private sector in the industry to create facilities as well as generate demand to visit Nepal by effective implementation of marketing programs. A project was also launched supported by UNDP intending to develop culture of Public Private Partnership in implementing Tourism Programs. National Campaigns as "Visit Nepal Year 1998" was announced in 1996 with two pronged objective of making aware of the significance of tourism development among the domestic stakeholders and repositioning Nepal's destination image in the generating market.

Tourism Infrastructure Development Project launched during this plan with the funding of Asian Development Bank for the first time implemented specific physical infrastructure from tourism perspective as road improvement, conservative area improvement, airport terminals, and provision of tourism service centers.

#### **4.1.9 Ninth Plan (1997-2002)**

This plan stressed the need of increased participation of private sector in managing tourism industry while limiting role of the government as a facilitator. Policies and programs under this plan were determined under the longer-term perspective of tourism with twenty years forecast. By the end of the plan period it was expected to have tourists arrival of 676,414 with 13 days of average length of stay, US \$ 60 per capita per day of tourist spending.

During this plan the community perspective while developing and planning tourism seems to have been considered particularly making them warden of the local environment to reap the economic benefits form tourism. In this respect the creation of Tourism Development Fund to support the local effort in identifying, preserving, restoring, managing, presenting the tourism resources and infrastructures at local level is one of the unique step to mobilize local governing agencies towards tourism development.

Implementation of "Visit Nepal Year 1998" during this period had succeeded considerably to activate grass root level community of potential destination sites of the country to participate in presenting their heritage for the purpose of tourism. Organizing events and festivities for entertainment based on their tradition and culture regularly for the cause of tourism development by local agencies has been the positive outcome of this program. Arrival figures of tourists reaching nearly half a million in the year 1999 as a result of this campaign is still the landmark recorded in the history of Nepalese tourism.

Formation of autonomous Nepal Tourism Board with majority representation from private sector industry for the first time as a step in privatizing full-fledged government Department of Tourism is a significant outcome during this plan. Similarly, Civil Aviation Authority came into implementation from the beginning of 1999. Those structural set up demonstrated Nepal's long cherished wish of institutionalizing the public private sector partnership in developing tourism in a sustainable way.

Permission to domestic airlines to start their services abroad breaking the monopoly right of national carrier and bringing culture under the ministry of Tourism renaming it as Ministry of Culture, Civil Aviation and Tourism are some of the major steps taken during this plan. Those steps recognized the significance of increased air transport for tourism and cultural heritage as major tourism resources.

#### **4.1.10 Tenth Plan (2002-2007)**

This Plan was formulated on the basis of unique challenges experienced in the recent past particularly on the series of negative incidents as hijacking of Indian Airlines flight from Kathmandu, tragic incidence in Royal Palace, incident of 11 September in US, rising social disturbance due to frequent bandh and strikes called by political parties, nation-wide imposition of emergency, reduction in number of international schedule flights.

Re-establishing Nepal as a prime destination globally, expanding tourism earnings to rural areas, improving qualitative services and emphasizing living heritage of culture for tourism attractions are the longer-term vision adopted in this Plan. Domestic tourism is considered as an alternative. Involvement of non-governmental agencies in protecting, managing culture resources, and enhancing tourism awareness is another novel dimension incorporated in this plan.

## **Conclusions**

Nearly fifty years of planned development exercise in tourism has clearly established the potentiality of foreign exchange earnings, revenue to government, employment opportunity to destination community, forward and backward linkage in the economy, industrial base, social harmony, cultural preservation, natural conservation, and national prosperity. However, there are absence of consistency in policy and programs to achieve stated objectives. Policy programs and objectives of the plans are not strongly linked. Along with the development, level of expectation and dissatisfaction are increasing in tourism sector. Industry is not stable with threat of vulnerability. Tourism demand always remained far behind the supply level particularly hotel beds resulting low yield. Arrival numbers, average lengths of stay, per capital tourist spending are always remaining at lower end. To what extent planning could guide the development of the tourism is a major question to be satisfactorily answered."

### **4.2 Tourism Policy and Programmes Under Globalization in Nepal**

According to Upadhyay, R.P. 2003, Tourism policies and programmes under globalization in Nepal as mentioned below:

Although in Nepal only international tourists are mainly recognized as tourist and all policies and programmes have been focused around them only. Still a careful analysis of the events related to development of tourism in Nepal suggest that in the decade of nineties there has been much more conscious efforts to globalize the tourism activities with view of globalizing the economy of Nepal also. However, here we are taking up only some important events that reflect upon globalization of tourism related activities in Nepal. These are:

- Formation of Tourism Council (1992)
- National Civil Aviation Policy (1993)
- Tourism Policy (1995)

- Visit Nepal Year 1998.
- Formation of Nepal Tourism Board (NTB) in 1999, and
- Destination Nepal 2002-2003.

#### **4.2.1 Tourism Council (1992)**

Tourism Council is an apex body for tourism development with membership of all relevant ministries and department, is an attempt to integrated and consolidated development of tourism. This apex body is chaired by the Prime-Minister which have 30 members. Of these 8 were represented from various tourism based organizations and 2 were to be nominated members while the rest of the members were represented from different tourism related ministers and institutions. It is expected that this apex body will help to remove obstacles during the process of implementation, provide correct directives and formulate policies by bringing about co-ordination among different ministries and departments for the sake of the development of tourism industry.

Major functions of Tourism Council are given below:

- To formulate policy guidelines to the Ministry of Tourism Culture and Civil Aviation (MOTCCA) and Nepal Tourism Board (NTB).
- To maintain coordination among different ministries and departments, related to tourism.
- To evaluate and assess tourism based plans and programmes.
- Help to remove obstacles faced by the tourism industry.

The major obstacle for the tourism council is that it does not enjoy the executive power and attention to implement its well intention and well planned programmes. If this problem is removed it proved to be of immense help for galvanizing the tourism sector vis-à-vis the Nepalese economy.

It has failed to arrange regular meeting since long period. Since it is not the executive body, the lion ministries and organizations are not seriously taking up or executing its decision. This is quite wrong and prove conceptual bottlenecks at the top level. Suggestions and vision forwarded by this council

must be implemented by National Planning Commission and related ministries and institution without delay.

#### **4.2.2 National Civil Aviation Policy (1993)**

Some one has rightly said civil aviation can make or break tourism. In the context of Nepal mainly India and Bangladesh have access to the country through surface transport. But Nepal is visited by other foreign nationals also who come to Nepal only through air transport. They are the major contributors of foreign exchange as tourist in Nepal. Therefore, it becomes imperative to have such rational aviation policy that is supportive of rapid tourism growth in this landlocked Himalayan kingdom.

Keeping above in mind HMG/N announced National Civil Aviation Policy, 1993 to make the air transport services competent and efficient in order to attract more international tourists during the Eighth Five Year Development Plan (1992-97).

Prior to the declaration of Civil Aviation Policy, 1993, there was no national policy as such that governed the aviation sector in Nepal. So this policy is also known as National Air Policy of Nepal. Government of Nepal prepared Civil Aviation Policy (1993) after through review of existing domestic and international air service, duly considering the privatizing policy persuaded by HMG/N and resource constraints of the government. The policy was formulated to assist tourism development in accordance with the tourism policy.

The major objectives of Civil Aviation Policy (1993) are as under:

- To develop international air transport services.
- To encourage private sector in airline service.
- To develop and expand air transport and airports in the remote areas of the country.



- To encourage recreational, adventure and research oriented air facilities.
- To make air transport reliable and safe through installation of modern equipments at airports.

To fulfill above objectives the policy formulated many strategies like "declaring the air transport and airports as "essential services" so that no concerned unit will be permitted to participate in any type of strike, the Department of Civil Aviation shall be the sole aeronautical authority of Nepal that will carry out the policies and guidelines adopted by the Ministry of Tourism, Culture and Civil Aviation, the department of Civil Aviation and all airlines in operation must comply strictly with safety regulations, emphasis shall be given to additional installation of modern navigational aid equipment and their proper maintenance at Tribhuvan International Airport and other domestic airports, with a view to discourage import and operation of very old aircrafts, strict policy shall be adopted. A Civil Aviation Authority shall be established with a view to make it self-reliant, the airport, facility shall be improved, in case of international air services, aircrafts of airlines need to be of high standard, the policy will be looked forward to divided RNAC into international and domestic services, HMG/N shall invite foreign airlines and private airlines currently operating as joint venture partners in the international sector, in the case of domestic sector, government shall retain 51 percent of the share and rest will be floated to the private shareholders.

The government of Nepal constituted the Civil Aviation Authority of Nepal (CAAN) as per the Nepal Aviation Authority Act 1996 with a view to make it self reliant. "The mandate of CAAN, was to monitor the activities, quality control and secure the operation of domestic and international air service, air communication, air transport and air navigation. It was the concerned authority to issue flying certificates for those who have received letters of incorporation as per the law of the land from the concerned authorities and even to revoke such licenses as well.

In the Eighth Plan period under the institutional improvement scheme, statues pertaining to Tourism Development Board, 1996 and Civil Aviation Authority of Nepal, 1996 were brought out. Civil Aviation Act, 1996 took effect during the plan period. Necessary amendments in the National Civil Aviation Policy 1993 have been made, giving due consideration to issue like competitive development and the safety of domestic airlines.

#### **4.2.3 Tourism Policy (1995)**

Tourism as an important sector in the Nepalese economy was first teralized in 1957 with the establishment of Tourism Development Board during the first five year plan period . The tourism industry is growing very rapidly and Nepal has tremendous potential for tourism development because of its unique natural and cultural heritage. In this context, this tourism policy has been formulated with the aims of: increasing national productivity and income; increasing foreign currency earnings; creating employment opportunities; improving regional imbalances and projecting the image of Nepal more assertively in the international arena; through the development and diversification of the travel and tourism industries. The eight FiveYear Plan (1992-1997) period ,Ministry of Tourism and Civil Aviation has introduced a policy in 1995. The Tourism Council has passed this policy in its third meeting on 14 June 1995. The cabinet approved it on 22 June 1995.

The policy was announced by HMG/N for the first time in Nepalese tourism history. Before this , the tourism sector was basically guided by the Industrial Policy, Industrial Enterprises Act and Periodical Plan.

#### **The main objectives of the policy are :**

- To develop tourism as an important sector of the national economy by developing linkages between tourism and other sectors.
- To diversify tourism down to rural areas so as to improve employment opportunities, foreign currency earnings, growth of national income and

regional imbalances.

- To improve natural, cultural and human environments of the nation in order to develop and expand the tourism industry.
- To maintain a good image of the nation in the international community by providing quality service and a sense of security.
- To develop and promote Nepal as an attractive tourism destination.

**The important salient features of tourism policy in 1995 were as below :**

- J The participation of the private sector will be sought to the maximum extent for development and diversification of tourism products.
- J Existing tourism infrastructure and facilities will be upgraded. Priority will be given to developing new tourist destinations, particularly in rural areas.
- J Popular religious tourism sites will be improved and promoted in order to develop religious tourism.
- J Nepal will be developed as a centre for adventure tourism.
- J Competitive tourism promotion and marketing will be launched in tourist originating markets to establish Nepal as a major tourist destination.
- J Linkages will be established between tourism and agro-based as well as cottage industries..
- J The National Civil Aviation Policy will be implemented as an integral part of Tourism Policy.

**Working Policy:**

1. Diversification of tourist investment
2. Operation fo tourism activities is an environmentally friendly .
3. Encourage conference culture and youth and innovative products.

4. New trekking routes and climbing peaks will be opened, in a phased manner, with a view to spreading mountain tourism on a regional basis. .
5. Upgrading and provision of religious sites for domestic as well as international travelers .
6. Encourage rural tourism benefiting the local and as well as national environmental guidelines for environment protection,
7. Trekking areas will be classified into three categories as follows:
  - a. General Trekking Area: Areas with a network of good trails and which offer basic services and facilities to tourists will be categorized as general trekking areas.
  - b. Guided Trekking Area: Area already open for trekking but not meeting minimum infrastructural requirements such as trails, and basic services and facilities such as hotels and lodges, will be categorized as guided trekking areas. Only group trekkers handled by trekking agencies will be allowed to visit such areas under fixed annual quotas.
  - c. Controlled Trekking Area: Areas in the high-Himalayan region which are out of modern civilization and have very sensitive natural environments, and ancient indigenous cultures will be categorized as controlled trekking areas. Only group trekkers handled by trekking agencies and accompanied by a government deputed liaison officer will be permitted to visit such areas.

### **Facilities and Concessions :**

The policy has provided following facilities and concessions for tourism industries.

1. Hotels and resorts are classified as national priority industries and are given privileges as per the Industrial Enterprises Act 1992.
2. Other industries will be given facilities and concessions based on their contribution to value added employment generation and innovativeness.
3. Duty concessions to specified travels and tourism industries in the import of specific commodities.
4. Priority in making available the facilities like telecommunication, electricity and drinking water.
5. Additional facilities provided to hotels, restaurants and other travel business opened in rural areas.

Government has adopted tourism as the principle source of economy and to and the further develop its contribution, it has formulate many policies, which it has been implementing till now. But unfortunately because of several reasons, this policy has not achieves its end. The causes behind its due to lack of skill manpower and because of excessive dominancy of bureaucracy and politics, it has become confined within the paper. And on the other hand, due to the presence of inter conflict of the country, it is lying behind. They only change the model of language, not the essence of policies; it seems as if they are playing the language game in the name of changing policies.

Henceforth it has become unsuccessful even he 50% of its targeted end. So the immediate requirement of formulating proper policies and its implementations seen in urgency. Otherwise the practice of tourism policies in Nepal is worthless.

# CHAPTER - V

## PRESENTATION AND ANALYSIS OF DATA

All the available data related to tourism marketing and tourist arrival have analyzed in this chapter. The chapter concentrated on the tourist arrival, trend of tourist arrival, average length of stay, tourist generating markets and purpose of visit are includes. This chapter is all about the presentation and analysis of collected data during the research period.

### **5.1 Tourists arrival by month:**

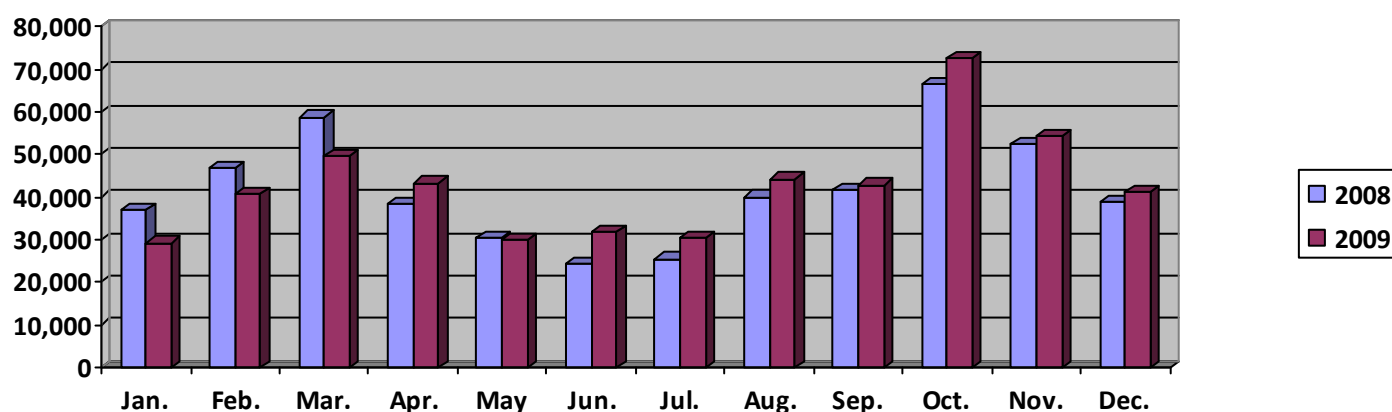
Table no. 5.1 represents the total tourist arrival since 1991 to2009 by month. The trend of tourist arrival in different month is not uniform. It fluctuates over month to month. According to the table 5.1 March, October and November are to the most favorable month such as January, February September and December are also the optimum months for tourist arrival. It can be concluded that October followed by November and September is the most favourable months for tourists. This is because of during these months, the climate is pleasure in Nepal on the other hand may, June and July is the hot and rainy months, in these months tourist arrival decline over the year.

**TABLE – 5.1**  
**TOURIST ARRIVALS BY MONTH, 1991-2009**

Year	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
1991	17,917	19,382	25,323	23,721	21,952	19,808	19,362	24,429	23,224	39,339	32,507	26,031	292,995
1992	17,451	27,489	31,505	30,682	29,089	22,469	20,942	27,338	24,839	42,647	32,341	27,561	334,353
1993	19,238	23,931	30818	20,121	20,585	19,602	13,588	21,583	23,939	42,242	30,378	27,542	293,567
1994	21,735	24,872	31,586	27,292	26,232	22,907	19,739	27,610	27,959	39,393	28,008	29,198	326,531
1995	22,207	28,240	34,219	33,994	27,843	25,650	23,980	27,686	30,569	46,845	35,782	26,380	363,395
1996	27,886	27,676	39,336	36,331	29,728	26,749	22,684	27,080	32,181	47,314	37,650	34,998	393,613
1997	25,585	32,861	43,177	35,229	33,456	26,367	26,091	35,549	31,981	56,272	40,173	35,116	421,857
1998	28,822	37,956	41,338	41,087	35,814	29,181	27,895	36,174	39,664	62,487	47,403	35,863	463,684
1999	29,722	38,134	46,218	40,774	42,712	31,049	27,193	38,449	44,117	66,543	48,865	37,698	491,504
2000	25,307	38,959	44,944	43,635	28,363	26,933	24,480	34,670	43,523	59,195	52,993	40,664	463,646
2001	30,454	38,680	46,709	39,083	28,345	13,030	18,329	25,322	31,170	41,245	30,282	18,588	361,237
2002	17,176	20,668	28,815	21,253	19,887	17,218	16,621	21,093	23,752	35,272	28,723	24,990	275,468
2003	21,215	24,349	27,737	25,851	22,704	20,351	22,661	27,568	28,724	45,459	38,398	33,115	338,123
2004	30,988	35,631	44,920	33,514	26,802	19,793	24,860	33,162	25,496	43,373	36,381	31,007	385,297
2005	25,477	20,338	29,875	23,414	25,541	22,608	23,996	36,910	36,066	51,498	41,505	38,170	375,398
2006	28,769	25,728	36,873	21,983	22,870	26,210	25,183	33,150	33,362	49,670	44,119	36,009	383,926
2007	33,192	39,934	54,722	40,942	35,854	31,316	35,437	44,683	45,552	70,644	52,273	42,156	526,705
2008	36,913	46,675	58,735	38,475	30,410	24,349	25,427	40,011	41,622	66,421	52,399	38,840	500,277
2009	29,278 (-26.1)	40,617 (-14.9)	49,567 (-18.5)	43,337 (11.2)	30,037 (-1.2)	31,749 (23.3)	30,432 (16.4)	44,174 (9.5)	42,771 (2.7)	72,522 (8.4)	54,423 (3.7)	41,049 (5.4)	509,956 (1.9)

*Source: Nepal Tourism Statistics, 2009.*

**Figure – 5.1**  
**TOURIST ARRIVALS BY MONTH, 2008-2009**



## **5.2 Total Tourist Arrival and Length of stay in Nepal :**

The table no.-5.2 reveals the number of tourist arrival in Nepal in different years from 1991 to 2009. The growth rate of tourist arrival is positive in all year except in the year 2002 and 2003. It is because of the different reasons including political instability, terrorism. There is a highest number of tourist arrived in 2007 (total tourist 526,705). It could be positive impact of management of political instability, terrorism and most activities. Among the total tourists arrival in Nepal, most of them arrived by air, percentages from 74.9 percentage to 91.4 percentage likewise 7.92 percentage to 13.51 percentage of total tourist arrived by land. Table 5.2 show that development in the airlines could be positive impact for the arrival of tourist in Nepal.



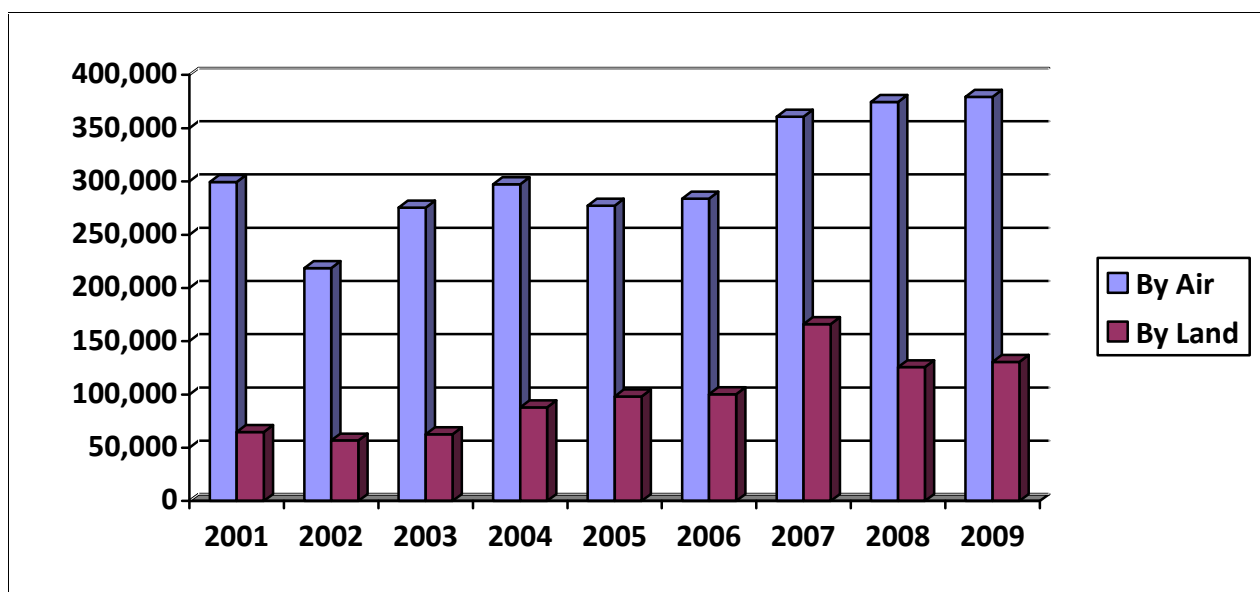
**Table -5.2****TOURIST ARRIVALS AND AVERAGE LENGTH OF STAY, 1991-2009**

Year	Total		By Air		By land		Average Length of Stay
	Number	Annual Growth Rate(%)	Number	Percent	Number	Percent	
1991	292,995	15.0	267,932	91.4	25,063	8.6	9.25
1992	334,353	14.1	300,496	89.9	33,857	10.1	10.14
1993	293,567	-12.2	254,140	86.6	39,427	13.4	11.94
1994	326,531	11.2	289,381	88.6	37,150	11.4	10.00
1995	363,395	11.3	325,035	89.4	38,360	10.6	11.27
1996	393,613	8.3	343,246	87.2	50,367	12.8	13.50
1997	421,857	7.2	371,145	88.0	50,712	12.0	10.49
1998	463,684	9.9	398,008	85.8	65,676	14.2	10.76
1999	491,504	6.0	421,243	85.7	70,261	14.3	12.28
2000	463,646	-5.7	376,914	81.3	86,732	18.7	11.88
2001	361,237	-22.1	299,514	82.9	64,723	17.1	11.93
2002	275,468	-23.7	218,660	79.4	56,808	20.6	7.92
2003	338,123	22.7	275,438	81.5	62,694	18.5	9.60
2004	385,297	13.9	297,335	77.2	87,962	22.8	13.51
2005	375,398	-2.6	277,346	73.9	98,052	26.1	9.09
2006	383,926	2.3	283,819	73.9	100,107	26.1	10.20
2007	526,705	37.2	360,713	68.5	165,992	31.5	11.96
2008	500,277	-5.0	374,661	72.9	125,616	25.1	11.78
2009	509,956	1.9	379,322	72.4	130,634	25.6	11.32

Source: Nepal Tourism Statistics, 2009.

**Figure -5.2**

**TOURIST ARRIVALS AND AVERAGE LENGTH OF STAY, 2001-2009**



### **5.3 Tourist Arrival by Age and Sex Groups:**

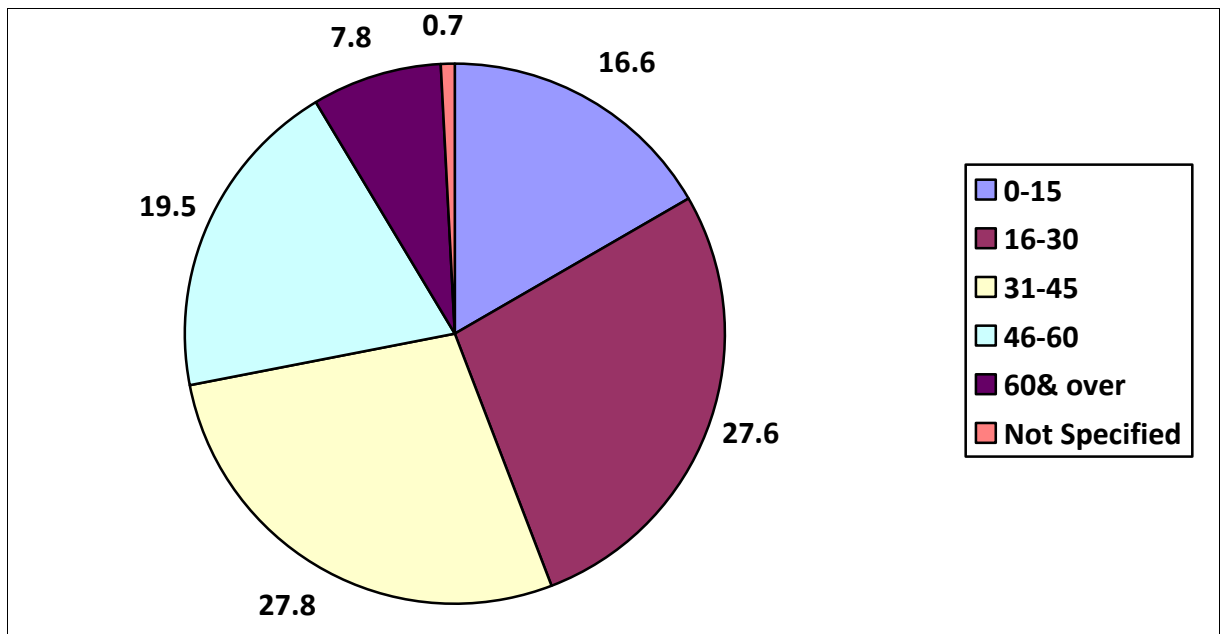
According to the sex group, tourist arrivals in Nepal are found more male than female since very beginning. The share of male tourist is more than the female share in each year from 1991 to 2009. The data represents that in 1991, 60.6 percent tourist were male. According to age groups in the same year the highest share has counted of 16-30 years age group, followed by the age group of 31-45 years 32.3 percent, 61 and over age group counted 10.4 percent, and under 15 years age group has counted 5-9 percent. In 2009, the highest portion of tourist was found in 31 to 45 years age group followed by 16-30 years age group as 27.6 percent. In this year the share of female tourist has accounted 43.5 percent.

**TABLE – 5.3**  
**TOURIST ARRIVAL BY AGE AND SEX GUROUS, 1991- 2009**

Year	Sex		Total	Age Groups					
	Male	Female		0-15	16-30	31-45	46-60	60& over	Not Specified
1991	177,574 (60.6)	115,421 (39.4)	292,995 (100)	17,174 (5.9)	96634 (33.0)	94539 (32.3)	54320 (18.5)	30328 (10.4)	---
1992	197,051 (58.9)	137,302 (41.1)	334,353 (100)	18,624 (5.6)	105123 (31.4)	111096 (33.2)	65651 (19.6)	33859 (10.1)	---
1993	179,178 (61.0)	114,389 (39.0)	293,567 (100)	15,289 (5.2)	91947 (31.3)	96665 (32.9)	59768 (20.4)	29898 (1.2)	---
1994	205,389 (62.9)	121,142 (37.1)	326,531 (100)	20,097 (6.2)	96016 (29.4)	106260 (32.5)	66174 (20.3)	37984 (11.6)	---
1995	224,769 (61.9)	318,626 (38.1)	363,395 (100)	22,878 (6.3)	106603 (29.3)	120212 (33.1)	76647 (21.1)	37055 (10.2)	---
1996	233,055 (59.2)	160,558 (40.0)	393,613 (100)	22,185 (5.6)	94924 (24.1)	116307 (29.5)	89751 (22.8)	70446 (17.9)	---
1997	251,358 (59.6)	170,499 (40.4)	421,857 (100)	23,840 (5.7)	121286 (28.8)	126828 (30.1)	107111 (25.4)	42792 (10.1)	---
1998	267,871 (57.8)	195,813 (42.2)	463,684 (100)	26,763 (5.8)	122103 (26.3)	151846 (32.7)	121190 (26.1)	41782 (9.0)	---
1999	286,161 (58.2)	205,343 (41.8)	491,504 (100)	30,967 (6.3)	150307 (30.6)	155985 (31.7)	113314 (23.1)	40913 (8.3)	---
2000	266,937 (57.6)	196,709 (42.4)	463,646 (100)	19,136 (4.1)	119816 (25.8)	148063 (31.9)	125140 (27.0)	51491 (11.1)	---
2001	213,465 (59.1)	147,772 (40.9)	361,237 (100)	14,608 (4.0)	95801 (26.5)	115678 (32.0)	93621 (25.9)	41529 (11.5)	---
2002	174,710 (63.4)	100,758 (36.6)	275,468 (100)	12,425 (4.5)	67774 (24.6)	99622 (36.2)	67017 (24.3)	28630 (10.4)	---
2003	204,732 (60.5)	133,400 (39.5)	338,132 (100)	16,056 (4.7)	78357 (23.2)	99740 (29.5)	85753 (25.4)	58226 (17.2)	---
2004	255,303 (66.3)	129,994 (33.7)	385,297 (100)	38,734 (10.1)	84125 (21.8)	128267 (33.3)	96920 (25.2)	37251 (9.7)	---
2005	257,972 (68.7)	117,426 (31.3)	375,398 (100)	30,429 (8.1)	57115 (15.2)	114103 (30.4)	106077 (28.3)	67674 (18.0)	---
2006	218,818 (57.0)	165,108 (43.0)	383,926 (100)	37,433 (9.8)	75626 (19.7)	123541 (32.2)	95360 (24.8)	52066 (13.6)	---
2007	290,688 (55.2)	236,017 (44.8)	526,705 (100)	38,870 (7.4)	112879 (21.4)	164448 (31.2)	130756 (24.8)	69927 (13.3)	9785 (1.9)
2008	286,983 (57.4)	213,294 (42.6)	500,277 (100)	42,581 (8.5)	106596 (21.3)	150171 (30.0)	121387 (24.3)	60531 (12.1)	19011 (3.8)
2009	288,155 (56.5)	221,801 (43.5)	509,956 (100)	84,891 (16.6)	140805 (27.6)	141955 (27.8)	99197 (19.5)	39638 (7.8)	3470 (0.7)

Source: Nepal Tourism Statistics, 2009.

**Figure – 5.3**  
**TOURIST ARRIVAL BY AGE AND SEX GUROUS, 2009**



#### **5.4 Tourist Arrival by Major Nationalities:**

Table no. 5.4 shows the arrivals of tourist from different nationalities. During the year 1999 to 2009 the highest share of tourist arrivals in Nepal has recorded by 22.3 percent from India and followed by 7.1 percent from U.K. USA. has found as the third country to generate tourist for Nepal, accounted as 6.5 percentages. Japan is forth, in terms of tourist generating country for Nepal. During the same period, it is observed that 5.2 percent tourists have arrived from Sri Lanka. Different types of strategies should imply to attract different nationalities. To match their interest varieties in tourist product is necessary.

**TABLE – 5.4**  
**TOURIST ARRIVAL BY MAJOR NATIONALITIES ,1999 - 2009**

Nationality	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Average
<b>Australia</b>	11873 (2.4)	12189 (2.6)	10455 (2.9)	7159 (2.6)	7916 (2.3)	9671 (2.5)	7093 (1.9)	8231 (2.1)	12369 (2.3)	13846 (2.8)	15461 (3.0)	10569 (2.5)
<b>Austria</b>	6377 (1.3)	5221 (1.1)	4164 (1.2)	3140 (1.1)	3025 (0.9)	4341 (1.1)	3007 (0.8)	3470 (0.9)	4473 (0.8)	3540 (0.7)	3245 (0.6)	4001 (1.0)
<b>Canada</b>	7578 (1.5)	8590 (1.9)	7068 (2.0)	3774 (1.4)	4154 (1.2)	4825 (1.3)	4168 (1.1)	4733 (1.2)	7399 (1.4)	8132 (1.6)	8965 (1.8)	6305 (1.5)
<b>Denmark</b>	4577 (0.9)	4847 (1.0)	3854 (1.1)	2040 (0.7)	2178 (0.6)	2633 (0.7)	1770 (0.5)	1956 (0.5)	3157 (0.6)	3847 (0.8)	4464 (0.9)	3211 (0.8)
<b>France</b>	24490 (5.0)	24506 (5.3)	21187 (5.9)	13376 (4.9)	15865 (4.5)	18938 (4.9)	14108 (3.8)	14835 (3.9)	20250 (3.8)	22402 (4.5)	22154 (4.3)	19283 (4.6)
<b>Germany</b>	26378 (5.4)	26263 (5.7)	21577 (6.0)	15774 (5.7)	14866 (4.4)	16025 (4.2)	14345 (3.8)	14361 (3.7)	21323 (4.0)	18552 (3.7)	19246 (3.8)	18974 (4.6)
<b>India</b>	410661 (28.6)	95915 (20.7)	64320 (17.8)	66777 (24.2)	86363 (25.5)	90326 (23.4)	95685 (25.5)	93722 (24.4)	96010 (18.2)	91177 (18.2)	93884 (18.4)	92258 (22.3)
<b>Italy</b>	12870 (2.6)	11491 (2.5)	8745 (2.4)	8057 (2.9)	8243 (2.4)	12376 (3.2)	8785 (2.3)	7736 (2.0)	11243 (2.1)	7914 (1.6)	7982 (1.6)	9986 (2.3)
<b>Japan</b>	38893 (7.9)	41070 (8.9)	28830 (8.0)	23223 (8.4)	27412 (8.1)	24231 (6.3)	18239 (4.9)	22242 (5.8)	27058 (5.1)	23383 (4.7)	22445 (4.4)	27002 (6.3)
<b>Netherlands</b>	17198 (3.5)	16211 (3.5)	13662 (3.8)	8306 (3.0)	8443 (2.5)	11160 (2.9)	8947 (2.4)	7207 (1.9)	10589 (2.0)	10900 (2.2)	11147 (2.2)	11252 (2.7)
<b>Spain</b>	9370 (1.9)	8874 (1.9)	5897 (1.6)	5267 (1.9)	8265 (2.4)	11767 (3.1)	8891 (2.4)	10377 (2.7)	15672 (3.0)	13851 (2.8)	13006 (2.6)	10112 (2.4)
<b>Switzerland</b>	8431 (1.7)	6230 (1.3)	5649 (1.6)	3352 (1.2)	3246 (1.0)	3788 (1.0)	3263 (0.8)	3559 (0.9)	5238 (1.0)	5186 (1.0)	5281 (1.0)	4829 (1.1)
<b>Sri Lanka</b>	12432 (2.5)	16649 (3.6)	9844 (2.7)	9805 (3.6)	13930 (4.1)	16124 (4.2)	18770 (5.0)	27413 (7.1)	49947 (9.5)	37817 (7.6)	36362 (7.1)	22645 (5.2)
<b>USA</b>	39332 (8.0)	40442 (8.7)	3252 (8.9)	17518 (6.4)	18838 (5.6)	20680 (5.4)	18539 (4.9)	19833 (5.2)	29783 (5.7)	30076 (6.0)	32043 (6.3)	27194 (6.5)
<b>UK</b>	36852 (7.5)	37765 (8.1)	33533 (9.3)	21007 (7.6)	22101 (6.5)	24667 (6.4)	25151 (6.7)	22708 (5.9)	32367 (6.1)	33658 (6.7)	35382 (6.9)	29563 (7.1)
<b>Others</b>	94192 (19.2)	107383 (23.2)	90400 (25.0)	66920 (24.3)	93287 (27.6)	113745 (29.5)	124737 (33.2)	120730 (31.4)	176312 (33.5)	171989 (34.4)	172846 (33.9)	121140 (28.7)
<b>Not Specified</b>	00 (0.0)	00 (0.0)	00 (0.0)	00 (0.0)	00 (0.0)	00 (0.0)	00 (0.0)	4005 (1.5)	3515 (0.7)	4007 (0.8)	6043 (1.2)	1597 (0.3)
<b>Total</b>	491504 (100)	463646 (100)	361237 (100)	275468 (100)	338132 (100)	385297 (100)	375398 (100)	383926 (100)	526705 (100)	500277 (100)	509956 (100)	419921 (100)

Source: Nepal Tourism Statistics, 2009

## 5.5 Purpose of Visit:

Tourist visit Nepal for different purpose. Nepal is a paradise for mountaineers and trekkers. There are the highest peaks like Mt. Everest (8848m) which offer opportunity for scaling. Most of the tourists visiting Nepal have the purpose of pleasure and mountaineering. The following table 5.5 shows different purpose of tourist visit in Nepal (1991 to 2009).

The table 5.5 shows the largest portion of the total tourist arrivals is represented by trekking and mountaineering purpose of the total visit 509,956 in 2009, 132,929 (26.1%) tourist visited in Nepal for this purpose. Holiday/pleasure is another main purpose of visit; 40,992 (8.0%) tourist visited for this purpose in 2009.

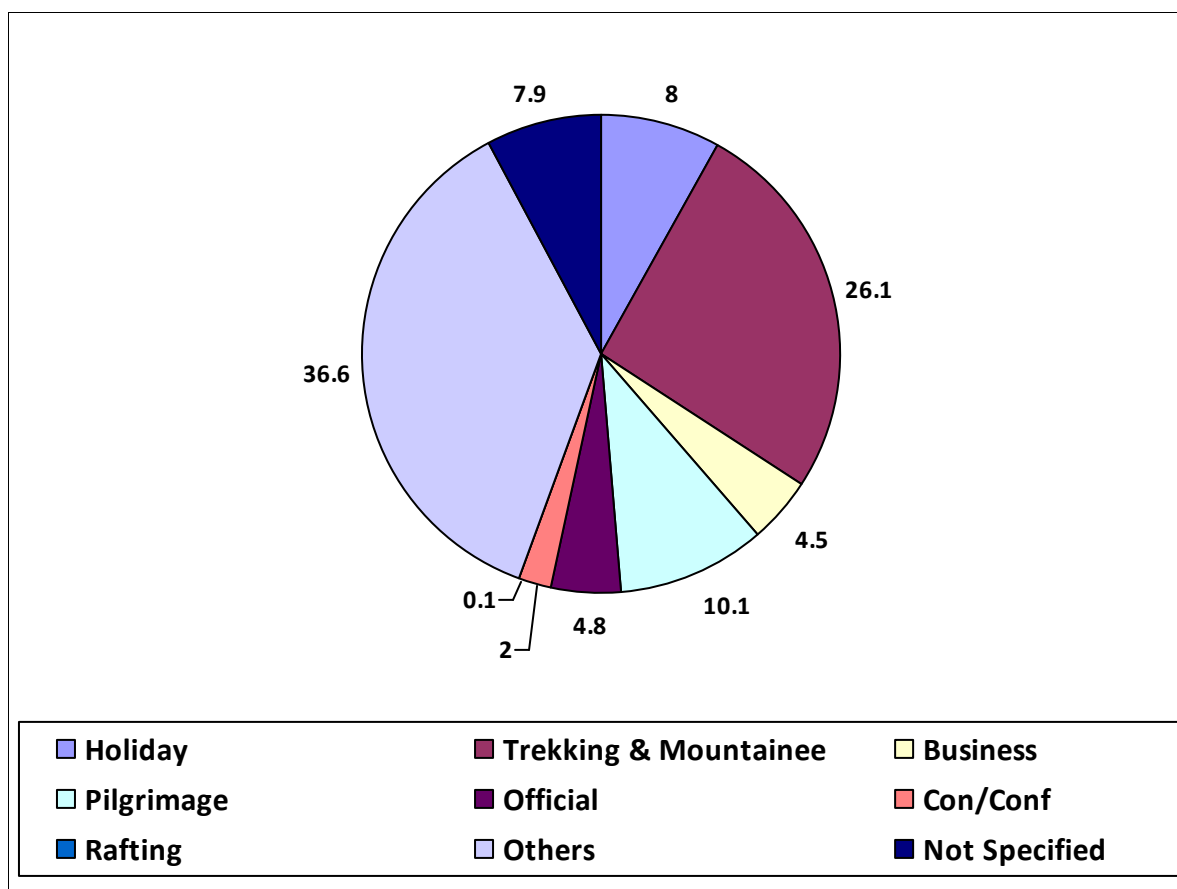
Besides trekking and pleasure tourist visited Nepal for the purpose of business, pilgrimage, official, business, rafting and others. The table shows that 4.5 percent of business, 10.1 percent of pilgrimage, 4.8 percent of official, 0.1percent of rafting and 36.6 percent of others visited Nepal in 2009 respectively.

**TABLE – 5.5**  
**TOURIST ARRIVALS BY PURPOSE OF VISIT, 1991 – 2009**

Year	Holiday Pleasure	Trekking & Mountaineer	Business	Pilgrimage	Official	Cov./ Conf.	Rafting	Others	Not Specified	Total
1991	177370 (60.5)	42308 (14.4)	14601 (5.0)	9,103 (3.1)	37274 (12.7)	5,441 (1.9)	-	6898 (2.4)	-	292,995 (100.0)
1992	237711 (71.1)	35166 (10.5)	31765 (9.5)	7,219 (2.2)	20967 (6.3)	815 (0.2)	-	710 (0.2)	-	334,353 (100.0)
1993	170279 (58.0)	69619 (23.7)	19495 (6.6)	10,429 (3.6)	15812 (5.4)	5,367 (1.8)	-	2566 (0.9)	-	293,567
1994	168155 (51.5)	76865 (23.5)	23522 (7.2)	5,475 (1.7)	20431 (6.3)	5,361 (1.6)	-	26722 (8.2)	-	326,531
1995	183207 (50.4)	84787 (23.3)	21829 (6.0)	5,257 (1.4)	20090 (5.5)	5,272 (1.5)	-	42953 (11.8)	-	363,395
1996	209377 (53.2)	88945 (22.6)	25079 (6.4)	4,802 (1.2)	20191 (5.1)	6,054 (1.5)	-	39165 (10.0)	-	393,613
1997	249360 (59.1)	91525 (21.7)	27409 (6.5)	4,068 (1.0)	24106 (5.7)	5,824 (1.4)	-	19565 (4.6)	-	421,857
1998	261347 (56.4)	112644 (24.3)	24954 (5.4)	16,164 (3.5)	22123 (4.8)	5,181 (1.1)	-	21271 (4.6)	-	463,684
1999	290,862 (59.5)	107,960 (22.0)	23,813 (4.8)	19,198 (3.9)	24,132 (4.9)	5,965 (1.2)	-	19,579 (4.0)	-	491,504
2000	255,889 (55.2)	118,780 (25.6)	29,454 (6.4)	15,801 (3.4)	20,832 (4.5)	5,599 (1.2)	-	17,291 (3.7)	-	463,646
2001	187,022 (51.8)	100,828 (27.9)	18,528 (5.1)	13,816 (3.8)	18,727 (5.2)	0 (.0)	-	22,316 (6.2)	-	361,237
2002	110,143 (40.0)	59,279 (21.5)	16,990 (6.2)	12,366 (4.5)	17,783 (6.5)	0 (0.0)	-	58,907 (21.4)	-	275,468
2003	97,904 (29.0)	65,721 (19.4)	19,387 (5.7)	21,395 (6.3)	21,967 (6.5)	0 (0.0)	-	11,1758 (33.1)	-	338,132
2004	167,262 (43.4)	69,442 (18.0)	13,948 (3.6)	45,664 (11.9)	17,088 (4.4)	0 (0.0)	-	71,893 (18.7)	-	385,297
2005	160,259 (42.7)	61,488 (16.4)	21,992 (5.9)	47,621 (12.7)	16,859 (4.5)	0 (0.0)	-	67,179 (17.9)	-	375,398
2006	145,802 (27.7)	66,931 (12.7)	21,066 (4.0)	59,298 (11.1)	18,063 (3.4)	0 (0.0)	-	72,766 (13.8)	-	383,926
2007	217,815 (41.4)	101,320 (19.2)	24,487 (4.6)	52,594 (10.0)	21,670 (4.1)	8,019 (1.5)	65 (0.0)	78,579 (14.9)	22,156 (4.2)	526,805
2008	148,190 (29.6)	104,882 (21.0)	23,039 (4.6)	45,091 (9.5)	43,044 (8.6)	6,938 (1.4)	243 (0.0)	99,391 (19.9)	29,529 (5.9)	500,277
2009	40,992 (8.0)	132,929 (26.1)	22,758 (4.5)	51,542 (10.1)	24,518 (4.8)	9,985 (2.0)	285 (0.1)	18,6849 (36.6)	40,098 (7.9)	509,956

*Source: Nepal Tourism Statistics, 2009*

**Figure – 5.5**  
**TOURIST ARRIVALS BY PURPOSE OF VISIT, 2009**



**5.6 Tourist Arrival by Fiscal Year:**

The table no. 5.6 shows the total no. of tourist arrival according to the fiscal year from 247/48 to 2065/66. Regarding the fiscal year 2065/66 the total tourist arrival decreases by 5.7 percent. Maoist insurgency, political instability, Indian plane high jacking are the major causes for decreasing tourist arrival in Nepal.



**TABLE -5.6**  
**TOURISM ARRIVALS BY FIACAL YEAR, 2047/48-2065/66**

Fiscal Year	Third Country	Indian	Total	%Change
2047/48	187,821	82,686	270,507	-0.8
2048/49	217,313	107,053	324,366	19.9
2049/50	219,337	86,949	306,286	-5.6
2050/51	222,373	94,597	316,972	3.5
2051/52	230,158	116,022	346,180	9.2
2052/53	262,448	117,853	380,301	9.9
2053/54	273,477	128,809	402,286	5.8
2054/55	301,636	138,647	440,283	9.4
2055/56	336,713	141,061	477,774	8.5
2056/57	359,043	100,307	459,350	-3.9
2057/58	362,330	86,401	448,731	-2.3
2058/59	229,873	59,127	289,000	-35.6
2059/60	218,972	76,707	295,679	2.3
2060/61	291,629	96,414	388,043	31.2
2061/62	262,461	78,640	341,101	-12.1
2062/63	288,087	103,085	391,172	14.7
2063/64	361,382	101,198	462,580	18.3
2064/65	431,289	90,009	521,298	12.7
2065/66	400,249	91,558	491,807	-5.7

*Source: Nepal Tourism Statistics, 2009*

### **5.7 Travel, Trekking and Rafting Agencies in Nepal:**

Total numbers of travel, trekking agencies, and tourist guide increasing per year according to the given data. It indicates the tourism development of the country. The table 5.7 shows the growth of travel, trekking and rafting agencies from 2000 to 2009. In 2009 there were 1496 travel agencies, 1096 trekking agency, 2548 tourist guide, 5987 trekking guide and 52 tourist police, which is positive in tourism development in Nepal.

**TABLE-5.7**

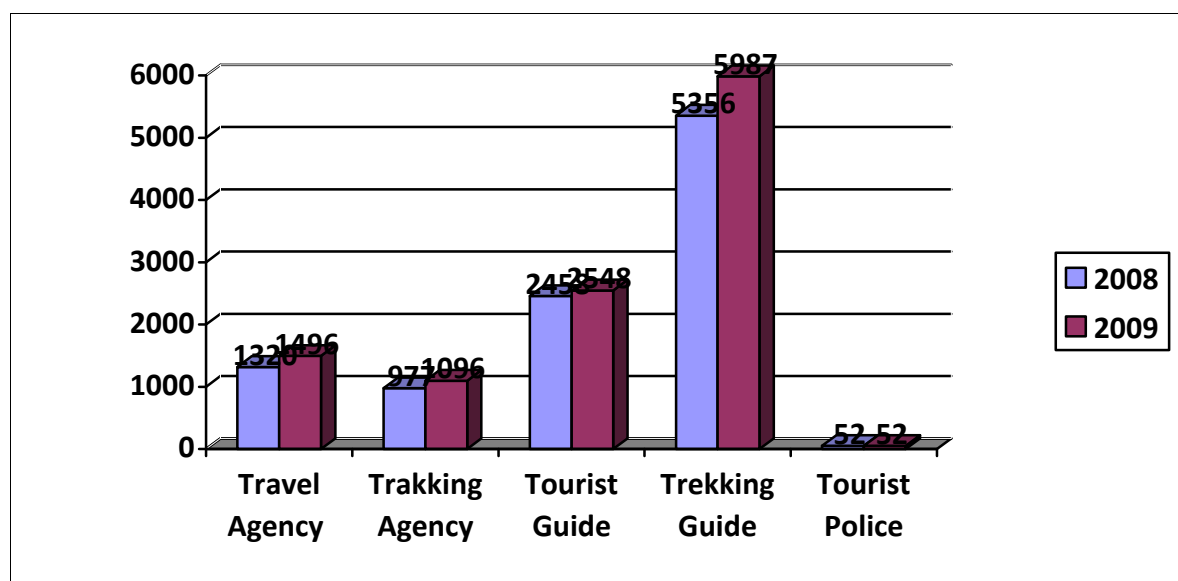
**TOTAL NUMBER OF TRAVEL, TREKKING AGENCIES, GUIDE AND TOURIST POLICE, 2000-2009.**

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Travel Agency	637	691	738	788	877	948	1026	1167	1320	1496
Trekking Agency	<b>537</b>	<b>580</b>	<b>611</b>	<b>645</b>	<b>705</b>	<b>740</b>	<b>793</b>	<b>872</b>	<b>977</b>	<b>1096</b>
Tourist Guide	<b>1854</b>	<b>190</b>	<b>2001</b>	<b>2071</b>	<b>2149</b>	<b>2202</b>	<b>2271</b>	<b>2343</b>	<b>2458</b>	<b>2548</b>
Trekking Guide	<b>2155</b>	<b>2745</b>	<b>3094</b>	<b>3457</b>	<b>3930</b>	<b>4395</b>	<b>4663</b>	<b>5098</b>	<b>5356</b>	<b>5987</b>
Tourist Police									<b>52</b>	<b>52</b>

*Source: Nepal Tourism Statistics, 2009*

**Figure-5.7**

**TOTAL NUMBER OF TRAVEL, TREKKING AGENCIES, GUIDE AND TOURIST POLICE, 2008-2009.**



# CHAPTER - VI

## OPPORTUNITIES AND CHALLENGES OF TOURISM MARKETING IN NEPAL

### 6.1 Opportunities:

Nepal has great opportunities for the development of tourism marketing. Being a landlocked country Nepal has not an appropriate place in terms of commercial activities but it is blessed with many assets for tourism industry. Natural beauty, geographical situation, snow-caped mountains, Nepali traditions, culture and ethnicity are the main assets through which sustainable development of the country can be grasped.

Nepal is extremely rich in tourism products and they are found all over the country. Natural beauty, culture and monumental heritage bequeathed by history are the principal tourism products of Nepal. In fact, Nepal possesses tremendous diversities and potentialities to be developed as a major tourist destination from diverse perspectives. It has created a special niche in the arena of adventure tourism in the world

Nepal has a great potential for the development or tourism. It has history and a rich cultural heritage, immense scope for mountaineering, trekking and recreation, breathtaking scenic beauty and very friendly people.

#### 6.1.1 Employment opportunity:

The travel and tourism industry is a labor intensive service industry and provides a lot of employment to the people of different levels. 'Tourism as a sources of employment is particularly important for areas with no alternative sources of

employment, as is often the case is no industrial areas; deficit is natural resources other than scenic attraction and climate.”

### **6.1.2 Regional Development:**

Tourism is also an instrument in developing economically backward of a country their might like scenic beauty, socio-cultural attraction etc. in the under development regions of a country.

In Nepal, many destinations lacking behind in development and transportation facilities like Annapurna area, Namche, Lukla, Langtang etc. have become economically better off through tourism. Remote and rather inaccessible areas like Danchanjunga, Makalu-Barun, Dolpa, Jumla and such other places could be developed from the tourism point of view.

### **6.1.3 Source of Foreign Income:**

Income from foreign tourism in the form of foreign exchange adds to the national income. It offers a more reliable form of income. In the countries like Austria, Greece, Italy it has had very positive string effect of the balance of payments. Tourism is, thus, a very useful means of earning source for many develop as well as developing countries. These earnings assume a great significance in the balance of payments. The balance of payments shows the relationship between countries is total payments to all other countries and its total receipt from them.

### **6.1.4 Sources of Government Revenue:**

The tax collection from tourism is considered as important source of revenue and it has significant contribution to the government of Nepal. The major governmental

income is usually direct taxes and custom duties. Direct taxes generated were 4074 percent in tourism sector, 0.074 percent in tourism related sector and 2.27 percent in non-tourism sector. The government revenue obtained from tourism helps to accelerate the pace of economic development. In Nepal, the major source of revenue from tourism consists of hotel-taxes, air flight tax, visa and trekking fee, mountaineering fees and national parks fees.

### **6.1.5 Development of Second Industry:**

The tourism development develops the second industry also. The secondary business is the supporting businesses to help the tourists such as growing vegetable, hatchery and bread etc. These secondary businesses also develop the living standard the local people.

### **6.2 Challenges:**

Nepal has all features to boost up the tourism industry but there are a lot of challenges for the development of tourism and proper management of basic components namely:

- i) Attraction
- ii) Accessibility
- iii) Accommodation and
- iv) Amenity is essential

#### **i) Attraction:**

Scenic attraction is very important factor for tourism development. Natural beauty, bio-diversities, geographical diversities world heritage sites, ethnicity and cast artistic monuments, lakes, waterfalls , glaciers, forests, Himalayas and the life styles of people to visit Nepal.

ii) **Accessibility:**

Accessibility is another crucial factor as it is a means by which tourist can reach in the area where attractions are located. Attractions become of less importance if the accessibility to the destinations which are located out of the major cities. Due to inadequate transport facilities tourism in Nepal is far behind that it could be.

iii) **Accommodation;**

Accommodation is essential for providing food and test to the tourists. Tourist must have some sorts of special accommodation in their destination. Accommodation is very poor in the rural area; it is mainly in centered in cities.

iv) **Amenity :**

Tourist needs some added comfort and facilities to attraction, accommodations, and transportations. Facilities to the tourist provided by the government and other tourism related agencies are very poor in Nepal.

### **6.2.1 Lack of Conceptual Clarity:**

Conceptual clarity of tourism among people and tourism entrepreneurs is essential to ensure better hospitality to the tourist. People are not clear about the importance of tourism. They are still unaware about positive and negative impacts of tourism in societies. The way how the tourists are treated is the main factor to broaden the image of Nepal in international level. Importance of tourism and its impact on local community, like income generation and employment opportunities should be sensitized to the tourism have to be sensitized to the people of tourist area to ensure proper hospitality to the tourists. Awareness about the conservation of Nepali

culture, customs, traditions and values is necessary to continue and promote tourism in rural areas.

### **6.2.2 Poor Marketing in International level:**

Strong and adequate marketing and planning are the main factors to boost up this industry. Without marketing we cannot sell our products in international level. Different strategies are needed to market Nepal globally. But we are facing the problem of proper marketing. An Englishman, Ian Sanderson writes about the marketing weakness of Nepal, which is a shame. When we go to travel agencies, many are aware about Nepal and independent travelers come to Nepal. Even I am here on my own. I booked the hotel online and that is how I arranged everything through website.

### **6.2.3 International Airport and inadequate Air Seats:**

Tribhuvan International Airport is the only one point for International flights. Tourism in Nepal is seasonal. In the main tourist season, TIA and existing flights are inadequate to cope up with the volume of tourists. There is no international flight from other district airport. One has to come to Kathmandu to take international flight. Second international airport out of valley is the outmost demand of the time.

J. L. Karna, Maning Director of Yeti Travels, opines that no country can have tourists if their national carrier is weak. Thus, it gives a bad impression to the tourist. So it is very important to strength the national flag carrier at the moment. Many tourists cancel or postpone their trip due to unavailability of seats, and even we are unable to do anything about it.

According to Ram Prasad Neupane, Deputy Director General of CAAN, For now aer seat problem is sector specific, however, I think ferst indo-Nepal capacity should be increased.

#### **6.2.4 Problems of Tourist Information and Services System:**

Tourism information and services system is not sufficient in Nepal. Many guide-books and other information should be published in different languages, milestones, directions boards, pamphlets, lists of accommodation services; tourist help services, hospitals etc. are frequently required for tourists. Tourist services centre should provide efficient and quick services. Proper information and help are important to create positive thinking among tourists. But tourists always complain on such services as they become less desired. An article published in a magazine is relevant to city here, “Two English ladies Catherine and Amy sitting outside NTB seemed frustrated while they said, the things happening at NTB is very vague to us. we do not know what’s going on since there is nothing on the wall explaining to tourists about the scenario. We are confused whether to sit here and wait or leave which is annoying us. Amy further grumbled, “I am 20 years old and in spite of being young I am visiting Nepal for the first time. There is no one to help us; even the immigration office is very slow. We are thinking on visiting our embassy for some assistance, but again we don’t know about the services there since we have never been there

#### **6.2.5 Growing pollution:**

One of the major constraints facing tourism industry in Kathmandu valley was failure of the municipal government in disposing solid waste which blamed the central government for having failed to provide it with a dumping site. Such a



failure in the peak tourist season could hurt arrival of tourists in the future and acts as a potential health hazard to the locals. Similarly, failure of government regulating pollution from vehicle and regulate traffic reduced the visiting of Himalayan peaks on one hand, and increased pressure of vehicles including on core city area where world heritage sites are located. Uncontrolled urbanization in such places like lakeside in Pokhara has reduced visibility of Phewa lake. And, on the other hand, the fact that sewage from some hotels and a drain continue to be drained in the lake has made it unfit for swimming. These could be considered to be the problems faced by tourism sector due to the lack of appropriate policies or actions in other sectors i.e. local government, transport etc.

#### **6.2.6. Lack of Trained Manpower:**

Lack of tourism professionals and professional civil servants is a big handicap to the country. It has tremendous effect on all aspect. There is need of professional civil servants and efficiently, handle the tourists properly and provide proper hospitality which is lacking in Nepal and it has become a big problem. Untrained and inefficient people are flown towards tourism business which cannot make proper effort for the long term in this field. They may require foreign language skills sensitizing them on various international cultures, traditions, customs and practices. If they are well known about all these human aspects they can deal and handle the issues in a civilized manner.

#### **6.2.7 Existing Political Instability:**

Nepal is only one the birthplace of Gautama Buddha, the preacher of peace in the world, but also it is approved as peace zone mostly. But nowadays it is often considered as a land of violence and strikes. Maoist activities arisen since 2052

B.S. have made the country as insecure and violence area for the tourist. *Bandhas and Chakajam* are the main curses of the industry. Many people were killed during the period both by Maoists and by the government. Due to domestic conflicts, image of Nepal in international level is negatively presented causing the declination in tourist inflow.

### **6.2.8 Poor infrastructure:**

Lack of infrastructure in tourist area is another challenge of Nepalese tourism industry. Communication, health, transportation, lodging and fooding facilities are not developed in rural tourist area. To extend tourism activities in remote destination, enough infrastructures should be developed.

## **CHAPTER - VII**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS:**

#### **SUMMARY:**

Nepal is known as an important tourist destination in the world due to the presence of natural wealth; cultural, religious and archeological heritages. Due to the fact, since long, tourism has been considered as one of the important and major sources of foreign exchange earnings for Nepal. Apart from this, tourism has been creating significant employment opportunities and many other direct and indirect benefits to the country. Thus, tourism has played a significant role in the Nepalese economy. Despite the tremendous tourism potential, it has not been explored properly due to many constraints like limited air access, poor infrastructure, marketing strategy and proper planning.

The study is mainly related to tourism marketing and its opportunity and challenges in Nepal. Tourism industry has become a high potential sector for prospering the economy of Nepal. There are a lot of challenges in tourism marketing. Tourism being a comparative advantageous industry, can dead Nepal if vision works and resources mobilized timely and properly. The study has also attempted to find the trend of tourist inflow in Nepal and it has been able to forecast the arrivals of tourist on future.

Despite the positive affects of tourism in Nepal, it does not seem to have been able to attain desired results in the tourism marketing sector. Though some plans and policies are formulated but the results are still unsatisfactory. The plans and policies not seem to have been able to address the marketing issues adequately. Only a small portion of the total plan outlays has been allocated for the tourism development.

**The major findings of the study are as follows:**

- i. Nepal is a small beautiful landlocked country lying between two big countries India and China.
- ii. Tourism is the highly potential industry in Nepal; the largest sources of foreign exchange and revenue.
- iii. Nepal is the birthplace of Lord Buddha, the symbol of peace in the world, where many Buddhist visitors come for pilgrimage.
- iv. There are about 6,000 rivers and rivulets, 5,000 species of plants, 175 species of mammals, 850 species of birds and over 6,000 species of butterflies which are assets of the country
- v. Tourism is the foundation of Nepalese economy. It plays a vital role in the country's economic development. It is one of the main sources of foreign exchange earning. So it has an important position in the Nepalese economy because of its comparative advantage. Tourism has contributed to employment and income generation and important of the balance of payments. The development of tourism is to contribute to the improvement of religious place and environment conservation
- vi. The government has taken the policy for encouraging the private sector in the tourism industry. A major achievement has been found in operating domestic air service. An open and sky policy has been adopted in the international civil aviation, which allowed more than 14 air operations including sports and ballooning to fly in the domestic sector.
- vii. Concerning the main weaknesses of tourism marketing of Nepal, lack of strategic planning is indicated as the main weakness of Nepalese tourism marketing, followed by lack of professional manpower, limited promotional fund, lack of research work, and timely publicity. Besides these, the lack of government budget and inability to identify the market are indicated as

major weaknesses of tourism products. Further human resource development is indicated as one of the major weakness of tourism marketing of Nepal

- viii. Nepal's tourism potentiality has not been utilized properly.
- ix. In 2009, total 509956 tourist visited Nepal which was 500277 in 2008, Tourist arrival n 2009 is increased by 1.9 percent that was - 5.0 percent decreased in 2008
- x. Average length of stay of tourists is fluctuating year by year because of various socio-Political and development factors. Range of average length of stay varies from 7.90 to 13.51 days. In 2009 average length of stay of tourist was 11.32 days which was 11.78 in 2008.
- xi. The trend of Tourists arrival in different month is not uniform. In fluctuates over month to month. According to the table 5.1. March, October and November are to the most favorable months for tourist arrival.
- xii. Largest portion of total tourist arrivals is represented by trekking and mountaineering purpose of the total visit 509956 in 2009, 132,929 (26.1%) tourist visited in Nepal for this purpose. Holiday/Pleasure is another main purpose of visit.

## **CONCLUSION:**

Nepal is one of the most beautiful countries in the world. Most part of the Himalayan range is situated in Nepal along with the highest peak of the world, Mt. Everest. Geographical and cultural diversities are found within very limited land area which is the most attractive part for tourist in the world. That is why; Nepal is emerging as one of the destination country for western and eastern tourists. Tourists visit Nepal for various purposes; normally they visit for pleasure purpose.

Present, study is carried out to analyze the opportunity and challenge of tourism marketing in Nepal. Though, Nepal is a destination of millions of tourists, this securer is failing a lot of challenges such as few experts, low budget and small

market, political instability of the country, poor foreign relations and poor infrastructural development etc, are the major challenges of the tourism marketing in context of Nepal. In spite of these challenges, tourism industry provides employment, sources of foreign income, and developed the secondary industry. Receipt from tourism plays an important role to correct the deficit balance of payments of the country. By generating employment to the people, tourism plays a vital role to solve unemployment problem.

The government officials often talk about the underway new tourism policy and new tourism master plan. But it has not been widely publicized yet. How is it? Who is making it? Why it is kept somehow secret? What benefits do people get from it? How useful will it be for the people and the country when it is planned in the dark entrepreneurs? Policies and plans without consults with experts and entrepreneurs and participation of public, cannot meet the desired goals for the country's all round development.

## **RECOMMENDATIONS:**

On the basis of the research work, the following suggestions are recommended:

- i. Tourism activities should be decentralized, and local participation for conservation and promotion of tourism resources should be strictly made.
- ii. Government should establish Tourism Development bank in each and every development regions of the country to provide small scale loans in the rural areas for the promotion and development of tourism.
- iii. Government should recognize tourist council with new representatives from local bodies of potential tourism area.
- iv. New tourist destinations should be identified.
- v. Sports tourism should be promoted and facilitated.
- vi. Tourism infrastructure like communication, transportation and accommodation should be properly maintained and expanded.

- vii. Strong monitoring and supervision should be made on tourism activities by the authorized bodies.
- viii. To have a better understanding of tourism development and economic development in Nepal, data availability must be in easy access for detail study.
- ix. Basic components of tourism i.e. attractions, accessibility, accommodation, and amenities should be well maintained and managed.
- x. Information boards for tourists should be placed in major parts of the cities.
- xi. It should reorganize NTB to make efficient with representatives from tourism experts and professionals.
- xii. Professional and efficient manpower should be produced to handle tourist.
- xiii. Second international airport out of Katmandu should be established to cope up with the flow of tourist.
- xiv. It should strengthen the system to punish corruption and build an honest, clean and healthy tourism industry.
- xv. Under the new democratic setup, government has to develop open attitudes, and draw the attention of foreign investors to Nepalese tourism.
- xvi. Government should introduce satellite accounting system in Nepalese tourism to get more accurate figure of this sector.
- xvii. Government should define and promote village tourism to provide employment opportunities to the locals, and reduce growing inequality of income.
- xviii. It should draw a new tourism policy incorporating, among others issues relating to employment, rural culture and tradition, eco- tourism, establishment of backward and forward linkage, cost benefit analysis, recycling of revenue, sustainability, etc.

- xix. Government should provide the safety and security to the tourist visiting Nepal.
- xx. Government, together with private sector and people at large should launch programs to control pollution of Kathmandu and other tourist destination instantly.
- xxi. Tourism sector should be considered as a peaceful sector keeping it far from dirty politics, and should be abreast with the people.
- xxii. The government should develop efficient and honest administrative mechanism to provide sufficient and quick services to the tourist.
- xxiii. The recent trend in tourist arrivals for pilgrimage, official work, business, trekking and mountaineering need special attention for more development. Thus, the tourism industry should be in a position to meet the demand of such types of visitors and able to introduce package programs for them.
- xxiv. About 90 percent of all tourists enter into the country through Kathmandu and 60 percent of them return back to their country after visiting only Kathmandu. In this context, Kathmandu valley may represent the over all image is Nepal in their thinking. So, the problem of environmental pollution of Kathmandu Valley and other major cities should be solved through the proper plan and policies. It is a time to declare Kathmandu as pollution free city to win the confidence of world tourist.

And lastly, as my whole thesis is about the “Tourism Marketing In Nepal : Opportunity & Challenges”, I still want to conclude, “Tourism is the largest Industry In Nepal” ; The largest sources of foreign exchange and revenues . So, all of us join our hands & work together to promote it from our respective fields. And eventually make the recently launched national campaign “NEPAL TOURISM YEAR 2011” a grand success in the year.



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## APPENDIX - I

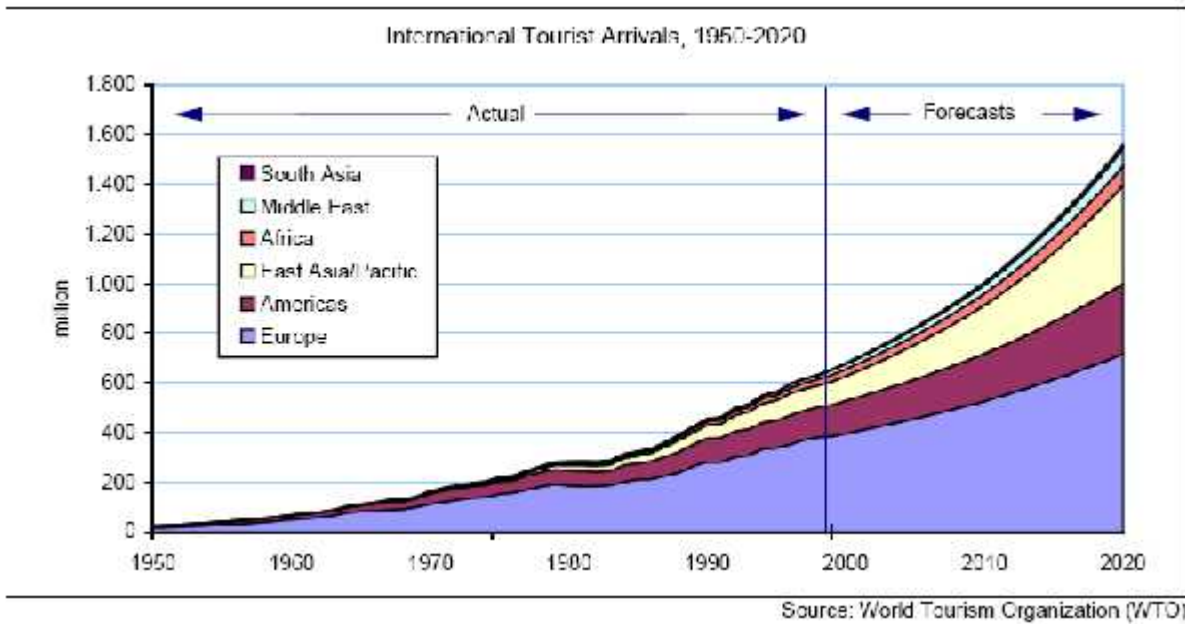
### Formation of NTB

Secretary, MOCTCA	Chairman
A member selected by the Board members from among the member nominated representing the private sector	Vice-Chairman
Joint Secretary MOF	Member
Director General, Dept. of Immigration	Member
One gazetted first class GON nominated officer from among other miniseries related with tourism development.	Member
Director General, CAAN	Member
Five individuals nominated by GON among the tourism entrepreneurs involved in tourism promotion and from among the experts on tourism, natural and cultural heritage	Member
Chief Executive Officer	Member Secretary

(Source: Upadhyay. *Tourism and Economic development in Nepal*. 2006, p.288)

## APPENDIX – II

### Tourism 2020 Vision (1950-2020)



## APPENDIX-III

**WTO Tourism 2020 Vision: Forecast of Inbound Tourism, World by Regions  
International Tourist Arrivals by Tourist Receiving Region (million)**

	Base Year	Forecasts		Average Annual Growth Rate (%)	Market share	
	1995	2010	2020	1995-2020	1995	2020
World	565.4	1,006.4	1,561.1	4.1	100	100
Africa	20.2	47.0	77.3	5.5	3.6	5.0
Americas	100.9	190.4	282.3	3.9	19.3	18.1
East Asia and the Pacific	81.4	195.2	397.2	8.5	14.4	25.4
Europe	338.4	527.3	717.0	3.0	59.8	45.9
Middle East	12.4	35.9	68.5	7.1	2.2	4.4
South Asia	1.2	10.6	18.8	8.2	0.7	1.2
Intraregional (a)	464.1	790.9	1,183.3	3.8	82.1	75.8
Long-Haul (b)	101.3	215.5	377.9	5.4	17.9	24.2

Source: World Tourism Organization (WTO) ©

(Actual data as in WTO database July 2003)

Notes:

(a) Intraregional includes arrivals where country of origin is not specified

(b) Long-Haul is defined as everything except intraregional travel