

CHAPTER-ONE

INTRODUCTION

1.1 General Background

Nepal is very rich in natural resources. In the world it occupies 0.03% and in Asia 0.3% of land. Like wise, it lies between the altitudinal variation ranging from 60m to 8848m. Nepal is the second richest country in water resources. The theoretical hydroelectric potential of Nepal's river courses in 83 million k.w. comes to around 1.5 percent. Similarly, it has many more beautiful types of scenery, bio-diversity etc. on the other hand, it is an extremely rich cultural storehouse. There is diversity in language and culture, people live with harmony and unity and people are friendly with smiling faces. Out of 14 mountains above 8000m in the world 8 are in Nepal. Mount Everest is the highest mountain in the world, which lies in Nepal.

Tourism is the most significant aspect, the social-cultural, religious and economical development for the country. In the 21st century people are increasingly moveable due to various reasons like to enjoy the nature, business, official, study and research purpose etc. It is said that one can't understand the world today without understanding tourism. There are many definitions to tourism," Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movement for all the purposes". (Tourism society of England -1976) – Tourism is a very important sources for foreign exchange earnings. It is an un- risky procedure for transfer of real resources from industrially capital surplus countries to developing countries. There are different types of tourism, among them, leisure tourism, sustainable tourism, cultural and religious tourism, Eco tourism, heritage tourism, medical tourism, wildlife tourism, war and disaster tourism are some of In 2008 globally there were over 922 million international tourist arrivals with a declined to 20% compared to 2007. In 2009 international tourist arrival to 880 million representing a world wild decline of about 4% as compared to 2008 mainly due to economic recession affecting all developing countries (Ghimire 2011).

International tourism income grew to us\$944 billion in 2008, corresponding to an increase in terms of 1.8% in 2007. There has been an up market trend in the tourism over the last few decades, especially in Europe where international travel for short

breaks is common. Tourist have high level disposable income that up to 500,000 people are planes and given time. Tourism is a labor intensive industry offering employment to skilled, semi-skilled, and unskilled manpower. It employer large number of people and provides a wide range of jobs. According to James Robinson- “ex-president of the world travel and tourism organization, tourism industry accounts for 9% of global GDP and employs 235 million people. Tourism plays an important role in Nepalese economy (<https://plus.google.com>).

Nepal has opened to the rest of the world only during the early fifties. Early days tourism was mainly concentrated in the Kathmandu valley and only a few mountaineers visit the Everest and Annapurna regions that are attracted even today. with the increase in tourist numbers, Nepal developed the necessary infrastructure such as international airport in Kathmandu a full pledged hotel sector, construction of domestic air strips, tourism related public and private institutions, travel and trekking agencies etc (www.lumbinitrust.gov.np)

The word Lumbini is derived from Sanskrit language which means “the lovely” It is located in Rupendehi district of Nepal. Where Mayadevi gave birth to Lord Buddha. Lord Buddha the “light of Asia” spreaded his Buddhists philosophy through the world . Unfortunately most of the Buddhists still don’t know about the importance of visiting Lumbini..

Prince Siddhartha who was born at Lumbini twenty six century ago renounced the life of the place and entered the forest as a hermit for the sake of a solution to the problem of suffering when he was youth. Later he was enlightened and he founded Buddhism when he was still in his youthful age. It is clear from the teachings of the Buddha that he always emphasizes the potentiality of youth. For example Buddha says having led neither a good life nor acquired wealth (spiritual) in youth.

Tourism is known as white industry since in this modern world, tourism industry has been growing at an outstanding rate and it has appeared as the worlds largest and greatest export industry. Following the advanced development of science, information and technology, the world has become global village. The basic information of the particulars places through internet and electric medias such as television, and radio and the easy access with the speeding transportation, the human desire of travelling across has been increased more than ever in this century. The ample interference is that tourism has been the fastest growing industry of the world.

Different people inside and outside the country have conducted many studies in this field. More and more studies about the tourism are coming into focus. Therefore, tourism is not a new concept. These studies are made on different way facts of tourism in Nepal and furnish important information for the present study. In order to make the study more reliable, some of the important studies are reviewed. In addition to that, the various related tourism magazines, booklets, newspaper, published and unpublished reports and publications are reviewed.

Lumbini is pleasant natural and manmade destination for tourism located in central part of Nepal. Lumbini is suitable for the scope of domestic and international tourism. Its activities such as watching different types of temple similarly due to the Lumbini garden and Santi Deep. On the other hand settings of natural scene as well as religious and historical place. Such activities increases living standard of local people.

Lumbini, the holy birthplace of Sakyamuni Buddha is situated on the foothills of the Siwalik range in Rupandehi District of Nepal. It is one of the holiest pilgrimage sites for Buddhists world over. The Buddha was born in Lumbini garden while his mother, Maya Devi was on the way to her maternal hometown Devadaha (Ancient Koliya kingdom) during Vaisakha purnima (full moon day of the first month of Nepali calendar) of 623BC.

Lumbini is the World top class pilgrimage destination for Buddhists, center of attraction to all peace Lovers, historical and archeological site, it could be an important touristic destination (www.lumbinidevtrust.gov.np).

1.2 Statement of the Problem

Tourism is a very familiar affair in human life. It has been an industry of vast dimensions and ultimately supports economic growth and social development. In order to promote tourism in Nepal, the ninth five year plan has made a 20 years long strategic program. The main objective of this program is to develop Nepalese tourism up to the desirable standard. As far as 20 years long-term tourism policy is concerned, (<https://plus.google.com>). Our government has decided to increase the arrival of tourism in average 12,47,830 every year with an expected income of foreign currency to be 1663.6 million dollar every year (Baskota 2004). According to the government is serious about the uplifting of Nepalese tourism. Which needs great care and protection. This involves a development and expansion of tourism sites,

necessary infrastructure for tourism, promotion of tourism market, improvement in civil aviation, protection of environment and involvement of the private sector in the promotion of Nepalese tourism. Hence a long term vision is to promote village tourism for poverty alleviation including eco tourism and domestic tourism. Recent developing of tourism is highly concentrated on development of trained human resources which is based on quality of services provided to tourist, but many areas of the country are still deprived of basic tourism facilities. Lumbini is one of the major tourist destination of Nepal. Where different activities have been going on from different sides. A master plan for the development of Lumbini, including numerous engineering and archaeological studies was completed in 1978 by an architect Kenz Tange that aimed to restore an area of about 7.7 square kilometers to be known as the Lumbini garden. The meeting of the world conservation society held during 1-6 December 1997 included Lumbini as a world heritage site. The need to promote tourism is very important for Nepal both from an economic and cultural prospective.

Although Nepal government is investing a large percent of budget in tourism increment. The result is not seen as expected. The researcher tries to find out the answer of following questions.

1. What is the socio- economic status of local people?
2. Why tourist flow in Lumbini isn't being in expectation level?
3. What is the duration of the stay of tourist in Lumbini?
4. What are the problem and prospects of tourism in Lumbini?

1.3 Objective of the Study

The general objective of the study is to examine the problem and prospect of tourism in Lumbini whereas the specific objectives of the study are:-

- 1) To analyze the socio-economic situations of people in the study area.
- 2) To analyzes the major sources of tourist attraction in Lumbini.
- 3) To compare the situation of tourist flow in Lumbini.
- 4) Problem and prospect tourist in Lumbini.

1.4 Rationale of the Study

It is fact that tourism is growing fastest in developing countries, where it is one of the major components of most economic. Tourism is one of the world's largest industries, generating an estimate 11% of global GDP and employing some 200 million people (Roe and Urquhart 2001). Today, tourism being a major and important industry as a sources of both national / international exchange and has an important role in economic development of the least developed countries, like Nepal.

This study has examined the scope of tourism in Lumbini. Many studies carried out on the problems and prospect of tourism are not so much concerned with the domestic tourism . This study is important for investigating the scope of tourism in Lumbini.

1.5 Limitations of the Study

Every study has its own limitations due to the time and financial constraints so this study was carried out in very narrow framework within a short period. So the generalization to the national level couldn't be advised. So my study will be guideline to researchers, students, teachers and plan policy makers in the related field. As very little study is done about problems and prospects of tourism in Lumbini so researcher select this area.

1. The present study is confined to problem and prospect of tourism in Lumbini. Therefore, the generalization of the result may or may not be equally relevant to other community
2. Only 17 households, 17 hotel owners and 17 tourist are taken as sample informants. That sample attempt to provide representative picture of the study sample area.
3. The study is dependent on available data and information from LDT, field survey and related news paper, magazine, books and booklets.
4. The hotel record of Lumbini is major source of information for tourists arrival and duration of the stay.
5. The study is done in a limited time frame with very small budget at personal expenses. So generalization to the national level could not be advised.

1.6 Organization of the Study

This study is organized into five chapters. The first chapter of introduction part includes background of the study, statement of the problem, objective of the study. The limitations of study and organization of the study, similarly second chapter includes literature review.

In the third chapter, rationale of the study, selection of the study area, research design, nature and source of data, universe and sampling, data collection techniques are described. In the fourth chapter settings of the study area, presentation and analysis of the data. This consists of structure and analysis of data, occupational satisfaction of the respondents, traditional rites and ritual, duration length of stay of tourists, employment generation, tourist season, major sources of tourist attractions and arrivals trend of tourist in Nepal and Lumbini are presented.

In the fifth chapter the summary, conclusion and recommendation of the research study has been presented.

CHAPTER-TWO

REVIEW OF LITERATURE

2.1 Concept of Tourism

The word “Tourism” derived from French word ‘Tourism’ has a simple meaning related to travel and profession. As the word ‘Tourism’ has a simple concerns with “Tourist” and the term tourist as defined according to the time change. “A tourist is a person who stays for a period of more than a day and less than six months in a country he or she visit”. As defined by Swiss professor Walter Hunziker and Kurt Krapf. “Tourism is the sum of the phenomena and relationship arising from the travel and stay of nonresident, in so far as they do not lead to permanent resident and are not connected with any earning activity”. (www.lumbinidevtrust.gov.np).

2.2 Development of Tourism

Man has been travelling throughout the ages. Travelling is a human character but tourism is a new phenomenon. Since the beginning of human civilization man is travelling. Travel has had a fascination for man. Travel in the past was not undertaken for the purpose of pleasure and it was not taken during the leisure time. At that time the motive of their travel was not to seek holiday from the working situation. It was undertaken as a part of profession or job. So travelling is a human nature whereas tourism is a recent phenomenon (Ghimire,1997). Before the development of transport, travel was limited to certain people and to certain places. Mechanized transport has made it possible significantly for more number of people to travel to the different places. Transport is the necessary pre-condition of tourism. But the pre-condition of travel is movement and movement ask for transport. Tourist and tourism is so much connected with the development of modern transport.

For the purpose of studying development of tourism it can be divided into three phases:

2.2.1 The First Phase (up to 1840):

Before the industrial revaluation, travel was primarily related to trade, commerce and pilgrimage. The travelers’ during that time were, therefore, traders and merchants looking for merchandise. At that time travel was possible only for the aristocratic class of people. They were small in number, the vast majority of the population hardly traveled beyond their village and the nearest market town. For this majority, the idea

of leisure and holiday did not exist. Life was not divided into work and leisure. The traveler requires accommodation at his destination and for his journey. When a journey cannot be completed in a single day it requires overnight accommodation, only wealthy people equipped with all the lodging and fooding equipments. In this stage, most of the people travel commercial interest, religious purpose and seeking knowledge etc.

2.2.2 Second phase (1840-1945 end of second world war)

The industrial development of the second half of the nineteenth century changed the social system and development urbanization led to mental tension. At the same time it increased the income and the living standard of the people. And these people in the industrial countries felt the urge to travel for the purpose of rest and relaxation. At that time people felt the need of some relief from their work. The increased income helped them to fulfill their desire. Similarly, the introduction and development of railways had a profound effect on transport. It helped cheap, swift and easy travel possible for the new middle and working class, which resulted in the growth of travel, e.g the first rail link between Liverpool and Manchester was started in this century.

The birth of the organized rail travel and the concept of tourism came in the year 1841. The man behind this idea was Thomas Cook, who is known as a pioneer and the greatest travel organizer of that time. He booked rail seats, published a tour program and sold the tours at especially reduced fares. He collected as many as 570 passengers. By the process of booking and selling of the railway seats he learned that services is a product ; it can be sold as product and selling of the services can be a business-tourism business. Then after, encouraged by the success of his venture Thomas Cook arranged similar ventures by chartering trains. He arranged many more excursion trips on a fully commercial basis and start to published guidebook, periodical and Cooks Excursionist and tourist advertiser. Now, the travelers do not need to carry big amount and worry about them – travel for pleasure. The voucher system supported the basic concept of tourism ‘pay here get there’ and ‘pay now get later.

2.2.3 The Third Phase (after the second world war)

By the turn of the twentieth century all the main characteristics of modern tourism were evident. Changes in mental attitude towards pleasure seeking, the realization of the importance of travel for education, increases in material wealth, a growing need to find relief from working routine, and improvement in passenger transport system- all these factors produced a fertile ground for the development of tourism on a large scale.

After the second world war the standard of living of the working and middle class, rise in the industrial countries. Tourism began to appear in the countries where it had been practically unknown a few years earlier. The war also changed the of people especially in Europe. It broke down the international barriers and peaceful internationalism developed. This is the most favorable climate in which tourism flourished. Tourism has taken place primarily in the advanced industrialized countries where travel has become a part of the life style. Thus the twentieth century and onward can be called “The century of mass tourism.”

In the past, tourism was limited –to-limited countries and destinations. Now every country is directly or indirectly involved in tourism. All countries compete with each other to attract tourist.

2.3 History of Tourism in Nepal

Travelling is very ancient phenomenon. Travel has existed since the beginning of time when primitive man set out. Often travelling great distance in search of game provided the food and clothing necessary for his survival. Throughout the course of history, people have traveled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivation. Thus, in ancient time, great motivations for travel were political or commercial interest, curiosity to know the custom and the habits of other people and finally religious sentiments.

Systematic tourism in Nepal started from 1966 with the establishment of a few hotels. The industry was further strengthened and established after the formation of tourism master plan in 1972. The master plan gave emphasis of tourism market development, sightseeing, trekking, eco- tourism, recreational and adventure tourism (Baral 1998).

Following this different support services such as accommodation facilities and resort centers in different important tourist sites were also established.

A famous Austrian political economist Herman Von schoolyard "tourism is the total sum total of operators meaning of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region".

Swiss professors W. Hunziker and Krapf-"Tourism is the totality of the relationship and phenomenon arising from their travel and stay of strangers provided the stay does not employ the establishment of a permanent residence and is not consulted with are moderated activity".

Burkart and Medlik (1999) "Tourism denotes the temporary and short term movements of the people to destination outside the place where they normally live and work and their activities at those destination".

McIntosh "The some of the phenomena and relationships arising from interaction of tourist business suppliers, host government and host communities in the process of attracting and hosting tourist and other visitors."

Thus, it is clear that temporary movement of people to destination outside their residence and working places is known as tourism. Their activities during the stay would be different from the activities of the residents and spending money that is earned elsewhere. The main motive of participation in tourism is not to seek permanent residence at destination that distinguishes it from migration. The journey and stay of tourist give rise to various demands such as transport, accommodation, safety, medical services, entertainment and other specific services. The destination should be in a position to supply. Therefore the place visited or destination is considered as the supplying sector of tourism services and the visitors denoted the demand sector is tourism".

Natural beauty, local life of indigenous people and the tradition culture have become the most valuable wealth. An American geographer has noted that for meeting one's basic requirements trading of cultural importance becomes necessary and here is no alternative to tourism. In fact this can surely be a thing of benefit as long as the mountains don't become smaller of tourist will keep on growing, judging from the stand point of tourism, the Himalayan region can ensure more advantage. The experts in planning and people have to improve management as well as preserve the opulence of the Himalayas. In many places especially in the delicate environment of the

Himalayan region the unrestricted entrance of tourists has become a threat. The mountain treks where nearly about five thousands on foot tourist move become hateful with the useless articles, plastic bags, cans and other waste materials. In Khumbu of the mid mountain region of Nepal, due to trekking on foot the adjoining dense forests have been badly damaged (Baral, 1998).

Growth of travel and tourism sector generates larger income and employment for those who are directly involved. It is also expected that same secondary activities like retailing and small trading activities would spring up in the growth process. The tourism industry acts, as a big Brest to the primary producers, craftsmen, factory the tourists consume workers and landscape architects, who's good during their stay, in country. Tourists generally involve with hotels, carriers, restaurant and travel agencies still a substantial of poor people, particularly in the developing countries like serving tourists also benefits porters, hawkers, rickshaws pullers etc. Indirect benefices are also generated for the local poor like waterman, vegetable vendors and unskilled workers. The multiplier effects of tourist spending create secondary sound of economic activities and sizeable amount of income and employment is generated in the region of country. Most of the benefits through trickle down effects in a number of ways r the prosperity created by the spending of visitors are filtered down through the local economy (Kamal 2002).

Tourism, being an important activity, plays not only on instrumental role in alleviating poverty but also improves socio-economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through integrated local participation. By all means , it's people industry: it is run by the people for the people at the core be they guests or hosts, and it is their well being and enrichment which should be the primary goal of tourism development (Kunwar,1997). If the local understanding contribution of tourism at local and national level, they automatically initiate promotional programs in rural areas (Kunwar, 1997).

The influence of external culture or limitations of their values is perhaps the consequences, which can't be checked and brought about by inviting the tourists. The Himalayan region has been bearing the impact of this adverse influence for cars. Only a few will say that the open door policy for foreign visitors is completely wrong. Some others also say that it is necessary to take the Himalayan society in the modernity of the twenty first century such as the almost extinct handicrafts and art of

Bhaktapur have been revived by tourism. But in the long run some people think that a bad culture will drive away good things. They think that owing to excessive number of tourists, Kathmandu has not remained a dear place as in the past.

It conducted a study about the economic benefits of tourism and its role in further promote of local arts and crafts of Bhaktapur. The study suggested increasing sightseeing excursionists so as to make them stay longer by offering restaurant facilities and cultural attractions (Lamsal,1997).

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. Curiosity about unheard, unseen and unknown is a basic human nature. This type of behavior leads human being to new places and people. Since through long time immemorial people have travelled along way from their home to explore new places and people. Later on, these types of activities were termed as tourism. Basically , tourism is a leisure activity of temporary nature, and does not involve earning related activities (Lamsal, 1997).Any style and type of tourism that has the potential to bring benefits to the local economy while contributing to natural and cultural resource conservation.

Tourism has emerged as the fastest growing industry in the world and it is said to be the third largest industry after oil and automobile. Direct employment through tourism industry in the world is believed to be maximum. Many people in the world are engaged in tourism and travel industry for livelihood (Sharma,2000).

There is no alternative of especially saving Nepal from tourism and big shots of westernization. We have to lose something to gain something. In order to digest external cultural rather more contact policy is to be taken up since the country can't move ahead without income derived from tourism. By talking about replacement of culture and present context (Baral, 1998).

The development of tourism since 1962, the number of tourists visiting Nepal has gradually increased over the period. Nepal received a total of 6,179 tourists in 1962 and the arrival reached 92440 in 1975 which showed an increase by 15 times. In the following one and half decades i e in 1990, the total number of tourist arrivals reached 254885. This figure was 41 times higher thig that of 1962 figure. The number of total tourist arrivals reached to a maximum 491504 in 1999 registering a tremendous growth, which showed an increase by 79.5 times as compared to 1962 figure.

Table 1.1 History of Tourism

Year	Total	Annual Growth Rate	Bye	Air	Bye	Land	Average Length of Stay
	Number		Number	Percent	Number	Percent	
1962	6179	0.00	-	-	-	-	-
1965	9388	-1.4	8303	88.4	1085	11.6	-
1970	45970	31.7	36508	79.4	9462	20.6	-
1975	92440	2.9	78955	85.5	13445	14.5	13.05
1980	162897	0.4	139387	85.6	23510	14.4	11.1
1985	180989	2.5	151870	83.9	29113	16.1	11.3
1990	254885	6.2	226421	88.3	28464	11.2	12.0
1995	363395	11.3	325035	89.4	38360	10.6	11.27
2000	46364	-5.7	376914	81.3	86732	11.7	11.88
2005	375398	-2.6	277346	73.9	98052	26.1	9.03
2006	383926	2.3	283819	73.9	100107	26.1	10.20
2007	52675	37.2	360713	68.5	165992	31.5	11.96
2008	500277	-5.0	374661	74.9	125616	25.1	11.78
2009	59956	1.9	379322	74.3	130634	25.7	11.32
2010	602867	18.2	448800	74.4	154067	25.6	12.67

Source : Nepal Tourism Statics, 2010

However, the trend showed a major setback in arrival starting from the year 2000, the number decreased to 463,646 registering a negative growth of 5.7 percent, the further declined to the lowest of 275,466 in 2002 registering sharp decline of more than 23 percent. The major reason behind this was the ever spreading terrorism in the world, Narayanhiti Royal palace Massacre and the Maoist insurgency inside the country. Afterwards, some improvements were seen, as the tourist arrivals started to increasing albeit at slower pace, and reached to 338,132 and 385,297 in 2003 and 2004 respectively. However, hi 2005, it again witnessed a decline by 2.6 percent and limited only to 375,398. In contrast to the decline of 2, 6 percent was observed year 2007 and the number of tourist arrivals in Nepal reached 526,705. However this figure could not maintain in the following year. Again the number of tourist arrival decreased to 500,277 in 2008. It may be the result of worldwide recession. Further,

the number of tourist arrivals increased slowly in 2009 and significantly in 2010 reaching the number of tourist arrivals increased by 18.2 percent in 2010 over 2009.

The decline in tourist arrivals in Nepal was noticed in the past also. As for example, negative annual growth was recorded in 1965,1981,1984, 1989 and 1993 also. The reason of the fall in tourist arrivals was due to some internal reasons. The tourist arrivals declined by 1.4 percent in 1965, it was due to India-Pakistan clash while in 1981, it was due the people's movement in Nepal. The tourist arrivals in 1984 was also recorded negative (1.5 percent). The decline in tourist arrivals in 1984 was no other reason than assassination of Prime Minister Indira Gandhi in October 1984, which lead to massive cancellation of tonus India and Nepal. Similarly, decline in tourist arrivals in 1989 was noticed by 9.8 percent as compared to the previous year due to the political unrest for restoration of democracy and Transit dispute with India. Likewise, the main reason for decline in tourist arrivals in 1993 was the negative publicity of pollution in Nepal by international media, and economic recession in major tourist generating market in 1992. The devastating flood of 1993 also pulled down to the arrivals in the same year (Nepal Tourism Board 2012).

Table 2.2
Tourists arrivals by major Nationality

Country	1990	rank	1995	2000	rank	2005	2010	Rank in 2010
India	59764	I	116270	9591.5				I
Percentage	23.4		32.3	20.7				
Srilanka	15.36	XV	1172					II
Percentage	0.6		0.3					
China	-	-	-	7139	-	21092	43119	III
Percentage	-	-	-	1.4	-	5.6	7.5	
United State	21426	III	24655	40442	III	18539	37085	4
Percentage	8.4	-	6.8	8.7	-	4.9	6.20	
United Kingdom	23877	II	26768	37765	IV	2515	35539	V
Percentage	9.4	-	7.7	8.1		6.7	5.9	
Thailand	-	-	-	9587		13614	25921	VI
Percentage	-	-	-	2.1		3.6	4.3	
France	19909	IV	19208	24506	VI	14108	24678	VII
Percentage	7.8		5.3	5.3	3.8	4.1		
Germany	18565	V	33971	26263	V	14345	23473	VIII
Percentage	7.3		9.3	5.7		3.8	3.9	
Japan	15021	VI	25360	41070	II	18239	23272	IX
Percentage	5.9		7.0	8.9		4.9	3.8	
Bangladesh	-	-	-	9365	-	19206	21047	X
Percentage	-		-	2.0		5.1	3.5	X
Sub total				308700		258749	396236	
Total	254885		363395	463646		375398	602867	
Percentage	100.0		100.0	100.0		100.0	100.0	

Source: Nepal Tourism Statics, 2010

a. Tourists Arrivals by Major Nationality

There have been changes in the patterns of tourist arrivals in Nepal in the recent past. The percentage share of tourist arrivals has been increasing from Asian countries, particularly from Sri Lanka, China, Thailand, Bangladesh and South Korea. For example, the increase in tourist arrivals from Sri Lanka is highly remarkable. The absolute number of tourist arrivals from Sri Lanka was only 1536 in 1990, which increased to 45841 in 2010. This increase was by 30 times between 1990 and 2010 or during the periods of 20 years. Sri Lanka contributed to only 0.6 percent of total tourist arrivals in 1990, which increased to 7.6 percent in 2010. Sri Lanka was at the 15th rank in 1990, 7th rank in 2000 and it has been holding the position of second tourist generating country since 2006.

Similarly, the same pattern is found in the case of Chinese tourist flow as well. Chinese tourist arrivals were insignificant in 1991. The number of Chinese tourist arrivals recorded 7139 in 2000 which increased to 43119 in 2010, showing tremendous growth. The growth was by 6 times during the period of 10 years. China has become the third tourist generating country for Nepal. Likewise, the absolute number of tourist arrivals from Thailand and Bangladesh have also increased significantly from 9587 and 9365 in 2000 to 2521 and 21047 in 2010 respectively. Tourist arrivals from Thailand increased by 2.7 times and Bangladesh by 2.2 times during the period of 10 years.

On the other hand, the percentage share of tourist arrivals from India, Japan, France, Germany, United Kingdom, USA etc have declined tremendously. However, India is still the first tourist generating country for Nepal, the percentage share of tourist arrivals declined very sharply from 32 percent in 1995 to 19 percent in 2010. Similarly Japan was second tourist generating country for Nepal in 2000. The absolute number of Japanese tourist arrivals declined from 41070 in 2000 to 23272 in 2010 holding only ninth position. Likewise, the rank of France declined from 4th position in 1990 and 7th position in 2010. The rank of Germany also decreased from 5th position to 8th position. Similarly, USA and UK could not maintain its earlier position or rank.

b. Mode of Travel

Travel often constitute the single greatest expenditure item in a traveler's budget (Smith, 1995). Models of travel are first classified as being air, water or land based. Each of these may further be divided as suggested by WTO (1994).

Nepal can be visited either by air or by land, being a landlocked country, she does not have a direct access to the sea. The tourists preference for modes of transportation shows that the majority of tourists visit by air for example, only 74 percent travelled by air in 2010.

c. Sex Composition of Tourists

Gender and race issues are more important than nation or class issues in tourism analysis (Richter, 1995; as cited in Pardhan, 2008). Not only women travelers comprise a significant number but they are also the primary- decision makers in the majority of cases. For example, women comprise 40 percent of US business travelers and have been found to handle the stresses of business travel with more aplomb than their male counterparts (Richter, 1995). In Nepal, male tourists dominate the majority of tourists. Of the total tourists, male tourists comprised 61 percent in 2010 (MOTCA, 2010). The tourist arrivals classified by gender from 1990 to 2011 shows that male tourists exceeded female tourists in all the selected years of the study period.

d. Age structure of Tourists

Research on travel and tourism has identified age as an important factor that affects the tourists' choices of destination and activities (Vogt, 1992; Mansfield 1978). Specifically, young tourists place more importance on prestige, novelty and diversity of destination sites because 'doing so satisfied their needs for social consistency and social approval (Baskota, 2004).

Table 2.3
Tourist Arrivals by Sex and Age Groups (1990- 2010)

Year	Sex			Age group					
	Male	Female	Total	0-15	16-30	31-45	46-60	61 over	Not specified
1990	155311 (60.9)	99574 (39.1)	254885 (100)	10620 (4.2)	85903 (33.7)	82292 (32.3)	49388 (19.4)	26682 (10.5)	
1995	224769 (61.9)	138626 (38.1)	363395 (100)	22878 (6.3)	106603 (29.3)	120212 (33.1)	76647 (21.1)	37055 (10.2)	
2000	266937 (57.6)	176709 (42.4)	463646 (100)	19136 (4.1)	119816 (25.8)	148063 (31.9)	125140 (27.0)	51491 (11.1)	
2005	257972 (68.7)	117426 (31.3)	375398 (100)	30429 (8.1)	57115 (15.2)	114103 (30.4)	106077 (28.3)	67674 (18.0)	
2010	361611 (6.0)	241256 (40)	602867 (100)	4115 (6.8)	120395 (20)	189852 (31.5)	172800 (28.7)	64593 (10.7)	14071 (2.3)

Source: Nepal Tourism Statics, 2010

On the other hand, mature tourists emphasize the facilities of destination sites because they tend to be conceded with satisfying needs for self- consistency and social approval (sirgy, and sue, 2000;as cited in pardhan, 2008). Hence, age factor is particularly important in designing tourism promotion strategies. In Nepal, when the tourists are classified by age groups of ‘below 15 years’, 16-30 years’, 31-45 years’, 45-60 years’, and 61 years above’ through the period from 1990 to 2010, the majority of the tourists are in the age group of 31-45 years. In other words, tourists in the age group of ‘31-45 years’ demand Nepal tourism more.

e. Purpose of Visit

Above table depicts that more than 75 percent of tourists visited Nepal with holiday/ pleasure purpose till 1982. This percentage point declined and only 10.5 percent tourist arrivals were for holiday/ pleasure purpose in 2010. In the initial period up to 1982, the tourists visiting Nepal with trekking / mountaineering purpose were less than 15 percent of the total tourist arrivals. This percentage part increased to more than 20 % of the total tourist arrivals, except in 2005 and 2010. The most popular trekking areas of Nepal are Annapurna Conservation Area (ACA), Everest region and

Helambu Langtang valley. In 2010, 74161 tourists trekked Annapurna Conservation Area, followed by Everest region (31,189) and Helambu/ langtang valley (10,603) respectively (MOTACA, 2010).

Table 2.4
Tourist arrivals by purpose of visit (1990-2010)

Year	Holiday/ Pleasure	Trekking Mountain eering	Business	Pilgrimage	official	Conv/ Conf.	Others	Not spcfd	total
1970	41881 (91.1)	556 (1.2)	918 (2.0)	-	1528 (3.3)	-	1087		45970
1974	67748 (75.4)	11710 (13.0)	3896 (4.3)	-	3707 (4.1)	-	2777 (3.1)		89838 (100.0)
1978	124465 (79.7)	17304 (11.1)	6624 (4.3)	-	5660 (3.6)	-	2052 (1.3)		156123 (100.0)
1982	136693 (77.9)	22507 (13.4)	7374 (4.2)	-	7166 (4.1)	-	708 (0.4)		175448 (100.0)
1985	128217 (70.8)	28707 (15.9)	10416 (5.8)	-	9230 (5.1)	-	4419 (2.4)		180989 (100.0)
1990	161839 (63.5)	39999 (15.7)	11728 (4.6)	6713 (2.6)	26578 (10.4)	2838 (1.1)	5190 (2.0)		254885 (100.0)
1995	182307 (50.4)	84787 (23.3)	21829 (6.0)	5257 (1.4)	20090 (5.5)	5272 (1.5)	42953 (11.8)		363395 (100.0)
2000	225889 (55.2)	118780 (25.6)	29454 (6.4)	1580 (3.4)	20832 (4.5)	-	67179 (17.9)		375398 (100.0)
2005	160259 (42.7)	61488 (16.4)	21992 (5.9)	47621 (21.7)	16859 (4.5)	-	67179 (17.9)		35398 (100.0)
2008	148184 (29.6)	104822 (21.00)	23039 (4.6)	45091 (9.0)	43044 (8.06)	6938 (1.4)	129163 (25.8)		500277 (100.0)
2010	63082 (10.5)	70218 (11.6)	21377 (3.5)	101335 (16.8)	26374 (4.4)	9627	252473 (41.9)	40098 (6.7)	602867 (100.0)

Source : Nepal Tourism Statics, 2010

The number of tourists visiting for religious purpose was not recorded till 1985. The tourists visiting with religious purpose after 1985 was less than 10 percent except in

2005(i.e 12.7 percent). Although a large number of tourists are found to have visited different religious places such as Pasupatinath temple, Lumbini, Muktinath, Janakpur, Devghat, Barahachhetra, Gosaikunda etc. As for example , 99, 508 tourists visited Lunbini alone in 2010. Similarly, the number of tourists visiting Nepal with business, official, convention / conference purpose also increased between 1970 and 2010 significantly. In 2010, 4.4 percent of the tourist visited Nepal with official purpose, followed by business (3.5 percent) and convention /conference purpose (1.6%) respectively.

f. Seasonality in Tourists Inflows

Seasonal nature of demand is one of the major characteristics of the tourism industry (Law, 1995; as cited in pradhan, 2008). In some case the pull of a destination's tourists resources largely determines the timing of arrivals while in other cases, arrival patterns are determined mainly by driving factors in the organization region. Tourism is by its very nature subject to considerable seasonality. While seasonal foliations in demand can sometimes be reduced they cannot be eliminated. Thus when tourism is the primary industry in an area, the off –season periods inevitably result in serious unemployment problems (Pardhan, 2008).

Table 2.5
Tourist arrivals by month (1962-2010)

Year	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total Arrival
1962	489 (7.9)	596 (9.7)	787 (12.7)	829 (13.4)	486 (7.9)	237 (3.8)	440 (7.1)	284 (4.6)	328 (5.8)	616 (10.0)	590 (8.6)	497 (8.0)	6179 (100.0)
1970	2755 (6.0)	28163 (6.1)	3957 (7.8)	3603 (7.8)	3463 (7.5)	2236 (4.6)	4160 (9.1)	5042 (11.1)	3533 (7.7)	4555 (9.9)	4518 (8.8)	5332 (11.6)	45970 (100.0)
1980	10913 (6.7)	17731 (8.9)	14658 (10.7)	14658 (9.0)	11308 (6.9)	7938 (4.9)	10264 (6.3)	14134 (8.7)	9876 (6.1)	18318 (11.2)	17055 (10.5)	16519 (10.1)	162897 (100.0)
1990	19647 (7.7)	23828 (9.3)	284482 (11.2)	1101 (7.1)	13584 (5.3)	13584 (5.3)	13803 (5.4)	20179 (7.9)	21824 (8.6)	34975 (13.7)	23177 (10.3)	22666 (8.9)	254855 (100.)
2000	25307 (5.6)	38959 (8.4)	44944 (9.7)	43635 (9.4)	26361 (5.7)	26361 (5.7)	14480 (3.1)	34670 (7.5)	43523 (9.4)	59195 (12.8)	52941 (11.4)	40644 (8.8)	463646 (100.0)
2010	33563 (5.1)	49315 (8.2)	63051 10.5	45465 (7.5)	32515 (5.4)	32515 (5.4)	38998 (6.5)	54857 (9.1)	54857 (9.1)	79186 (13.1)	67587 (11.2)	50427 (8.4)	602867 (100.0)

Source : Nepal tourism Statics, 2010.

g) Length of Stay

One of the criteria for defining tourism is the length of stay. A concept related to length of stay is ‘overnight’. Staying overnight distinguished tourist from same day travelers. The temporal dimension of a trip is a distinguishing characteristic between same day visitors and tourist (world tourism organization 1994). Length of stay is a particularly important variable in measuring tourism.

Table 2.6
Length of Stay

Year	Average length of Stay (in days)	Year	Average length of Stay
1962	-	1991	9.25
1965	-	1992	10.14
1970	-	1993	11.94
1975	13.10	1994	10.00
1976	12.40	1995	11.27
1977	11.60	1996	13.50
1978	11.84	1997	10.49
1979	12.02	1998	10.76
1980	11.18	1999	12.28
1981	10.49	2000	11.88
1982	13.33	2001	11.93
1983	11.53	2002	7.92
1984	10.55	2003	9.60
1985	11.30	2004	13.51
1986	11.16	2005	9.09
1987	11.98	2006	10.2
1988	12.00	2007	11.96
1989	12.00	2008	11.78
1990	12.00	2009	11.32
		2010	12.67

Source : Nepal Tourism Static 2010; Shrestha, 2010

In the sixties, the average length of stay of the tourist was only 3 days in Nepal. With gradual popularity of trekking tourism and expedition to tourist destination, the length of stay of tourist has increased noticeably. The table reveals that only in three years (i.e. in 1975, 1996 and 2004), the length of stay of tourist has more than 13 days. Similarly, another four years (i.e. in 1991, 2002, 2003 and 2005), the length of stay of tourist remained below 9 days. In the remaining years, the length of stay of tourist varied from 10 to 13 days.

Nepal tourism development program has incorporated various aspects of tourism and Nepalese economy product development programs, marketing strategy, environmental impact, importance of education and training, institutional framework for the development of tourism, incentives to be given to tourism industry has been dealt with the report. The study has observed that the basic economic strategy of the tourism industry should be to earn foreign exchange for the country other aims such as employment generation, income generation region distribution are subsidiary aims but where conflicts arise these subsidiary aims must not detract from the main aim. At the same time, the tourism industry must achieve proper returns on the capital invested so that it can be mobilized for future investments.

2.5 Tourism in Lumbini

Lumbini is situated about 327km southwest from Kathmandu, 175 km southwest from Pokhara, 25 km west from sunauli (Nepal India border) and 22 km west from Bhairahawa. There are regular flights from Kathmandu to Bhairahawa and regular bus services from Bhairahawa to Lumbini, For Lumbini master plan area rickshaw and bicycles are available. It is situated in the foothills of the Siwalik range in the district of Rupendehi, Lumbini, the birth place of Buddha is one of the most important pilgrimage sites. Buddhist literatures mention that newly born Siddhartha took seven steps and uttered an epoch making message to the suffering

Humanity in the Lumbini garden. The beautiful sal grove of Lumbini garden was renowned for its beauty of shady grove of lush green of Sakya king Suddhdana of Kapilvastu, on the way to her maternal hometown Devadaha (ancient's Koliya kingdom) was passing through the Lumbini garden. It was the month of Vaisakha Purnima (Full moon day of the first month of Nepali calendar) of 623 BC, while the queen was walking in the garden, took bath in the Puskarini. After bath, she

proceeded to the north 25 paces, there she felt labor pain and supported herself grasping a branch of a tree and gave birth to the holy prince.

The Buddha highlighted the importance of Lumbini from his death bed; “ Ananda, The Lumbini, which should be visited and seen by a person of devotion and which would cause awareness and apprehension of the nature of importance. At this place Ananda who are on a pilgrimage to this shine if they should die with devotion in their heart during the course of the pilgrimage, will after their death and dissolution of the body be reborn in a good destination, a fortunate celestial realm.”

(Mahaparinirvana sutta)

Lumbini is the world top class pilgrimage destination for Buddhist, center of attraction to all peace lovers, historical and archeological site, it could be an important touristic destination. The above table represents the rank of first 16 tourist originating countries in Lumbini. The data shows that Buddhists countries especially (Asians) are the potential market of Lumbini. Most of the European countries, the USA and Australia are also a potential market for Lumbini irrespective of their religious faith.

2.6 History of Tourism in Lumbini

Lumbini is one of the best pilgrimage sites of Nepal, situated at the Rupandehi district further more it is also the place. Where queen Mayadevi gave birth to Siddhartha Gautam also known as Gautam Buddha and is place where Buddhists culture was founded. finally, it is also inlisted in the world sites by UNESCO. Buddha is founder of Buddhism. Lumbini is nice place for tourism and plenty of lodges are available. Lumbini is very attractive place to visit. Environmental condition is not too bad, there are many statues of Lord Gautam Buddha. The Gumbas are very attractive and wonderful, many tourists from all over the world come to visit Lumbini.

Nepal is a country with a unique and diverse history and culture. It has been blending and carrying the history of thousands of year. Its archeological remains, structures ,temples , monasteries, stupas, legends, religious books, rituals, caste/ ethnic groups and language, and festivals are more than enough to prove its multicultural and religious authenticity (Kumar and Ghimire, 2012 P.I) Nepal is honored to have on its territory Lumbini, the birthplace Lord Buddha the greatest, the brightest and the light of peace and indeed the most illustrious son of Nepal. The grove of Lumbini had changed into a pilgrimage site soon after the Mahaparinirvana of the Lord Buddha.

The importance of Lumbini is so great that the Buddha himself advised his followers to make pilgrimage in Lumbini. Lord Buddha explained the significance of Lumbini in the words: “Lumbini should be (visited) seen by person of devotion, and which would causes awareness and apprehension of the nature of impermanence.....” because Lumbini is the foremost Buddhist pilgrimage site in relationship to the other sacred sites (Ghimire , 2011p.46: Kumar & Ghimire, 2012 p.II) The site contains the ruins of ancient monasteries, a sacred Bodhi tree, an ancient bathing pond , the famous Ashoka pillar and the Maya Devi temple with the Nativity Sculpture and the marker stone indicating the exact birth spot of lord Buddha. The pilgrimage of the famous Indian Maurya Emperor Asoka guided by his spiritual teacher Upagupta to this holy site in 249 b.c. was the first noteworthy visit in Lumbini.

2.7 Review of Related Literature

Bhatai, (2002) presented an important study in planning models for Tourism development with reference to Nepal, this study has attempted to highlight that traditionally tourism development plans have focused on increasing the number of tourist. It is presented that it results in increasing earning. However, it has not been so, different sites have their own attractions. Due to certain advantages of selected sites, it is a natural tendency to develop these. Thus, Bhatai tires to suggest that it is not necessary that development of tourism in all areas are equally rewarding.

Burger (1978) in this Ph.D thesis entitled “The economic impact of tourism in Nepal: An Input – Output analysis”, he reminded that tourism in Nepal is of rather origin. Before, 1950 no foreigners were allowed to visit Nepal, without permission of the Rana rules. After opening the door of tourism ,the tourist inflow in Nepal rapidly increases. He indicated that more than 100,000 tourists visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate 20 percent, per annum and more than 80 percent of total tourists arrived in the country by air whereas about 20 percent arrived overland. He expressed the majority seeing purpose. One of the most important findings of the study was one out of six tourists who visited India also visited Nepal. The study concludes that “although tourism is a recent phenomenon in Nepal” it has grown an astonishing rate. Europe was the major tourists generating market of Nepal in 1975 but the USA was leading single country in terms of number of visitors.

In this study it was revealed that the tourist expenditure on products using local resources at current price were estimated Rs.51.74 million in 1974/75 and Rs. 319.30 million in 1987/88. This study also mutinied that the revenue at current price increased to Rs. 314.94 million in 1987/88 from 34.92 million in 1974/75 which indicate the domestic increase in the revenue.

Pradhan (1993) in his Ph.D dissertatation entitled “Tourist consumption pattern and its Economic impact of Nepal,” has opined that tourism sector contributed 37.99 percent as direct expenditure. The study also found that the direct import content was 33.49 percent in tourism sector, 17.34 percent in tourism related sector and 8.94 percent in non – tourism sector. The increase in tourist expenditure leads to increase in imports and this was found to reduce the positive effect on the national economy.

Shrestha (1999) has made a study in her Ph.D thesis on the topic “ Tourism in Nepal” problems and prospects had identified the basic problems of tourism in Nepal. The study also highlighted tourism industry having great prospects in Nepal. The study has observed that average growth rate of tourist arrival in Nepal from 1975 to 1997 is 7.27 percent per annum. She concluded that the correlation between tourist arrivals and foreign exchange earning in terms of US\$ shows the important of tourists arrivals for the economy. Being, labour –intensive service industry, tourism sector has high potentials for generating employment and it is a multi- sectorel industry. It has also been helping other sector of the economy such as agriculture, handicrafts industry and other allied industries.The performance of tourism industry from economic prospective also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet came to be known as a cheap tourist destination. However, Mrs. Shrestha has not compared the trend of tourist inflow and foreign exchange earnings as there emerge the insurgency and insecurity.

Tuladhar (1993) in his Ph.D thesis aimed to study the development of international tourism in Nepal, his main findings were, tourism is a subjective phenomenon and equally valid in resource management. Visitor continuously seek to see the combination of unusual events from more and more exotic land. In this case, Nepal is fascinating, exciting, mystic and exotic venue. For the mountain lovers , it is a red dreamland. Practically tourism is a dream industry, in this business one sells fantasy,

sky is the only limit. Turning visions into missions is the prime key to success in tourism which is never ending and ever changing.

Upadhyaya (2003) in his Ph.D. dissertation entitled “Tourism as a leading sector in economic development of Nepal” had opined that many countries have made various attempts to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms industrialization, some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development. To study the scope for global linkage of the Nepalese economy with special reference to tourism. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economics and to induce the other sector of the economy.

2.8 Review of Books

Tourism and Economic Development in Nepal (2006) , written by Manoj Kuwar Agrawal and Rudra Parsad Upadhyay is a comprehensive book in Nepalese tourism literature. This Book has attempted to Find out role of the Tourism sector in economy of Nepal.

Chand (2000) was focused on his book “Nepal’s Tourism uncensored facts”. He explains that the tourism in the context of Nepal emerges as one of the major economic sectors which unlike the other sectors has managed to tourism itself.

Tourism is a product of three main elements; destination, hosts and the tourists. Tourism is a process which obviously affects various aspects of society and culture. Primarily its impact is of economic nature. The contribution of tourism in gross foreign exchange is 15 to 17 percent and the influence of tourism is also centered in some specific areas only not throughout the whole nation but it does not mean to underestimate the tourism because we know a very little about the multiplier effect of the tourism; we must take account of the foods, vegetable and fruits that the tourists take as well as the employment plus the crafts that the tourists purchase. (Bhusal,S 2013).

2.9 Review of Research Articles

Upadhyaya (2005) in his article entitled “Tourism and regional development” posted on “vision of Ecos” that there is a positive impact of tourism on economy of Nepal.

It is also observed that it is established as one of the important sector of Nepalese economy.

Pardhan (2007), in her article titled “Tourism Industry...why a National Industry?” has highlighted the urgency of providing the status of national industry by our government without any delay.

Dahal (2007) in his article “Tourism and Development Plans in Nepal” analyzed that tourism has grown and became an integral part of the fabric of modern life,

Upadhyaya (2006) in his article entitled” Don’t Ask For The Doles but Close the holes” posted on “Vision of Ecos” has given some data of tourism destination and its effectiveness.

Tourism has influenced the society of Lumbini in both the local quality of life and the sense of place. In fact the movement of the outsiders in any area couldn’t be impacts less; of course the level of impact can vary on various aspects. From the economic aspects. From the economic aspects job generation by hotels / lodge is a very important impact of tourism in Lumbini. It is obvious that the hotels and lodge are meant for the visitors who do not have home out there. The entry of outsiders obviously requires the home to leave in for food and shelter and consequently local people have to work for it.

On the view of researcher Tourists are the key actors in the Tourism activity who travel and visit the destination in order to satisfy their purposes on the behalf of the people living around the Lumbini area. Lumbini is the most attractive place for Buddhists as well as others. Lumbini is the most probable destination of religious tourism.

CHAPTER-THREE

RESEARCH METHODOLOGY

3.1 General

Research needs to be carried out in a systematic manner. Research is carried out with a set of techniques and procedures. This chapter basically deals with the methods employed by the researcher on the research topic. Methods are guidelines, which aids the researcher in a scientific and systematic way. Main objective of this chapter is to present different data collection methods of primary as well as secondary data. In addition this chapter is to provide basic knowledge of study area and criteria for selection of study area. It also describes real situations of the study area.

3.2 Research Design

Research design Is the plan structure and strategy of investigation concerned. For this study field work study is done. Descriptive and prescriptive research design has been followed. Data was collected through questionnaire on tourist, hotel owners household and interview with Haridhoj Rai (Chief of LDT). Researcher has been taken as the representative of hotel owners , tourist and local people there are 11 wards in Madhubani VDC, among them ward no.7 is chosen by lottery method. There are 83 households in ward no.7 , among them 20% taken by random sampling method.17 person taken by purposive sampling who are engaged in tourist activities.

3.3 Rationale of the Selection of Study Area

Tourism as both domestic and international have importance for the development. Lumbini areas of tourism sites have been selected as the study area. There is greatly increased the number of domestic and international tourists from different part of world for different purpose. The study area is selected due to following reasons:

- 1) The researcher is better familiar with the area.
- 2) Easy accessibility to the area.
- 3) It is important and interested field to the researcher as well as it is great and importance issue at the present content.

3.4 Nature and Sources of Data

This study is mainly based on primary as well as secondary data. For this purpose questionnaire was served to tourism who come to visit Lumbini, local people, hotel and lodge owners to collect the primary data. Furthermore data has been taken from secondary sources such as various daily and weekly news paper, survey reports, articles, etc.

3.5 Universe and Sampling

Both type of sampling were used for the selection of sampling. under the probability sampling simple random sampling was used to select the intended number of samples from 17 local people 17, hotel owners and 17 tourist.

3.6 Source of Data Collection

3.6.1 Primary Data

This study was mainly based on primary data. Primary data collected by using different data collection tools such as structure and semi structure questionnaire, key informant interview, observation etc.

3.6.2 Secondary Data

Secondary data was obtained through various journals, survey reports, related newspaper, articles and previous published researchers. The data was collected from person related with tourism sector. Libraries in Lumbini, etc.

3.7 Tools and Techniques of Data Collection

Primary data collected by questionnaire from respondents. The responses of the primary data are from senior level officer of LDT.

3.7.1 Semi Structured Questionnaire

Semi structured questionnaire made to easy for collect the data. Three types of questionnaire were used for data collection.

3.7.2 Key Information

Key information was made during research especially to triangulate and verifies the information collected by information chief of LDT.

3.7.3 Interview

Interview with LDT staffs, social Mobilizes and information chief of LDT. It made to easy for researcher.

3.8 Methods of Data Analysis

This study depends on different techniques like as field survey, observation on the study area. And researcher used also different tools questionnaire, interview. The data obtained from the field survey were coded and categorized according to the requirement. This thesis used purposive method. Bar diagrams were used for visible analysis of the statistics. Important information are tabulated in the table. To reach final, many methods used to find the relationship between hotel owners and guest, people and culture health and people in this study. Questionnaire, interview, observation are used to find out the conclusion. This study emphasis the data analysis both qualitative and quantitative methods.

CHAPTER-FOUR

4.ANALYSIS AND INTERPRETATION OF DATA

The information and data obtained from the field survey, household survey data collected through lottery method in 11 ward of Madhubani VDC. Ward no.7 was selected there are 83 households in ward no.7 .household survey data collected through random sampling and questionnaire from 17 households, 17 hotels and 17 tourist.

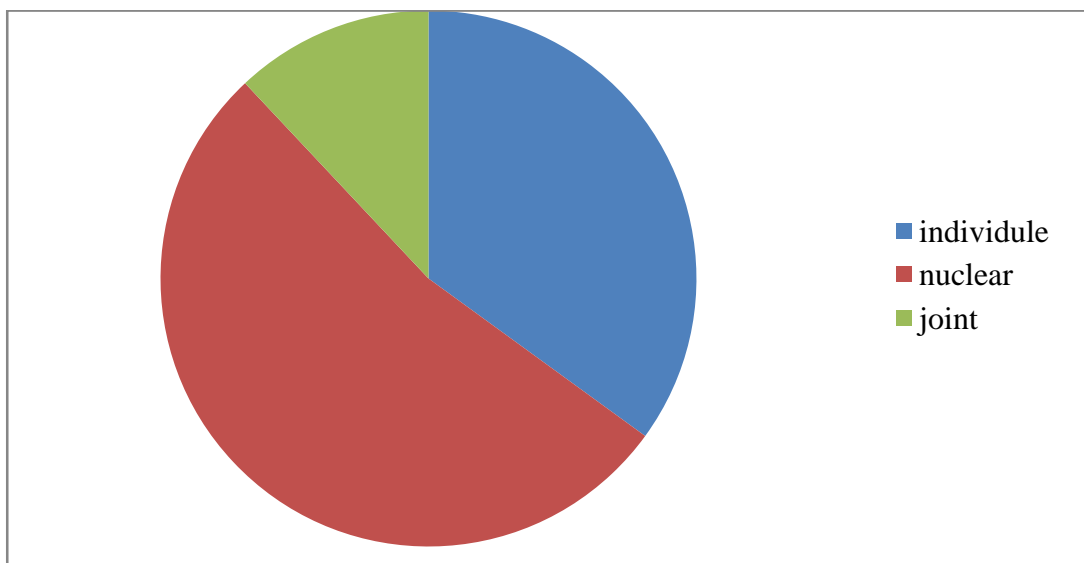
This research was conducted in Madhubani which is the part of Lumbini in Rupandehi District, located in near Bhairahawa. The distance from Kathmandu to Lumbini is 327 km. The total ward are 11 in Madhubani VDC

4.1 Socio- economic situation in Lumbini

4.1.1 Family Pattern

In the study area separate family system has increased due to the effect of time trend. People of study area came to know that separate family and individual family system is much better than joint family system. Every individuals earn the money engaging in different jobs which enhance them to visit different part of Nepal like Lumbini.

Figure 4.1
Family Pattern



Sources; field survey 2014

The above pie chart shows out of 17 respondents 6,9 and 2 respondents have individual, nuclear and joint family system at percentage 35, 53 and 12 respectively. In the study area nuclear family pattern has increased. The separate family and individual family system is much better than joint family system.

4.1.2 Age structure

Respondent in the questionnaire survey included different groups. The most of the respondents were taken from economically active age group people. Respondents classification according to age group.

Table 4.1
Age Structure of Respondent

Age group	No. of respondents	Percentage
10-20	6	18
20-30	10	29
30-40	9	26
40-50	6	18
50 and above	3	9
Total	34	100

Source : Field survey ; 2014

Above figure shows that the majority of respondents were taken from economically active age group 10-20, 20-30, 30-40, 40-50 and above 50 were taken 18, 29, 26, 18, and 9.

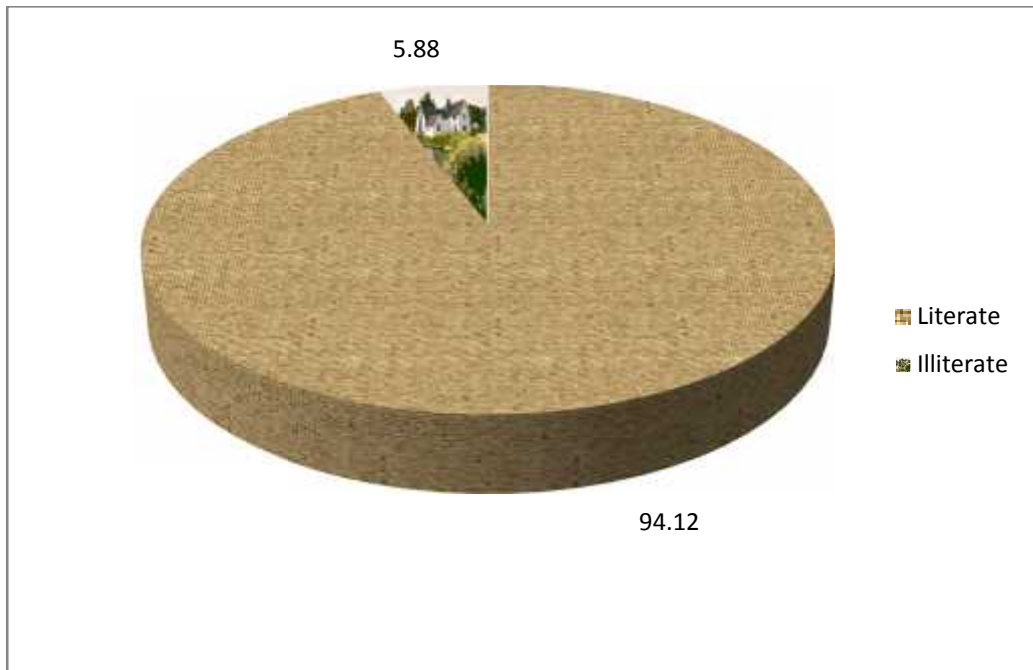
4.1.3 Education

All kinds of respondents were taken into consideration for the study purpose. The following figure show different educational level of the respondents.

Table 4.2
Educational Levels of the Respondents

Education	No. of respondents	Percentage
Literate	48	94.12
Illiterate	3	5.88
Total	51	100

Figure 4.2
Educational Levels of the Respondents



Source: field survey; 2014

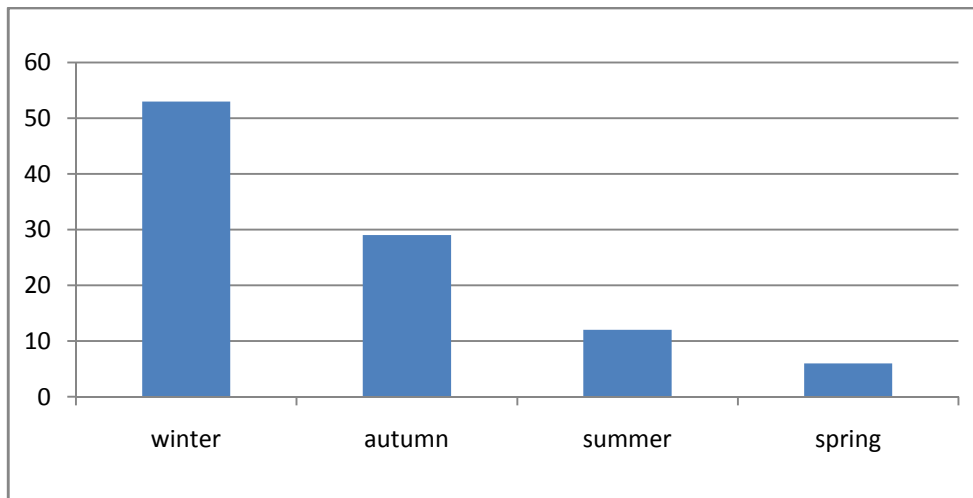
The above figure presents out of 51, respondents, 94 percent respondents are literate and 6 percent respondents are illiterate. literate percent is quite high.

4.1.4 Tourist Season

Tourism is one kind of seasonal business. So season directly or indirectly impact the tourism activities. From the survey of 17 hotel owners experience , following result was found in different season

Figure 4.3

Tourist Seasonal Variations in the Study Area



Source : Field Survey, 2014

Diagram reveals that 50 percent of hotel are getting business highly on winter season and 29 percent in Autumn season, 12 percent in summer season and 6 percent in spring season.

4.1.5 Traditional Rites and Rituals

Different people have different cultures maintained in different places. By the time they are being amended by the effect of civilization. Such kinds of effect are seen in Lumbini. There people followed their tradition rites and rituals in past age. But in present, they are changing gradually because of the inflow of tourists from different places. In this study different respondents have different views in the study area.

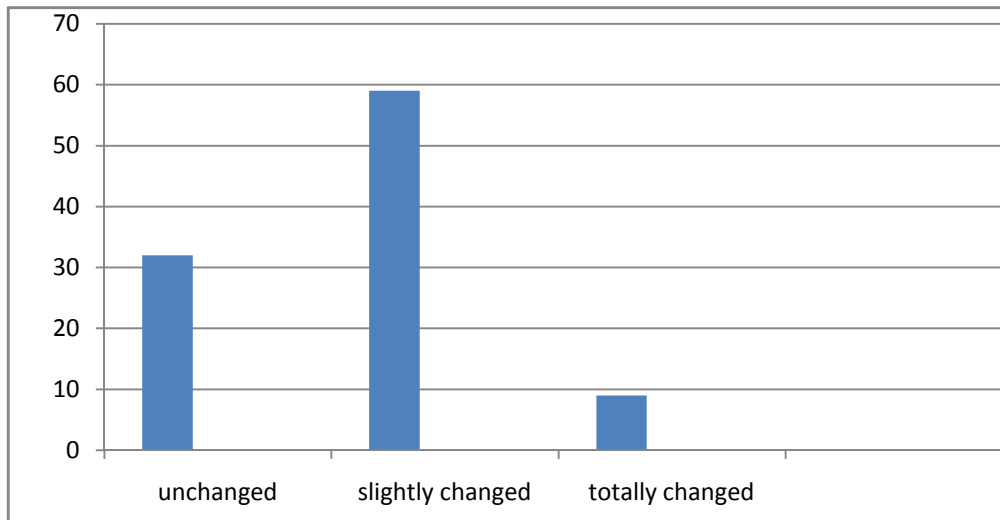
Table 4.3

Changing of Traditional Rites and Rituals Patterns of Local Respondents

Statement	Respondents	Percentage
Unchanged	11	32
Slightly	20	59
Totally changed	3	9
Total	34	100

Sources; Field Survey, 2014

Figure 4.4
Changing of Traditional Rites and Rituals Pattern of Local Respondents



Source : Field Survey, 2014

The table indicates that in the context of traditional rites and rituals, 32%, 59% and 9% from the field area are giving their views on unchanged, slightly changed and totally changed respectively.

4.1.6 Duration Length of Stay of Tourist in Lumbini

The length of stay depends on the availability of activities and facilities. To identify this, 17 hotel/lodge owners were asked from the field survey; it is found.

Table 4.4
Duration Length of Stay of Tourist

The duration length of stay depends on the availability of activities and facilities. To identify this, 17 hotel/lodge owners were asked. From the field survey, it is found.

Length of stay	Respondents households Hotel owners	Percentage
One days	9	52%
Two days/night	4	24%
Three days	4	24%
Total	17	100%

Source: Field survey; 2014

Above table shows that 52% respondents spend one day in Lumbini as well as 24% respondent stay two days and 24% stay on three days. It seems that it is not a good percent. If provides a many facilities for tourist easily increase the duration length of stay.

4.2 Problems of Tourism Development in Lumbini

To Promote Tourism in any area, it should have capacity to provide Facilities which the visitors want so that the tourists feel easy and comfort in visiting any area. So in lumbini also most of the tourist feel problems due to lack of proper guidance.

Table 4.5
Problem Faced by Tourist in Lumbini

Problems	No. of Respondents	percentge
Highly expensive	4	24
Lack of Guides	5	29
Lack of security	6	35
Others Problems	2	12
Total	17	100

Sources ; Field survey, 2014

Above table shows that the major problem faced by the tourist in the Lumbini is lack of security 35% of the sample tourist say that there is high risk of robbery, that during transportatin, in lodges and in sevral public areas. Similarly lack of good guides is another problem 29% of the sample tourist faced the guide problem. Similarly, 24% and 12% of the tourists faced highly expensive and others problem.

4.2.1 Means of Transportation Used

Lumbini is nearest city with airport in Bhairahawa. Tourist travel to bus or taxi to reach to Lumbini. Inspite of plane, the much respondent prefer to travel by tourist bus. After landing at airport much of the respondent opined that there is lack of informatin about public bus or taxi services. Travalling from Bhairahawa to Lumbini, many respondents opined that travel in the tourist bus or private car is comparatively comfortable than public bus because of over crowing and they use of slow and old vehical.

Table 4.6
Means of Transportation Used

Means of Transportation	Number	Percentage
Plane	2	12
Tourist bus	4	24
Public bus	3	17
Private car	2	12
Taxi	6	35
Total	17	100

Source : Field survey, 2014

From the table shows that 12 percent tourist are used plane, 24 percent are used tourist bus, 17 percent are used public bus, 12 percent are used private car and 35 percent are used taxi. The table conducted that due to lack of international airport in Lumbini many tourist does not use plane for their transportation. If international airport at Lumbini will established the tourist directly came in Lumbini.

4.2.2 Lack of People's Awareness

One of the major problems of nepalese tourism is the lack of public awareness. People do not have knowledge about tourism. Even people in this region have not still heard the world 'tourism' or 'paryetan' majority of the people engaged only their own occupation with agriculture which is also limited to the subsistence level.

Lumbini area has high tourism potenalities, but that is not developed still. Most of the people are unaware about the benefits which the tourism could provide them. Therefore, for the development of tourism industry government and non-government organization should provide formal education as well as informal tourism education.

4.2.3 Lack of Tourism Infrastructure

Nepal still facing many problems of infrastructure like road, transportation, communication, accomodation. Due to this problem of infrastructure, exploitation of available tourism potential is limited in the remote area is limited and potential tourist destination has not been developed yet.

Road is a key factor for the development of country as well as for tourism sector. Road is obstacle for development of tourism in Lumbini area.

Besides these, accommodation is another problem of this region for tourism, which is very important tourism infrastructure, there is no home stay facilities. So for the tourism development in the area government should encourage community based village tourism along with public sector for accommodation facilities.

4.2.4 Negligence of the Government

It is also another most problematic tourism problem in Lumbini. Instead of exploiting natural and bio- diversity for tourism in this region, the government seems to be overlooked about its potentialities. The main focus has been concentrated elsewhere, the tourism has already flourished. And , the proper plan has not yet been formulated for the long term rural tourism development. If tourism, as is widely accepted, is to be flourished, it has to be diversified to the different region in such a way the fruit of it goes to all equally. But, in Nepalese perspective it is not so, some of tourist destination has already reached to the bloom while others still lag far behind.

4.2.5 Lack of Publicity and Promotion

It is also major tourism problem of Lumbini. Due to this problem many foreign tourists even domestic tourists did not know about the paradise of this area. This region is very rich in tourism but lack of publicity and promotion, the tourist destination has not yet explored.

4.2.6 Lack of Trained or Skilled Manpower

Trained guides are most important to make the tourists visit various culture and historical places. With the co-operation of guide any tourists can study and know the correct image of Nepal as well as Lumbini. The maximization of tourist inflow depends on the way they influence the tourists through proper guiding and explanation about our unique socio- cultural and other related features. But the shortage of trained and skilled manpower has been always a handicap in the path of tourism development.

So, for development of tourism in the area, government and non-government organizations should provide training to the local people.

4.3 Prospects of Tourism in Lumbini

The study area of Lumbini is an appropriate site for domestic and international Tourism. The sources of tourist attractions like scenic beauty, quiet environment, different temples etc. Given following detail result based on the survey.

4.3.1 Major Sources of Tourist Attractions

Table 4.7

Major Sources of Tourist Attractions

Tourist Attractions	No . of Respondents	Percentage
Birth place of Lord Buddha	15	29
Mayadevi Temple	6	12
Lumbini Garden	4	8
Pleasure Environment	8	16
Above all and Other	18	35
Total	51	100

Source : Field Survey, 2014

The table shows that out of 51 respondents, 18(35%) considered the great importance of all components to attract the tourists.

4.3.2 Employment Generation

Table 4.8

Employment Generation

Employment patterns	Hotel	Percentage
Less than 5 staff	5	29
5 to 10 staff	8	47
10 to 20 staff	3	18
Above 20 staff	1	6
Total	17	100

Sources: Field survey, 2014

4.3.3 Income Generation

Tourism is play vital role for economic growth. It directly or indirectly help in related person as well as hotel owners. From the 17 hotels following income patterns are observed.

Table 4.9
Income Generation

Income in Rupees	Hotel	Percentage
1000-1500	6	35
1500-2000	5	29
2000-2500	4	24
2500-3000	2	12
Total	17	100

Sources; Field survey, 2014

4.3.4 Influncing Factors to Visit Lumbini

The respondent were asked what influenced them in their decision to visit Lumbini. Many tourist who visit Nepal come to know where Lumbini through travel agents otherwise they do not know where Lumbini and some of the respondent stated that they were influenced by advertisement, guide books, friends, were also cited significant influences.

Table 4.10
Influncing factors to visit Lumbini

Influncing factors	No . of respondents	Percentage
Advertisement	6	35
Travel agent	3	18
Guide Books	4	23
Friends	3	18
Other	1	6

Sources; Field survey, 2014

From the above table that shows 35 percent tourist influences by advertisement, 18 percent by travel agent, 23 percent by Guide Books, 3 percent by friends and 6 percent influences by others.

4.3.5 Lumbini is the World Top Class Pilgrimage Destination for Buddhist

Lumbini is the birth place of Lord Buddha so it is too much famous in the world. It is a centre of attraction to all peace lovers, historical and archeological site, it could be an important touristic destination. Today, Lumbini holds a highly esteemed position in the world. Lumbini is the top class pilgrimage destination for Buddhists, not only this; it is equally respected by Hindus.

4.3.6 Main Attractions of Lumbini

The Maya Devi Temple

The Maya Devi temple shrine is the heart of all monuments at this holy site. The complex also bears the testimony of several layers of construction over the centuries. The main object of worship here is the Nativity Sculpture. The restored Maya Devi temple was reopened on May 16, 2003 on the 2547th birth anniversary of the Buddha. The government of Nepal and LDT jointly restored the temple. The ground floor consists of the remains of the foundations of the early Maya Devi temple that dates back to 3rd century BC. The sanctum, sanctorum is the birth spot of the Lord Buddha in the Temple.

The Asoka Pillar

The historical pillar, created by Emperor Asoka in 249 BC bears the first epigraphic evidence with reference to the birth place of Lord Buddha. It is the most noteworthy monument and an authentic historic document of birth place of Sakyamuni Buddha. The inscription on the pillar is engraved in Brahmi script and Nepali language.

Natural Bio Diversity

Lumbini does not only promote contemplative value and spirituality but also attracts many naturalists, botanists and zoologists with its richness in biodiversity. One can find wide varieties of shrubs, herbs, flowers and plants here. Alongside, there are

more than 250 birds species including the world tallest flying bird sarus crane and threatened animals like pythons, blue bull Bengal fox wild cat etc in Lumbini.

4.3.7 Economic Aspects

In the 21st century, people are increasingly mobile. WHO estimates that up to 500,000 people are on planes at any given time? Though the purpose of movement may differ, they all are tourists. Tourism is a complex social, cultural, religious and economical development and one of the most significant phenomena. Tourism industry is the world's largest industry. It is a smokeless industry that employs thousands of people directly. Tourism is a labour intensive industry offering employment to skilled, semi skilled and unskilled manpower. It can provide employment for a large number of people and a wide range of jobs on the spot.

4.3.8 Cultural Aspects

The rich cultural heritage of Lumbini is attracted by religious tourists because of its sacred garden, The Maya Devi Temple, the marker stone, the Nativity sculpture, the Pushkarani pond, various viharas and stupas, artifacts and the Asoka Pillar. Nepalese and international monasteries representing different architecture and culture of Buddhists and Buddhist organizations are other attractions of Lumbini. There we can find important sites around Lumbini which are important in terms of Religious and Cultural value.

4.3.9 Eco-Tourism

Another attraction of Lumbini is the Sarus crane sanctuary where hundreds of cranes, hundreds of Blue bulls, 27 species of animals, 207 species of birds, 44 types of fishes and herds of Nilgai animals are protected. This sanctuary along with greenery can definitely be of interest for nature lovers. This will add a natural attraction to the cultural destination. Tourists can travel to relatively remote undisturbed natural areas with the objective of admiring, studying and enjoying scenery and biodiversity and cultural attributes.

4.4 Trends of Tourist Flow in Lumbini

Purpose of visit or the motivation for travel is the main driving force that makes tourists move away from their home to a destination where they can get what they Buddha and Buddhism that's why they moved to get their feet over the land where the Buddha was born pilgrims. Out of the 66 countries visiting Lumbini, Sir Lanka and Thailand have been at the top two countries, both representing Buddhism as religion of the majority. Number f tourists arrivals in Lumbini although decline in some years overall there is an upward trend. Tourist arrival in Lumbini according to various sources is as follows:

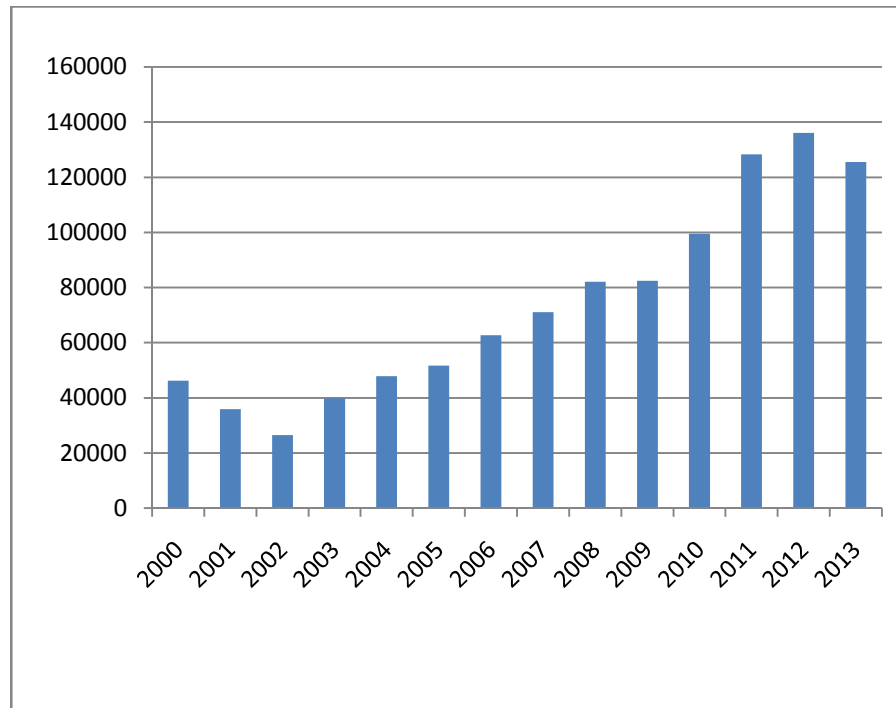
Table 4.11

Trends of Tourists Flow in Lumbini

Year	No. of Tourists
2000	46174
2001	35936
2002	26438
2003	39869
2004	47813
2005	51655
2006	62680
2007	71053
2008	82072
2009	82445
2010	99508
2011	128259
2012	136100
2013	125492

Figure 4.5

Trends of Tourists Flow in Lumbini



(Source : Tourist Information Center)

Purpose of visit or the motivation for travel is the main driving force that makes tourists move away from their home to a destination where they can get what they want. More percentage of the tourists are interested in Buddha and Buddhism that's why they moved to get their feet over the land where the Buddha was born i.e pilgrims. Number of tourist's arrivals in lumbini decline the upward trend in overall. It is a good news for all.

Records at the Tourism information center under the Lumbini Development Trust show 128,259 tourists from the third countries visited the UNESCO World Heritage site in 2011, 52,691 were from Sir Lanka, 26,382 from Thailand, 12503 from Myanmar, 80,701 from China, 6,078 from South Korea, 2,670 from Vietnam and 1,048 from Germany. In 2010 37,645 were From Sir Lanka, 22,833 from Thailand, 5,701 from Myanmar, 5,469 from South Korea, 4,712 from China, 2151 from Japan, 2371 from Vietnam and 975 from Germany.

Tourism plays an important role in Nepalese economy, particularly in terms of foreign exchange earnings and employment creation. Nepal opened to the rest of the world only during the early fifties. Early day's tourism was mainly concentrated in the

Kathmandu valley and only a few mountaineers visited the Everest and Annapurna regions that are attracted even today. With the increase in tourist numbers, Nepal developed the necessary infrastructure such as international airport in Kathmandu, a full pledged hotel sector, construction of domestic air strips, tourism related public and private institutions and travel and trekking agencies etc.

The tourism industry in 1998 accounted for an average of 46.6% of total exports 23% of total foreign exchange earnings (US \$ 161 million) and 3% of GDP. Total number of tourist arrival in 1998 was 463,684. In 2009, total number of visitor arrivals was 509,752. Of the total arrival of tourists in 1999 around three fifth came for holiday or pleasure and a little more than one fifth came for trekking and mountaineering. Rest came for business, pilgrimage and for official purposes. Total earnings in 2008 was US \$ 351,968,000/-. The average income per visitor per day is around US \$ 73 (NTB data). There are about 24 online airlines in operation in Nepal. Hotel and restaurant sector employed about 114,000 people in 1998. Although data are lacking, it is known that other sectors have both direct and indirect employment related to tourism.

The tourism development has, so far, been concentrated in a few major locations of central and eastern areas, and confined to a few major products. While cultural tourism is confined to Kathmandu and Pokhara, trekking is popular in the Khumbu, Langtang and Annapurna regions, and Chitwan is to focus for wildlife and eco-tourism.

Cultural and Religious tourism also play an important role in Nepal. Even then it is difficult to say that the Nepali Government had given due recognition to cultural tourism as in the case of leisure and nature based tourism..

Nepal is exceptionally rich in terms of archaeological monuments, historical places, unique cultural diversity as well as natural beauty. Hence the tourism in Nepal has enormous potential but it has not yet been exploited fully. Although tourism has emerged as one of the fastest growing industries in Nepal it has not been promoted nationally and internationally as required. This can be done collectively by the countries in the region under the umbrella.

CHAPTER–FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Tourism industry has a back bone of economy in every developing country like Nepal. Development of tourism sector has contributed to increase employment and income generation of a country. Nepal is famous for natural beauties, like Mt. Everest, the highest peak of the world. Cultural heritages like temple of Lord Pasupatinath, Lumbini, the birth place of Lord Buddha. So, Nepal has become the attractive destination for tourists all over the world. Similarly, Lumbini is famous for world heritage site Lumbini garden, Santi Deep, Mayadevi temple, monastery and different types of temple. It is situated near Siddarthanagar Bhairahawa. The present study is based on both primary and secondary data. The secondary data were collected from different publications and department of tourism. The primary data were collected by administering the questionnaire, observation, discussion and survey of hotels/ lodges, households and tourists. The major findings of the study are described here under.

From the study it is found that out of 51 total surveyed people about 94 percent literate and 6 percent illiterate,

From the survey found that in the traditional rites and rituals, about 34 respondent 32 % unchanged, 59 % are slightly changed and 9% are totally changed.

On the other hand out of 17 hotels, 35 percent hotel earn the 1000-1500 per day, 29 percent hotel earn 1500-2000, 24 percent hotel earn 2000-2500 and 12 percent hotel have earn 2500-3000. Similarly in employment sector out of 17 hotels, about 29 percent, 47 percent, 18 percent and 6 percent hotel generate the employment opportunities less than 5 staff, 5-10 staff, 10-20 staff and above 20 staff. It indicate that increasing employment in different hotel in Lumbini.

Tourist visiting in Lumbini their attractions are Mayadevi temple, Lumbini Garden, Pleasure environment etc.

Due to the modernization, socio- cultural life of people changed with direct or indirect connection of foreign culture in the Lumbini. Some individually tourist also support in infrastructure development. Most of tourist come in Lumbini to see the 'Birth Place of Lord Buddha'.

5.2 Conclusion

Today Lumbini holds a highly esteemed position in the world. Lumbini is the top class pilgrimage destination for Buddhists, not only this it is equally respected by Hindus and other. It is also a very popular destination for non Buddhists and non Hindus. Lumbini can attract millions of pilgrims and the visitors from all over the world. The trend of tourist arrival in Lumbini is increasing every year.

By proper management of attractions and strength, threats of tourism could be minimized by maximizing the opportunities. Rural tourism could be the clean force to change the livelihood of rural people and an integrated development of the area as well.

Lumbini is one of the most important tourist destination in Nepal from the religious and cultural aspect. The history says that travelers visited Lumbini from ancient times. Lumbini is not only a sacred complex for Buddhists but also for Hindu as well as other religious people due to the peace land. Besides religious tourism, Lumbini and its periphery can be the attraction for eco- tourism, socio- cultural, entertainment, adventure and others. It can be developed as one of the many opportunities that rural communities of the area might consider to improve their: production and productivity job and incomes. In view of analysis presented above, it appears that Lumbini plays a vital role in Tourism for generating additional employment and income.

5.3 Recommendations

Due to the highly potentiality of domestic as well as foreign tourists in Lumbini. Lumbini plays the vital role for the socio- cultural and economic development of earning currency. Similarly, local people and local owners are also benefited from tourism. To promote further tourism activities in Lumbini following recommendations are suggested.

-) More attention is to be paid by the government and the concerned authorities to the tourism products development, strengthening of services and facilities and marketing of products, and publicity through different communication media both at national and international level.
-) Co- ordination among local people, agencies like Lumbini development trust , District Development Committee, Village Development Committee and other

such agencies should have carried out integrated programs for the development of Lumbini.

-) Infrastructure: physical infrastructure like transportation, communication and electricity facility, health and educational infrastructure, drinking water and sanitation should be managed properly.
-) Tourist materials: Having been so popular Buddhist pilgrimage site cheap and reliable informative tourist materials, pamphlets, booklets, cassette, maps, VCD, tape recorder and photographs should available in proper sites.
-) Preservation of indigenous Culture: Local cultural activities like Biraha, music and dance should be organization. Tharu culture and life style among others should be preserved. Hotel and local community groups should be aware for their cultural activities.
-) Creation of an industry- free zone around Lumbini, Government should stop to establish and to permit to establish new industry around Lumbini, creation of fresh environment inside the Lumbini complex.

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Questionnaire for Local People

1. Personal profile

Name Address

Age

Occupation;

2. Family profile:

Sex/age	1-5	5-10	10-20	20-30	30-40	40-50	50 and above
Male							
Female							
Total							

3. What is the occupation of your family members?

Sex/ occupation	Farmer	Student	Teacher	Business	Sivil Services	Other
Male						
Female						
Total						

4. Do you have land?

Yes.....no.....

5. What type of land ownership do you have?

Type	Own	Owned by lease	Owned by bataiya	Others
Amount				

6. How much land do you own?

Types	Registered	Non registered
Amount (kattha)		

7. How much your family annual income is?

Rs

8. How much your annual expenditure is?

Particular	Basic needs	Clothing	Education	Health	Other	Total
Amount (Rs)						

9. What is the structure of the house?

- a) Stone, mud and tin
- b) Stone, mud and straw
- c) Cemented
- d) Small huts
- e) Other

10. Do you suppose tourism as an source of income?

.....

11. What might be main tourists attractions of Lumbini area?

.....

12. Do you see future prospects of tourism in Lumbini?

13. For what purpose mostly the tourist visit in this area?

.....

14. What is the main opportunity of tourism?

- a) Economic gain
- b) Utilization of local resources
- c) Improvement of livelihood
- d) Publicity of the area e) conservation of religious

15. What is the main threat of tourism?

- a) Change in culture
- b) Threat on biodiversity
- c) Change in religion
- d) And other negative impact on adults

16) What is the most attractive things that the tourist find in your area?

17) Do you feel any necessity of any kinds of training seminar awareness program to promote tourism?

18) Can you give any suggestion to promote tourism better in your area?

Questionnaire for hotel owners

1. Name of the respondent
2. Age 16-25; 26-30, 31-45, 46-55, 56 and above
3. Sex male female
4. Normally, which type of tourists visit in the area?
 domestic foreign
5. What is the pick season for tourist arrival?
.....
6. What is the purpose of this visit?
.....
7. Generally, how long do the tourists stay in this area?
 few hours one night
 two night more than two night
8. What are the facilities provided to tourist at your hotel?
.....
9. What are your rent for rooms and beds?
Double bed Single bed
Others
10. How many rooms and beds are available in your hotel/ lodge?
11. How much do you earn per month from tourism business?
 - a. Rs 400- Rs 1000
 - b. Rs 1000-Rs 1500
 - c. Rs 1500- Rs 2500
 - d. Rs 2500 –Rs 3500
 - e. Rs 3500 and above
12. What is liked by tourists most in Lumbini?
13. What can we do for the development and improvements of tourism profession in future?
14. Are any potential sights for tourism activities in Lumbini?
15. What do you think the fundamental things for tourism development?
16. Have you any recommendation for the promotion in Lumbini?

Questionnaire for Tourist

1. Name of respondent:
2. Age : ()
3. Sex: a. Male
 b. Female
4. Education status:
5. What is your purpose to visit Lumbini?
6. For how long would you stay in Lumbini?
7. Which factor influenced you to make your decision to visit Lumbini?
8. What is the means of transportation you need to travel here?
9. How much you are spending per day?
10. What do you like most in this place?
11. In the period of your visit what are the problems do you find?
 - a) Transportation
 - b) Tourist Guide
 - c) Sanitation and Pure Drinking Water
10. Have you any suggestion for tourism development in Lumbini?

Appendix 1

Discussion with the Local People

1. How is the prospect of Tourism in this region?
2. Can Tourism help Reduce Poverty?
3. What are the major negative and positive impacts of tourism in your society?
4. Are poor benefited from tourism business?
5. What is the level of people's participation of tourism activities in this region?
6. What are the major challenges of tourism promotion?
7. Has tourism created to improve living standard of local

Appendix -2

Interview with the key informants

(Lumbini Development Trust staffs, social Mobilizes and Information Chief of LDT-)

1. How can this region be made a popular destination?

.....

2. How can tourism help reduce poverty?

.....

3. What are the major challenges of tourism promotion in this region?

.....

4. How can tourism be made sustainable?

.....

The sample pictures of Lumbini

The Maya Devi Temple



-

The Shanti Deep



The Asoka Pillar

