

CHAPTER I

INTRODUCTION

1.1 Focus of the Study

Tourism as an important industry and its main source of foreign exchange. Tourism means traveling of human being to new location for spending leisure, holiday and recreation. 416072 visitors just visit Nepal in 2009 AD, 481969 in 2010 and 586711 in 2011 AD. The total foreign exchange earning from tourism has recorded 2342.87 crore in 2010 and 2876.43 crore in 2011 AD. (MOTCA, 2012)

Nepal is a landlocked mountainous country. It lies between 80° 4' and 88° 12' east longitude and 26° 22' and 30° 27' north latitude. Nepal is situated in between two big countries India and China. Its shape is roughly rectangular with the length of 885 km east-west and its breath varies from 145 to 243km north-south, the mean width is 193km. Nepal is a small country with an area of 147181 sq.km. The population of Nepal is 2.64 crore in 2011 having an annual growth rate of 1.34% from 2001 to 2011 (CBS, 2011)

Nepal is one of least developed country of the world with a GDP per capita income 735\$ in FY 2068/2069 (MOF, 2069). The main sources of foreign earning are export, services, tourism income and remittance etc.

Tourism, a term originated from France in Nineteenth century was in the process of developing until 1930. The activities become popular as economic discipline in the world in 1930. Literature shows that it could not get industrial status at that time but later, tourism got such status. This service industry has been worldwide big economic activities to GDP form macroeconomic indicators. Tourism as an important industry and it is smokeless industry. It is the main source of foreign exchange earning and it plays important role in economic development of nations. Tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism is the largest industry in Nepal, and the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The Hindu and Buddhist heritage of Nepal and its cold weather are also

strong attractions. 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, birthplace of Gautam Buddha, is located in southern Nepal, and there are other important religious pilgrimage sites throughout the country.

The government of Nepal declared 2011 as Nepal Tourism Year, and hoped to attract one million foreign tourists to the country during that year. The tourist industry is seen as a way to alleviate poverty and achieve greater social equity in the country. The government of Nepal has also declared Lumbini Tourism Year 2012 to promote Lumbini - the birthplace of Lord Buddha. (Nepal Tourism Board, 2012)

Nepal being a country of Himalayas and natural beauty has potentiality of the development of tourism industry. The highest mountain of the world (Mt. Everest) lies here; on the other hand Pokhara of Kaski district is popular in the world of tourism industry. It is said that until tourist visit Pokhara, his tour in Nepal is incomplete.

Pokhara Sub-Metropolitan City is the second largest city of Nepal. It serves as the headquarters of Kaski District, Gandaki Zone and the Western Development Region. Pokhara is one of the most popular tourist destinations in Nepal. Three out of the ten highest mountains in the world; Dhaulagiri, Annapurna I and Manaslu — are situated within 30 miles (linear distance) of the city, so that the northern skyline of the city offers a very close view of the Himalayas. Due to its proximity to the Annapurna mountain range, the city is also a base for trekkers undertaking the Annapurna Circuit through the ACAP region of the Annapurna ranges in the Himalayas.

Pokhara lies about 200km far from Kathmandu. Kaski is one of the 75 districts located in the Gandaki zone. It lies between 28⁰ 7' north to 28⁰ 36' north latitude and 83⁰ 46' east to 84⁰ 12' east longitude. The district is having one sub-metropolitan, one municipality and 44 village development committees. It's surrounded by beautiful hills and mountain ranges. A beautiful range of Himalaya from Pokhara is panoramic. Tourist from different corner of the world came to Nepal and they do not miss their opportunity to visit Pokhara. There are many lakes, beautiful scene, hills, forest, temples and buildings having historical importance. There are many hotels having many facilities where tourist can rest and have fun.

1.2 Statement of Problem

Various studies show that tourism industry is one of the most important service oriented industries of Nepal. This study focuses how to increase length of stay and total expenditure of tourists per visit in Pokhara. The Pokhara has some special features such as its large water bodies in the country, its royal trek to Himalayan range and their beautiful view. In the contents the nation's richest bio-diversity in the form of wet land, green park, aquatic species. It also receives highest rainfall in Nepal. Due to the reasons stated above, this research has chosen Pokhara for the study which supported to benefit the Pokhara in developing tourism. Thus this study has mainly focused on searching the answer to these researches question.

-) What is the status of tourist arrival in Pokhara?
-) What is the status of tourist length of stay in Pokhara ?
-) What is the condition of tourist expenditure?
-) What the factors are determining tourist expenditure?
-) What are the major problems of tourist in Pokhara ?
-) How to increase average length of stay and expenditure amount of tourist per visit in Pokhara?

1.3 Objective of the Study

The following are the objective of the study.

1. To explore the nature of tourist arrival in Pokhara.
2. To analyze average length of stay and expenditure pattern of tourist in Pokhara.
3. To measure tourist expenditure function.
4. To identify and analyze problems of tourist in Pokhara.
5. To suggest for increase tourist expenditure and length of stay.

1.4 Significance of the Study

Research has its own important because it aims to gain some knowledge. Primarily, the study is important to the researcher himself for the partial fulfillment for the requirements for the Master Degree.

This study helps to give knowledge about tourist's expenditure pattern on different items. This study provides knowledge on tourist expenditure function, length

of stay, tourist problems and priorities on different measures. This study is important for the tourism industry, government and general public. This is helpful to the central and local government to formulate and implement the tourism policies and programmers

This research will be beneficial to the different channel members who are directly and indirectly related with this field.

1.5 Limitations of the Study

This study attempts to analyze tourist's expenditure in Pokhara so the main focus of this study is a various aspects of tourism industry. Generally the study is expected to have the following limitations.

-) This is an academic work of the student researcher who doesn't have previous research experience thus there could be many shortcomings.
-) This study based on tourism in Pokhara so, it cannot represent the whole nation.
-) This study is fully dependent upon the sampling method.
-) This study is fully dependent upon the field visit testing as well as the interviews data responses of the respondents of the study area.
-) This study does not analyze impact of tourism on Environment.
-) This study conducted within the given time frame and financial limitations.

1.6 Organization of the Study

This study is divided into five chapters. Chapter one include the focus of the study, statement of problem, objective of the study, significance of the study, limitation of the study and organization of the study. The second chapter consists review of literature .This section is divided into conceptual review and review of related studies. Chapter three is the methodology which includes research design and data collection. The fourth chapter is data analysis and interpretation with the help of different tables, charts and statistical tools. Finally, the summary, conclusion and suggestion are included in the fifth chapter of the report.

In addition bibliography and appendix have also been included in the concluding part of the thesis.

CHAPTER II

LITERATURE REVIEW

Without the review of literature not any research work can be done. So we deeply study different articles published\ unpublished previous reports, bulletin, magazine etc. The following section is devoted to conceptual review and review of Related studies

2.1 Conceptual Review

World tourism organization has define 'tourist' in precise term as any person who travels to a country other then that in which he/she has his/her usual environment, for a period if at least one night but not more then one year and whose main purpose of visit is other then the exercise of an activity remunerated from within the country visited. This term includes people traveling for leisure, recreation and holiday visiting friends and relative, business and professional, health treatment religion and other purpose.(WTO, 1996:24; Bhatt, 2006:5)

Bhatia (1997) define "Tourism is the temporary short term movement of people to destinations outside the place where they normally live and work and their activities during the stay at these destinations, it includes movement for all purpose as well as day visit or excursions".

In the first nine months of 2013, international tourism grew by 5% according to the latest UNWTO World Tourism Barometer. The number of international tourist arrivals reported by destinations around the world increased by some 41 million between January and September, growing above UNWTO's initial forecast and creating an important stimulus to the receiving economies. International tourist arrivals grew by 5% in the first nine months of the year, to reach a record 845 million worldwide, an estimated 41 million more than in the same period of 2012. Growth was driven by Europe and Asia and the Pacific, both seeing tourist numbers increase by 6%.

Among the top ten source markets, the Russian Federation led growth, with expenditure on trips abroad up by 29% in the first nine months of the year. This follows the strong growth in recent years, as a result of which Russia has moved up from the 12th largest outbound market in 2000 to the 5th largest in 2012 (US\$ 43

billion).China, which became the number one source market in the world last year (US\$ 102 billion), also continued to see rapid growth, posting a 22% increase in expenditure on outbound tourism through September 2013(UNWTO, 2013)

South Asia is the most Popular Ecotourism destination on the Asia. In south Asia too major interest lies in the Himalayan Region and Nepal occupies the central Himalayan position in the Himalayan Region. Ten highest mountains in the world situated here. Hence, tourists come from different corner of the world (Bhatt; 2006:155)

UNEP and UNWTO Express Sustainable tourism and management; Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary

preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. (UNEP and UNWTO, 2005:11-12)

Types of Tourism:

a) Pleasure Tourism:

This type of tourism is enjoyed by people who go on holiday for a change of air, out of curiosity, to take rest, observe something new, to delight in good scenery, in unknown folklore, and to indulge in the recreational facilities offered by big cities and glamorous modern tourist centre.

b) Sport Tourism:

There are two types of sport tourism namely (i) Like the Olympic Games, world cup events of football, boxing etc (ii) visiting well-organized sporting events in countries that have specialized facilities such as winter sports, hunting, fishing etc.

c) Cultural Tourism:

Cultural Tourism is also concerned with learning the habits, language and customs of people in alien lands, visiting places rich in historical monuments in the centre of ancient civilization or paying visits to the places of great modern achievement where they visit art galleries, religious centre's, or participate in art music, theatre, dance and folkbre festivals.

d) Recreational tourism:

This type of tourism concerned with leisure and rest and to recover physical and psychic stamina.

e) Business or Technical Tourism:

All tours undertaken by businessman or industrialization or professionals to places of their interests or visits to faire and exhibitions, or places of technical achievements are included under this category.

f) Eco-Tourism:

It is also known as ecological tourism. It is a form of tourism, which makes an individual ecologically and socially conscious. Chitwan National park, Bardiya and Shey phoksundo are the good examples of ecotourism sport in Nepal. Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural

areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveler, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights. Ecotourism Society Pakistan (ESP) explains "Ecotourism is a travel activity that ensures direct financial support to local people where tourism activities are being generated and enjoyed. It teaches travelers to respect local cultures of destinations where travelers are visiting. It supports small stakeholders to ensure that money must not go out from the local economies. It discourages mass tourism, mass constructions of hotels, tourism resorts and mass activities in fragile areas". (ESP)

2.2 Review of Related Studies

Baral (2009) in his study "Country of Origin, Length of Stay and Expenditure of tourists in Nepal" concluded that average expenditure of tourist in Lekhnath municipality is only NRS 3777.51 while the average expenditure of tourist in Nepal is \$ 58.5 (NRS 4563) during 2006. A tourist spends 32.1%, 56.70%, 1.97% and 9.26% on food, lodge, handicraft and curios and other respectively.

Bhatt (2006) in his study "Ecotourism in Nepal" concluded that the impacts of Ecotourism are both positive as well as negative. Usually the remarkable negative impact of Ecotourism realized are inequitable conservation benefits to stakeholders, unbalance economy, unequal employment and income generating opportunities due to their higher investment, disparity of income a sustained increased imports due to demand by tourists, commercialization of local production, increased imports due to lack of all production available locally are a few remarkable negative impacts. On the other hand, the positive impact of Ecotourism are sustained Economic growth, increase employment due to tourism activities, additional income generation opportunities for local people, increase revenue and foreign Exchange flow of funds for local community, conservation of local resources, increase sale of local product, local infrastructure development etc.

Gurung (2010) analyze tourism situation from 1997 to 2006. This study conclude that foreign currency earnings except from Indian tourists have been normally increasing trend as it shows overall positive growth rate while the growth

rate of total foreign exchange earning from tourism is slightly negative. These facts also indicate the poor performance of tourism industry in Nepal.

Kunwar (2010) concluded that tourism is one of the major sources of foreign currency. A total of 95,095 in 2000; 87693 non Indian visited Pokhara in 2004; which comprised in 25.9% in 2000; 29.7% of the total non Indian travelers in 2001.

Lamichhane (2009) in his study “Major Economic Impact of Tourism in Nepal” He adopted Karl Pearson’s correlation coefficient to analyze relationship between total tourist arrivals and total foreign exchange earnings from tourism. This study concludes that the relationship between total number of tourist arrive and total amount received from tourism is positive correlation. The coefficient of correlation lies in the point $r=0.529$ it signifies that the two variables total tourist arrivals in Nepal and total tourism earnings are related to each other.

Lamichhane (2010) in his study “The Influence of Tourism on environment and livelihood” concluded that Phewa lake area is the heat of tourism in Pokhara, but the quality of environment is deteriorated daily due to the increase of tourism industry as well as population growth. There is 41.67 percent land pollution, 14.58 percent air and land pollution and 14.58 percent water and land pollution. If population increases as higher rate, it will ultimately affects for the development of tourism in Pokhara. Therefore, the tourism environmental problems in Pokhara are related to a rapid rate of deterioration in the quality of environment.

Satyal (2000) conclude that earning from tourism had increased annually and it assumed the first most importance source of foreign exchange for Nepal. It occupies an important position in the international economy of Nepal by earning convertible currency and providing employment to the local population. The foreign exchange earning from tourism increase form Rs 3029000 in 1965-66 to Rs 9389000 in 1968-69. The foreign exchange earning from tourism industry during the period 1970-71 were Rs.16650000. besides the earning of foreign exchange, tourism industry helped to make on overall development in the country. This sector since 1960 was responsible for job creating potential and addition to the national income. The gross foreign exchange earning from tourism increased from 593000 million in 1961-62 to Rs 1624000 million by the end of 1964-65.

Sharma (2001) analyzed tourism development and planning in Nepal. In this study, he concludes that there is positive relationship between tourism earning and the development indices. The elasticity coefficient of the development indices like government revenue, tax revenue, per capita income and gross domestic product with respect to tourism earning are positive and significant at 1% level.

Sharma (2001) finds that the elasticity coefficient of the total expenditure by tourist on local transportation has remained more elastic ($e>1$). The expenditure elasticity on food

item seems to be greater than one, it is closer to unity ($e=1$) and expenditure on accommodation wage, rafting and trekking are lying below unity ($e<1$). This is arranged that trekking and mountaineering aspect should be well facilitated and properly managed.

Sharma (2006) study related to Tourism Management. He concludes that the information technology in tourism is going to play a very crucial role in future. In addition to facilitating the travel agency, tour operators, airlines and railways, the individual tourist has benefited a great deal in recent time. The advance technology resulting in innovation of various new computer system in the area of hotels, travel agency, airlines and railway. Industries are certainly going to give a boost to tourist movements. Major advance in reservation system have been made by way of updating the computer technology. As for the individual, advance in computer technology have enable the holiday maker to select a holiday of his choice, make reservation and pay for it by direct debit to his account, all without leaving his house. All this at the push of a button on his home TV screen.

Sharma (2010) study in his article 'Tourism and Lifestyle Analysis of Cross Culture' shows that about 86% people of lakeside agreed that tourism influences the dressing style of the local community but only about 33% people of Sarankot had similar view in this connection. About 81% people of the total respondents in lakeside were aware of the fact that the effect of tourism on the ethnic costumer is negative. Most of people feel comfortable and relatively modern with the imported dresses only 20.83% people of Sarangkot found the negative effect. The teen-agers are found very keen to follow the dressing styles of the visitors. The girls of this age group (teen age +20-35) prefer very short and relatively transparent clothes as tourists do and boys of this age group having long hair and putting on hip-hop dresses. Most of them feel modern. When they copy and follow the styles of tourists especially of western visitors is call the demonstration effect of tourism. About 64% people in lakeside and among 52% in Sarankot found that the children of this locality are influenced by tourism and tourism related activities

Sharma (2012) in his article 'An Analysis of Employment and Investment in Tourism Business of Pokhara' conclude that total direct employment of the tourism industry in Pokhara is 12343. The annual revenue generation of the industry is Rs 2704.25 million. Pokhara is tourism business place where there are 43 types of tourism business operating. Nagdhunga, Prithwihock, Sabhagirhachowk,

Mahendrapul and Barahipath to Hallanchowk are the areas which have more potentiality of generating employment and income from tourism. (Sharma; 2012)

Shrestha (2010) in his study “Trend of Tourism Development in Nepal from 1962-2007” concluded that tourist arrive in Nepal seems fluctuating year by year. In the year 2007, it was 526705 international tourists who had visited Nepal; this number of tourist arrivals in Nepal during the survey period is 37.5% which is higher then other previous year. The foreign exchange from tourism is a main source which was recorded as 10125.5 million in the fiscal year 2007/07.

Srivastava (2010) in his article ‘State and Prospects of Tourism development in Lekhanath Municipality, Kaski’ shows that Average length of tourists in Lekhanath municipality is 2.58days. The average expenditure of a tourist in Lekhanath municipality is found to be NRs3777.51. Average expenditure done by a tourist in hotels is found to be NRs3571.43. Average expenditure done by a tourist in hotels on food, lodge and other are found to be 1371.43, 1814.29 and 385.72 respectively.

Thapa (2010) in his article ‘Cultural Tourism For Sustainable Development’ concluded that few year ago trekking tourism was the important place but these days Indians, Chinese and Srilankan prefer to write their objective of visit as a pilgrimage and pleasure. Therefore, in these days ahead the scope of cultural tourism is inevitable and flourishing but the important historical places and values of Nepal are not properly cared and studies. At this juncture, it is necessary to conserve those heritages and to rewrite a cultural encyclopedia to boost the tourism industry in Nepal.

Pokhara received 52740 Indian and 178059 non Indian tourists in 2010. The total number of tourists welcomed in Pokhara is 230799 in 2010. It is 48% share of total number of tourists in Nepal. The number of tourists visiting Pokhara has been continuously increase since1991, in 1991 the number of tourists visiting Pokhara was 62138 but in 2010 the number increased to 230799. The majority of tourists for Pokhara are from USA, UK, Germany, France, China and India (PTB, 2012).

The above study give deep knowledge about tourism in Pokhara but this study is different from above studies. This study is expected to given a new and recent data of tourist’s expenditure in Pokhara. It tries to give new concept about tourism development in Pokhara. Some research focused on the contribution of the tourism in Nepal, some have emphasized problems, trends and prospects of tourism in Nepalese economy. So it is different from the other researches. It can help many other researchers to make reference. Therefore, this study can obtain a new result in the present time.

CHAPTER III

METHODOLOGY

This chapter is organized into six different sections as research design, nature and source of data, population and sample, method of data collection, data processing and analysis and specification of model.

3.1 Research Design

The study used a combination of analytical and descriptive research methodology to collect and analyze data. In this research work, most of data and information were obtained from field visit. Data of tourist's purposes, length of stay, expenditure, problems and specification of model were tabulated and analyzed in a descriptive way.

3.2 Nature and Source of Data

This research consists of both analytical and descriptive method. The research was based on both primary and secondary data. Primary data were collected by field visit. The information of tourist's purposes, length of stay, expenditure, problems and tourists stay in different hotels were collected by field visit and secondary data which are primary been used by other investigators, different kind of reference book, Nepal Tourism Board, HAN,TAN, economic survey, newspapers, journals and related publications have been viewed.

3.3 Population and Sample

. Pokhara received 26329 tourists by air during March-April-May,2012 and 36509 foreign tourists out going by air at this same period. According to tourist office 60 percentages outgoing by air so, generally 60 thousand tourists came in Pokhara at these three month, it is the total population. This study is based on systematic random sampling method. One hundred seventy-five (175) outgoing tourist have been chosen as the sample population in the year 2013 for the three months period from March to May. This sample cover 0.3 percentage of total tourist who came in Pokhara and 345 people cover 0.57 percentage of total number of tourist's (Appendix-c). Regarding the supply side aspects 10 star and non-star hotels have been brought under direct

personal interview. The necessary secondary data have been collected from Nepal Tourism Board, Tourist's office, Civil Aviation Authority Office, Ministry of Finance of Government of Nepal, TAN, and HAN.

3.4 Method of Data Collection

Primary data were collected through field survey on the basis of sampling from total population. One hundred seventy-five outgoing to tourists were selected for the study on the basis of systematic random sampling method. The study period chose 12 weeks of March-April-May in 2013. Questionnaire was distributed to tourist on the basis of systematic random sampling; it mean after outgoing 10 tourist from airport and tourist Bus park one questionnaire distributed to collect require information. The information of tourists stays in different hotels, length of stay and guideline suggestions were collected from hotels by using interview schedule.

3.4 Data Processing and Analysis

In this study many tables, graphs and diagrams have been prepared to analyze the data. The tourist's expenditure function, log linear model have been used to analyze the collection data. Editing, classification and tabulation have been done to manipulating the raw data. In this study we prepared table of tourist arrived by age group, tourist arrived by sex, tourist arrived by occupation, tourist arrived by purpose of visit, tourist came to Pokhara by air, bus, car or rented car, average length of stay of tourist, tourist expenditure on different items, tourist staying in different hotels in Pokhara from different countries, problems faced by tourist and guideline suggestion given by different agencies.

Measurement of Expenditure Amount

Simple arithmetic mean has been used to measure the average expenditure of tourist which is given below.

Average expenditure of tourist for country (A)

$$= \frac{\text{Expenditure done by tourists from a country (A)}}{\text{Total numbers of tourist for country (A)}}$$

Average expenditure of tourists for all country (E)

$$= \frac{\text{Average expenditure of tourist for country A + B + C +N}}{\text{Total numbers of Countries}}$$

Where, A denotes Average expenditure of tourist for particular country i.e. Japan, U.S.A., Canada, France, British, German, India, China etc and E denotes Average expenditure of tourists from all countries.

Measurement of Length of stay

Average Length of stay of tourist has been calculated by simple arithmetical mean which is given below

Average length of stay of country (B)

$$= \frac{\text{Total length of stay of tourist for country B}}{\text{Total Numbers of tourist for country B}}$$

Average length of stay of all countries (X)

$$= \frac{\text{Total length of stay of all countries}}{\text{Total Number of tourists for all Countries}}$$

Where, B denoted average length of stay of tourist for particular country and X denoted average length of stay of tourists for all countries.

3.5 Specification of Model

Expenditure elasticity for each of the major consuming items, has been estimated from the tourists' expenditure data surveyed in 2013. The model applied for the concerned purpose is expressed as:

$$\log X_i = \log a_0 + a_1 \log TE \dots \dots \dots (i)$$

$$a_i > 1, a_i = 1, a_i < 1$$

where, X_i = Expenditure on particular items such as accommodation, food, transport etc.

TE = Total tourist expenditure in Pokhara

A_i = Elasticity of items 'i' with respect to total expenditure.

In addition, multiple linear regression models have also been applied in the log linear form on the different heads of expenditure made by the travelers during their stay in Pokhara, i.e.

$$\ln FMD = \beta_0 + \beta_1 \ln LSP + \beta_2 \ln PI + \beta_3 \ln TMSP \dots\dots(ii)$$

$$\beta_1 > 0, \beta_2 > 0, \beta_3 > 0$$

$$\ln ACOM = \beta_0 + \beta_1 \ln LSP + \beta_2 \ln PI + \beta_3 \ln TMSP \dots\dots(iii)$$

$$\beta_1 < 0, \beta_2 < 0, \beta_3 > 0$$

The variables such as FMD, ACOM, LSP, PI, TMSP refer food-meal-drinks, accommodation, length of stay, persons included in each sample, and total money spent by visitors, respectively

Beside, these simple arithmetical method percentage, bar graph, diagram etc have been used to analyze the data.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

This section analyses the major facets of tourism like introduction of study area, profile of tourist arrival in Pokhara, average length of stay, expenditure pattern of tourists, tourist expenditure function, identification of problems, priorities on different measures and major findings.

4.1 Pokhara Sub-Metropolitan

Pokhara sub-metropolitan is the second largest city of Nepal. It is about 200 k.m. far from capital city Kathmandu. It was incorporated in 1962AD. In 2011, 586711 tourists came in Nepal and 481969 tourists came in 2010. According to tourist office 178059 (excluded Indian tourist) tourists welcomed in Pokhara and 52740 Indian tourists have visited Pokhara in 2010. The total number of tourists welcomed in Pokhara was 230799 in 2010 (Tourist office). It is 48% share of total number of tourists in Nepal. Pokhara has become a major tourist destination in the world. Thus, this area has been selected for the study.

Three out of the ten highest mountains in the world; Dhaulagiri, Annapurna and Manaslu are situated within 30 miles from the Pokhara city. The Machhapuchhre himal is the closest to the city. The city is also base for trekkers undertaking the Annapurna circuit through the ACAA region of the Annapurna ranges in the Himalayas. The climate of Pokhara is sub-tropical. The average temperature in summer session lies between 25⁰ to 35⁰ c and in winter session average temperature lies between 2 to 15⁰c. Pokhara receive highly perception in Nepal. The average rainfall in Pokhara lies between 200 to 250 inches per year. Due to high perception, Pokhara made clean city in the Nepal.

Tourists came in Pokhara for the purpose of trekking, pleasure; culture and research. According to TAN, 17691 tourists in 2011 and 20141 tourists in 2012 were involved in trekking. Generally, Himalayas, lakes and rivers, temples and gumbas supported for tourism development in Pokhara.

4.2 Profile of Tourist Arrival in Pokhara

In this section included tourist arrival by sex, purpose and occupation.

4.2.1 Tourists Arrival by Sex

In this section tourist are categories into two part one male and other is female. So, total sample no of tourist are given below.

Table: 4. 1: Tourists Arrival by Sex

Males	106
Females	69
Total	175

Source: Field Survey (2013)

The total number of tourist's sex wise has been analyzed here. It has been found that 60.57 percent male's tourist and 39.43 percent females tourist selected in the study. (Table.4.1)

4.2.2 Tourist Arrival by Purpose

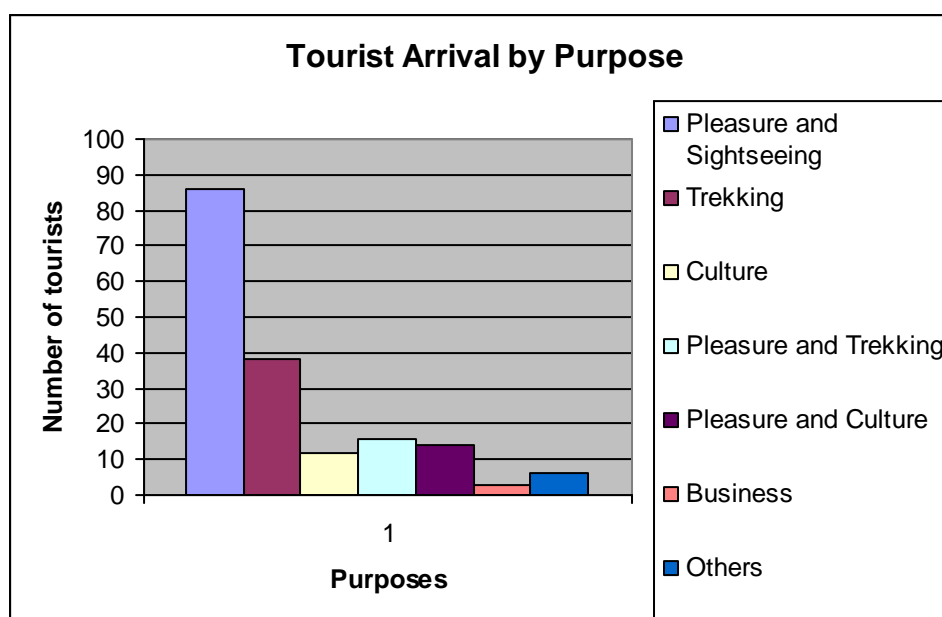
Tourist welcomed in Pokhara by various purposes. The country wise tourist purpose has been analyzed here. Usually 49.143 percent tourist welcomed in Pokhara by the purpose of pleasure and sightseeing, 21.74 percent tourist arrived by the purpose of trekking. Usually 6.857, 9.142, 8.1714, 3.428 percent tourist arrived by culture, Pleasure and Trekking, Pleasure and Culture, Business and Others respectively. (Table 4.2)

Table: 4.2: Tourist Arrive by Purpose

Country	Purpose of visit							
	Pleasure and Sightseeing	Trekking	Culture	Pleasure and Trekking	Pleasure and Culture	Business	Others	Total tourist country wise
Canada	4	2	1	-	2	-	-	9
Nederland	3	-	-	-	-	-	-	3
German	8	6	1	3	3	-	-	21
Norway	1	-	-	-	1	-	1	3
British	9	2	1	2	1	1	1	17
U.S.A.	15	1	3	3	1	-	2	25
Singapore	6	1	-	-	-	-	-	7
India	8	-	1	1	-	-	-	10
China	9	2	1	1	1	1	-	15
Thailand	-	1	-	1	-	-	-	2
Malaysia	2	1	-	-	-	-	1	4
Korea	-	3	-	-	-	1	1	5
Switzerla nd	2	4	-	-	1	-	-	7
Japan	4	2	-	1	-	-	-	7
France	3	1	-	-	2	-	-	6
Israel	1	4	-	-	-	-	-	5
Australia	2	2	2	1	2	-	-	9
Italy	2	1	-	-	-	-	-	3
Russ	2	2	1	-	-	-	-	5
Others	5	3	1	3	-	-	-	12
Total tourist Purpose wise	86 (49.143%)	38 (21.714%)	12 (6.857 %)	16 (9.142%)	14 (8%)	3 (1.714%)	6 (3.428 %)	175 (100%)

Source: Field Survey (2013)

Figure 4.1: Tourist Arrival by Purpose



4.2.3 Tourists Occupations

Tourist activities depend on his/her occupation so; tourist occupation has been analyzed here. Usually tourist occupations were categories into 10 parts. The percentage of teachers/professors group was 18.28 percent which was highest Percentage then other groups. The Students, Technical, Nurses/Doctors, Employee, Retired, Business man, Government Services, Scientists and other remained 8%, 14.285, 2.857, 9.714, 10.857, 16, 4, 3.428, and 12.571 percent respectively. (Table 4.4)

Table 4.3 Tourists Occupations

Occupations	No of Tourist	Percentage
Teachers/Professors & Researchers	32	18.285%
Students	14	8%
Technical (Designer, Director, Camera operator)	25	14.285%
Nurses/ Doctors	5	2.857%
Employee (contractor, Marketing, Salesman)	17	9.714%
Retired	19	10.857%
Business man	28	16%
Government Services(Adviser, social worker, Administrator)	7	4%
Scientists (Biologist, Psychologist, Therapist)	6	3.428%
Others	22	12.571%
Total Number of tourist Occupation wise	175	100%

Source: Field Survey (2013)

4.3 Average Length of Stay

Tourist length of stay is one of the important components because when tourist average length of stay increases, it creates positive impact on economic development. Generally when tourist length of stay increase, tourist expenditure on different items also increases so, indirectly positive effect goes to local people and government as well.

4.3.1 Average Length of Stay of Tourists in Pokhara

Average Length of stay of tourist from different countries in Pokhara is different it depend on tourist income, peace and security, tourist psychology etc However, increasing length of stay express positive tourism situation in the country.

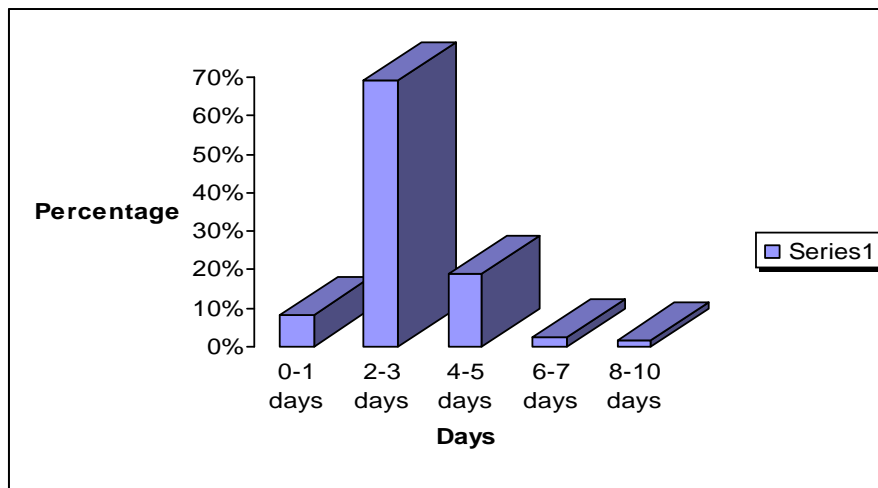
The highest number of tourist stays 2-3 days (69.14%). 8 percent tourist visiting this area only one days. 18.86, 2.29 and 1.71 percent tourist stay for 4-5days,6-7days and 8-10 days respectably. The Average length of stay of tourist from different country is not same. The average length of stay of Canadian tourist is 3 days and Indian is 2.5 days. In this study 2 Thailand tourist selected, average length of stay of Thai tourist is 8 days. The average length of stay of tourists from Canada, Nederland, German, Norway, British, USA, Singapore, India, China, Thailand, Malaysia, Korea, Switzerland, Japan, France, Israel, Australia, Italy, Russ and other remained 3.0, 2.0, 3.05,2.0, 2.94, 3.04, 2.71, 2.5, 2.13, 8.0, 2.5, 3.6, 2.57, 2.14, 3.33, 2.4, 4.22, 2.0,2.8 and 2.5 days respectively. The average length of stay of tourists in Pokhara remains only 2.89 days (Table 4.4, Figure 4.2)

Table: 4. 4: Average Length of Stay of Tourists from Different Countries

Country	Length of stay (days)						
	0-1	2-3	4-5	6-7	8-10	Total tourist country wise	Average length of stay
Canada	-	7	2	-	-	9	3.0
Nederland	-	3	-	-	-	3	2.0
German	1	14	5	1	-	21	3.05
Norway	1	2	-	-	-	3	2.0
British	2	11	3	-	1	17	2.94
U.S.A.	2	15	7	1	-	25	3.04
Singapore	1	4	2	-	-	7	2.71
India	-	8	2	-	-	10	2.5
China	2	13	-	-	-	15	2.13
Thailand	-	1			1	2	8
Malaysia	-	4	-	-	-	4	2.5
Korea	-	3	1	1	-	5	3.6
Switzerland	2	3	2	-	-	7	2.57
Japan	-	7	-	-	-	7	2.14
France	1	3	1	1	-	6	3.33
Israel	-	5	-	-	-	5	2.4
Australia	1	2	5	-	1	9	4.22
Italy	-	3	-	-	-	3	2
Russ	-	4	1	-	-	5	2.8
Others	1	9	2			12	2.5
Total Tourist day wise	14 (8%)	121 (69.14%)	33 (18.86%)	4 (2.29%)	3 (1.71%)	175 (100%)	2.89days

Source: Field Survey (2013)

Figure 4.2: Average Length of Stay of a Tourist Day wise



4.3.2 Average Length of Stay of Tourists in Nepal

Average Length of stay of tourist from different countries in Nepal is different it depend on tourist income, peace and security, tourist psychology etc However, increasing length of stay express positive tourism situation in the country.

Table: 4. 5: Average Length of Stay of Tourists in Nepal

Name of Country	Length of Stay Country wise
Canada	13.56 days
Nederland	13.33days
German	21.23days
Norway	15.0days
British	10.47days
U.S.A.	13.0days
Singapore	9.57days
India	8.0days
China	8.2days
Thailand	14.0days
Malaysia	12.0days
Korea	8.6days
Switzerland	15.86days
Japan	7.43days
France	29.13days
Israel	12.4days
Australia	18.78days
Italy	13.0days
Russ	14.6days
Others	14.83days
Average Length of Stay	13.74days

Source: Field Survey (2013)

The average length of stay of tourists in the Nepal is not same. The average length of stay of tourist from France is highest in Nepal. The average length of tourists from Canada, Nederland, German, Norway, British, USA, Singapore, India, China, Thailand, Malaysia, Korea, Switzerland, Japan, France, Israel, Australia, Italy, Russ and other remained 13.56, 13.33, 21.23, 15.0, 10.47,13.0, 9.57, 8.0, 8.2, 14.0,12.0,8.6, 15.86, 7.43, 29.13, 12.4, 18.78, 13.0, 14.6 and 14.83 respectively. The average length of stay of tourist in Nepal remained 13.74 days. (Table 4. 5)

4.3.3 Tourist welcomed in Pokhara

Tourist welcomed in Pokhara by different vehicle. The highest percentage of tourist welcomed in Pokhara by Tourist Bus (48.0%). According to tourist office 60% used Air for leave the Pokhara. Tourist welcomed in Pokhara by Air, Local Bus, Rented Car and Own Vehicle remained 37.14, 6.29, 6.86 and 1.71% percent respectively. (Table 4.6)

Table: 4.6 Tourists Welcomed in Pokhara by Different Vehicle.

Tourist welcomed in Pokhara by	No of Tourist	Percentage
Air	65	37.14%
Tourist Bus	84	48.0%
Local Bus	11	6.29%
Rented Car	12	6.86%
Own Vehicle	3	1.71%
Total No. of Tourist	175	100%

Source: Field Survey (2013)

4.3.4 Tourist Arrival in Different Hotels in Pokhara from Different Countries

Pokhara city is the major tourism destination in the Nepal but there is no statistical record of tourist arrival in Pokhara. 586711 tourists came in Nepal in 2011 and 481969 tourists came in 2010. Pokhara received 52740 Indian and 178059 non Indian tourists in 2010. The total number of tourists welcomed in Pokhara is 230799. It is 48 percent share of total number of tourists in Nepal. One thousand five hundred forty-four (1544) hotels, Lodges and restaurant are recorded in Kaski district up to 31 May, 2013 but all hotels are not significantly importance because generally tourist

staying well facilities hotels thus this study selected 10 hotels included star and non star hotels. This research selected 5 star hotels; The Fulbari Resort and Pokhara Grande and star hotel include Landmark Pokhara, Temple Tree, Pokhara Fewa Prince, Hotel middle path, Hotel Trek O Tel and non star hotels included Hotel Snowland, Tika and Hotel Travel Inn.

Tourist staying in different hotels on March, April and May in 2013 has been analyzed here. The number of tourist staying in different hotels has not been same. It depends on various factors like hotel facilities, hotel environment, hotel cost, Publicity, Dealing capacity and tourist income etc. Tourist staying in different hotels on March, April and May in 2013 has been analyzed on the following table.

Table: 4.7: Tourist Arrival in different Hotels in Pokhara On March, April and May in 2013.

Name of hotels	Tourist arrival in different hotels			
	March	April	May	Total tourist hotels wise
The Fulbari Resort	8697	5522	6512	20731(47.03%)
Pokhara Grande	2363	1565	1368	5296 (12.01%)
Hotel Fewa Prince	231	81	43	355 (0.81%)
Landmark Pokhara	2890	3252	3100	9242 (20.96%)
Temple Tree	1845	1888	1571	5304 (12.03%)
Hotel Trek o—Tel	644	567	346	1557 (3.53%)
Hotel Middle Path	48	56	56	160 (0.36%)
Hotel Tika	230	249	194	673 (1.53%)
Hotel Snowland	107	125	135	367 (0.83%)
Hotel Travel Inn	131	135	131	397 (0.91%)
Total tourist Month wise	17186	13440	13456	44082 (100%)

Source: Field Survey (2013)

According to hotels record 44082 tourists stayed on March, April and may in 2013 at 10 hotels. The Largest number of tourist stayed at the Fulbari Resort and Spa i.e.20731 (47.03%) and Landmark Pokhara keep second position i.e. 9242(20.96%). Temple Tree Resort and Spa, Pokhara Grande, Hotel Fewa Prince, Hotel Trek- o-Tel, Hotel Middle Path, Hotel Tika, Hotel Snowland and Hotel Travel Inn remained 12.03, 12.01, 0.81, 3.53, 0.36, 1.53, 0.83 and 0.91 percent respectively. (Table 4.7)

4.3.5 Employment by Hotels in Pokhara

Increasing hotels create employment opportunity. In Pokhara 5star, 4star, 3star, 2star and non star hotels are run. 1544 hotels, Lodge and restaurant have been recorded up to 31 May 2013 it create many employment opportunities which helps to reduce poverty and it help to increase stander of living. When quality and quantity of hotels increase; Number of tourist, length of stay may increase which create employment opportunities. Increasing employment opportunities reduces poverty and unemployment which support economic development of country thus, hotels industries also play vital role to attract more tourists and to build strong development by reducing poverty and unemployment. The number of employee in different hotels has been analyzed here.

Table: 4.8: Employment by Hotels in Pokhara and No. of Rooms in various Hotels

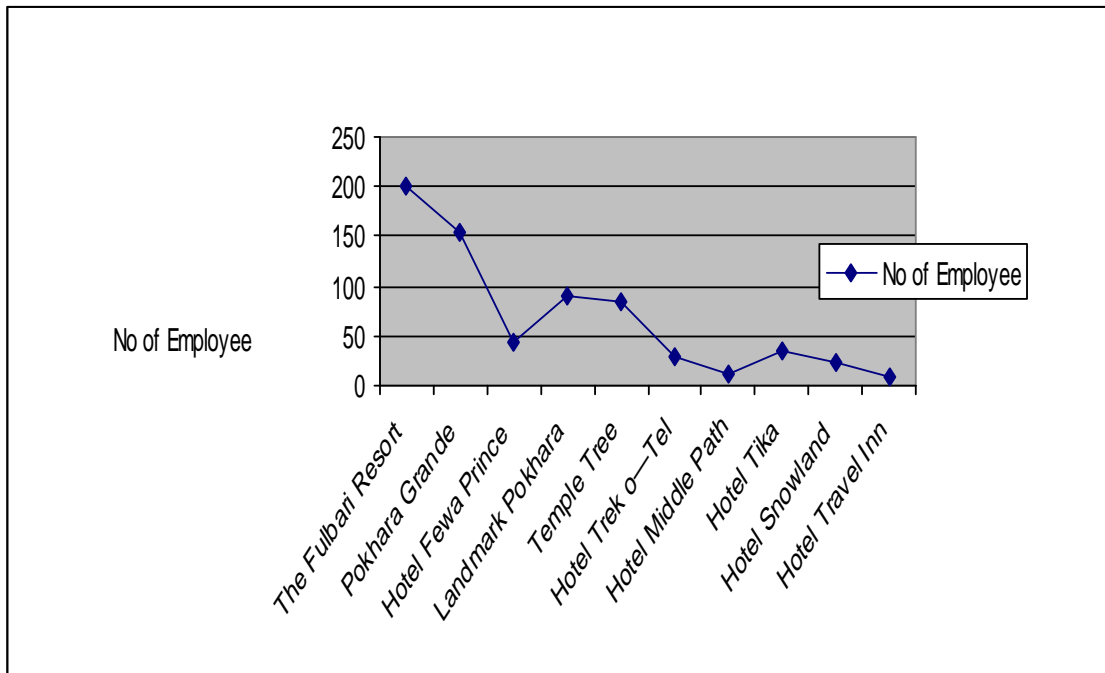
Name of Hotels	No of Employee	No. of Room
The Fulbari Resort	200 (29.33%)	165
Pokhara Grande	155 (22.73%)	119
Hotel Fewa Prince	45 (6.59%)	31
Landmark Pokhara	90 (13.2%)	75
Temple Tree	85 (12.46%)	49
Hotel Trek o—Tel	29 (4.25%)	38
Hotel Middle Path	12 (1.76%)	22
Hotel Tika	35 (5.13%)	17
Hotel Snowland	22 (3.23%)	42
Hotel Travel Inn	9 (1.32%)	18
Total No of Employee	682 (100%)	

Source: Field Survey (2013)

According to table, the largest number of employee working at The Fulbari Resort i.e.200 (29.33%). The lowest number found at Hotel Travel Inn i.e. 9 (1.32%). The number of employee at Pokhara Grande, Hotel Fewa Prince, Landmark Pokhara, Temple Tree, Hotel Trek-O-Tel, Hotel Middle Path, Hotel Tika and Hotel Snowland remained 155, 45, 90, 85, 29, 12, 35 and 22 respectively. Total number of employee has been found 682 at selected hotels. On the other hand 165 rooms lie at The Fulbari

Resort which has highest number of room capacity in study area. The rooms number at Pokhara Grande, Hotel Fewa Prince, Landmark Pokhara, Temple Tree, Hotel Trek-O-Tel, Hotel Middle Path, Hotel Tika, Hotel Snowland and Hotel Travel Inn remained 119,31, 75, 49, 38, 22, 17, 42 and 18 respectively (Table:8, Figure:3)

Figure 4.3: No of Employee in Various Hotels



4.4 Expenditure Pattern of Tourists

In this section tourist expenditure on different items has been analyzed here. Expenditure on tourist depends on their level of income, tourist's interests and availability of good and services. Tourist expenditure is significantly importance component for tourism business and overall economy because when tourist's expenditure increases, tourism business also flourish and it create positive impact on economic development.

Table 4.9: Expenditure by Per Tourist on Different Items (per day NRS)

Country of Origin	Food, Meals & Drinks	Accommodation	Taxi Bus Bike	Guided Sightseeing tour	Curious & Handicraft	Miscellaneous	Telephone & E-mail	Others	Total Expenditure Country wise
Canada	1240.3	941.05	83.18	43.59	460.26	0.77	20.51	39.79	2829.45
Nederland	893.75	892.08	188.33	313.5	389.17	41.67	81.67	153.17	2953.34
German	3516.71	2007.73	204.13	831.72	173.84	125.40	36.58	3900.53	10796.64
Norway	1668.75	838.73	225	0	231.25	387.5	0	1308.39	4659.62
British	1253.74	856.44	377.72	88.84	761.96	69.38	22.59	492.37	3923.04
U.S.A.	1198.49	228.12	152.16	0.0	344.4	71.11	17.9	284.77	2296.95
Singapore	1592.44	1237.35	459.99	173.68	207.36	44.74	10.53	709.79	4435.88
India	1138.66	264.71	159.66	88.23	215.34	42.02	15.76	268.91	2193.29
China	982.28	466.45	91.17	155.63	359.53	39.06	8.93	765.89	2868.94
Thailand	417.89	358.33	10.42	0.0	179.17	0.0	0.0	229.45	1195.26
Malaysia	2027	477.33	149.11	166.67	124	0.0	33.33	400.62	3378.06
Korea	2240.24	433.07	76.59	261.11	0.0	0.0	0.0	1387.21	4398.22
Switzerland	993.83	990.16	148.87	34.57	151.23	15.12	2.16	2469.82	4805.76
Japan	1365	474.44	229.44	108.89	567	249.67	23.33	548.33	3566.1
France	993.06	360.96	239.46	0.0	135	0.0	9.0	273.9	2011.38
Israel	1057.74	597.95	211.31	0.0	336.31	23.81	0.0	1219.55	3446.67
Australia	1591.50	574.94	254.53	47.37	470.88	91.35	28.76	225.22	3284.55
Italy	1678.57	1067.14	178.58	250	2285.71	0	40	214.28	5714.28
Russ	1463.77	953.57	300.41	341.84	216.22	30.61	67.29	827.91	4201.62
Others	1591.38	586.12	221.88	223.64	337.04	169.72	3.64	566.44	3699.86
Total spend item wise	28905.1	14606.67	3961.94	3129.28	7945.67	1401.93	421.98	16286.34	76658.91
Average spend item wise	1445.26 (37.71%)	730.33 (19.05%)	198.1 (5.17%)	156.46 (4.08%)	397.28 (10.36%)	70.1 (1.83%)	21.1 (5.5%)	814.32 (21.25%)	3832.95 (100%)

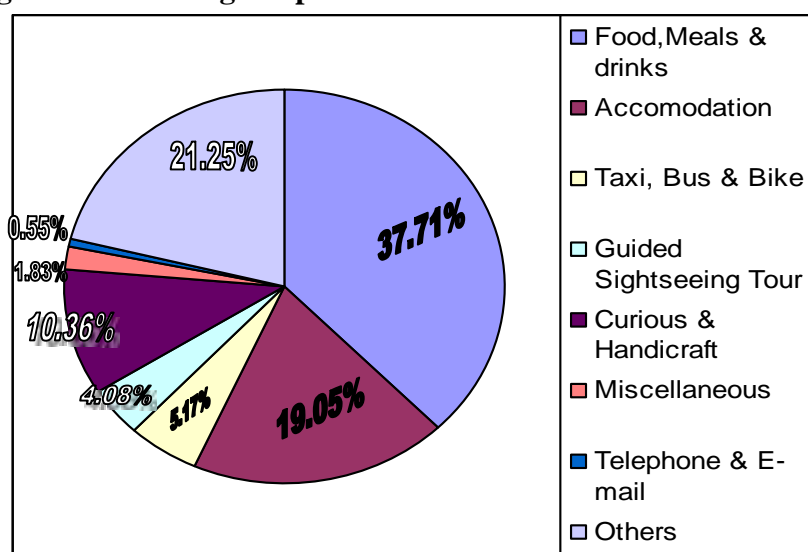
Source: Field Survey (2013)

The total foreign exchange earning from tourism has recorded 2342.87 crore in 2010 and 2876.43 crore in 2011 AD. (Tourism statistics) Different tourist has been

different expenditure patterns of expenditure. According to research objective, expenditure of a tourist in different items has been analyzed here.

In term of table 4.10, country wise expenditure pattern has been analyzed. Basically tourist spend on food, meal & drinks, accommodation, taxi -bus& bike, guided sightseeing tour, curious & handicraft, miscellaneous, telephone & e-mail and others items in Pokhara. Tourists from Thailand have the lowest expenditure capacity i.e. NRs 1195.25 (per day/per tourist). The highest expenditure has been found form German i.e. NRs. 10796.64. The average expenditure from Canada, Nederland, German, Norway, British, USA, Singapore, India, China, Thailand, Malaysia, Korea, Switzerland, Japan, France, Israel, Australia, Italy, Russ and other remained 2829.45, 2953.34, 10796.64, 4659.62, 3923.04, 2296.95, 4435.88, 2193.29, 2868.94, 1195.26, 3378.06, 4398.22, 4805.76, 3566.1, 2011.38, 3446.67, 3284.55, 5714.28, 4201.62 and 3699.86 respectively. On the other hand tourist expenditure on different items has not same. Tourists expenditure on food, meal & drinks is higher then others. They spend NRs.28905.1 on food, meal & drink and average expenditure on food, meal & drink has been found 37.71% (NRs. 1445.26). Average expenditure of a tourist on accommodation, taxi -bus& bike, guided sightseeing tour, curious & handicraft, miscellaneous, telephone & e-mail and others items remained 19.05, 5.17, 4.08, 10.36, 1.83, 0.55 and 21.25 percent respectively. Different tourists have been different expenditure pattern so, this research measure average expenditure of tourist form different countries. The average expenditure of a tourist in pokhara is found to be NRs 3832.95(per day/per tourist). (Table 4.9Fig 4. 4)

Figure: 4.4: Average Expenditure of a Tourist On Different Items



4.5 Tourist expenditure Function

Increasing length of stay given positive message in the economy because increasing length of stay raises tourists expenditure but some time increasing length of stay reduces tourist expenditure e.g. length of stay from 12.67 to 13.12 from 2010 to 2011 but average expenditure payday decrease from NRS 3836.77 to NRS 3736.77(Tourist Office). Thus, tourist's expenditure depends upon the length of stay, tourist's income, expenditure environment etc.

4.5.1 Expenditure Elasticity on Heads of Expenditure

The main objectives of this study to measure the average elasticity of tourist expenditure to the various heads of expenditure made by the travelers during the year 2013. The results of the subsequent regressions measured in natural log form are stated below in Table 4.11

Table: 4.10: Regression Results (Log Linear Models)

Equations	Dependent Variables	ln TE					
		Constant	Coefficients		SEE	F-value	df
1.1	ln FMD	0.367	0.866 0.033 (26.14)***	0.74	0.452	497.64	172
1.2	ln ACOM	-1.460	0.903 0.058 (16.9)***	0.69	0.60	285.97	124
1.3	ln TRANS	0.923	0.612 0.08 (7.66)***	0.30	0.814	58.7	131
1.4	ln GSS	1.16	0.654 0.098 (6.69)***	0.52	0.664	44.8	41
1.5	ln CH	0.68	0.696 .086 (8.05)***	0.363	0.846	64.83	112
1.6	ln COM	0.848	0.488 0.093 (5.219)***	0.34	0.731	27.23	51
1.7	ln MISC	-2.18	1.025 0.117 (8.79)***	0.35	1.312	77.32	141

Notes: Figures in parenthesis below the parameters of each equation indicate t-values

*significant at 10% level, ** significant at 5% level, *** significant at 1% level

The Adjusted R-square, SEE: Standard error of the estimate, F: F statistic for the significance of all the coefficients. All the models 1.1 to 1.6 have expressed inelastic demand for the items of expenditure food-meal-drinks, accommodation, transport, guided-sightseeing, purchasing souvenirs and in communication except the case of visitors' expenditure on miscellaneous. A bird's eye-view on the results justifies that all the necessary statistics are within acceptable bounds in the equation, 1.1 and 1.2. In other equation, 1.3 to 1.7 adjusted R² is less.

Table: 4.11: Tourist Expenditure Elasticity by Nationality, 2013

COUNTRIES	FMD	ACOM	TRANS	CHS	COM	OTH
Canada	0.380 (1.47)	1.543 2.96**	0.632 1.61	1.803 2.995*	~	-1.032 -0.649
Germany	0.864 (20.03)***	0.933 13.4***	0.391 2.47**	0.284 2.58**	0.30 1.81	1.074 7.74***
U.K	0.675 (5.49)***	1.015 3.75***	1.49 4.76***	0.718 1.696	0.502 0.939	0.466 1.513
USA	1.065 (14.39)***	0.44 3.21***	0.693 2.37**	1.241 8.87***	0.803 2.07*	0.728 1.98*
Singapore	0.763 (3.35)**	1.052 4.01**	1.246 3.57**	0.991 1.995	~	1.551 1.37
India	0.764 (3.73)***	1.287 8.26***	1.32 2.67**	0.864 1.516	0.121 0.043	2.18 2.85**
China	0.769 (4.83)***	1.265 3.78***	0.122 0.375	1.305 6.17***	1.131 4.98	0.853 4.18***
France	1.093 (4.01)**	1.679 6.03***	1.09 1.367	-0.383 -0.986	~	1.57 3.25**
Australia	0.878 (7.79)***	1.09 3.07**	0.826 4.07***	1.037 3.37**	1.015 1.58	1.519 5.98**
Others	0.642 (4.49)***	1.043 3.58**	1.05 2.75**	0.441 0.873	~	0.567 0.672

Notes: Values given in parenthesis are t-values and other than parenthesis are elasticity coefficients. Table 4.11: Express expenditure on the item, accommodation,

except Americans, all the tourists of other countries as elastic demand, ($e > 1$) but elastic in case of Americans and French visitors for food-meal-drinks (FMD). Contrary to this, Indians have been found more sensitive towards the expenditure on transportation.

The results have exhibited inelastic demand for food-meal-drinks (FMD), the coefficients are significant at 1 percent level of significance, considerable degree of Adjusted R^2 , less standard of estimates, and significant F-Value. Moreover, Americans and French have elastic demand for food-meal-drinks. For policy perspective, there is the possibility of raising the price of food when quality is at standard. Contrary to this, regarding the expenditure on accommodation, in case of Canadian, British, Singapore, Indians, Chinese, French, Australian and others too the elasticity coefficient has remained greater than one and confirm the fact that price cannot be increased in accommodation. Thus, it may be deduced that the expenditure made on food by travelers is more or less inelastic but to all other tourism products, it is highly elastic. Regarding the items included in miscellaneous, Indians, French, Australians and Germans demand is more responsive in every increase in the total money spent in Pokhara (TMSP).

Table: 4.12: Expenditure Elasticity Results by Length of Stay, 2013

Equas.	Length of Stay at Pokhara in Days	Dependents	Constant	Coefficients	R^2	SEE	F-value	df
1.10	< or =3	ln FMD	0.075	0.822 ln TMSP (20.31)***	0.76	0.454	412.6	132
1.11	< or =3	ln ACOM	0.136	0.808 ln TMSP (9.29)***	0.60	0.571	86.4	57
1.12	>3	ln FMD	1.16	0.0.80 ln TMSP (7.89)***	0.61	0.419	62.3	39
1.13	>3	ln ACOM	-1.25	0.964 ln TMSP (5.31)***	0.50	0.601	28.3	27
1.14	1-10	ln FMD	0.690	0.833 ln TMSP (22.22)***	0.74	0.454	493.7	171
1.15	1-10	ln ACOM	-1.441	0.977 ln TMSP (16.86)***	0.70	0.601	284.3	122

Notes: values within parenthesis and other than parenthesis confer same meaning as in Table 4.12. Expenditure elasticity result by length of stay express in the table 4.12 where, all the equation (1.10 to 1.15) have shown that both FMD and accommodation

have exhibited inelastic demand coefficients for the aforementioned classification. However, the coefficients seem to be significant at 1 percent level of significance, considerable adjusted R^2 , less standard of error of the models with high F- statistics, the models are well- fitted.

Table 4.13 Multiple Regression Results: Log Linear Models

Equ.	Dep. Variable	Cons- tants	Coefficients		SEE	F- value	df
1.16	ln FMD	1.423	0.271lnLSP + 0.28lnPI + 0.713lnTMSP 0.08 0.074 0.045 (3.37)*** (3.76)*** (15.97)***	0.767	0.430	189.6	172
1.17	ln ACOM	-1.802	-0.065 ln LSP -0.125ln PI +1.029ln TMSP 0.128 0.132 0.77 (-0.51) (-.948) (13.28)***	0.69	0.60	94.7	123

Notes: Values in () indicate same meaning as in earlier Table 4.11

FMD and ACOM are the major factors to determine tourist's expenditure elasticity. In equation 1.16, the coefficients less than 1 which means inelastic demand for FMD (food-meal and drinks). The aforementioned variables concerning the equation 1.17, except total money spent in Pokhara (TMSP), the persons included in each sample population (PI), and the length of stay in Pokhara (LSP) have indicated negative sign and magnitudes with insignificant values. One can deduce the version that the total money spent in Pokhara (TMSP) well determines the accommodation (ACOM) and yields elastic demand for accommodation($e = 1.029$) in an increase in the total money spent. Therefore, the pricing policies in accordance with the elasticity of demand for various tourism products get to be implemented appropriately.

4.6 Identification of Problems in Tourism Development in Pokhara

Pokhara is the most beautiful city in Nepal. Tourist from different corner of the world came to Nepal and they do not miss their opportunity to visit Pokhara. There are many lakes, beautiful seen, hills, forest, temples and buildings having historical importance. But desirable number of tourists would not arrive due to many tourism problems. So, tourist's problems have been identified here.

Table 4.14 Identification of Tourism Problems in Pokhara

Name of Country	Identification of problems										Total Tourist Country wise
	Infrastructure	Pollution	Electricity	Guide & information	Political conflict	Traffics in counter	Flexible Price	Food & drinking water	None	Others	
Canada	2	-	-	-	1	-	-	-	4	2	9
Nederland	1	-	-	1	-	-	-	-	-	1	3
German	3	1	1	1	-	-	-	1	8	6	21
Norway	-	1	-	-	-	-	-	-	2	-	3
British	3	1	1	1	1	-	-	-	8	2	17
U.S.A.	1	2	3	-	-	1	-	1	12	5	25
Singapore	2	-	-	-	-	3	-	-	2	-	7
India	2	-	-	1	-	-	-	2	2	3	10
China	-	4					3		6	2	15
Thailand			1				1				2
Malaysia	2		1				1				4
Korea							2			3	5
Switzerland									7		7
Japan	1			1				1	2	2	7
France	1								4	1	6
Israel	1			1	1				1	1	5
Australia			1	2		1			3	2	9
Italy	1		1			1					3
Russ			1						3	1	5
Others		3		1					6	2	12
Total No of tourists problem wise	20 (11.43%)	12 (6.86%)	10 (5.71%)	9 (5.41%)	3 (1.71%)	6 (3.43%)	7 (4.0%)	5 (2.86%)	70 (40.0%)	33 (18.86)	175 (100%)

Source: Field Survey (2013)

Table 14 shows that 11.4 percent tourists identified the problems of infrastructure development like transportation, airport condition and bad road condition etc. 18.8% tourists identified other problems and 40% tourists have not been face any problems at traveling period in Pokhara. It mean 40% tourists satisfy for tourism facilities provided by tourism industries in Pokhara. The problems identification on Pollution, electricity, guide and information, political conflict, tariff in counter, flexible price and food and drinking water remained 6.86, 5.71, 5.41, 1.71, 3.43, 4.0 and 2.86 percent respectively.

4.7 Priorities on Different Measures

Tourism as an important and smokeless industry. It is the main source of foreign exchange earning. Government of Nepal celebrated Visit Nepal 1998 and Tourism year 2011 to attract more tourists in Nepal. TAN conducting home stay program to raise length of stay of tourists and provide village tourism. Different agencies conducting many programmes to attract more tourists in Pokhara but desirable number of tourist unable to arrive due to many tourism problems; in this case this research collected some guideline suggestion from different agencies to attract more tourists in Pokhara. Priorities given by different agencies are given below.

Table: 4.15 Priorities on Different Measures to Attract More Tourists in Pokhara

Measures	Frequency	Percentage
International Airport	15	100
Political stability	13	86.67
Home stay Programmer	11	73.33
Infrastructure development	10	66.67
Publicity	10	66.67
Sports	8	53.3
Environment protection	6	40
Extra tourism activities	14	93.33
Tourism law & Master plan	6	40

Source: Field Survey (2013)

Table 4.15 shows that priorities on different measure to attract more tourist in Pokhara. Hundred percentage agencies suggested conducting international airport in Pokhara and 93.33 percent agencies suggested conducting extra tourism activities like paragliding, cultural show, cyclical tourism and alternative trekking route. 86.76 percent agencies support to reduce political conflict and 66.66 percent agencies suggested infrastructure development. Suggestion on publicity, sport, environment protection and tourism plan (Master plan, reduce illegal tourism activities) remained 66.67, 53.33, 40 and 40 percent respectively. HAN, Civil aviation office, Hotel Fewa Prince and Hotel Middle Path have been given 1st priority to international Airport.

TAN firstly focus to conduct Home stay program to raise length of stay of tourist. According to tourist office, when we want to rise number of tourist, illegal activities should be reduce by preparing master plan for tourism.

4.8 Major Findings

The main findings of the research have been given below.

- Generally, 60.57 percent males tourist and 39.43percent females tourists visiting this area and 230799 tourists welcomed in Pokhara in 2010 (Tourist office). It is 48% of total number of tourists in Nepal.
- The results have shown that 49.143 percent tourist welcomed in Pokhara by the purpose of pleasure and sightseeing, 21.74 percent tourist arrived by the purpose of trekking. Usually 6.857, 9.142 , 8, 1.714, 3.428 percent tourist arrived by culture, Pleasure and Trekking, Pleasure and Culture, Business and Others respectively.
- Tourists have various occupations. The percentage of teachers/professors group was 18.28 percent which was highest Percentage than other groups. The Students, Technical, Nurses/Doctors, Employee, Retired, Business man, Government Services, Scientists and other remained 8, 14.285, 2.857, 9.714, 10.857, 16, 4, 3.428, and 12.571 percent respectively. The highest percentage of tourist welcomed in Pokhara by Tourist Bus (48.0%) and 60 percent tourists used Air for leave the Pokhara.
- The highest number of tourist stays 2-3 days (69.14%). 8 percent tourist visiting this area only one days. 18.86, 2.29 and 1.71 percent tourist sty for 4-5days,6-7days and 8-10 days respectably. The average length of stay of tourists from Canada, Netherland, German, Norway, British, USA, Singapore, India, China, Thailand, Malaysia, Korea, Switzerland, Japan, France, Israel, Australia, Italy, Russia and other remained 3.0, 2.0, 3.05,2.0, 2.94, 3.04, 2.71, 2.5, 2.13, 8.0, 2.5, 3.6, 2.57, 2.14, 3.33, 2.4, 4.22, 2.0,2.8 and 2.5 days respectively. The average length of stay of tourists in Pokhara remains only 2.89 days and average length of stay of tourists in Nepal remained 13.74 days.
- Usually tourist spend on food, meal & drink has been found 37.71% percent (NRs. 1445.26), accommodation (19.05%), taxi -bus& bike (5.17%), guided sightseeing tour (4.08%), curious & handicraft (10.36%),

miscellaneous (1.83), telephone & e-mail (0.55%) and others items (21.25%) in Pokhara. Tourists from Thailand have the lowest expenditure capacity i.e. NRs 1195.25 (per day/per tourist). The highest expenditure has been found from German i.e. NRs. 10796.64. The average expenditure of a tourist in Pokhara is found to be NRs 3832.95(per day/per tourist).

- According to hotels record 44.082 thousand tourists stayed on March, April and may in 2013 at 10 hotels. The Largest number of tourist stayed at the Fulbari Resort and Spa i.e.20731 (47.03%) and Landmark Pokhara keep second position i.e. 9242(20.96%). Temple Tree Resort and Spa, Pokhara Grande, Hotel Fewa Prince, Hotel Trek- o-Tel, Hotel Middle Path, Hotel Tika, Hotel Snowland and Hotel Travel Inn remained 12.03,12.01, 0.81,3.53,0.36, 1.53, 0.83 and 0.91 percent respectively.
- The tourist expenditure elasticity by nationality and length stay along with the application of multiple linear regressions entails that both in the items food-meal and drinks; and accommodations are elastic as well as inelastic. In case of the elasticity by length of stay both food-meals and drinks, and accommodation expressed inelastic demand. Therefore, price can be increased for the case of inelasticity. Contrary to this the results of the multiple regression analysis confirm the priori assumption that the price of the accommodation cannot be raised.
- The results have shown that 11.4 percent tourists identified the problems of infrastructure development like transportation, Airport condition and bad road condition etc. 18.8 percent tourists identified other problems. The problems identification on Pollution, Electricity, Guide and information, Political conflict, Tariff in counter, Flexible price and Food and drinking water remained 6.86, 5.71, 5.41, 1.71,3.43, 4.0% and 2.86 percent respectively.

CHAPTER IV

SUMMARY, CONCLUSION AND SUGGESTION

This is the last and concluding part of research. Here, summary, finding and suggestion has been analyze according to research objectives. Firstly, summary has been discussed. After that, finding and suggestion has been given to promoted tourism in Pokhara.

5.1 Summary

The main objective of this study is to analyze tourist's expenditure in Pokhara, average length of stay, identification of problems and give guideline suggestions to promoted tourism in Pokhara.

This study based on primary as well as secondary data. Primary data collected from direct tourist by using questionnaires and secondary data have been collected from Hotels, HAN, TAN, and Tourist Office and Civil aviation authority office. On the other hand, this study base on sample as well as census method. Sampling method has been used to collect information form tourists and census method has been used to collect needed information from different agencies (HAN, TAN, Civil aviation authority office etc). Pokhara received 26329 tourists by air during March-April-May,2012 and 36509 foreign tourists out going by air at this same period. According to tourist office 60 percentages outgoing by air so, generally 60 thousand tourists came in Pokhara at these three month. This sample cover 0.3 percentage of total tourist who came in Pokhara and 345 people cover 0.57 percentage of total number of tourists. 10 hotels have been selected to collected require data.

Pokhara received 52740 Indian and 178059 non Indian tourists in 2010. The total number of tourists welcomed in Pokhara is 230799. It is 48 % share of total number of tourists in Nepal. 44044 tourists welcome in selected 10 hotels on March, April and may in 2013. Usually 49.143 percent tourist welcomed in Pokhara by the purpose of pleasure and sightseeing, 21.74 percent tourist arrived by the purpose of trekking. Usually 6.857, 9.142, 8, 1.714, 3.428 percent tourist arrived by culture, Pleasure and Trekking, Pleasure and Culture, Business and Others respectively.

The highest number of tourist stays 2-3 days (69.14%). 8 percent tourist visiting this area only one days. 18.86, 2.29 and 1.71 percent tourist sty for 4-5days,6-

7days and 8-10 days respectably. The average length of stay of tourists in Pokhara remains only 2.89 days.

Average expenditure on food, meal & drink has been found 37.71 percent (NRs. 1445.26). Average expenditure of a tourist on accommodation, taxi -bus& bike, guided sightseeing tour, curious & handicraft, miscellaneous, telephone & e-mail and others items remained 19.05, 5.17, 4.08, 10.36, 1.83, 0.55 and 21.25 percent respectively. The average expenditure of a tourist in Pokhara has been found to be NRs 3832.95 (per day).

Increasing length of stay and number of tourist could not guaranty to raise tourists expenditure. Tourist's expenditure depends on length of stay, tourist income as well as expenditure environment.

The largest number of employee working at The Fulbari Resort i.e.200 (29.33%). The lowest number found at Hotel Travel Inn i.e. 9 (1.32%). The number of employee at Pokhara Grande, Hotel Fewa Prince, Landmark Pokhara, Temple Tree, Hotel Trek-O-Tel, Hotel Middle Path, Hotel Tika and Hotel Snowland remained 155, 45, 90, 85, 29, 12, 35 and 22 respectively.

The tourist expenditure elasticity by nationality and length stay along with the application of multiple linear regressions entails that both in the items food-meal and drinks; and accommodations are elastic as well as inelastic. In case of the elasticity by length of stay both food-meals and drinks, and accommodation expressed inelastic demand. Therefore, price can be increased for the case of inelasticity. Contrary to this the results of the multiple regression analysis confirm the priori assumption that the price of the accommodation cannot be raised.

The percentage of 11.4 tourists identified the problems of infrastructure development like transportation, Airport condition and bad rode condition etc. 18.8% tourists identified other problems and 40 percent tourists have not been face any problems at traveling period in Pokhara. It means 40 percent tourists satisfy for tourism facilities provided by tourism industries in Pokhara. The problems identification on Pollution, Electricity, Guide and information, Political conflict, Tariff in counter, Flexible price and Food and drinking water remained 6.86 5.71, 5.41, 1.71,3.43, 4.0 and 2.86 percent respectively.

Fifteen agencies selected to collecting guide line information. 100 percent agencies support to conduct international airport in Pokhara. 86.67percent suggested to reduced political conflict (instability), 93.33 percent focused extra tourism activities, 66.67 percents suggested infrastructure development and 73.33 percent agencies suggested to conducting home stay programmer to attract more tourist in Pokhara.

5.2 Conclusion

Having been set tourist's expenditure pattern and its elasticity; and the identification of problems as objectives, the study is based on both primary and secondary data that have been collected from tourists and hotels, HAN, TAN, and Tourist Office and Civil aviation authority office. All together, 175 sample populations have been chosen during March, April and May, 2013 which includes 345 tourists.

The results have shown that that 230799 tourist welcome in Pokhara in 2010. The average expenditure of a tourist in Pokhara is found to be NRS. 3832.95 And average length of stay of tourist in Pokhara remains only 2.89days.

Tourist expenditure pattern on different items are different. The large percentage (37.71%) spends on food, meal and drink. Tourist expenditure from different countries is also different. The highest expenditure capacity has been found from German i.e. NRs 10796.64 and Thailand have the lowest expenditure capacity ie.1195.25.

Number of tourism and length of stay increase from 2010 to 2011 but average expenditure per day decrease. It proves that tourist expenditure does not only depend length of stay. It also affected by expenditure environment and others factors like political instability, tourist income etc.

The tourist expenditure elasticity by nationality and length stay along with the application of multiple linear regressions entails that both in the items food-meal and drinks; and accommodations are elastic as well as inelastic. In case of the elasticity by length of stay both food-meals and drinks, and accommodation expressed inelastic demand. Therefore, price can be increased for the case of inelasticity. Contrary to this the results of the multiple regression analysis confirm the priori assumption that the price of the accommodation cannot be raised.

A number of agencies (15) are brought under interview and it's no wonder that 100 percent have supported for the construction of international airport. Moreover, resolving of political conflict, focusing on extra tourism activities, infrastructure development and home stay programs too were given more weight (67%). 11.4 per cent tourists opine that they have faced unsystematic transportation, airport counter congestion and bad roads. However, 60 per cent tourists are dissatisfied from the facilities. The problems such as pollution, irregularity in the supply of electricity, unqualified guides, political conflict, traffic congestion at airport counter, price variation and unhygienic food and drinking water seems to be solved with alacrity.

Priority should be given to infrastructure development (electricity, road, park, cable car facility round Pokhara and up to Sarankot). Establishment of international airport, solving political instability, publicity of tourism industry, quality in the goods and services supplied, proper training for guides, regulation of the market price, and traffic congestion are also crucial to be mitigated. Preventive measures should be adopted by the concerned authorities for the conservation of lakes and their watersheds. Recreational activities such as swimming, rock climbing, boating, paragliding, sports, exploration of new trekking routes are to be increased. Best sort of hotel accommodation facilities may be a major component to raise the number of tourists and tourist's expenditure. Tax reduction in the hotel sector, adoption of investment friendly policies and efficiently controlling of illegal activities that prevail in the tourism sector, would be a grand task if applied sincerely.

5.3 Suggestions

The tourist's arrivals and length of stay in Pokhara is unstable. Recently number of tourists and average length of stay of tourists increase but average expenditure decrease due to unavailability of expenditure environment and lack of extra tourism activities. The following suggestions are forwarded for policy formulation to flourish the tourism industry and tourists expenditure in Pokhara.

- Government should launch long-term tourism planning by reducing illegal tourism activities and by making tourism environment.
- First priority should be given to infrastructure development (road, park, commutation, electricity, transportation, cable car facility from Pokhara to

Sarankot etc). Infrastructure will help to increase length of stay as well as tourists expenditure.

- 100 percent agencies suggested stabilizing international Airport in Pokhara. When this facility will be able, foreign tourists directly welcome in Pokhara.
- The results have shown that 1.71% tourists identified the problem of political instability so, 86.65% agencies have suggested reduce to political instability. Reducing the political conflict, support tourism development in Pokhara.
- Pokhara is surrounded by various beautiful hills, lakes and rivers but environment is continuously damaging so, 40% agencies suggested to environment protection. When environment will be clean, more tourists want to come Pokhara for watching beautiful seen.
- HAN and tourist office conducting 'Chalo Pokhara' and 'Let's go Pokhara' programmer in India and China to rise more Asian tourist in Pokhara. These programmers will help to support publicity of tourism industry in Pokhara and 66.67 percent agencies suggested publicity of tourism industry in Pokhara to welcome more tourists in Pokhara.
- Government should prepared expenditure environment by providing security and availability of attractive good and services. When expenditure environment create, tourist's expenditure may also increase.
- The results have shown that 5.41% tourists identify the problem of guided and information. So, tourism agencies should be produce good guide by providing training.
- 4 percent tourists have not known real market price of good and services. They have suffered problem of price flexible. It means same good have not equal price at various shops. They have suggested government should be observing the market price and strong rule should be launch to stabilize market price.
- 2.86 percent tourists have not satisfied on food and drinking water. They have suggested quality of food and drinking water should be improved.
- 3.43 percent tourists have suffered traffic problems at counter of airport because they have waiting long time at line. They have suggested stabilizing more counter, it reduces tourist's boring and traffic problems at counter of airport.

- The area of Fewa Lake continuously decreasing due to the sedimentation of soil carried by streams and floods. Therefore, preventive measure must be adopted by concerned authority for the conservation of lakes and their watersheds.
- Recreational activities such as swimming, rock climbing, boating etc should be increase to providing entertainment.
- Pokhara have stabilized tourist office and tourism board of Nepal but we can not found recent tourism statistical data. Therefore, tourist office should collect tourist's data such as arrival, length of stay, expenditure, problems face by tourist etc. These data should be needed to lunch long term tourism planning and solve tourism problems in Pokhara.
- All tourism agencies should be show hospitable behaviors to the tourists
- Conducting extra tourism activities like Paragliding, sports, trekking and mountaineering to raise number of tourists in Pokhara. We have attracted more tourists by providing tourist attracting package like new trekking route, sight seeing facilities etc.
- Hotels are providing various facilities but all tourists have not satisfied. Thus, hotels facilities should be increase. On the other hand number of quality and quantity of star hotel should be increase. Hotels facilities should raised number of tourists and tourist's expenditure so; hotels facilities are major component to attract more tourists in Pokhara.
- Concern authority should be encouraged to tourism industry by reducing high rate of tax and providing investment environment and authority efficiently manage tourism industry to reduce illegal tourism industry.
- Concern authority should be providing various facilities such as information center, book, and maps.
- Hotels should be launch culture show programme to providing entertainment for tourists.
- Socio-culture aspect should be preserved to flourish the Eco-tourism.

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APPENDIX (A)

Questionnaire for Tourists

Dear Visitors,

Very soon you are going to leave Pokhara. I hope your stay here was exciting and rewarding experience. While you wait for your flight/Bus to be called, please five minutes of your time to answer of short question below.

. I am a master level student of economics at P.N. Campus, Pokhara. I will use your valuable information in my thesis. The objective of this survey is to determine tourist expenditure pattern in Pokhara. The success of this study expands largely on your kind cooperation. I would, therefore, be grateful if you answer my questions.

Thank you and have a pleasant journey.

‘Namaskar’

1. What was main purpose of your visit to Pokhara?
 - a) Pleasure, Sightseeing
 - b) Trekking
 - c) Culture
 - d) Business
 - e) Others
2. Your
Nationality.....age.....sex.....Occupation.....
3. How did you come to Pokhara?
 - a) By Air
 - b) Tourist Bus
 - c) Rented car
 - d) Local Bus
 - e) Own vehicle
4. Please list the hotel/Lodge you stay in Pokhara
 - a) Hotel/Lodge.....
 - b) Night spent.....
5. Total Length of stay in Nepal..... and Pokhara

6. Please mention the amount currency you actually paid in Pokhara on the following items and services.
 - a) Package tours paid for locally in Nepal
(E.g. Trip to Pokhara, Trekking through local travel agency)
Please specify.....
 - b) Food, Meal and drinks (Pokhara)
 - c) Accommodation Pokhara
 - d) Internal transportation (Pokhara)
 - i) Taxi, Buses, Bike.....
 - ii) Guided sightseeing tours.....
 - iii) Air fare to.....
 - f) Curios, Handicrafts.....
 - g) Miscellaneous (posters, post card, books etc)
 - h) Communication (Telephone, fax, E-mail).....
7. How many Person were included in this expenditure?
8. Please state the currency and amount of foreign exchange you changed into Nepalese Rupees. Currency and amount.....
9. Please give your remarks about the problems you faced during your stay in Pokhara, Annapurna and Nepal. Suggestions are most welcome.
.....
.....
.....

Thank you!

APPENDIX (B)

Interview Schedule for Hotels

Dear Sir/ Madam,

I am a master level student of economics at P.N. Campus, Pokhara. I will use your valuable information in my thesis. The objective of this survey is to determine tourist expenditure pattern in Pokhara. The success of this study expands largely on your kind cooperation. I would, therefore, be grateful if you answer my questions.

1. How many employees are working in your hotel?

.....

2. a) Please, Mention the hotel tariff rate?

i) Single.....

ii) Double.....

iii) Suit.....

iv) Extra Bed.....

b) Mention the discount % at this time (March, April & May).....

3. In general, how many days tourist stayed in your hotel?

S.N	Name Of Country	Average Length of Stay

4 Specify the number of tourists who came from different country (March, April & May) in 2013.

Name of country	Number of tourists			Total Number of tourists
	March	April	May	

5. State the main problems of tourism industry in Pokhara (For hotels, Travels and trekking agencies).

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

6. Please give your suggestions how to attract more tourists in Pokhara.

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

Thank you

APPENDIX (C)

Sample Tourists from different Countries

Name of Country	% share of total tourists	No of sampled tourists	Included tourists
Canada	5.14%	9	13
Nederland	1.71%	3	6
German	12%	21	50
Norway	1.71%	3	4
British	9.71%	17	31
U.S.A.	14.29%	25	64
Singapore	4%	7	14
India	5.71%	10	17
China	8.57%	15	42
Thailand	1.14%	2	3
Malaysia	2.29%	4	6
Korea	2.86%	5	7
Switzerland	4%	7	9
Japan	4%	7	12
France	3.43%	6	10
Israel	2.86%	5	7
Australia	5.14%	9	14
Italy	1.71%	3	7
Russ	2.86%	5	7
Others	6.86%	12	22
Total	100%	175	345