

## CHAPTER-I

### INTRODUCTION

#### 1.1 General Background of the Study

Nepal is a landlocked country with an area of 1, 47,181 sq. km with 885 km and 193 km length and width respectively. It extends along the Himalaya between latitudes 26°22'N and 30°27'N and longitudes 80°4'E and 88°12'E. Most of the area falls on southern slopes of the Himalayas. Nepal is bordered with China in the North and India in the East, West and South. The border with India is open. Nepal constitutes only 0.03 percent of land mass of the earth. The population of Nepal is 26.49 million according to the census of 2011, (CBS, 2011).

Nepal, being a small country, has diverse landscapes with natural paradise, including species of flora and fauna. In addition to these, Nepal is rich in its cultural diversities of several religious and ethnic people living together for long period in harmony. There is a wide variation in physiographic and ecology of the country ranging from the flat gigantic plain of Terai to the high Himalayas covered with snow. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural phenomenon e.g. flora and fauna, scenic beauty and uneven ecological and natural environmental variation ranging from the Terai plains to Mountains and high Himalayas representing richness in biological and cultural diversity, have contributed to the great prosperity and progress of the nation. Even though it is rich in panoramic scenic beauty and paramount resources, the country has not yet been able to harness it for multidimensional development of the nation. The country has been consistently ranked as one of the poorest country of the world. So there is a great challenge for the nation to alleviate the massive poverty of the country through gradual development of the area and to provide basic needs to the people. To overcome these challenges, the nation has been conducting some efforts. The efforts are being in vain in some extent. In this situation only the development and promotion of tourism sector can play a vital role in Nepal's

overall development. Development and promotion of tourism sector contributes to generate employment and income opportunities.

The word "Tourism" of the present day is derived from the French word "Tourisme" which originated in the 19<sup>th</sup> century and cited for the first time in Oxford English Dictionary in 1811, meaning "the business of providing accommodation and services for people visiting a place". Tourism is travel for recreational, leisure or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. 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 has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments.

Tourism has become one of the largest and fastest growing industries in the world. It has witnessed the phenomenon growth since the 1950's. From a luxury product which was available to only a small numbers of privileged people some year ago, it has become a consumer good which is now within reach of practically all citizens in the developed countries and of increasingly large segment of population in the third world countries. It has become a way of life with millions of people in the world and their numbers are continuously increasing.

In Nepal, there are high Himalayas like Mt. Everest, Mt. Machhapuchhre, Mt. Dhaulagiri and many other renowned peaks of the world. There are many rivers like Trishuli, Koshi, Kaligandaki, Karnali etc. suitable for rafting purposes in Nepal. There are world famous trekking route like Annapurna conservation area, Kanchenjunga area, Khaptad etc. Moreover, Bungee Jumping, rock climbing, honey hunting, hiking, biking, river rafting, wild life watching, Jungle safari are other sources of attraction. Further, there are different world heritage sites like Pashupati temple, Manakamana temple of Gorkha,

Bhaktapur Durbar square, Patan Durbar square, Hanuman Dhoka Durbar Square, Lumbini (Birth Place of Lord Buddha), Janaki Temple of Janakpur & other religious as well as historical places. There are many national parks, wild life conservation area, hunting reserve and conservation area with different flora & fauna in different climatic & geographical regions, which are unique and best reasons for tourists to get attracted. All these resources make Nepal an appropriate destination to tourists during every season and for many reasons. Therefore, every year millions of tourists visit Nepal from different part of the globe.

Tourism Industry and resources available in Nepal is a remarkable point to be noted for Nepal, as it may cause improvement of Nepalese economy. Although, Nepal does not have oil and other mine resources, it has great potential and prospects in tourism sector. Nepal has long experience in sustainable tourism, particularly eco-tourism. So, it is desired to develop this as a vehicle for supplementing other similar programs in poverty alleviation of the country. Tourism, being the key strategy for economic growth, leads rural economy by generating income, employment and industry. No doubt, Tourism, in fact, is a powerful weapon to poverty alleviation as well as to minimize the unemployment problem. If appropriate and relevant policies and measures are adopted with exploitation of adequate resources and profound researches, tourism could be a weapon to enhance the economic condition of the poor locals.

Tourism is the fast growing industry in present era, both in developed and developing countries. In developing countries like Nepal, it could become the main sources of foreign earning, sources of employment, and way of increasing the income level of the rural people. This makes it one of the potentially advantageous sectors for the economic development of the nation. It has a great significance in increasing the GDP and useful tool for increasing the living standard of the rural poor and the poverty alleviation.

The Manakamana Temple is situated in the Gorkha district of Nepal is the sacred place of the Hindu Goddess Bhagwati, an incarnation of Parvati. The name Manakamana

originates from two words, “mana” meaning heart and “kamana” meaning wish. The temple is located on a distinguished ridge 1302 meters above sea level and overlooks the river valleys of Trisuli in the south and Marsyangdi in the west. The temple is approximately a 104 km drive from Kathmandu and can also be reached via bus east from Pokhara in around three to four hours. Manakamana is also worshipped by Bajrayani Buddhists. It is believed that all unfulfilled wishes of the devotees are fulfilled by worshipping the goddess Manakamana. The temple of Manakamana is two-stored pagoda temple. Now the operation of cable-cars to Manakamana one of the most famous pilgrimage sites is undergoing and is 3.1 km route linking between Kurintar and Mungling at DarechowkVDC-3 of Chitwan District and Manakamana.

## **1.2 Statement of the Problem**

Tourism has been taken as an effective tool for revenue generation and foreign currency earning of Nepal. As a multi-dimensional sector with many inter-sectorial linkages, tourism requires more careful and pragmatic planning, infrastructural development. Although tourism is a fragile sector, it can bring about positive changes among all the stakeholders, if it is handled carefully. This sector can make vital contributions to raising the living standard of the people and sources of revenue generation. Manakamana Temple is the potential area for pilgrimage tourism destination in Nepal. It is equally important with Kedarnath, Badrinath of India and Lumbini of Nepal. But having the most important place for Hindu pilgrims, it is still not being first destination of Hindu pilgrims nationally as well as internationally. It is due to the lack of effective marketing policy, infrastructural development and strategy of government, Nepal Tourism Board and different private sectors, which are working in tourism sectors and also lack of proper accommodation, lack of special packages to bring pilgrimage tourism & frailer to shows the religious important of Manakamana nationally as well as internationally.

This research study has been answered the following questions:

- i) What is the present condition of tourism in Manakamana Temple area?

- ii) What are the problems of tourism development of Manakamana Temple area?
- iii) What are the prospects of tourism development of Manakamana Temple area?
- iv) How tourism is contributed to the income of the local people of Manakamana Temple area?
- v) How tourism create an employment opportunity to the local people of Manakamana Temple area?

### **1.3 Objectives of the study**

The objectives of this study are:

- i) To examine employment and income pattern in the study area.
- ii) To identify problems and prospects of tourism in the study area.

### **1.4 Significance of the study**

Nepal, being an under developed country, depends on agricultural economy. In the export trade of Nepal, primary and raw goods production of agricultural sector plays dominant role. But it is necessary to import machinery, fertilizer, luxurious goods and services for everyday needs from other countries. In such situation, Nepal always has to face, deficit problems on its trade and balance of payment. In this situation tourism is accepted as the most important industry of Nepal. Unfortunately key facilities like transportation, communication, accommodation, recreation, security and other facilities are not properly developed in new and potential tourist destinations. As a result, on the one hand the situation of tourist stay in country has been same since the beginning and on the other hand the inhabitants of different places are not benefited from this sector. In order to increase the length of the tourist-stay and diversify its flow into different parts of the country, it is necessary to identify and develop new potential tourist destinations. In this context present study will be helpful in several ways like:

- i) The findings of the study might be useful to the Government Organizations, NGOs, Private Sector and Civil Societies directly concerned or working to

promote tourism in Nepal and particularly in Manakamana Temple area of Gorkha district.

- ii) The finding of the study might be useful to the policy makers to make appropriate policies, strategies regarding promotion of tourism in Nepal in general and Manakamana Temple area in particular.

### **1.5 Limitation of the Study**

The scope of the study was limited to find out the problem and prospects of tourism at Manakamana Temple area of Gorkha district. The study was responsible to trace out the infrastructure development which is essential for the tourism development. Limited area was selected for questionnaire and field visits. Although tourism development of Manakamana temple area was the main study area, however rural culture life style and natural as well as other tourist products are focuses for the promotion of tourism product. The study was specific like the case studies. So, the conclusion drawn from the study might not be conclusive. Following limitations of the study have been presented as below

- i) This study was consulted only with the religious tourism spot of Manakamana about the problems and prospects of this place.
- ii) Business, hotel owners, tourists and the members of the Manakamana development committee was included as the respondent of this study.
- iii) The follow of tourists was taken from the records of the cable car company and the tourists came from trekking route was excluded.
- iv) This study was quantitative research so the study fully depends on the answer of the respondents.
- v) This study was based on Manakamana the religious place in Gorkha district therefore the finding may not be generalized to another religious place of the country.

- vi) The budget, manpower, theoretical and methodological limitation during research was prevailed for the thesis work carried out by student.

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

This study is divided into seven chapters. The first chapter deals with introduction of the subject including background, statement of the problem, objective of the study, significance of the study, limitation of the study and organization, of the study. Similarly, various studies made in the second chapter through review of literature. The third chapter was about research methodology which includes the Selection of the Study area, Research design, Nature of Data, Source of Data, Method of Primary Data Collection, and Tools Used in Collection of Primary Data, Secondary Data Sources, and Techniques used in Data Analysis. The fourth chapter described the study area. Likewise, presentation of data and analysis of the finding deals in fifth chapter and problem and prospects of the study area are included in the sixth chapter and the seven and last chapter presents summary conclusion and recommendation of the study.

## CHAPTER –II

### LITERATURE REVIEW

Tourism is one of the most potential economic sectors of Nepal. It is helpful to create employment opportunities, generate foreign exchange and also attract foreign direct investment. It is one of the biggest sources of revenue generation in Nepal.

Various researchers and academicians had done research study about Tourism as Tourism have been identified as an important source of foreign exchange earnings, creating employment opportunities and generating economic growth of the country. The literature review has been done theoretically and empirically.

#### **2.1 Review of World Tourism**

In the ancient time the main motivations for tourism were trade pilgrimage and conquest. Until the First World War, travel was the privilege of a small segment of society. During the First World War, people did not have mobility and they were confined within specific place for four years. After the Second World War, the industrial revolution brought the change in economy, lifestyle and urbanization (Bhatia, 1994). At the time the introduction and development of railways had a profound effect in transport, which resulted in the growth of travel. The first rail link between Liverpool and Manchester started in the year 1830. The rail network, at the beginning used to carry the goods. After sometimes, it started carrying the passenger and became a means of mass movement .The birth of organized rail travel and concept of tourism came in the year 1841. The man behind this idea was Thomas Cook, who was known as a pioneer and greatest travel organizer of the time from the year 1848 to 1863. Mr Cook conducted circular tourism of Scotland with almost 5000 travelers in a season, (Satyal, 1988).

In 1925 International Tourism association (ITA) was set up to make tourism wide spread. The main objective of ITA was to promote the global development of tourism. Then the



International Union of Official Travel Organization (IUOTO) was established in 1947 as an international organization. But since 1975, it has been transformed in World Tourism Organization (WTO). Now it is managing all types of International problems, related with tourism, (Subedi, 1996).

The report of United Nation Stated that within 10 years period (1955-1965) the number of tourist arrival in near about sixty five countries increased from around 51 million to over 157 million. It was considered only the beginning of tourism. In the year of 1976, the number was around 227 million and reached 710 million in the year 2000, (Dahal, 2002)

Travel and tourism are the interrelated subject matters. Since 1950s, the airlines made travel continue and reliable, and made the long travel easier and possible. Since 1958 airbus, jet Concorde, and boeing took place for comfort, fast and mass tourism. In the beginning of 21<sup>st</sup> century, Stateline tourism took place as a stranger tourism in the world. In this way tourism is becoming a popular industry in the world. It is playing vital role of national income of many countries all over the world. Millions of people are getting employment opportunity from this industry. Different government and non-government organizations are working for its growth and development in international level such as American Society of Travel Agents (ASTA). American Hotel and Motel Association (AHMA) International Center for Conservation (ICC), Pacific Asia Travel Association (PATA), International Airlines Passenger Association (IAPA), World Travel and Tourism Council (WTTC) and International Air Transport Association (IATA), (Dahal, 2002).

### **2.1.1 Classification of Tourism**

There is no uniformity about types of tourism. Different scholars classified differently on the basis of purpose of visit and nature of destination place. Some of the types of tourism referenced to Puri, U. (2008) are as follows:

#### **2.1.1.1 Rural Tourism**

It is a small-scale tourism from which the local population gets income and work from the activity because of the possibility to exploit its own resources in the form of labor force, knowledge, skill land, local machinery and building materials which offer opportunities to the less wealthy population segments as well. The bulk of rural tourism experiences come from the industrialized world like Europe, North America, and Australia etc.

#### **2.1.1.2 Eco Tourism**

Environmental friendly tourism, which both host and guest are aware of environmental degradation as a result of participation in tourist activities, protection and preservation of natural as well as socio cultural environment while traveling has attracted the attention of all concerned with tourism. Although, it is a new concept, it has become quite popular in tourism literature and tourism activity.

#### **2.1.1.3 Ethnic Tourism**

It is marketed to the public in terms of the "quaint" customs of indigenous community like Eskimos, the San Blas Indians of Panama and the Toraja in Indonesia. Destination activities are characterized by visiting native home and village for observation of dance and ceremonies and shopping for primitive wares or curios. As long as the follow of visitors is sporadic and small, host guest impact is minimal.

#### **2.1.1.4 Cultural Tourism**

It is concerned; this includes the "picturesque" or "local color", a vestige of a vanishing life-style that lies within human memory with its "old style" houses, home-spun fabrics, ox-drawn casts and plows, handicrafts. Destination activities are also characterized by in taking meals in rustic inns, folklore performance, costumed illustrated by the case studies on Bali and Spain. Host-guest stresses may be maximal because the rural peasant areas are often readily accessible from tourist's resorts and large number of

visitors comes for the very purpose of observing and photographing the lives of peasants who become objects of study.

#### **2.1.1.5 Historical Tourism**

People generally visit Museum and Cathedral for the purpose of knowing the glories of the past i.e. Rome, Egypt and Inca. Favored destination activities include guided tours of monuments and ruins. Host- guest contacts are often impersonal and detached.

#### **2.1.1.6 Recreational Tourism**

It is often sand, sea and sex promoted by beautiful color pictures that make you want to be "there" on the Ski slopes, the palm-fringed beaches, the championship golf course, or sunning in a deck chair that attracts tourist who want to relax or commune with native destination activities mostly confined to the sports, curative spas or sunbathing. They might have good food and convivial entertainments.

#### **2.1.1.7 Business Tourism**

It is an increasingly important component, especially in the Alps and the Rocky Mountains, where it allows resorts developed mainly for skiing to attract customers in the off-season.

#### **2.1.1.8 Agro Tourism**

Charms of agriculture and farming attracts visit for farms. Buying and ownership of second home in rural area has increasingly become popular to urban dwellers as a result of increased income, more leisure time and the wish to escape from the pressure of urban life have made agro tourism popular these days.

#### **2.1.1.9 Adventure Tourism**

The segment of tourism consisting of programs and activities with a connotation of challenge, expeditions full of surprises, most often for adults, involving daring journeys and the unexpected is adventure tourism. Examples: climbing, caving, jeep safaris.

#### **2.1.1.10 Pleasure Tourism**

The segment of tourism consisting of programs and activities developed to improve or balance the physical or spiritual condition of an individual or group of persons. Examples: yoga workshop, detoxification clinics, spas.

#### **2.1.1.11 Religious Tourism**

The segment of tourism consisting of programs aimed at participants visiting sites of religious importance to their practicing religion. Examples: temples, mosques, monasteries, places of religious importance etc.

#### **2.1.1.12 Sports Tourism**

The segment of tourism consisting of programs and activities for the specific purposes of promoting the practice of sports by amateurs and professionals is Sports Tourism. Examples: mountaineering, golf, diving, fishing, windsurfing.

#### **2.1.1.13 Study Tourism**

The segment of tourism consisting of programs and activities for learning, training of increasing knowledge on site, involving students and teachers with local professionals. Examples: anthropology, botany, cookery, languages, photography, zoology.

#### **2.1.1.14 Incentive Tourism**

The segment of tourism consisting of programs and activities to companies or organizations, for the purpose of motivating or rewarding officials or terms to achieve production or quality targets is Incentive Tourism. Examples: river and sea cruises, jeep safaris.

#### **2.1.1.15 Research Tourism**

The segment of tourism dealing with trips and expeditions for survey and/or study, developed by institutions or professionals interested in specific topics. Examples: anthropology, archaeology, botany, environmental impact.

#### **2.1.1.16 Professional Tourism**

The segment of tourism consisting of programs and activities allowing professionals to have direct contact on site with the fields in which they are involved and where they can increase or exchange knowledge with other professionals. Examples: agriculture, anthropology, botany, gemology.

### **2.2 Review of Domestic Tourism**

#### **2.2.1 Before Unification**

Gautam Buddha visited Nepal during the seventh Kirat King of the 6<sup>th</sup> century Shankar Acharya visited Nepal. Similarly emperor Ashok of India visited Nepal as a pilgrim and married his daughter Charumati with prince Devpal. The visitors like; Huen –Tsang, Luiypino, and Wang Hiuetse visited Nepal during the Lichhavi period and they wrote many historical accounts in Nepal. The famous Nepalese artist, Arniko went to china in the invitation of the emperor of Mangolian Empire' Kubla Khan' in 13<sup>th</sup> century and developed the pagoda style arts. During this period various Chinese and Indian people visited having religious propose. The Chinese followers of Buddha did not hesitate to go to Lumbini even if, traveling millions of miles across vast countries was not used. The religious belief persuades people of China and India to make a journey facing dangers and hardships. The people of India used to make journey to pay homage to Lord Pashupatinath, Muktinath, Barahakshetra making efforts which sometimes exceeded the limit of human endurance, (Satyal, 1988).

On the commercial level, the role of Nepali wool was very famous which impelled the merchants from India and china and made distance journeys to seek rare products, the travel of merchandise constituted an important role in the movement of persons.

Based upon the above references, the tourism has not been adopted as service industry. The tourism industry has not been identified as a pre-requisite for development of economy. Nepal could not make the policies on introducing itself as a country of natural beauty and the place one should visit in their lifetime across the globe.

### **2.2.2 After Unification**

King Prithivi Narayan Shah played significant role for unification of the nation. He introduced many reforms in army organization, foreign affairs, cultural activities, social systems, economic conditions, religion and trade-In the period of Bhemsen Thapa, the war started with British East India in 1814 and concluded in 1816 under the Suguli treaty. After this treaty a British resident was appointed in Kathmandu. Dr. Wallich visited Nepal in 1817 and carried on his botanical research for a year. Even the British resident and his officials were not allowed to visit more than the narrow limits assigned to them. In this period 153 foreigners visited Nepal. Among them, the visit of Abdul Kadir Khan Mr. Dubkon and Karkpetic Mission were important visit for Nepal, (Satyal, 1988).

The political interference and war within the country for its existence is one of the reasons why Nepal could not make expenses on tourism sector for its development. Moreover, the leaders like Late King Prithvi Narayan Shah restricted foreign people to come within the country, which was one of the reasons why this sector was lagging behind.

### **2.2.3 During the Rana Period**

During the regime of King Rajendra Bir Bikram Shah, Jung Bahadur Rana emerged as the most powerful ruler and laid the foundation of an autocratic regime which lasted for 104 years. Jung Bahadur visited England on the 15<sup>th</sup> January 1850 with a large group. At that time, they visited Egypt, Cairo, Alekjanter, Malta, England, France and India. Similarly, Jang Bahadur sent a team in China to give gift for the emperor. Gradually the door to Nepal was open for some British personnel's who had to ask for permission from the government before their arrival. Mr. Schlagintweit was permitted to visit the country in 1856 and carried out some of scientific expatiations.

The British were allowed by Rana Prime ministers occasionally to visit the country. From time to time, several distinguished botanists and naturalists including Brain Hodgson

and Joseph Hooker, made botanical survey and made collection of Nepal's flora and fauna by traveling different parts of the country. Since 1885, on the period of Bhimsen Thapa, Nepali youth got opportunity to involve in the British army. In 1893, Bir Samser visited India and managed to send the students in Japan for educational visit. Similarly, Chandra Shamsar visited India and Britain in 1903 and 1908. Respectively King George V visited Nepal for hunting in 1911. Similarly, Prince Wises visited Nepal in 1921 on the invitation of Rana Prime minister. In this way, the relation with British, India, China and other countries increased. However it was positive point for tourism development in Nepal, (Satyal, 1988).

The political instability and use of national resources for their own benefit during Rana Regime created a barrier in development of tourism.

#### **2.2.4 After Rana Period**

The revolution of 1950 was a boon/beneficial for tourism in Nepal. The revolution ended the Rana's family rule. Nepal expanded diplomatic relations with friendly countries and got membership of United Nations Organizations (UNO) in 1955, and other world organization like World Tourism Organization (WTO), Food and Agriculture Organization (FAO) and World Health Organization (WHO). The conquest of Mt. Everest by Tenzing Norgy and Edmund Hillary (1953) popularized the name of Nepal as the land of Everest, birth place of Lord Buddha and home of Gorkha to each and every corner of the world.

The coronation of King Mahendra (1956) was regarded as the first landmark in the development of tourism and this event attracted many tourists. This was the most colorful and picturesque event of that year. Similarly, a British travel agency named Thomas Cook and Sons took sixty tourists in Kathmandu through the airway in 1955.

The Department of Tourism was established in 1966 under the tourism Development Act 1964. Even though, tourism administration machinery had existed since 1956, and Tourism Development Board (TBM) was established in 1957, shortly after two years, a

Tourist Information Center (TIC) was established in 1959. Nepal further succeeded to get the membership of different international tourism development institutions such as International Union of Official Travel Organization (IUOTO), The Pacific Asia Travel Association (PATA), South Asian Travel Commission (SATC) and the American Society of Travel Agency (ASTA). Similarly, at first the Royal Nepal Airlines Company (RNAC) now changed into Nepal Airlines Company (NAC) started its flight in 1958 and few good hotels were built at that time.

Systematic tourism in Nepal began since 1966 with the establishment of few good hotels in Kathmandu and Pokhara valley. The tourism industry was further strengthened and established after the formation of tourism master plan, which gave emphasis to market development.

Tourism industry in Nepal fully ran up since the Nepal Tourism Master plan (NTMP), which was formulated in 1972 at the national level. NTMP projected programs came up into phases 1972 to 1980 for four years and the second from 1976 to 1980 for five years. At that time Hotel Management and Tourism Training Center (HMTTC) was established for the upliftment of tourism training for cooking food, hotel maintenance, tourist guide, trekking guide, rafting public relation and hospitality. Waiter's trainings were given to the individuals interested in this sector. Similarly, five year economic development plan commenced Nepal in 1956. Adequate emphasize was given to build infrastructure development and organized the various institutions such as NDB, TIC, MOT, Tourism Department and so on.

With the end of Rana Regime, the tourism sector has flourished in Nepal. Many national policies have been developed for enhancing the development of tourism sector. The tourism sector during this period has been considered as one of the necessary aspects for economic growth of the country.



### **2.2.5 Tourism Development Planning in Nepal**

Tourism development is a very strong component in the national economy of Nepal. Tourism added around 1.9 percent of GDP and 8 percent of total foreign exchange earnings during FY 2001/2002. HMG has emphasized tourism development in every plan period. In fact, tourism became more pronounced in the Nepalese economy with the establishment of the department of tourism in 1959.

#### **2.2.5.1 First Plan (1956-61)**

During this plan, a tourist development board was established in 1957 and tourist information center was established in 1959. It is only after 1957 that Nepal is known to rest of the world. Many fundamental infrastructures for the tourism development were started with dawn of first plan. Surveys of hotel were conducted and training was provided to tourist guides. Similarly, setting up of hotels of various standards, establishment of travel agencies and development of Kathmandu Airport were done for Tourism development. But the achievement was not high since it was the first five year plan of government.

#### **2.2.5.2 Second Plan (1962-65)**

Due to increasing improvement in tourism sector the second plan also emphasized the tourism development plans. Tribhuvan International Airport was developed further for being the only entrance for tourists. The hotel industry was given the most priority and promotional activities were conducted aboard. Tourist resorts were constructed in Pokhara, Kakani, Lumbini and Nagarkot for Purpose of tourism development. The company act 1964 was the main achievement of this plan to regulate and develop tourism sector.

#### **2.2.5.3 Third Plan (1965-70)**

This plan aimed to complete the Kathmandu Airport runway, establishment of library and museum and other programs were made for the development of Lumbini.

Maintenance and reconstruction of temples was emphasized during this plan to enhance tourism industry in Nepal.

This plan has an objective to expand the scope of tourism as an important source of increasing national income and foreign exchanging earning. This plan aimed to establish a tourism information center in Pokhara and Birgunj and emphasis was given to advertisement by establishing a photo laboratory.

The Nepal tourism master plan (1972) induced during the fourth plan period put forward a comprehensive set of policies to promote tourism immediately and in the future. There after the period plans were largely guided by the master plan. This master plan also aimed to increase foreign exchange earnings to make favorable balance of foreign exchange, to create an impulse towards the development of the national and regional economy.

#### **2.2.5.4 Fourth plan (1970-75)**

The fourth plan thought to enlarge the scope of tourism with trade as important sources of increasing national income and foreign exchange earnings. However, these initiatives were not backed by the adequate and clearly formulated policies. The formation of tourism master plan (1972) is the most important achievement of this plan period.

#### **2.2.5.5 Fifth Plan (1975-80)**

The fifth plan has mainly stressed the preservation of historical, cultural and natural attractions of the kingdom to promote tourism and to spread its growth in other potential areas apart from the Kathmandu valley where tourism was mostly concentrated. During this period, the objectives of tourism included increasing foreign exchange earnings, increasing employment opportunities and achieving regional development by establishing tourist center and improving balance of payment situation.

#### **2.2.5.6 Sixth Plan (1980-85)**

The objectives of the tourism in sixth plan were to increase foreign exchange earnings and to create employment opportunities by developing tourism related industries. The program include a resort area development project that make an in-depth study of Ilam, Dhankuta, Klekhani, Rupatal, Bengastal, Shrinagar areas, and Rara Area. The Shivapuri cable car complex was purposed to be executed by private sector. The target set under the remote area tourism development programs were to open the tourist trail with coming routes leading to sightseeing areas to preserve the Muktinath complex and to develop resting places and guest house along the trekking routes under the information center strengthening project located in Pokhara, Kathmandu, Tribhuvan Airport, Bhadrapur and to develop the ponds and improvements of physical facilities to the development of Tatopani area.

#### **2.2.5.7 Seventh Plan (1985-90)**

The seventh plan aimed to earn foreign currency by increasing the inflow of number of tourist and to create employment opportunities by utilizing the tourism industries. Attempts have been also made to attract tourists from the neighboring countries in large number. The private sector has been given emphasis for tourism development. At least one location in each of the five development regions was purposed to be developed as a resort area.

#### **2.2.5.8 Eighth Plan (1992-97)**

This plan has emphasized on promotion of environmental, historical and cultural assets through tourism promotion. In this plan, development of linkages between tourism and other sectors of the economy were also established. In order to attract a large number of tourists, a liberal policy was adopted. This plan aimed to operate the tourism industry as a main source of employment generation by implementing the policy-wise activities. To provide facilities to the tourist coming to Nepal scheduled, chartered services of foreign airlines was encouraged and the visa process was simplified. To give details or

information about Nepal's cultural, historical, natural and religious features was published and distributed inside the country and abroad. Arrangement related to new trekking routes was organized and rafting programs was systematically developed.

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

The ninth plan proposed poverty alleviation as its main objectives. This plan has put the tourism sectors development as one of the strategy, as to intensity the process of industrialization by developing various sectors such as agriculture, water resources, tourism and transport in the form of industrial enterprise based on comparative capability and among broad national policies taken for employment tourism industry is taken as income and employment generating opportunity expanding the tourism development in the rural areas.

To support employment and poverty alleviation various tourism activities should be initiated. These activities in these areas should utilize the local labor skill and raw materials. Following are objectives of ninth plan regarding tourism:

- i) To establish backward linkage of the tourism sector with the national economy so as to develop. It is an important sector for the overall economic development.
- ii) To establish Nepal as a premium destination in the world tourism market through effective publicity and promotion.
- iii) To enhance employment opportunity, income generation and foreign currency earnings from the tourism sector and external. These benefits down to the village level.

##### **2.2.5.9.1 Long Term Concept of Tourism Development**

The eighth plan implementation observed that the long-term concept is essential for the sustainable development of tourism sector. Keeping in consideration, the ninth plan adopted a long-term tourism development concept with the following objectives:

- i) To develop tourism sector as an important part of the overall economic development.
- ii) To establish Nepal as a premium destination in the world tourism map.
- iii) To expand the benefits of tourism down to the village level.

The long-term tourism development concept projected for the period of 20 years is shown in Table 2.1:

Table 2.1 Twenty-Year Projections

S.N.	Particulars	Fy 1997	Fy 2002	Fy 2015
1	Tourist arrivals	42000	676414	1247830
2	Duration of stay	11.27	13	14
3	Per tourist expenditure/US\$/day	45	60	13.5
4	Foreign currency US\$ million	213	527.6	1664.6
5	Employment (Direct)	75000	111329	205227
6	Employment (Partial)	107700	162029	298688
7	Employment total direct/indirect	257000	371598	685015

**Source: Ninth Plan, 1997-2002**

### Long Term Vision

Based on past experience and realities, the following long-term vision has been adopted.

- i) Developing tourism factor as an important part of the national economy and reestablishing the country globally as a prime destination.
- ii) Expansion of earning from the tourism sector to rural areas through qualitative improvement of tourism related services.
- iii) Emphasis on cultural tourism by conservation proper management of living heritage sites and monument of national importance.
- iv) Making international and domestic air services simple, efficient, safe and reliable and development convenient road networks in tourism areas.

**Table 2.2 15-Year Projection**

<b>S.N.</b>	<b>Particulars</b>	<b>Fy 2072/73 (2015 A.D.)</b>
1	Tourists arrivals (in thousand)	1219
2	Earning of foreign currency (in million on US\$)	635
3	Contribution to GDP (%)	4.1
4	Employment direct (in thousand)	150
5	Indirect	200

**Source: Tenth Plan, 2002-2007**

#### **2.2.5.9.2 Destination Nepal (2002-2003)**

On the basis of long term concept of tourism development the government has been lunched a two-year campaign program that is "Destination Nepal Campaign 2002/03."

Destination Nepal Campaign was started from December 2002 and ended in December 2004 as two-year programs. The major programs incorporated with the DNC are the "International year of mountain-2002", "Mt. Everest golden jubilee celebration 2002-2003" commemorating the first conquest of Mt. Everest in 1953 by Sir Edmund Hillary and late Tenzing Norgay Sherpa. "International year of Eco-tourism 2002" various festivals/events, religious and other celebrations were also the features of the DNC.

#### **Main Objectives of DNC**

- i) To promote public awareness among people about tourism.
- ii) To promote and maintain Nepal as a reliable attractive and secured destination with wide international publicity (Economic Survey, 2001/02).

#### **2.2.5.10 Tenth Plan (2002/2007)**

The tenth plan has proposed poverty alleviation its main objectives. Development of the tourism sector assists the overall development of the national economy and generates foreign currency. It also helps in the economic development of the hilly region that has

low agricultural productivity and creates employments in the region. The hilly and backward regions are blighted with unemployment and poverty. At the same time, they are bestowed with astonishing natural beauty and enormous potential for mountaineering and white water rafting that calls for greater emphasis in the development of tourism in this area. This will also promote social justice in development. The quality of civil aviation is equally important when considering the development of the tourism sector. Similarly, culture is the treasure of the country and its development and conservation will promote the fame and identity of the country and the development of the tourism sector. Following objectives have been set forth in the tenth plan.

- i) Sustainable development and qualitative promotion of the tourism sector.
- ii) Conservation and preservation of historical, cultural, religious and archaeological heritage and enhancing their practical utilization.
- iii) To render air transportation services easily accessible, secure, standard and reliable.

Emphasizing to recover the opportunities of the ninth plan period of the following annuals quantitative targets have been fixed for the tenth plan period.

**Table 2.3 Information of Tourist**

S.N.	Particulars	Fy 2001, (2058/059) situation	Fy 2006 (2063/064) situation
1.	Tourist arrivals (in thousands)	365	13
2.	Tourist stay period (days)	11.93	205
3.	Foreign currency earnings (in million US\$)	140	205
4.	Earning per tourist per day (US\$)	39.6	60
5.	Contribution to GDP (%)	3.0	3.0
6.	Employment direct (thousand)	80	100
	indirect (thousand)	-	125
7.	Regular international flight (numbers)	13	17
8.	Availability of one-way air seat in international sector (thousand)	1000	1200

**Source: Tenth Plan, (2002-2007)**

#### **2.2.5.11 Tourism Policy 2065/2066**

National Tourism policy has been promulgated by Nepal Government in 2065/2066. The policy has especially focused to support the concerned act of the country. According to it, the activity of tourism and cultural sectors, when implemented effectively with prioritization not only contributes to national economy, but also provides benefits to foreign tourists as well as increase the opportunities for income generation and employment. In view to this, the objectives have been set forth in the tourism policy as described below.

Effective promotion of tourism sector is achieving sustainable development by enhancing public participation, thus it is contributing to poverty alleviation by increasing people participation in the conservation of historical, cultural, religious and archaeological heritage and enhance their practical utilization. The major strategies



comprise of establishing regional tourist hub center, creating pollution free environment for the tourist, preserving and conserving historical cultural religious heritages; enhancing people's participation and ensuring air services and airport with necessary infrastructure.

The policy has addressed pertinent issues like rural tourism, eco-tourism, agro-based tourism, adventure tourism, education tourism and health tourism and has prioritized the insurance of tourism entrepreneurs. The policy aims to diversify our tourism products and services and take tourism to new areas. The Prime Minister-headed Tourism Council is regarded as the high-level body for the tourism sector. The government is preparing to operate the Tribhuvan International Airport round the clock keeping in view the Nepal Tourism Year 2011, adding that the government will also encourage more international airlines to fly to Nepal, add more trolleys at the TIA and revise the air service agreement with Qatar and India.

#### **2.2.5.12 Three Year Interim Plan (2007/08-2009/10)**

Focusing on potential markets such as India, and China, tourism promotion activities have been carried out also in other countries in the region such as Japan Singapore, Malaysia, Thailand and Bangladesh. In order to integrate programs by determining tourism centers, tourism hubs have been selected by the Nepal Tourism Board. By organizing international meetings and seminars to publicize tourism and cultural heritage of Nepal, as well as by conducting awareness programs for diversification of the tourism Industry, the destination Nepal Campaign (2002-2003) has been conducted. In order to place Nepal as a remarkable destination in the international map, the task of branding, through the slogan " Naturally Nepal: Once is not enough" has been completed, through the initiatives, and by receiving the unique natural beauty of Nepal in the international market, the task of introducing Nepal as a major destination has been successful.

In order to make significant contribution towards the national goal of poverty alleviation, and to achieve a sustainable development in tourism, the Tourism for Rural Poverty Alleviation Program (TRPAP) has been successfully completed as a pilot project in 6 districts, this program targets the poor and backward castes and women. Construction of an Integrated Tourism Master plan with the aim of providing directives to the tourism sector, and the task of making timely improvement and modification in the tourism policy, is nearing completion.

With the objectives of producing human resources of international standard, sources in Bachelors in Hotel Management and Bachelor in Travel and Tourism Management., are being offered by the Nepal Academy of Tourism and Hotel Management (NATHM). Likewise, Mountain Academy Nepal of international standard has been established. In order to manage mountaineering tourism, the waste management system has been made mandatory for all mountains that have opened for mountaineering. To make the tourism sector professional and attractive, golden jubilee celebration of the first conquest of Mount Everest and other mountains of more than 8000 m height, have been concluded. Plans of waving royalty for peaks in the far western Region and other regions, and royalty for other mountains under mountaineering practice, are being reviewed.

As per the policy promoting foreign investment in the tourism sector, this has been opened in the establishment of the tourism industry to conduct activities such as, travel, trekking, rafting, pony- trekking, etc. in order to make the travel and trekking business, and adventure and rafting activities regular, safe and organized, efforts of policy and legal improvement are being continued by making timely changes in the current legal system. As per the policy of developing and expanding the tourism industry, there has been a considerable increase in the numbers of hotels serving tourists, travel agencies, trekking agencies and star hotels.

During the Tenth plan period, the target was to increase tourist arrival at an annual rate of 7.2 percent with the total target of 516000 tourists. The plan had set the target to increase foreign currency earnings by 8 percent. But the number of tourist continued to decrease during the period of 2000 to 2002. Although there was some improvement in 2003, and the number of tourists increased by 21.5 percent in 2003 and by 14 percent in 2004, the same growth rate could not be sustained in 2005 and the numbers of tourists dropped by 2.2 percent to 375000. A slight progress was made in 2006. Accordingly 383,926 tourists visited in Nepal and there was an increase of 2.3 percent in the tourist's arrival during the plan period.

#### **2.2.5.13 Tourism Year 2011**

The main target assigned by the budget 2011 has estimated around one million tourists to enter Nepal. The main slogan for the Tourism Year 2011 is "Together for Tourism". The government has also allocated Rs. 500 thousand cash to any organizer holding meeting, seminar, workshop, or interaction program once at a time involving more than 100 foreigner passport holder entering Nepal through air route within 7 days of completion of such program upon submission of the evidence and relevant documents.

A strategic master plan has been prepared in the budget of 2067/68 B.S to develop martial ideal of Janakpur, natural beauty of Pokhara and religious attraction of Lord Buddha's birthplace in Lumbini, as interdependent and complementary triangular destinations for tourism.

To honor the resolution of the Legislative –Parliament to develop the birthplace of Lord Buddha, pioneer of the world peace, in the form of "International Peace City" is designated in the budget consolidating the area of birth place of Lumbini, playing field of Kapilbastu, Devadaha, and Ramgram by mobilizing international assistance.

#### **2.2.5.14 Twelvth Plan (2010/11 - 2012/13)**

##### **Background**

It has been aimed to establish Nepal as a major tourist destination in the world through intensive and coordinated efforts in tourism development by expanding tourism industry to the local level of the country. Likewise, it is expected to earn more foreign currency and generate greater employment opportunities from tourism development by introducing Nepal as a “naturally beautiful country” in the world. In addition, this sector has also been anticipated to largely contributing to the economic development of the country and making it economically self-reliant. Accordingly, it has also aimed to initiate new programs for tourism promotion in abroad in order to maintain harmonious relationship with the people of the foreign countries. It has also envisaged encouraging community tourism development program for achieving balanced and inclusive development to significantly supporting poverty reduction in the rural areas of Nepal.

Ongoing programs and projects now have focused on to make safe, easily accessible, reliable and well managed air transport services to have support to develop and extend tourism industry with extensively increased numbers of national visitors and international tourists as well.

BOOT (Build-Own-Operate-Transfer) is still to adopt in tourism sector, private sectors still unable to provide adequate services as per license and permission given for them, programs like rural tourism and home-stay have not been realized to yield benefits. In the same way, frequent strikes, obstructions, forcefully shutting down businesses, even destructions of physical infrastructures are affecting tourism businesses severely. Additionally, tourism industry is facing problems and challenges of having proper identification and promotion of nation-wide dispersed heritage sites and places. Moreover, availability of wide ranges of geographical landscape, bio-diversity and cultural, religious and historical richness are the immense potentials for the tourism development in the country.

**Objectives:**

- i) To generate greater employment opportunities, reduce poverty, and maintain regional balance and economic growth through developing and expanding tourism industry up to local levels along with increasing economic activities by implementing intensive and coordinated development programs; and to develop Nepal as a major tourist destination in the world.
- ii) To develop tourism industry as well as national economy by extending international air services along with enhancing greater accessibility by strengthening existing air transport services of the country.

**Strategy**

- i) Develop tourism industry as a main basis of national economy.
- ii) Establish Nepal as a major tourist destination of the world.
- iii) Expand domestic tourist destinations and diversify tourism businesses.
- iv) Develop and expand physical infrastructures in tourism industry establishing cooperation between public and private sectors as well as with local communities and local bodies.
- v) Attain balanced and inclusive development through tourism development providing significant contribution in employment generation, poverty reduction and regional balance.
- vi) Create conducive environment for tourism development.
- vii) Develop regional/international airports
- viii) Raise capacity of Nepal Airlines through management reforms of Airlines Corporation.

**Expected outcomes**

- i) Participation in preservation of archaeological, religious and cultural heritages would have been supported to build ownerships in local level to manage these heritages in sustainable way.

- ii) People from backward societies, different castes and ethnicities, and of various religions and communities would have been realized and mainstreamed through inclusion from the implementation of programs.
- iii) Religious and cultural heritages would have been taken as value of greater importance and through cultural inclusion, preservation of archaeological and historical heritages reconstruction and maintenance of cultural and religious heritages.
- iv) National image would have been strengthened by means of preservation and publicity of diverse and traditional languages, religions, cultural heritages and useful traditions along with literatures, arts and customs.
- v) National recognition in international arena would have been enhanced through the preservation of copy rights and intellectual property right.

During the decade long period, many beneficiary policies have been developed for enhancing the economic growth of the country with development in tourism sector. But these policies has been limited in paper, and never or very less been implemented. The achievement compared to policies made is quite low. This proves that we are the best planner but worst implementer.

#### **2.2.5.15 Budget of Fiscal Year 2014/15**

Nepal is potential for touristic destination. Nepal will be developed as an attractive touristic destination by familiarizing into the world Atlas as an attractive, beautiful and safe destination so as to take maximum benefit from the tourism. From Taplejung to Darchula, high hill rural touristic path will be initiated with priority under the Great Himlayan Trail concept through Tourism Infrastructure Program. Tribhuwan International Airport will be well equipped with modern facilities. The construction work of Gautam Buddha Regional Airport will be expedited. Construction work of Pokhara Airport will be started after the completion of land acquisition and basic infrastructures. The preliminary construction work will be initiated for the second international airport

at Nijgadh, Bara and the inhabitants around the construction sites will be resettled elsewhere in the coming year. Budget has allocated Rs. 500 million for the completion of the works prior to the construction phase. Biratnagar, Nepalgunj and Dhangadhi airports will be developed as well facilitated regional airports. Janakpur, Bhadrapur and Surkhet airports will be developed as capable of landing at night. A detail feasibility study will be carried out at Ramghat of Surkhet. A feasibility study will be carried out at Chalnetar of Pyuthan and Chuhandanda of Terhathum for the construction of airport. Rajbiraj airport will be brought under operation. For which has allocated Rs. 7.08 billion for the construction and improvement of airports. In order to increase national and international access of air services, 15 aircrafts for domestic flights and 7 new aircrafts for international 34 flights will be brought under operation through Nepal Airlines Corporation, within the next five years. Tourism entrepreneurs will be provided hundred percent income tax rebates for 10 years who construct and operate well facilitated resorts at Rara Lake and other important lake sides. Private sector will be encouraged to build musical water fountain at Fewa Lake in Pokhara. Implementation of the Masterplan of Lumbini and Pashupati area will be expedited. Greater Janakpur Area Development Master Plan will be developed and brought under implementation. Priority will be given for the development of important religious-touristic destinations. A Master Plan of Balmiki Ashram located at Gardi of Chitwan, will be developed, which is historically, archaeologically and religiously important. Tangible-intangible cultural heritages of the country will be explored, protected and promoted. This has arranged to maintain the properties of religious destinations in the name of the concerned institutions ending double ownership and providing security to them. Trusts will be developed and brought under operation in the large and historical religious destinations. Records which are counted as a valuable property will be managed and protected making national record center modern, technological and safe. Assistance will be provided for the construction of museums in different part of the country to reflect caste, language, religion and culture. The budget has allocated a total of Rs 3.92 billion for the development of tourism infrastructure and cultural promotional programs.

#### **2.2.5.16 Economic Survey of Fiscal Year 2013/14**

Observation of the trend of tourists' arrival for the past 10 years until 2012 showed an increasing trend, the number of tourist arrivals between January 2013 and 2014 totaled 797,759. This figure is less by 0. As compared to the corresponding period (January 2011 to January 2012) of last year. The average length of stay per tourist during the period of January 2012 to January 2013 stood at 12.6 days. Though this figure is slightly lower as compared to that of previous year, percapita length of tourists stay for the last 10 years has averaged around 12 days. The total numbers of tourists based on their tours and travelling purpose would serve as an indicator for measuring tourism sector's return. This indicator has been crucial for analyzing tourists' specialty, types and their economic activities, and preparing demand-based market management and promotional plans for the tourism sector. Of the total number of tourists visiting Nepal between the periods of January 2013 and January 2014, 54.9 percent of them came for vacation/recreation and tours and travels, 12.2 percent for trekking and mountaineering, 5.1 percent for religious trip, 5 percent on administrative and official visits, 3.8 percent for trade, 2 percent for meetings/seminars, 0.2 percent for rafting while 14.8 percent came with other purposes. Though fixed trend has not been observed while analyzing tourist arrival statistics of last 10 years based on their travel purposes, more than two third of tourists visit for vacation, recreation, tour/travel, trekking, mountaineering and religious purposes.

While analyzing the number of tourist arrivals on country-wise basis, top five countries with largest number of tourist's arrivals during the period of January 2013 to January 2014 have been India (23.0 percent), followed by China (11.2 percent), Sri Lanka (7.5 percent), USA (7.3 percent) and United Kingdom (4.7 percent) respectively. Therefore mentioned countries have remained as top 5 countries visiting Nepal for last 10 years.

Nepal Tourism and Hotel Management Academy was established in 1972 with the objective of producing basic and skilled trained human resources for the development



of tourism sector. This academy has been providing commercial and employment oriented training and teaching

Bachelor of Hotel Management (BHM), Bachelor of Tourism and Travel Management (BTTM) and Master of Hotel Management (MHM) as well. During the period of fiscal year 2011/12 to 2013/14, a total of 367 students in BHM, 244 in BTTM and 93 in MHM have already received training from this academy. On basic, medium and supervisory level trainings, a total of 4,219 persons have obtained training in last 3 years. 222 of them took training on hotel, 403 on tours and travels, and 2,636 on trekking, 650 on mobile and home stay trainings conducted outside the capital and 664 on other tourism related trainings. By mid-March 2014, the Academy has produced a total of 35,381 human resources of different levels in tourism sector. On the rural tourism and home stay training side, a total of 450 individuals from different districts have been provided training related to home stay operation through Taragaun Development Committee.

Through the operation of academic study and trainings related with tourism, a total of 1,700 skilled manpower (228 towards academic courses and 1472 towards trainings) were produced in the tourism sector in fiscal year 2011/12, while 1,325 skilled human resource (201 towards academic courses and 1,124 towards trainings) in fiscal year 2012/13 and a total of 1,623 additional manpower (235 towards academic courses and 1623 towards trainings) was prepared where by total number of manpower receiving training in tourism sector reached 35,389. This shows that the attraction on tourism sectors has been increased day by day.

#### **2.2.5.16.1 Major Achievements of the Tourism Sector**

A total of 849, 273 pilgrims had visited Lumbini area in the previous fiscal year (2012/13) and of them, 573,529 were domestic tourists, 150,252 were Indian tourists while 125,492 tourists were from third countries. This figure is higher by nearly 7 percent as compared to that of its receding fiscal year. With the objective of promoting domestic tourism, 139 government employees with their spouses were sent on tourism vacation

at the expense of Nepal Government in the last fiscal year while, working procedure, 2014 has been approved to send 360 government employees totaling 720 persons including their spouses on 5-days tourism vacation.

The trekking routes that lie along the longest and most entertaining trail among the world's top ten trails stretching from the eastern district of Panchthar to western district of Darchula through mid-hills to mountain region have been identified and linked with the popular program "The Great Himalayan Trail". From this, the Great Himalayan Trekking Route have received global publicity, which has helped to promote Nepal tourism at international level.

On the auspicious occasion of 60th Anniversary of Mount Everest Expedition, global publicity on Mt. Everest's glory and dignity was conducted with its diamond jubilee celebration while people's attention was drawn towards the effect of ever increasing global warming on the Himalayan climate. Similarly, 22,000 Kg of garbage was collected by organizing special sanitation campaign in Mt. Everest region on the same occasion. Process for the procurement of National Flag Carrier Airplanes for Nepal Airlines Corporation's domestic and international flights has already been initiated. As per this, agreement has been made to procure two Airbuses 320-200 (narrow body) for international flights of which the Corporation will be receiving the first Airbus by February 2015 and the next by April of the same year. For domestic flights, the governments of Nepal and China have entered into Loan and Grant Agreements to obtain 2 units of MA-60 (turbo prop airplane) and 4 units of Y-12E (remote area flying capability) in concessional loan and grant from the Chinese government. As per this agreement, NAC will be receiving 2 units of airplane on grants by this March.

With the objective of making tourism industry related service delivery time relevant and standard, Tourism Industry Service Delivery Guideline, 2013 has been issued where an arrangement has been made for the registration and regulation of tourism related adventurous recreational sporting activities. Observation of the mountaineering

expedition statistics shows the number of mountaineering expedition team arriving in Nepal as 259 between January 2011 and January 2012 has decreased to 252 during the period of January 2013 to January 2014 whereas the number of mountaineers has increased to 2,455 from 1,951 and the number of topical employment to 2,874 from 2,616 in the same period. Though the amount of royalty collected by government through such growth reached to Rs. 340.82 million from Rs. 232.53 million with a growth of Rs. 108.28 million, there have been slight fall as compared to that of 2012 in mountaineering expedition team, number of mountaineers and royalty collected by government from them.

The number of classified star hotels registered with the tourism industry that stood 107 by January 2013 has increased by 10 reaching 117 during the period from January 2013 to January 2014 while the number of beds has increased to 9,505 from 9,371 in the same period. The number of tourist class hotels except star hotels that stood at 746 by January 2013 has increased by 163 reaching 909 during the period from January 2013 to January 2014. The number of beds tourist class hotels other than the star hotels have increased by 2,731 in the same period reaching a total of 250,107 by January 2014. In this way, a total of 1,026 hotels registered with tourism industry by January 2014 are in operation while a total of 34,523 beds per day are available for tourists.

Foreign exchange earnings from the tourism sector stood at Rs. 30.70 billion in fiscal year 2011/12 while such earnings in the fiscal year 2012/13 increased by 3.50 billion (11 percent) reaching a total of Rs. 34.21 billion. In the first eight months of fiscal year 2013/14, foreign exchange earnings from tourism sector recorded Rs. 30.43 billion. If this trend of foreign exchange earnings continues, then such earnings would reach to Rs. 45.46 billion by the end of fiscal year 2013/14. The ratio of foreign exchange earned from tourism sector in the first eight months of fiscal year 2013/14 has stood at 45 percent of total foreign exchange earnings, 20.4 percent of foreign exchange earned from the export of goods and 4.9 percent of the total foreign exchange earned.

## **2.2.5.17 An Approach Paper to the Thirteen Plan (FY 2013/14 – 2015/16)**

### **Background**

Nepal must take advantage of the global tourism market through the protection, promotion and sustainable management of its natural, historical, religious, cultural, An Approach Paper to the Thirteenth Plan ( FY 2013/14 – 2015/16) Page 71 and archaeological heritages located throughout the country with the participation of local bodies, communities and the private sector. To develop and expand the tourism sector, Nepal's unique biodiversity and natural heritage originating in specific topography and historic, religious and cultural heritages should be identified, protected and promoted. This sector should be diversified and expanded in order to transfer its benefits to rural areas. The tourism industry should be considered to be one of the most important foundations of national economic development and developed accordingly. New tourism sites and products should be identified and new infrastructures developed with the ultimate goal of improving living standards by increasing employment and income-generation opportunities.

### **Objectives**

- i) To contribute to the national economy by developing Nepal as one of the most attractive, scenic, and safe tourism destinations in the world.
- ii) To increase the flow of tourists both in quality and quantity through the promotion of tourism at the national and international levels and to distribute the benefits they bring justly.

### **Strategies**

- i) Work with the private sector to develop and promote tourism.
- ii) Develop infrastructure in new tourism destinations in an integrated and coordinated manner.

- iii) Create employment opportunities in rural tourism, thereby diversifying and expanding tourist destinations and products.
- iv) Encourage domestic tourism so that tourism activities operate in all seasons across the country.
- v) Campaign and promote tourism rigorously, especially in neighboring countries and new source countries, and ensure sustained tourism development by providing adequate and good-quality services and facilities to tourists.

### **Operating Policies**

Private-sector investment will be encouraged in order to develop and expand services and facilities for tourists. The management of the national airlines, Nepal Airlines Corporation, will be improved and it will provide direct connections to key points of origin of international tourists. Private sector-investment in the construction and operation of cable cars as well as in tourism-cum-entertainment sites will be encouraged in order to promote easy access to a wide variety of major tourism destinations. Local government bodies, communities and the private sector will be encouraged to participate effectively and even take a leading role in the development of tourism infrastructure. To this end, at least 30 percent of the total revenue which accrues from the development of touristic infrastructure will be invested in the An Approach Paper to the Thirteenth Plan ( FY 2013/14 – 2015/16) Page 72 area from which it is collected. Mountainous areas will be developed as a key tourism destination by making mountaineering systematic and environment-friendly. The tourism industry will be developed in and expanded to rural areas as a major sector for green growth. The government will develop the necessary legal foundation for the systematic and decent operation and promotion of tourism products and activities, including adventure and entertainment activities, traditional and natural therapies, spa treatments, eco-tourism, casinos and gaming club and integrated entertainment spots. Support will be provided to rural communities to develop infrastructure, including community buildings and trekking trails, in order to operate community home-stays in

potential rural tourism spots. The tourism sector will be diversified and focused on specific tourism products. Acts, rules and regulations regarding tourism, travel management and the like will be developed to support domestic tourists. An action plan for a campaign of promotional programs focusing on China and India will be prepared and executed in collaboration with the private sector. Promotional programs will be undertaken to attract tourists through international and regional organizations as well as from newly economically emerging countries. Economic diplomacy and the Nepali diasporas will be mobilized to establish Nepal as an attractive destination for tourists. An investment-friendly environment will be created to attract domestic and foreign investment in tourism infrastructure, including entertainment spots and hotels. Per-tourist expenditures will be increased by expanding the average length of stay, identifying new destinations, investing in services and facilities and ensuring security. Monitoring of the tourism industry will be made effective in order to ensure that tourism entrepreneurs provide good-quality services. Tourism industries established throughout the country, including hotels, travel and trekking agencies, and houses offering home-stays will be encouraged to enhance their capacities and special incentives and concessions will be awarded to airlines flying to remote areas on the basis of the number of flights to those regions. Expected Outcomes By the end of the TP, tourism areas will have been made accessible by expanding tourism facilities through the construction and improvement of infrastructure. The tourism sector will have been diversified and integrated tourism service center will have been constructed and will have been in operation in all tourism areas. The total An Approach Paper to the Thirteenth Plan ( FY 2013/14 – 2015/16) Page 73 number of tourists, the length of stay, and the per capita expenditure of tourists will have increased significantly.

### **2.3 Review of the Related Studies**

Different researcher or scholars has conducted different research about pilgrimage tourism at different times. Many researchers had studied about Pashupatinath, Lumbini and its related activities. There are many documents available about cultural tourism

and tourism of Pashupatinath and Lumbini, Some important studies related to pilgrimage tourism has been review as follows.

Bhardwaj, (1973) made a study on 'Hindu place of pilgrimage in India.' A study of cultural geography by him states different aspects of cultural tourists. He selected different sacred places for field survey and showed the distribution of Hindu places of pilgrimage according to Mahabharat. He also studied sacred places and their importance according to the Puran and other later sources. He studied the rank, trends, frequency and types of visits of pilgrims. He developed the ideas and trend to analyze the pilgrimage tourism which is useful for everyone who is interested to learn pilgrimage tourism.

In the 'Master Plan Conservation of Cultural Heritage in Kathmandu Valley', published by UNDP and UNESCO in 1977, the article 'The Economic Condition-tourism' shows the employment and importance of religious and cultural activity in tourism. Handcrafts as village industries closely connected with religious and cultural activity can an economic important component of cultural tourism.

Pollaco(1986) studied, Development of cultural tourism in Nepal. He stated in this study that historical movements and cultures of Nepal are an important attraction for many tourist and better use of these sectors help more for the promotion of tourism in Nepal. Intensive care should therefore be taken for the protection of the cultural properties.

Poudel and P.B. Singh (1994) studied on 'Pilgrimage and Tourism at Muktinath'. This study is the study of scarcity and spatial structure of Muktinath. This study shows the relation of geography with the men and their tradition, culture and historical place. Further it shows the structure, frequency, motive and trend of pilgrims which are very useful to analyze the pilgrims in this study.

Gurung (1998) has made a study on "Developing Lumbini as pilgrimage center of peace". This study shows the historical and archeological overview of Lumbini as a birth

place of Lord Buddha. He has mentioned the development plan and contribution of the donor countries to develop this historical place as a destination of Buddhist pilgrims and other pilgrims as well. The study is helpful to analyze the management for the pilgrims and to study their trends.

Tondon (1997), has made a great study on '*Pashupati Kshetra ko Sanskritik Adhyayan*'. He has made a detail study of this area. He has shown the geographical, cultural, historical, religious and social importance of Pashupati Kshetra. It supports to analyze the pilgrims and their trends for this study.

Shrestha's (2002), *Tourism in Nepal: Marketing challenges* for PhD, dissertation submitted to T.U. according to him Nepal's number one attraction isn't its mountains or adventure potential but its culture and people. His study is a contribution not just to aspects of tourism marketing, but to our understanding of the very nature of tourism in Nepal.

Modi (2001), wrote a book called *Tourism and Society Cultural perspectives* which focus on the impacts of tourism in the development countries. As Nepal is also a developing country several cases from the book could be generalized in the context of Bhaktapur.

Gurung (1990), has studied on '*Environment Management of Mountain Tourism in Nepal*'. This study deals in the pattern of tourism activities, environment impact of tourism, carrying capacity of trekking routes etc. This study has identified that deforestation that in mountain region is caused because of over grazing and fuel wood extraction. Gurung thinks that poverty of people is basically responsible for the negative effect on environment in Nepal. While discussing the tourist carrying capacity trekking routes, he has analyzed the problems of deforestation and environmental pollution on the way of trekking routes. In order to solve this suggests to increase the entry in over-crowded routes and to increase the number of tourist in less crowded routes. i.e. Pokhara-Jomsom and Pokhara-Manang.



Kaystha (1985) has studied on 'Development of tourism in Nepal for South Asian Regions Tourism'. In this study he has analyzed different aspects of tourism like tourist flow, expenditure & duration of tourist staying and economic impact of tourism. He has determined that natural as well as manmade beauty and wild life are the major attraction for tourist visiting in Nepal. In this view, tourism is an important sector for income and employment generation.

WTO (1981) international visitor is an individual entering a country that is not in usual places of residence and is visiting for the purpose of recreation, medical treatment religious observance, family matters, sporting events, conference study, business and employment of international bodies on a mission lasting less than one year, International tourists and the excursionists. The essential distinction between "visitors and tourists" is that the later class includes those visitors who stay at least one night in accommodation in the destination visitors who don't spend at least one night in accommodation in the destination country, (WTO-1981:5-8).

Upadhyay (2006) Tourism is a forefront industry in context of globalization. Globalization helps us to put forward our unique products to international market that can generate income and employment. Kunwar (2002) At micro level, tourism helps to change balance of payments situation favorably by promoting exports. International tourism became a major modern mass phenomenon after II world war when it came to embrace practically as social classes in industrialized western societies.

Tourism industry is playing a crucial role in the overall development of Nepal (Puri, 2008). Nepal has got a very strong power of nature; all the country needs is better diversification (Pradhan, 2005a). Tourism has a great role to play to improve country's image in international arena, (Gautam and Adhikari, 2005).

Khadka(2013), in his M.A. thesis of "Tourism and its economic impact in Annapurna Region" has examined the number of tourist arrival in Ghara VDC of Mygdi district and income-expenditure pattern. He used primary and secondary data, adopts the

methodology as interview through structure question. He had concluded that political instability, lack of proper communication, lack of infrastructure, begging activities of local people are problem of the tourist though which development of tourism is hindered. People who are involved in tourism business are much more aware in health, education and nutrition food and they have become economically independent. He recommends that there should be establishment of different tourism related information center in village area and should ne maintain political stability in the country throughout village to village.

Aryal (2005), in his thesis on the topic, "Economic Impact of Tourism in Nepal" states that tourism is a leading sector for making the national economy prosperity. Because tourism sector generates foreign exchange earnings, creates employment opportunities and also diverting people from agriculture to industry. Therefore it is essential to develop tourism facilities within and outside the country. He further deals that foreign exchange earning dependent on number of inflow of the tourist. If more number of tourists arrives into the country more will be foreign exchange earning means more contribution to the national economy and vice versa.

Baral (2010), in her M.A. thesis of "Tourism and employment from gender perspective" has concludes that Nepalese society is traditional and male dominated. It takes more time to build positive attitude toward the female employment in tourism. If the women were educated, trained and efficient, they would be capable as men. Social freedom, security family support, economic independency, gender equity and attractive wages and better education are the basis requirement to generate more employment opportunities in tourism.

Different sectors under tourism should be treated differently. The sectors do not hold equal weight and equal significance, (Puri, 2008). The tourism industry is a complex, multi layered phenomenon which includes travel agencies, public relation forms, tourism bureaus and the media, (Kunwar, 2002). Tourism industry of Nepal is a multi-

disciplinary sector – where people ranging from illiterate villager to highly educated urban elite, technical and non-technical personnel, highly professional skills to guides and porters are involved, (NTB, 2058 B. S.). Tourism should be well developed for the economics progress of the majority of the countries like Nepal, (Khanal, 1986).

Tourism needs planning to develop in strategic way. But developing countries follow planning process in tourism very slowly (Dahal, 2002). Tourism planning includes a very diverse set of activities undertaken by many different groups representing different interests (Kunwar, 1997). Since tourism is a multi-faceted industry contributing to the socio-economic development of Nepal, this sector requires careful planning and long term vision to grow (NTB, 2006). By integrating the principle of decentralization and active involvement of local population in tourism activities, HMG/N has been piloting models through TRPAP (Dhakal, 2006a and 2006).

As welcoming ceremony is an important gesture of guest relation in tourism. Nepalese believe that guests are torsos of gods, so the famous saying goes “*Athiti Dewo Bhawa*” rooted in its culture and religious traits, (Singh, 2004). Tourists’ arrival number alone should not be judged as an indicator to gauge the success of tourism industry in any country. It needs to be evaluated along with host of other factors viz.; scale of contribution in improving nation’s economy, use of local products and services, generated employment opportunities, tourism revenue to the nation etc, (Dhakal, 2006). Air transport and tourism are the fastest growing industries around the world and the same is true in Nepal, (Puri, 2008).

Nepal being a small country has diverse landscapes with a natural paradise, including varieties of flora and fauna. In addition to these, Nepal is rich in its cultural diversities of several religious and ethnic people that have long being living together in harmony. There is a wide variation in physiographic and ecology of the country ranging from the flat gigantic plain of Terai to the high Himalayas covered with snow. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural

phenomenon e.g. flora and fauna, scenic beauty and uneven ecological and natural environmental variation ranging from the Terai plains to Mountains and high Himalayas representing richness in biological and cultural diversity, have contributed to the great prosperity and progress of the nation. So, tourism can be an immense source for creating a sustainable and permanent pillar for economic development. The studies show that the tourism is the backbone for economic development, yet it has remained out of sight for long period which is the root cause for delaying of development of the country.

## **CHAPTER – III**

### **RESEARCH METHODOLOGY**

This chapter explains about the preparation, execution and set of methods, which are employed to conduct the research. The whole study is carried out on the basis of primary and secondary data. Reliable and relevant study can be made possible only by applying scientific methods. Hence the primary purpose of this chapter is to discuss and design the framework of research. Different procedures of research methodologies are applied in this research.

#### **3.1 Selection of the Study Area**

Manakamana Temple Area is selected for the study. This area is one of the potential areas for pilgrimage tourism destination in Nepal for Hindu as well as Buddhist. It is equally important like Kedarnath & Badrinath of India and Lumbini of Nepal. But having the most important place for Hindu pilgrims, it is still not being first destination of Hindu pilgrimages spot nationally as well as internationally. It is due to the lack of effective promotion package and strategy of the government, Nepal Tourism Board and different private sectors: who are working in tourism sectors and frailer to shows the religious important of Manakamana nationally as well as internationally.

Manakamana is most important area for Hindu pilgrims, where we can bring thousands of pilgrims from home country Nepal and India as well. If we apply effective marketing policy and make a package program to attract the religious people and the number of pilgrims might increase in the Manakamana area. Which helps to increase the living standard of people around this area and the people who are working in different sectors of this area (like Flower seller and producer, Hotelier, Religious goods seller, tourist guide etc.) and ultimately help to bring the people from poverty to prosperity. But still this area is in shadow, limited numbers of pilgrims are only coming in Manakamana. So, this area has been selected to identify the main problems and possibility of tourism development in Manakamana. In the developing countries like Nepal tourism is the

main source of foreign earnings, sources of employment, way of increasing the income level of the rural people and it became one of the potentially advantageous sector for the economic development of the nation. It has the great significance in increasing the GDP and it can be useful tool for increasing the living standard of the rural poor and the poverty alleviation. This study is focused on promotion of tourism industry by providing some effective marketing strategy to the concerned authority, which can be the milestone for poverty alleviation for the country as well as study area.

### **3.2 Research Design**

This study on the topic of "Problems and prospects of pilgrimage tourism of Manakamana temple area" was specially designed to identify the current problems and prospects for the future to promote the pilgrimage tourism in this area. To make this study more valuable and reliable research methods are adopted. This study was based on simple descriptive and exploratory research design. This analysis was mainly based on the primary data, which were taken from tourists, businessmen, hotel owners and local people of the study area.

### **3.3 Universe and Sample Size of the Study**

The local people of Manakamana, arrival tourists, directly and indirectly related person of this place were the universe of this study. Purposive and random samplings methods were used to select for the study. And total 52 tourists and 52 business personals and other sectors local peoples were interviewed during the research periods. Following table shows the sampling procedure regarding the business personals.

**Table 3.3.1 Universe and sampling procedure for hotelier & business man**

<b>S.N</b>	<b>Activities</b>	<b>Registered in PAN</b>	<b>Non registered</b>	<b>Universe</b>	<b>Sampling</b>	<b>Percentage</b>
<b>1</b>	Hotel	44	45	89	24	26.96
<b>2</b>	Kiranapasal	10	14	24	6	25
<b>3</b>	Khasi boka	4	4	8	2	25
<b>4</b>	Photo shop	10	7	17	5	29.4
<b>5</b>	Handicraft	5	7	12	3	25
<b>6</b>	Flower shop	6	12	18	5	27.77
<b>7</b>	Others	10	8	18	2	11.11
<b>Total</b>		<b>89</b>	<b>97</b>	<b>186</b>	<b>52</b>	<b>28</b>

*Source: Field survey, 2014*

### **3.4 Source and Nature of Data**

The data that has been collected is both qualitative and quantitative. The primary data source was interview. Questionnaire prepared by the researcher in the course of field visit and observation by the researcher. The secondary data source was collected from various books, publication research report, journals and Manakamana Darsan Pvt. Ltd. etc.

### **3.5 Data Collection Techniques**

Various techniques of data collection have been employed to obtain different types of primary information which are as follows:

#### **3.5.1 Questionnaire**

For the collection of the primary data structure and semi-structure questionnaire schedule has been prepared which was related with the objectives of the study.

### **3.5.2. Key informant Interview**

To generate accurate primary data, key information has been involved by semi-structured or unstructured interview method. The interview was taken as cross checking for data obtained from the questionnaire. The interview of people directly involved in research area was taken as key informant. They are hotelier, VDC secretaries, members of temple management committee etc.

### **3.5.3. Field Visit and Observation**

It is equally important to have an observation of the respondent activities to generate the authentic data about the question which were not answered by them. They could be shy, illiterate or sometime they exaggerate the stories. Thus observation helps the researcher to catch their natural activities in sights and was fruitful to collect the qualitative data,

### **3.5.4 Focus Group Discussion**

Focus group discussion was held among the local leaders, tourists, local businessmen and local people. The discussion emphasized on the topic of environment, trade, problems, prospects of tourism and positive and negative impacts on various factors around the research area.

### **3.6 Data Presentation and Analysis**

All the data information was analyzed and presented to fulfill the objectives. To ensure the quality, a number of analytical tools are followed. These are frequency, percentage, charts, and diagrams. Qualitative, quantitative data is interpreted and analyzed in descriptive way based on their numerical characteristic.

### **3.7 Reliability and Validity of Data**

The researcher is well aware about the importance of data collection during the study. Efforts were made to minimize the errors during the pre and post data collection phases. The researcher has extensively reviewed the similar type of studies conducted by other researchers and different types of data collection techniques. Combinations of



different methods were used to ensure the reliability and validity of data, cross questioning method was applied which helped in collection of information from the field. Unreliable and doubtful information was checked and corrected by the help of key informants and available literature. Field observation and group discussions helped to collect reliable information from the field.

**CHAPTER-IV**  
**DATA PRESENTATION AND ANALYSIS**

Different information was collected to know about the present situation of tourism in Manakamana. Mainly the information was collected through primary and secondary sources. In this chapter, the information collected from survey are tabulated, interpreted and analyzed.

**4.1 Source of information about Manakamana**

Manakamana is located in remote area of Gorkha District. It is not well developed from the tourism point of view. Where is not well management about advertisement of Manakamana. Similarly, little information is published about Manakamana but thousands of tourists come to visit per year. Different tourists got information from different sources, which are given below.

**Table 4.1: Source of information**

<b>S.N</b>	<b>Sources</b>	<b>No of tourist</b>	<b>Percentage</b>
1	Neighbour & friend	28	54
2	Books & Newspaper	13	25
3	Travel agencies	8	15
4	Internet	3	6
	<b>Total</b>	<b>52</b>	<b>100</b>

**Source: Field survey, 2014**

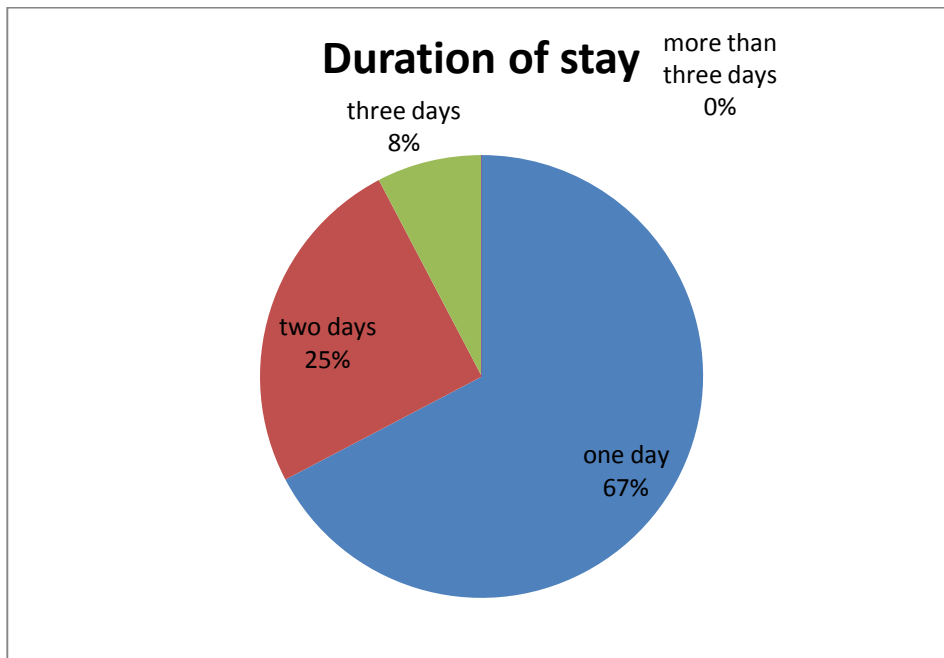
The above table shows that out of the 52 tourists, most of 28 (54%) got information from neighbor and friend. Likewise 13 (25%) got information from books and newspapers. Similarly, 8 (15%) got information from travel agency and only 3 (6%) got information from internet. It shows that neighbor and friend are the main source of

information about Manakamana but other sources playing normal role regarding information for the tourist who visited Manakamana temple.

#### 4.2 Duration of stay in Manakamana

The duration of stay is determined by the natural environment, accommodation facilities entertainment and recreational activities of the destination place. In the context of Manakamana, tourists don't want to stay for long time; the duration of stay of tourist is presented below.

**Figure 4.2: Duration of stay in Manakamana**



**Source: Field survey, 2014**

Above figure shows that out of the 52 visitors most of the visitors which was 35(67.30%) returned in one day, 13 (25%) stayed two days and 4 (7.69%) stayed three days and no one was stayed more than three days.

It shows that the most of the visitors return backed in same day and the lowest number of tourist stayed more than three days in Manakamana.

### 4.3 Expenditure pattern of Tourist

The expenditure pattern depends upon the nature and environment of tourist and the destination place. In the context of Manakamana, most of the tourists were domestic and visited from various districts entire the nation and from SAARC and foreign country too. Similarly, foreigners also belonged to most of the Indians. The expenditure pattern of the tourist in Manakamana is presented below.

**Table 4.3: Expenditure pattern of Tourist**

S.N	Expenditure Amount in NRs.	No. of Tourist	Percentage
1.	Below 500	20	38.50
2.	500-1000	22	42.30
3.	1000-2000	5	9.61
4.	More than 2000	5	9.61
<b>Total</b>		<b>52</b>	<b>100</b>

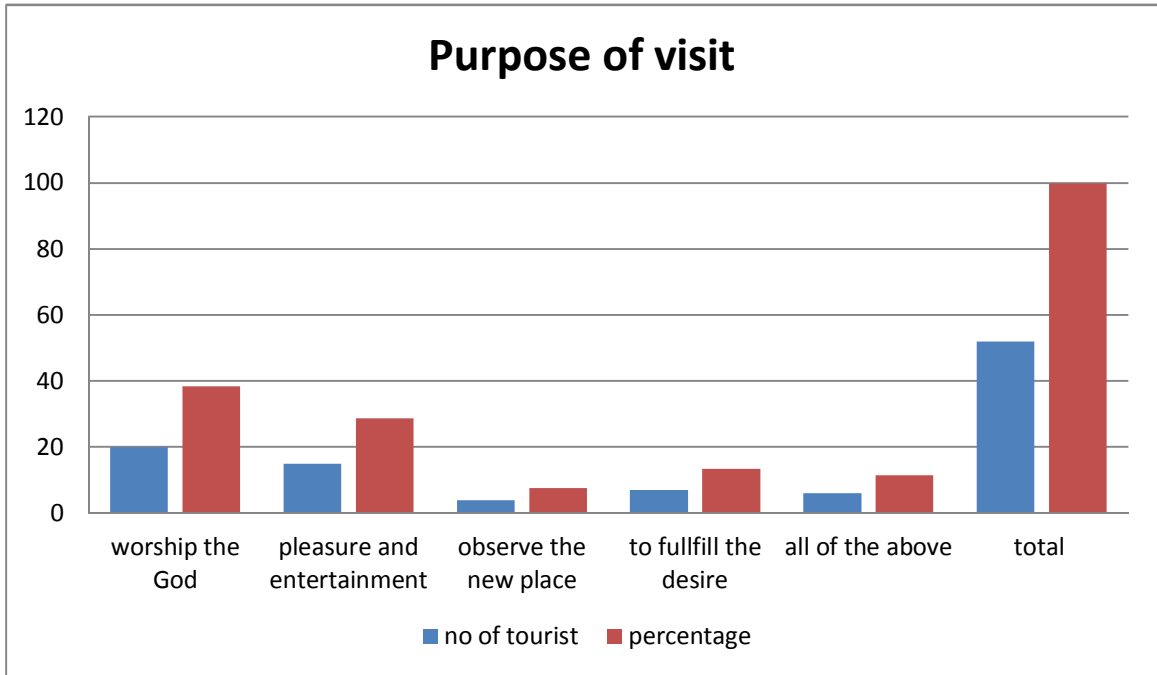
**Source: Field survey, 2014**

The above table clarifies that out of 52 tourists, 20 (38.5%) tourist's expenditure was below 500 rupees and 22 (42.30%) tourists expenditure was in between 500-1000 rupees and 5 (9.61%) tourists expenditure was in between 1000-2000 and 5 (9.61%) tourists expenditure was more than 2000 rupees. Which was excluded the transportation fees. Most of the tourists spent in between Rs. 500 to 1000 which was 22 tourists (42%). It showed that visiting Manakamana is not so expensive in cost.

### 4.4 Purpose of visit in Manakamana

The desire of the people was different so for as their purpose of visiting was concerned. The tourists of Manakamana visited for different purpose, which are given below through table.

**Figure 4.4: Purpose of visit in Manakamana**



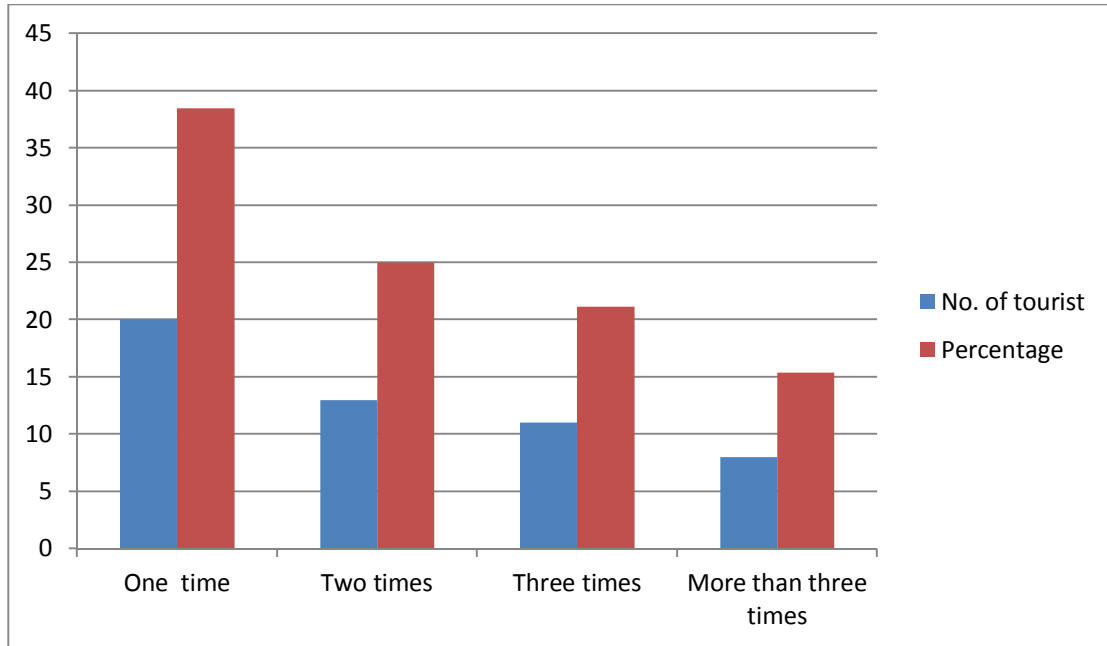
**Source: Field survey, 2014**

Above figure shows that tourists came to visit Manakamana for the various purpose like worship the god which was 20 (36.5%), for pleasure and entertainment 15 (28.84%), for observe the new place 4 (7.70%), to fulfill the desire 7 (13.46 %) and some of them were for all of above which were 6 (11.53%) .Which showed that most of the visitors was visited Manakamana to worship the god. This showed that the belief of the people about Manakamana is high.

#### **4.5 Times of visits in Manakamana**

The attraction and facilities of the destination place played the vital role for tourists. The visiting time of tourist in Manakamana is given below with the help of table.

**Figure 4.5: Times of visits in Manakamana**



**Source: Field survey, 2014**

Out of the 52 tourists 20 (38.46%) expressed that it was their first visit in Manakamana. Similarly, 13( 25%) expressed having second visit and 11(21.15%) tourists visited three times, 8(15.38%) tourists visited more than three times. It showed the proof of the people's belief comes true and they frequently visited the Manakamana and they also suggested and referred to visit this place for their neighbor.

#### **4.6 Promotion of tourism**

Regarding the promotion of Tourism in Manakamana visitors had answered as following that to promote tourism various factors plays the vital role advertisement 19, need to promote home stay was 2, infrastructure development 40, trekking 16 and other 13. If the concerned authorities had pay attention to promote the tourism there need to expand the recreational area like paragliding, resorts, park, hiking & trekking package etc. and access the information about the importance of the temple.

#### **4.7 Potentiality of tourism**

Besides Manakamana temple area in Gorkha district Gorkha Darbar, sightseeing of Manashlu Himal, trekking to Larke Bhanjyang and Chung Valley may be the potential area for the promotion of the tourism in the whole district. Regarding the potential sector to attract the tourist religious/ cultural/ historical sector was 42, entertainment 34, trekking 32, and rafting 23.

#### **4.8 Current situation of business**

Regarding the question about the present situation of business in the study area most of the businessmen respond that their business is normal which was 46 and good was 5 and only one respond the situation of business was bad.

Peoples from Manakamana used to get their necessary goods from local market which was Muglin and Khaireni was 31, Narayanghar 27 and other 28 which include the India, China and Kathmandu.

#### **4.9 Required facilities**

Regarding the interview about the facility that visitors required was normal, few visitors search for the standard types of facility.

Regarding the facilities needed to improve in study area are transportation is the main problem which was 2, electricity 1, communication 2, health service 16, water supply 21, environment and sanitation 16, behavior of local people and hotelier 6. If the concerned authorities had pay attention to extend the length of stay of visitors there need to expand the recreational area like paragliding, resorts, park, hiking & trekking package etc.

#### **4.10 Employment pattern**

We had taken interview with 52 business personals Regarding the employment 144 people had got employment from these interviewed shop, hotels and flower shop etc.

People are satisfied on their business because the business was sufficient for their livelihood.

The questions about trade opportunity besides agriculture. They had answered tourism was the main opportunity which was 29, hotels 20, cottage industries 16, and religious products 18.

People from the study area were directly benefited by selling the local product was 38 and marketed product was 17 and trades were 11.

Sources of occupation of the local people of study area are temple. They have had their earning by selling flowers, local products like khukuri, theki etc. The area of temple was so limited which directly affected to the peoples who have their business due to the short visit of the tourists. Most of the business was run by own family members. So the employment opportunity was not huge in the study area.

#### **4.11 Problems of study area**

The main problem of study area lack of infrastructure facilities 38, advertisement 13, attraction 10, accommodation and security was 1, 1 respectively.

Each and every things have positive as well as negative impact, environment was the main factor to had negative impact due to the tourist inflow. Before there were problems of electricity, water supply and etc. currently they had not more problem about these facilities. Transportation was the main problem for not having the access of local people. The length of stay of tourist was also so short due to not having the enough places to visit and spent the long time.

#### **4.12 Others**

Contribution for tourism development in study area by the local business personals was effective participation on temple management 10, tried at district development committee for government help 16, tried at village development committee for government help 22, tried at travel agency for help 12, advertisement 10 and none 8.



#### 4.13 Tourist visited by cable car

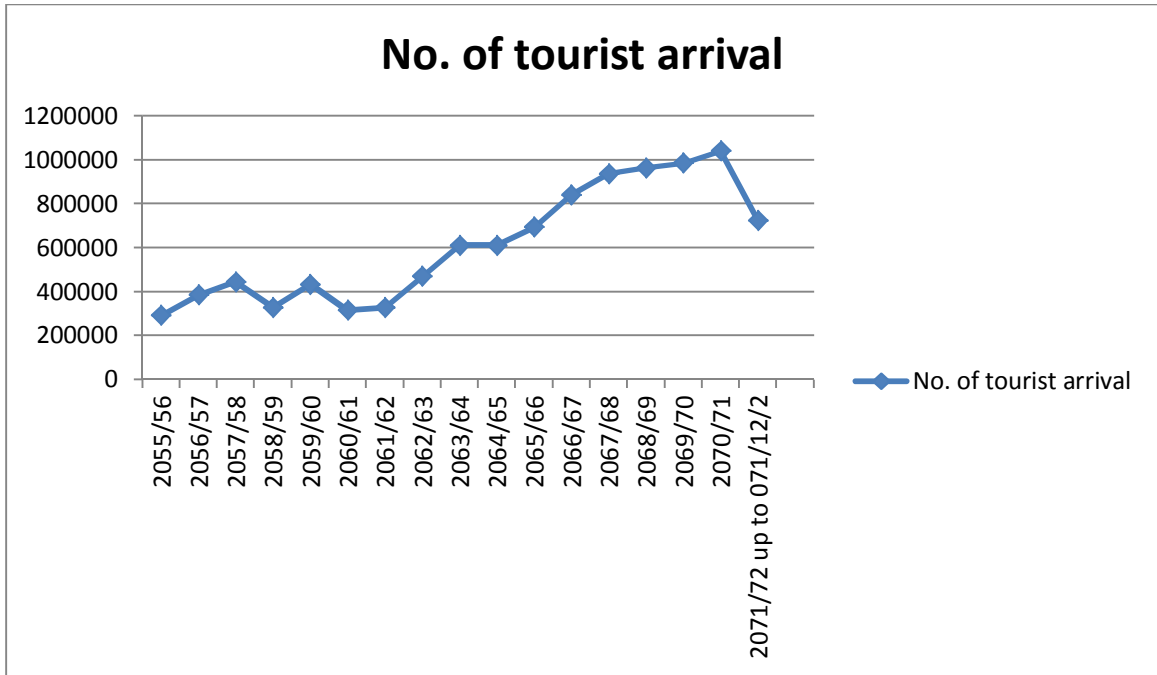
Manakamana Cable car is only one ropeway of Nepal, which help tourist to reach the temple with short period of time. Since the establishment of cable car numbers of visitors are increased in the temple for religious purpose, which is shown below.

**Table: 4.13 Tourist visits by cable car**

<b>Year</b>	<b>No. of tourist arrival</b>
2055/56	291736
2056/57	385424
2057/58	444082
2058/59	327689
2059/60	432644
2060/61	314996
2061/62	326890
2062/63	470042
2063/64	611022
2064/65	610517
2065/66	694277
2066/67	840797
2067/68	937740
2068/69	963528
2069/70	986039
2070/71	1041974
2071/72 up to 071/12/2	725455
<b>Total</b>	<b>10404852</b>

**Source: Manakamana Darshan Pvt. Ltd.**

**Figure: No of Tourist arrival**



**Source: Manakamana Darshan Pvt. Ltd.**

Above table clarifies that the number of tourist arrivals in the period of 17 years was founded in ups and downs situation. The arrivals of tourist form 2055/56, 057/58 was increasing in patters and in the year 2058/59, 2060/61 was comparatively reduced then the previous year. In the fiscal year of 61/62 to 71/72 the patterns of tourist arrival is increasing in numbers. The highest numbers of tourists visited Manakamana was 1041974 during the fiscal year 2070/71.

#### **4.14 Income from cable car**

After the establishment of cable car Company the income is generated from various sources such as selling of tickets, parking fees, cargo fees, souvenir goods sells and restaurants sells. The total contribution to the government revenue yearly income tax is 68187231 and VAT 59727243. Contribution to district development committee to Chitwan district development committee 4651820, contribution to village development

committee yearly to Manakamana village development committee, Gorkha 4651816, to Darechowk village development committee, Chitwan 4651816 as per the data provided by the Manakamana Darshan Pvt. Ltd.

#### **4.15 Employment opportunity provided by Cable Car Company**

After the establishments of Cable Car Company local people have got an opportunity for their job, not only employed, they are directly benefited in various sectors such as, ticketing discount, subsidies etc. according to available data near about 115 local person has got an employment opportunities form the cable car as per the data provided by Manakamana Darshan Pvt. Ltd.

## CHAPTER – V

### PROBLEMS AND PROSPECTS OF TOURISM DEVELOPMENT IN MANAKAMANA

Now tourism is becoming a fast growing industry in the world for foreign earnings. This is helpful for building strong national economy of many countries by providing job opportunity and earning foreign currency. In the context of Nepal, tourism is becoming an issue of challenge and opportunity. Nepal is rich in different aspects such as social, cultural, religious and natural resources. Here are very important places for tourism development. Similarly, it is providing job opportunity for thousands of unemployed Nepalese people. It is one of the major sources of earning foreign currency and balance of the deficit trade. But on the other hand, Nepal is rich country in the context of natural beauty; like mountains, geography, culture etc. Most of the tourism spots are located in rural and mountainous area. Because of the complicated geographical structure there are various difficulties to develop infrastructure facilities.

Nepal is known as destination place for pilgrimage tourists. Various places are known as religious places so it has long history of religious tourism. Among the many tourism spots of Nepal, Manakamana is one of the important religious places for Hindus. It is popular in national and international level (especially India). So many tourists come to see the Pyagoda style, Sikhara style, Stupa style etc. of temple. Various problems are there due to lack of proper rules and regulation as well as the conservation and preservation of such tourism spots.

#### **5.1 Prospects of tourism development in Manakamana**

Prospects of tourism development in any area are influenced by different geographical, infrastructure, social cultural, religious elements of that place. Some tourism spots have multiple features and some have mono features so those features determine the tourist flow in that place. In the context of Manakamana, it is mono feature tourism spot of

Gorkha district. Some components about prospects of tourism development are as follows.

**Religious faith:** Religious faith is the most important aspect to motivate the human being. More or less all people are faithful with god in different ways. So, millions of tourists are visiting in different religious places per year. Among those places Manakamana is an important religious place for Hindus; mainly there are two religious aspects about the attraction of Manakamana.

**First:** It is destination place for domestic Nepali and foreign (especially Indian) tourist. These tourists have genetic faith about God and Goddesses. So they come to visit Manakamana.

**Second:** It is believed that, after visiting Manakamana the desire of the tourists is fulfilled and various tourists are still hopeful about the faith.

In this way, Manakamana is becoming a popular destination place for Hindu. Thousands of tourists from different parts of the country are visiting every year among the various tourists. So all of Hindu pilgrimages want to visit Manakamana and those people who had visited Manakamana refer to visit this place for their neighbours and friends.

**Environment friendly:** Climate and environment of this place is the another important aspect for tourists. Manakamana is located at the surroundings of hill and orange trees and the climate is appropriate, healthy and pleasant. Blissful movement and quiet environment makes most of the tourist very self-satisfaction.

**Cultural Show:** Various cultural activities by different caste and ethnical groups and communities had shown entire the year such as Ghatu, chutka, Tuktuke, lakhe, Gaijatra, Pancha Bali (ritual slaughter of animals), bhajankirtan and many folk music (local songs) is organized in the Manakamana temple area.

**Hospitality:** People of Manakamana are very cooperative, friendly and helpful. Their behavior towards tourist satisfaction is the ample example which helps to increase the visitors and extend their stay a long period.

**Orange garden:** During the month of November and December whole Manakamana VDC and temple area is covered by ripen oranges. It is rear that under the garden of orange visitors are able to eat organic orange and their lunch.

**Handicrafts:** Wooden handmade mementos and other handicrafts are very popular in Manakamana. Visitors are taking those handicrafts for their remembrance of visit, such handicrafts are Madal, Theki, Khukukhari, Dallo, Nangloa and other different items of handicraft made by local raw materials which can be get in cheap prices.

**Temple and caves:** The temple of Manakamana, the cave of Lkhan Thapa, Temple of Bakreshowr Mahadev, cave of Gorakhnath, Temple of Triveni and Cave of Gorkhaknath are the major attraction in the Manakamana temple area.

**Cable Car:** Manakamana's cable car is Nepal's only cable car. Ever since its inauguration, has immensely contributed to the religious and touristic significance of the area. 10 minute comfort trip and view seen through cable car i.e. Trishuli rivers, mountain greenery seen etc. are really priceless and invaluable. So Cable car is the main attraction for the visitors.

**Hotel and other facilities:** There are so many restaurant, lodge and hotel with attached bathroom under the shadow of orange tree are available in the territory of Manakamana. Online reservation of hotel, cable car ticket, and package programs are also available and made easy to the visitors.

## **5.2 Problems of Tourism development in Manakamana**

There are various problems in Manakamana. Mainly in tourism industry, infrastructure facilities and tourism product are the interrelated subject matters for its development.

In the modern situation the tourist desire facilities and like to go only to the facilitated tourist spots. In the context of Manakamana, various programs are performed for the development of hermitage and infrastructure. Comparatively the condition is improved than the previous years but that is not enough for the tourists. Even if there are many problems related to different sectors, only those that have direct impact on tourism development have been stated below.

**Transportation:** Transportation play vital role to attract the tourist. Transportation facility is found poor condition because cable car Company dominantly functioning because of its routine of closed and opened. Motor able road had reached there but there is no daily route public transportation facilities are available for visitors. Cable car is only the medium to reach there. The cost of the ticket is not affordable for the lower class people and the fare of goods carried is high for the businessmen and local people. Due to the short time ups and down facilities provided by cable car local people have not benefited from the visitors because they returned quickly.

**Fluctuation of tourist arrival:** Nepal is known as all season tourist's destination place. But different tourism spots are located in different parts of the country and they are familiar for different purposes in certain places in certain time. The number increase as a result of this the place becomes crowded. It is the main problem in tourism industry. In such cases, neither tourists get facilities nor do business men get opportunity for long time. Manakamana is also facing such problems. Most of the tourists come in certain period and festivals but in other days there is less participation of tourists. Visitor's flow is high during the occasion or Jatra and especially on Friday and Saturday but on the other day's flow of the visitors is normal which creates different problems for local business man around this area.

#### **Information publicity and advertisement**

Manakamana is an important religious place of Nepal. Tourists come from different parts of India. But there is the lack of advertisement. Consequently the tourists who

have the desire to visit can't get information. Without adequate information, publicity and advertisement no place is known by the visitors. No guidelines, books, pamphlet, historical writings and caption are founded regarding the publicity of Manakamana.

**Management:** The trust, treasury and fund of temple are not properly managed. No transparent of 'veti'. Unnecessary huddle for tourist and longtime queue for short period worship, poor management of sanitation in temple area, ritual slaughter of animals are the main problem for the Manakamana area.

**Other:** Due to not having place to spent time in this area is the main problem. Transportation is short and the surrounding is small so visitors stay is only limited to one or two days.



## CHAPTER-VI

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 6.1 Summary

Tourism industry is becoming an important source for earning foreign exchange and employment generation industry in the world, and Nepal is not far away of that fact. Every year millions of tourists visit Nepal form different purposes. Among them, pilgrimage tourists is playing important role in tourism industry. According to the record of 2012, it covered 13.7 percent. Here are very important religious places so Nepal is called as a home of Gods and land of festivals. Among them Manakamana is one of the important religious places for Hindus.

This study is mainly focuses on the problems and prospects of Manakamana form tourism point of view. It is hoped that, it has useful for different individuals and organized institutions. This study was mainly based on the primary data but some essential information was taken from different publications, articles, books dissertations of related field. Similarly different methods were used to conduct this study. Local people of Manakamana, tourists, businessmen and well-known person about Manakamana become the universe of this study. The summaries of major findings of the study are as follows:

Manakamana is located at 1,302 meter high hill and it becomes very pleasure for the tourist in the orange season (winter season). Manakamana is production land for orange rather than food crops. Mainly Gurung, Brahman, kshetri, Magar, Newar are the main cast of the study area. Temple of Goddess Manakamana, cave of Lakhn Thapa, Gorakhnatha cave, temple are the important places of Manakamana. Baishakhe panchami and Kartike Panchami is famous festival in the study area. Among many tourist 52 were taken as respondent of this study. Neoghbour and friends (54%) were the main sources of getting information

about Manakamana. Similarly some tourists got information by book and newspaper, internet, and travel agency. Expenditure patterns of tourist are very poor. Local people are not getting the proper benefits form the tourist. High percentage (67.30%) of tourist stay only one day and 38.46 percent are visited first time at Manakamana. The response of tourist, businessman and local people, the current facilities of Manakamana is quite satisfactory. Religious faith, environment friendly, cable car, handicraft, orange garden, scenic attraction are the development tools for tourism prospective. Transportation, management, publicity, fluctuation of tourist creates the major problem for the development of religious tourism in Manakamana.

## **6.2 Conclusion**

This study was conducted about the problems and prospects of pilgrimage tourism of Manakamana. So different information were taken from tourists, local people, businessmen, hotels, owners, flower sellers and others. According to the information and observation, following conclusion has been drawn which is given below.

Both domestic and foreign tourists came to visit Manakamana but there was dominant role of domestic tourists. Religious faith is the main attraction of Manakamana so most of the tourists were visited for religious purpose. Similarly, beautiful climate and weather, wonderful scene are another attraction of Manakamana. Some of the tourists complained about existing facilities but most of them were did not comment about those facilities. Comparatively infrastructure facilities are increased in Manakamana but those facilities are not enough for tourism development. Transport was taken as the main problem by many tourist, businessmen and local people. Water supply, health services, sanitation and security are also the existing problems also exist. Tourists came to worship the god form long distance by facing many problems but they were not worried about their visit. Besides the temple of Manakamana, there are not

another movable and attractive places and facilities for tourists to extent their stay so most of the tourists stayed for very short duration.

### **6.3 Recommendation**

Manakamana is one of the important religious tourism spots of Nepal. Here are various possibilities for tourism development but it is facing various problems. So following recommendations should be taken up to promote further tourism development in Manakamana.

- i) First of all the government should conduct survey and research of Manakamana in different aspects such as, problems, prospects management and required facilities.
- ii) Mainly transportation facility (dominate by Cable car) is the main problem of Manakamana so it should be solve as soon as possible.
- iii) There is problem of well lodging and fooding for tourists so, comfortable lodge should be conducted for those tourists.
- iv) Temples, halls and other buildings are in poor condition so, those temples and buildings should be repaired and reconstructed.
- v) Most of the tourist wants to take more entertainment and want to stay for long duration in during their visit due to the pleasant weather so, more place for entertainment like parks, view towers, paragliding etc. and religious entertainment activities should be began in Manakamana.
- vi) There is enough moveable and immoveable property under the ownership of Manakamana Area Development trust. But it is not managed properly so some property should be spent for its development.
- vii) Transportation, security, water supply, hotel health, service and toilet facilities are the main problem of Manakamana and they are in poor condition so those facilities should be improved for tourism development.

- viii) Now Manakamana is facing with economic problem so minimum cost should be created as an entrance fee form tourist and it should be spent for the improvement of infrastructure facilities.
- ix) There is not actual record about number of tourist and other features such as, age, sex, nationality, purpose of visit and others. It has useful for its evaluation and further management.
- X) Not even one book is available in Manakamana about therefore establishment and development of this place so such types of books, religious books and other publications should be kept in Manakamana. It will be helpful for the researcher and tourist.

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**"PROBLEMS AND PROSPECTS OF PILGRIMAGE TOURISM IN NEPAL: A Case Study of Manakamana Temple, Gorkha District"**

**Questionnaire related to Hotel/ Business man**

**A) General Information:**

Name of the Hotel/Business: \_\_\_\_\_

Name of the Hotel/Business Owner: \_\_\_\_\_ Gender: \_\_\_\_\_

Age : \_\_\_\_\_ Address: \_\_\_\_\_

Nationality : \_\_\_\_\_ Occupation : \_\_\_\_\_

Religion: \_\_\_\_\_ Education : \_\_\_\_\_

**B) Specific Information:**

1) When the hotel/ shop was established?      í í í í í í í

2) From where you get your necessary goods?

Local market (    )      Narayanghat (    )      Other (    )

3) What do you think about the present situation of business (hotel/ shop) in Manakamana?

Normal (    )      Good (    )      Bad (    )      don't know (    )

4) Which types of facilities are provided for the tourists?

Lodging/ fooding (    )      Worship materials (    )      Other (    )

5) Specially, which types of facilities are required for the tourists?

Normal (    )      Standard (    )      Average (    )      don't know (    )

6) How many days they stay in Manakamana?

One (    )      Two (    )

Three (    )      More than three days (    )

7) Which of the following facilities needed to improve in Manakamana?

Transportation (    )      Electricity (    )

Communication (    )      Health service (    )

Water supply (    )      Environment & Sanitation (    )

Behavior of local people & Hotel service (    )

8) How many people get the employment in your business? No of employees (    )

9) Is this business sufficient for livelihood?

Yes (    )      Not (    )      If not what do you do other (    )

10) According to your opinion, what are the main problems of Manakamana for tourism development?

Lack of infrastructure facilities ( )

Accommodation problems ( )

Security ( )

Advertisement ( )

Attraction ( )

If any another ( )

11) How tourism can be developed in manakaman

a) Increasing the no of Hotels ( )

b) Advertisement ( )

c) Developed the infrastructure facility ( )

d) Manage sanitation ( )

e) Home stay ( )

12) Where do you see trade opportunities except agriculture?

a) Tourism ( )

b) Cottage industries ( )

c) Hotels ( )

d) Religious and cultural products ( )

13) What would be the major based resources for the occupation?

a) Temple ( )                      b) Other ( )

14) What are the direct benefits from the temple?

a) Selling local product ( )

b) Marketed product ( )

c) Trade ( )

d) None ( )

15) What are the negative impacts of temple?

a) Environment ( )

b) Humanitarian ( )

c) Others ( )

d) None ( )

16) Which of the following place could be the prospects/ potential for the tourism development?

a) Manakamana

b) Morkha durbar

c) Trishuli river

d) Other

17) Which aspect of the following is potential for the tourism development?

a) Religious/ cultural/ historical

b) Entertainment

c) Trekking

d) Rafting

e) Other

18) What is your contribution for tourism development in this area?

a) Effective participation on temple management

b) Tried at district development committee for government help

c) Tried at village development committee for government help.

d) Tried at travel agency for help

e) Advertisement

f) None

**"PROBLEMS AND PROSPECTS OF PILGRIMAGE TOURISM IN NEPAL: A Case Study of Manakamana Temple, Gorkha District"**

**Questionnaire related to Tourist**

**A) General Information:**

Name : \_\_\_\_\_ Age : \_\_\_\_\_  
 Address: \_\_\_\_\_ Nationality : \_\_\_\_\_  
 Occupation : \_\_\_\_\_ Language: \_\_\_\_\_  
 Religion: \_\_\_\_\_ Education : \_\_\_\_\_

Male   ..%                      Female    . .%                      total  
 From Gorkha                                      From outside Gorkha District  
 SAARC    Foreign                                      Hindu                                      other  
 Education : Illiterate                      SLC                                      Above SLC

**B) Specific Information**

1) How do you know about Manakamana?

Neighbour and friends	
Book and newspaper	
Internet	
Travel agencies	
Others	

2) Is this your first visit to Manakamana?

a) Yes (                      )                                      b) No (                      )

3) If no, how many times have you been in Manakamana?

a) Two times (                      )                      b) Three times (                      )                      c) More than three times (                      )

4) If it is your second or third visit do you find any change than previous time?



12) Which is the potential sector of tourism can be promoted to attract the tourist in Manakamana area?

- a) Religious/ cultural/ historical sector
- b) Entertainment
- c) Trekking
- d) Rafting
- e) Unknown

13) Would you like to give some suggestions and comments for the tourism development of Manakamana? Give your opinion.

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**"PROBLEMS AND PROSPECTS OF PILGRIMAGE TOURISM IN NEPAL: A Case Study of Manakamana Temple, Gorkha District"**

**Questionnaire related to Hotel/ Business man**

**A) General Information:**

Name of the Hotel/Business: \_\_\_\_\_

Name of the Hotel/Business Owner: \_\_\_\_\_ Gender: \_\_\_\_\_

Age : \_\_\_\_\_ Address: \_\_\_\_\_

Nationality : \_\_\_\_\_ Occupation : \_\_\_\_\_

Religion: \_\_\_\_\_ Education : \_\_\_\_\_

**B) Specific Information:**

- 1) When the hotel/ shop was established?      í í í í í í í
- 2) From where you get your necessary goods?  
Local market ( 31)      Narayanghat ( 27)      Other ( 28 )
- 3) What do you think about the present situation of business (hotel/ shop) in Manakamana?  
Normal ( 46 )      Good ( 5)  
Bad ( 1 )      don't know ( )
- 4) Which types of facilities are provided for the tourists?  
Lodging/ fooding (24)      Worship materials ( 7 )      Other ( 16 )
- 5) Specially, which types of facilities are required for the tourists?  
Normal (39 )      Standard (4 )  
Average ( )      don't know ( 2 )
- 6) How many days they stay in Manakamana?  
One (29 )      Two (20 )  
Three ( 1 )      More than three days ( )
- 7) which of the following facilities needed to improve in Manakamana?  
Transportation (20 )      Electricity ( 1 )  
Communication ( 2 )      Health service ( 16 )  
Water supply (21 )      Environment &Sanitation ( 16 ) Behavior of  
local people &Hotel service( 6 )
- 8) How many people get the employment in your business?

No of employees ( 144 )

9) Is this business sufficient for livelihood?

Yes (52 ) Not ( ) If not what do you do other ( )

10) According to your opinion, what are the main problems of Manakamana for tourism development?

Lack of infrastructure facilities ( 38 )

Accommodation problems ( 1 )

Security ( 1 )

Advertisement (13)

Attraction ( 10 )

If any another ( 0 )

11) How tourism can be developed in manakaman

a) Increasing the no of Hotels 1

b) Advertisement 16

c) Developed the infrastructure facility (37)

d) Manage sanitation (7 )

e) Home stay (1 )

12) Where do you see trade opportunities except agriculture?

a) tourism 29

b) cottage industries 16

c) hotels 20

d) religious and cultural products 18

13) what would be the major based resources for the occupation?

a) temple 42

b) other 15

14) what are the direct benefits from the temple?

a) selling local product 38

b) marketed product 17

c) trade 11

d) none 0

15) what are the negative impact of temple?

a) environment 26

b) humanities 22

c) others 1



d) none 0

16) which of the following place could be the prospects/ potential for the tourism development?

a) Manakamana 45

b) Morkha durbar 36

c) Trishuli river 35

d) Other 9

17) which aspect of the following is potential for the tourism development?

a) religious/ cultural/ historical 43

b) entertainment 14

c) trekking 25

d) rafting 25

e) other 15

18) what is your contribution for tourism development in this area?

a) effective participation on temple management 10

b) tried at district development comitte for government help 16

c) tried at village development committee for government help. 22

d) tried at travel agency for help 12

e) advertisement 10

f) none 8

**"PROBLEMS AND PROSPECTS OF PILGRIMAGE TOURISM IN NEPAL: A Case Study of Manakamana Temple, Gorkha District"**

**Questionnaire related to Tourist**

**B) General Information:**

Name : \_\_\_\_\_ Age : \_\_\_\_\_  
 Address: \_\_\_\_\_ Nationality : \_\_\_\_\_  
 Occupation : \_\_\_\_\_ Language: \_\_\_\_\_  
 Religion: \_\_\_\_\_ Education : \_\_\_\_\_

Male (25) í í ..% Female (27) í .% total 52  
 From Gorkha 13 From outside GorkhaDistrict 29  
 SAARC 7 Foreign 3  
 Hindu 43 other 9  
 Education :  
 Illiterate 5 SLC 18 AboveSLC 29

**B) Specific Information**

7) How do you know about Manakamana?

Neighbour and friends	41 (78%)
Book and newspaper	24
Internet	19
Travel agencies	
Others	1

8) Is this your first visit to Manakamana?

b) Yes (20) b) No (32)

- 9) If no, how many times have you been in Manakamana?
- b) Two times ( 5) b)Three times (5) c)More than three times (22)
- 10) If it is your second or third visit do you find any change than previous time?
- b) Yes (31) b) No (1)
- 11) If yes, what kinds of change?
- c) Better than the previous time (32) b) Worse than the previous time ( )
- d) Same as previous ( )
- 12) What is the main propose of visiting in Manakamana?
- b) Pleasure and entertainment (15) b) Observe the new place (4 )
- c)Worship the God (45) d) Fulfill the desire (2)
- e) All of the above ( ) f)If other Specify ( )
- 7) How many days will you stay in Manakamana?
- a) One day (19 ) b)Two days (11) c)Three days ( )
- d) More than three days ( )
- 8) What can be done to promote Tourism in Manakamana?
- a) advertisement 19
- b) home stay 2
- c) infrastructure development 40
- d) trekking 16
- e) other 13
- 9) How much did you expend per day in Manakamana?
- a) Less than 500 (20) b)500-1000 (22) c) 1000-2000(5) d)more than 2000
- 10) Do you see the potentiality of tourism development in this area? a) Yes (42)
- b)No
- 11) Which is the following place for potential side of tourism development in Gorkha?

g)	Manakamana	45
h)	GorkhaDarbar	33
i)	Trishuli river	15
j)	Manashluhimal	28
k)	Larkebhajyang	11
l)	Chung valley	9

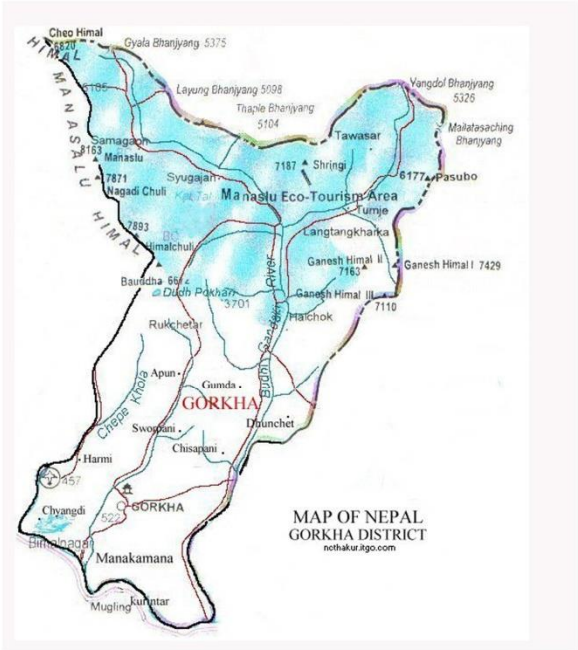
12) Which is the potential sector of tourism can be promoted to attract the tourist in Manakamana area?

f)	religious/ cultural/ historical sector	42
g)	entertainment	34
h)	trekking	32
i)	Rafting	23
j)	Unknown	

13) Would you like to give some suggestions and comments for the tourism development of Manakamana? Give your opinion.

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Map 1.1: Map of Gorkha District



Map 1.2: Map of Manakamana VDC

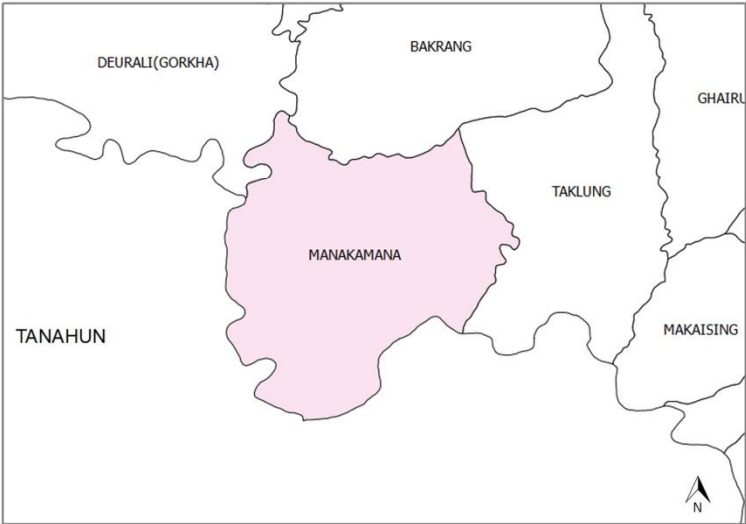


Photo: Manakamana Temple



Photo: Cable Car





Photo: Interview with Visitors



Photo: People Burning Batti to fullfill their wishes





Photo: Flower as Business



Photo: Local Product of Manakamana Area



Photo: Cable Car





Photo: Peoples with Bali ( Animal Sacrifice)



Photo: Interview with Temple Visitors

