

# **CHAPTER: I**

## **INTRODUCTION**

### **1.1 General Background**

Nepal is a developing country having rich socio cultural and natural resources. It has immensely diverse and undulating topography, varied climate and mix of people that combine to produce a magical attraction for the outsiders. Having uniqueness and diversity in regard to ethnicity customs, social structures as well as natural phenomena e.g. flora and fauna, Shangri-la for its scenic beauty and uneven/unrequited ecological and natural environmental variation ranging from the Terai plains to mountains and high Himalayas representing richness in biological and cultural diversity can contribute to prosperity and progress of the nation. Although it is rich in panoramic scenic beauty and paramount resources, the country has not been able to absorb its property for the multidimensional development of the nation. The country has been consistently ranked as one of the poorest countries in the world. Nepal's poverty headcounts remained 21.6 percent in 2016, GDP per capita income of Nepal was recorded US \$862 in current FY 2016/2017 (NPC, 2016).

A large portion of total population is residing in rural area. So there is a great challenge to the nation to eliminate the massive poverty of the country through gradual development of the area and to provide basic need to the people. To overcome these challenges, the nation has been conducting some efforts however, are not gainful. The efforts are being in vain to some extent. In this situation 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 to male and female and income opportunities. Tourism helps to create foreign exchange earnings. Foreign exchange earns from tourism on 2016 is 2.9 percent of GDP, total no. of tourist who visited Nepal in 2016 is 5,38,970 Nepal has set a vision 2020 with a target to bring in 2 million tourists and create employment opportunity to

1 million people by 2020 by developing Nepal as an attractive, recreational and safe tourists destination in the world map by preserving and promoting natural, cultural, biological, as well as man-made heritages of Nepal (MoF, 2016).

Nepal tourism despite having a longer history has really developed since 1950s. Tourism has now emerged as a major contributor to the country's economy. Figures released by the Ministry of Culture, Tourism and Civil Aviation show that the number of tourists has increased from 602,855 in 2010 – 2011 to 803,092 in 2011 – 2012. With the world's largest mountain range 'the Himalayas', the tallest peak, Mt. Everest, and many areas of untouched nature to offer Nepal attracts many tourists, trekkers and climbers and has become one of the hottest destinations for tourism. Tourism also increases government revenue through various types of taxation and reduce nation trade deficits. Tourism has also socio-cultural significance. It helps to develop international peace, friendship and understandings.

Lumbini, the birthplace of Siddhartha Gautam, is situated in Lumbini Cultural Municipality of Rupandehi District in the South western plains of Nepal. A prince of Shakyamuni kingdom, Siddhartha Gautam, later known as Gautam Buddha is the profounder of Buddhism. Lumbini area is the birthplace of Lord Buddha and its religious value has been attracting pilgrims since the very early ages. The archaeological remains, which were excavated throughout the last century and which are now conserved at the site, provide testimony of these pilgrimages since the 3rd century BC. It is for these reasons, that Lumbini area was inscribed in the World Heritage List in 1997 (DDC Profile, 2011).

Lumbini area and its surrounding areas have been sites of pilgrimage for centuries. The archaeological remains in the Greater Lumbini area, some of which were excavated in the last century, not only reveal the exact location where Lord Buddha was born but also provide testimony of pilgrimages dating back to the 3rd century BC. Periodic efforts have been made at both the national and international level to turn Lumbini area into a major site for tourism

and Pilgrimage for Buddhists from around the UNESCO/ Dhan K. Limbu world. However, this vision is yet to be fully realized, and many of the locations in the Greater Lumbini area are yet to undergo archaeological investigations and excavations (UNESCO, 2013).

Today, Lumbini area can be considered a center of world peace: a first class pilgrimage destination and a symbol of international brotherhood, peace and prosperity. Lumbini area is one of the most important holy sites for Buddhists, who wish to visit it at least once during their lifetime. Lumbini area is also popular among non-Buddhist visitors and has the potential to attract millions of pilgrims and visitors from around the world. The importance of the site is so great that the Buddha himself advised his followers to undertake pilgrimages there, Lumbini area should be visited and seen by persons of devotion, a visit will create awareness and apprehension of the nature of impermanence (Ghimire, 2006).

## **1.2 Statements of the Problem**

Tourism has been identified as vehicle to reduce poverty. In order to accomplish this goal, tourism has to be managed in a sustainable manner. Tourism, being service industry, demands pragmatic planning of tourism's development, as it is a multiphase activity with many inter sectorial linkages. As it has its multiplier effects, it can bring about positive changes among all the stakeholders. The development of this sector contributes to raising the living standard of the people. However, despite the fact that Nepal holds immense tourism potentialities because of her natural and cultural heritage, the country has not been able to reap desired benefits from tourism which merely contributes about 4 to 5 percent of GDP. This bleak situation prevails because of both internal and external factors. Some of the internal reasons for this slackness are the ongoing political unrest, internal conflict, poor marketing performance, negative portrayal of the country's image in the international area and managerial weakness. Study on Lumbini area is a difficult task for everyone because it is

one of the most famous place of Nepal as well as south Asia also it was studied regarding the status and problems of a particular tourists place on the basis of following research questions:

- What is the present condition of tourism development in Lumbini area?
- How does tourism industry contribute in Lumbini area?
- What are the problems and prospects of tourism development in Lumbini area?

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

General objectives of the study is to find out the problems and prospects of tourism development in Lumbini area. The specific objectives are as follows:

- To find out the present condition of tourism development in Lumbini area.
- To find out the socio-economic contribution of tourism in Lumbini area.
- To explore the problems and prospects of tourism development in Lumbini area.

### **1.4 Importance of the Study**

Many of the tourists who arrive in Kathmandu do not include Lumbini area in their destination program. So, the authorities should work to channelize the tourists to Lumbini area. There is no denying the fact that Tourism is growing fastest in developing countries, where it is a major component of most economics. Domestic tourism fosters local development in poorer rural areas. Tourism is one of the world's largest industries. Today, tourism being a major and important industry as sources of both national/international exchanges has an important role in economic development of the least developed countries, like Nepal. This study has been examined the scope of domestic Tourism in Lumbini area. Many studies have been carried out on the problems and prospects of tourism have drawn but not are so much concerned with tourism of Lumbini area. This study is important for investigating the problems and prospects of tourism in Lumbini area. This study also seeks to

assess the impact of tourism activities in the area under study, both human and natural environment which were of more important for recommending to the plan and policy makers to formulate appropriate plans for further promotion of the similar areas of the nation.

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

Only limited numbers of participants were involved in this study and it covers only Lumbini area. Thus the findings may not be generalized to other area and other parts of nation.

The major limitations of the study are:

- The study has covered only socio-economic contribution and economic problems and prospects of tourism in Lumbini area.
- Trend analysis of Tourism inflow of this study covers the period 2011 to 2016.

### **1.6 Organizations of the Study**

This thesis is organized into five different chapters. The first chapter analyzes the background of the study, research problem statement, significance and purpose of the study. The second chapter analyzes previous literature reviews of the subject. The third chapter analyzes the methodologies, research design, data collection procedure, etc. The fourth chapter discusses on the data collected and information gathered. Data are presented diagrammatically and analyzed to make understandable. Finally, a summary of the whole thesis including conclusion about the study is made. It also offers some recommendations to enhance or promote the marketing of Lumbini area, Nepal as an international tourists destination.

## **CHAPTER: II**

### **REVIEW OF LITERATURE**

#### **2.1 Review of Books, Journals and Articles**

Tiwari (1994) said that the tourism has developed as a subject of academic course. Scholarly interest focused on its economic aspect as possibilities of tourism as a catalyst of economic development especially of regions lacking conventional resource endowments come to be recognized. The structure and organization of the new service industry and its calls on financial resources were analyzed in the course of national and international efforts to promote tourism in the world's poor countries.

Satyal (2002) claimed that tourism helps much in the redistribution of national income. Tourism assists in creating new opportunities to utilize and thus prevent the national income being accumulated by a privileged few saving were converted into gold, silver, jewels and precious metal in the Middle Ages. Saving in later ages in Europe was invested in the purchase of land and forests. But tourism on the other hands, allow to veritable exports of goods and services at the present time in term of sales of national goods and services to tourists who visit the country and pay with foreign currency, help the entry of foreign capital. The expenditure includes, amongst other things; import of goods and services and therefore tourist expenditure of national abroad, the export of national capital which is invested on a short or long term basic abroad.

Arayal (2005) focused the trend of tourist arrivals in the country, contribution of tourism sector to the GDP, foreign currency earning through tourism and to review the tourism policy in Nepal. Arayal's study is completely based on the secondary information and uses regression analysis. This provided guidelines for development methodology for the present study.

ILO took the initiative of drawing up a convention of paid holidays which required the member states to grant a paid holiday of a minimum paid holiday at six weeks per year (Kunwar, 2006).

Thus industrial revolution in the 19th century gave birth to a large and prosperous group in western Society. Industrialization grew and trade and commerce developed as result prosperous group became richer. Increasing industrial activities in turn gave rise to new settlement; town and cities were established to accommodate increasing number of labor force engaged in industries. Thus three major development ; increase in wealth of industrial society, development of means of transport and travel organization earned extra ordinary growth of tourism during the last 50 years throughout the globe (Kunwar, 2006).

Upadhyay (2008) said that rural tourism is a complex multifaceted activity. It is not just farm based tourism. It concludes farm based holidays, eco-tourism, walking, climbing, adventure, sports, health tourism, hunting, fishing, educational art and heritage tourism like to achieve maximum human welfare and happiness, through sustainable socioeconomic development of rural area, to reduce regional inequality and economic disparities and to contribute in poverty alleviation. Likewise he has recommended to government, Jara Gaon development Board, Public, private and co-operative sector to pay their attention in time to develop rural tourism in Nepal. The official records do not indicate any planned approach regarding tourism till 1950. The first study regarding tourism potential of the French government along the publication of "General plan for the organization of tourism in Nepal".

Dhital (2009) claimed that the impact of tourism in female employment generation from different perspective to assess the contribution of tourism in Nepalese economy and female employment generation to recommended measured and strategies to development tourism industry as an important sector for employment generation. He adopted field survey and simple random sampling methodology selected 35 employers from various sectors of tourism

field where 276 employers were working. Among them 14.1 percent were working in basic level, 38 percent people in middle level and 13.28 percent in high level. Out of the total 110 sample were in between 20-30 years old and rest were above 30 years.

Das and Acharjee (2012) focused that tourism if is well planned could be raised to an important income and employment generating factor for the local households which help to extend the local economic activities. From above all definition, we conclude that tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering their needs and wants.

Regular pilgrimages that attract hundreds to thousands of believers to certain destinations and Sites have undoubtedly economic importance. On the one hand, it is a general obligation of the municipal authorities for example to provide parking areas, organizers, regulate traffic, to Establish rules for stall sales, maintain access roads (as a place of pilgrimage is in the rural site), to coordinate medical and security service. Thousands of pilgrims, in addition to the main goal of pilgrimages, consume goods and services including accommodation. This income remains in the destination and is also a considerable multiplier effect these initial expenses. Religious tourism is less susceptible to economic fluctuations in the market. Because believers are engaged visitors, they prepare their journey in advance, and travel regardless of the current economic situation (Lickorish and Jenkins, 2013).

Differences in values, interests, expectations and priorities among stakeholders, a major source of dissonance, may create conflict in heritage and can be a challenge for its preservation and management. This study uses Lumbini, Nepal, the birthplace of Lord Buddha, to examine heritage complexity and tourism. Lumbini, one of the most important Buddhist sites for the world's 500 million Buddhists, is surrounded by a population of different faiths, mainly Hindus and Muslims. Locals, who are predominantly non-Buddhist, see the local patrimony more as an economic resource than spiritual one, whereas the



government uses the site for building national pride, garnering international support and promoting tourism. Furthermore, despite its potential for attracting Western, regional and domestic tourists and a growing trend in arrivals, the community and the region have not benefited well from tourism. Although Lumbini area is currently experiencing “latent dissonance,” this can be reduced through communication, cooperation and collaboration among various stakeholders (Heritage tourism, 2009).

Religious and pilgrimage tourism is closely bounded to destination. In this context, to remain sustainable, the monuments and natural sites must be protected and restored in order to prevent congestion and not exceed load capacities. The management of these destinations should assure a development of sustainable local economies and respect for the traditions and customs of the host populations (Kiralova and Straka, 2013).

Most religious monuments can attract visitors who may not have a religious affiliation. Some visitors are motivated to visit religious destinations because of their religious belief, religious monuments of architectural attraction, interest in their historical value, or all at once (Kot and Slusarczyk, 2014).

Tourism motivated by religious or spiritual reasons or associated with religious, cultural heritage and pilgrimage destinations and sites was previously a largely domestic phenomenon (Stefko, Jencova and Litavcova, 2013, Kavoura and Katsoni, 2014)

Nepal has huge possibilities in the tourism sector. The Himalaya nation is famous for its natural beauty, the world's highest peaks, national parks rich in flora and fauna, snow-fed rivers, exceptional trekking routes, wonderful lakes and welcoming people. Nepal is rich in its cultural and religious diversity as well. Possessing eight of the ten highest mountains in the world, Nepal is a tremendously attractive location for mountaineers, rock climbers and adventure seekers. Apart from being an attractive destination for adventure, Nepal's pleasant climate and ever welcoming nature of Nepalese show there is a tremendous prospect of

tourism ahead in Nepal. Tourism as an emerging global phenomenon enhances the world travelers to explore the wonders of the world. Nepal is also being an integral part of a global system of tourism cannot escape benefiting from this emerging field. Nepal as a Himalayan nation has enormous tourism prospects. If many unexplored regions of Nepal are identified along with popular tourist destinations the Himalayan state can make remarkable progress in the field of tourism (Himalayan glacier, 2015).

## **2.2 Review from the Dissertations and Master's Theses**

Burger (1978) analyzed the impact of tourism on Nepalese economy and to provide necessary information to the planners that will help them in making decision with regard to the contribution of tourism industry. According to his study before 1950, in Rana regime, no foreigners were allowed to visit Nepal without permission of Rana rulers. After opening the door of tourism the tourist inflow in Nepal rapidly increased. He indicated that more than 1,00,000 tourist's visitor the country in 1976. Since 1962 the number of tourists arrival have grown at an average rate 20 percent per annum and more than 80 percent of the total tourist arrived in the country by air and 20 percent arrived by road. The study pointed out that Europe had been the major tourist generator for Nepal in 1975 and majority of tourist come for pleasure and sight-seeing (Burger, 1978). The major findings of the study were tourism plays an important role in the Nepalese economy. In Nepalese economy, tourism is effective and promising instrument for foreign exchange earnings. Another most important finding was that only one out of six tourists who visited India also visited Nepal.

Khadka (1993) analyzed the outcome of tourism development in Nepal in the late 1980's. The analysis is concerned with two specific areas first is related to performance and efficiency of hotel investment in generating foreign exchange and the second is concerned with the economic impact or tourism under limited supplying capacity. The major finding of his study

is the hotel bed occupancy rate, double bedroom place and marketing activities are found to be important for the performance of hotel industries. Among the various categories of hotels, quality hotels and safari hotel are found to be more efficient generate or of foreign exchange than others. However, the economic impact of tourism is found to be lower than that of others foreign exchange generating sectors. But, the researcher put forward that the role of tourism in economic development is significant. The net earnings from tourism are greater than some other sector of the economy. Hence, promoting standard hotels serving high paying tourists can enhance the economic contribution of tourism.

Poudel (1996) attempted to explore the nature and cultural resource of tourism and impact of tourism on physical and cultural environment and to suggest measure sustainable tourism development tourism in Pokhara, Ghandruk and Muktinath. Pokhara is the most popular destination and second most visited city by tourist in Nepal. It is well known for Phewa lake, begnas lake, panoramic view of Annapurna, Himalayan range, natural cave, waterfalls, gateway to Annapurna circuit route etc. Ghandruk is the excellence of all the attraction of mountain tourism and Muktinath is famous for Hindu pilgrims to gate purification of life and salvation. His study finds tourist arrival in Pokhara reveals high seasonality marked by 40-45 percent recording in Oct-Nov and March-April months. Annapurna circuit route along the Marsyandi and Kali Gandaki valley most preferred routs of the region. This study reveals that 2188 people have been employed in tourist hotels/lodges and restaurants located at Pokhara, Ghandruk and Muktinath.

Upadhyaya (2003) 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 of industrialization some further alternative is to be fund 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 economic and to induce the other sector of the economy.

Khadka (2012) studied that Gerku has basic infrastructure facilities, which shall be upgraded. It also shows that it has tourism products to attract tourist in near future. At present the income generation and employment opportunity from the tourism sector is not so as expected or in other words having much more potentiality the people of Gerku cannot harness the opportunity from this sector. So, community involvement and community cooperation is special feature of rural tourism. It is necessary to make active participant of all the local people in this sector, it will be better in form of sustainable tourism. In the course of development tourism brings both positive and negative impacts within the society but the locals shall minimize the negative one and boost up the positive reaction. Thus, we can say that Gerku has great scope in the tourism field, which shall be actualized to increase the level of income of the locals.

Chaudhary (2013) found that Lumbini area is not only religious place but also important place for archeological biodiversity research and survey. There are opportunities for the development of Lumbini area as tourists destination but improper infrastructure, passiveness of local towards Lumbini area and minimum participation of local people are problems of to develop Lumbini area as tourists destination. This heritage site is exceptional universal value which deserves protection for the benefit of humanity.

Karmacharya (2013) found that Parbhat district has a very high prospects and promising future for tourism development. If all tourist spots of Parbat are developed people and marketed strategically, there will definitely be a huge inflow of domestic as well as foreign tourists. This study attempts to link the village tourism with the rest of the rural economy. Creation of tourism infrastructure is expected to result in an increased flow of tourists, which would create demand for various local products for the consumption of tourists arriving in the

district. This is expected to create various types of production opportunities for income and employment generation.

Dhakal (2015) found from his study there is a huge growth prospects of tourism sector development in Nepal. Nepal is not only limited on its natural beauty but also rich in cultural and religious diversity as well. Nepal is one of the best attraction places in the world to those who are mountaineers, rock climbers and adventure seekers. Nepal is an attraction destination in the world not only for adventure tourists but also its pleasant climate and hospitable people. Having the unique topography equipped with every prospect of natural sceneries, mountains, herbs, heritage, and cultural differences etc. Tourism prospects of Nepal seems very sound. But being the politically unstable country, extend of the tourism of Nepal has not exploited till date however various remarkable initiation has already been started from state and local level. If adequate infrastructure can be developed, no doubt Nepal will have the possibility to hike the tourism as one of the best.

Mainali (2015) claimed that Tourism as the main sources of income in the study area for the local people, most people visited for spend their holiday, expenditure pattern of tourists are moderate, local people are getting the moderate benefits from the tourists. And other hand lack of infrastructure facilities, accommodation, advertisement and management are the major problem for the development. Comparatively infrastructure facilities are increased in Bhaktapur Durbar Square but those facilities are not enough for tourism development.

## **2.3 Review of Plan and Policy**

### **Tourism Vision 2020: Vision and Goals**

#### **Vision**

"Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as an attractive, safe, exciting and unique destination through conservation and

promotion, leading to equitable distribution of tourism benefits and greater harmony in society".

### **Goals**

1. Increase annual international arrivals to Nepal to 2 million by 2020
2. Expand economic opportunities and increase employment in tourism sector to 1 million by 2020.

### **Tourism Vision 2020: Objectives**

- To improve livelihoods of the people across the country by developing integrated tourism infrastructure, increasing tourism activities and products, generating employment in the rural areas enhancing inclusiveness of women and other deprived communities, and spreading the benefits of tourism to the grassroots level,
- To develop tourism as a broad-based sector by bringing tourism into the mainstream of Nepal's socio-economic development, supported by a coherent and enabling institutional environment,
- To expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities,
- To publicize, promote and enhance the image of Nepal in international tourism source markets,
- To enhance the flight safety and aviation security, extend air connectivity, and improve capacity and facilities of national and international airports and
- To attract new investment in creating new tourism facilities, products and services.

### **Strategies**

- Improving Livelihoods and Spreading Benefits at the grassroots levels
- Economic Mainstreaming
- Expanded Product Offering

- Destination Marketing
- Aviation
- Attract New Investment

## **CHAPTER: III**

### **RESEARCH METHODOLOGY**

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

For this study the area has been selected Lumbini Area, Rupandehi district as the birth place of Lord Buddha which is situated in western Terai region of Nepal. Rupandehi district is the area where the north south and east west highways join. As we know Nepal is very rich in natural and cultural heritage which helps to make a perfect tourist destination. It consists of many religious site which have taken its position into the light as a religious tourism and for more developed religious tourism in Nepal, these sites are very important like other religious site, Pashupatinath, Swarga Dwari religious site but among all the these sites Lumbini area is very famous and renowned place which is also listed in world Heritage site (being the birth place of Lord Buddha) makes Nepal famous in the whole world. So, for this study, the area has been selected as a Lumbini area which is very popular for Buddhist and among non-Buddhist also.

Through Lumbini area has already been exposed from the view point of tourism. This area is very popular from the view point of religious and archeological values. For the development of religious tourism. Lumbini area is the best destination area.

Lumbini area possess many attractive things which helps to attract many tourist every years like tangibility and peace, the pleasant, the lovely garden, good archeology, Maya Devi Temple, Stupas, Monasteries and the historical movements and due to its silence and lovely atmosphere, Lumbini area is steward as the best place for meditation and penance by the sages and saints of all ages.



## **3.2 Research Design**

In this research, descriptive and exploratory research designs were used. The research was descriptive in the sense that the research described socio-economic contribution and problem and prospects of tourism. Moreover, research was explorative in the sense that it was also explored the problem and prospects of tourism in the study area. A part from this the researcher made an attempt to explain the collected data.

## **3.3 Nature and Sources of Data**

The nature of the study is descriptive as well as analytical.

### **3.3.1 Primary Sources of Data**

Primary data was collected through household interview by structured questionnaire and observation of different activities by hotel, restaurant and local agencies, etc.

### **3.3.2 Secondary Sources of Data**

Secondary data was obtained from various published and unpublished sources, i.e. relevant literature, library study, newspapers and journal of tourism, research report and annual report of NTB, Lumbini Development Trust, etc.

### **3.4 Universe and Sampling Procedures**

There are large numbers of tourists as well as resorts in Lumbini area which are considered as universe. Sampling unit for this study consists of the tourists of Lumbini area, locals and hotels owners. The sampling size of this study are 50 including, 20 tourists, 20 hotels owners and 10 locals. The sample were taken in 2016, 20 tourists selected out of 110 which were from the total tourists visit in Lumbini area. Similarly, 20 hotels owners and shopkeeper were select out of 95 and 10 local were out of 50 members of Lumbini Development Trusts. Random sampling method was used in the study. The logic using random sampling for the study is to get a better result.

### **3.5 Data Collection Tools and Techniques**

To collect reliable and authentic data, the researchers employed various research tools & techniques, which were dependent on the nurture of the study. The following tools and techniques were adopted to obtain primary data and information.

#### **3.5.1 Questionnaire**

A number of questionnaires were administrated keeping in view of collecting all of the pertinent information needed lamest the objectives of the study. A checklist for vital statistics was also prepared and implemented to get the data relating identification demographic information, number of incoming tourists, likewise the researcher also designed some additional questions to find out the future possibility of tourism activities in Lumbini area.

### **3.5.2 Interview**

Unstructured interviews with the key informants were also conducted to get more information about the religious activities and attractions of Lumbini area information. Thus, collected actually supplemented in research activity. Indeed, interviews with different people were conducted in different aspects of the subject matter. Besides, interview schedule was also used to get the proper perspective of the respondent that Lumbini area has potential or not for further development of tourism industry.

### **3.5.3 Observation**

The researcher quite often utilized observation method to find out the actual situation of the study area and the activities related to tourism. Moreover, the researcher observed the attractions of study area, what types of facilities are there for the tourist and what are the problems in the study area are.

### **3.5.4 Key - Informant's Interview**

The researcher used a number of key informants on the main source of data. In this process, the researcher conducted the Chairman of VDC, some staffs of LDT committee, some renowned hoteliers and senior experienced persons to collect relevant information.

A part from this, the researcher visited hotels and focus group discussion was also done with the natives to get the qualitative data. However, the researcher always used a notebook during the entire research period in order to note the other relevant and additional information. A part from it photography were also taken by the researcher as an important methodological tool.

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

The data obtained from the field survey were coded and categorized according to requirement. Then the coded data were converted into tables with numbers, averages and percentages through computer office programs as MS Word and MS Excel. Different tables were used in presenting the data. Statistical methods like percentage analysis were used to analyze the quantitative data. Since the study is qualitative description and explanation were made to analyze the quantitative data.

## **CHAPTER: IV**

### **PRESENT STATUS OF TOURISM INDUSTRY AND ITS CONTRIBUTION OF DEVELOPMENT IN LUMBINI AREA**

Lumbini area is situated in central Tarai plain of Nepal, about 300 km west of Kathmandu. Although its elevation is 105 meters above sea level, himalayan foothills are only 24 kms away and on clear days, Dhaulagiri peak (8,167m) is visible, 130 kms due North. Lumbini area is 4.8 km (3 mi) in length and 1.6 km (1.0 mi) in width. Siddarthenagar is the nearest town with an airport (Gautam Buddha). Highways connect this town with Kathmandu (east) via Chitawan, rich in wildlife and Pokhara (north), the destination for trekkers. It has a frost free dry winter and a hot wet summer. The average annual rainfall is more than 2500 mm. August (Srawan/Vadra) is the wettest month, usually with a minimum of 1000 mm. The temperature in April, May and June exceeds 40 degree centigrade and during January it declines up to 9 degree centigrade. The winter is dry and relatively cool, during the daytime, however, even in December and January, the temperature can go up to 25 degree centigrade or more (Nepal Tourism Board, 2000).

## 4.1 Demographic Analysis of Lumbini Area

**Table 4.1 Demographic Analysis of Lumbini Area**

S. No.	Name of Hotels	Own house	Rented	Staff
1	Hotel Buddha Maya	1		16
2	Hotel Barahi	1		10
3	Hotel Tulsi	1		21
4	Lumbini Garden Hotel		1	25
5	Paban International Hotel	1		10
6	Bluebird Hotel		1	21
7	Hotel Nirmana Lumbini	1		52
8	Hotel Splendid View	1		15
9	Hokke Hotel	1		12
10	Yati Hotel	1		19
11	Hotel Ashoka	1		12
12	Garden Hotel	1		19
	Total	10	2	

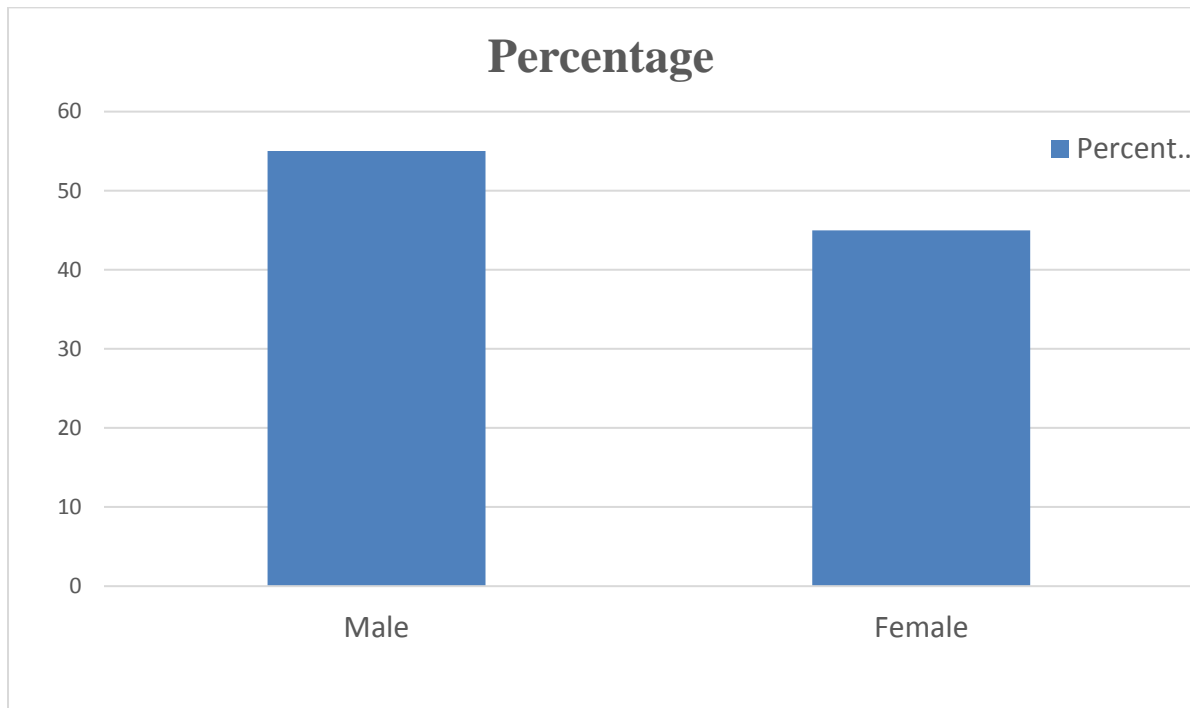
*Source: Field survey, 2017*

Table 4.1 shows that out of total hotels 10 hotels are found own house and 3 house rented among 12 hotels. The highest numbers of staff are 52 in Hotel Nirmana, Lumbini. There are 25 staffs in Lumbini Garden Hotel.

### 4.1.1 Gender of the Visitors

The study samples 20 visitors in Lumbini area on which 55 percent of the respondents are male and 45 percent of the respondents are female. The respondent's data based on gender is presented in the figure 4.1 below:

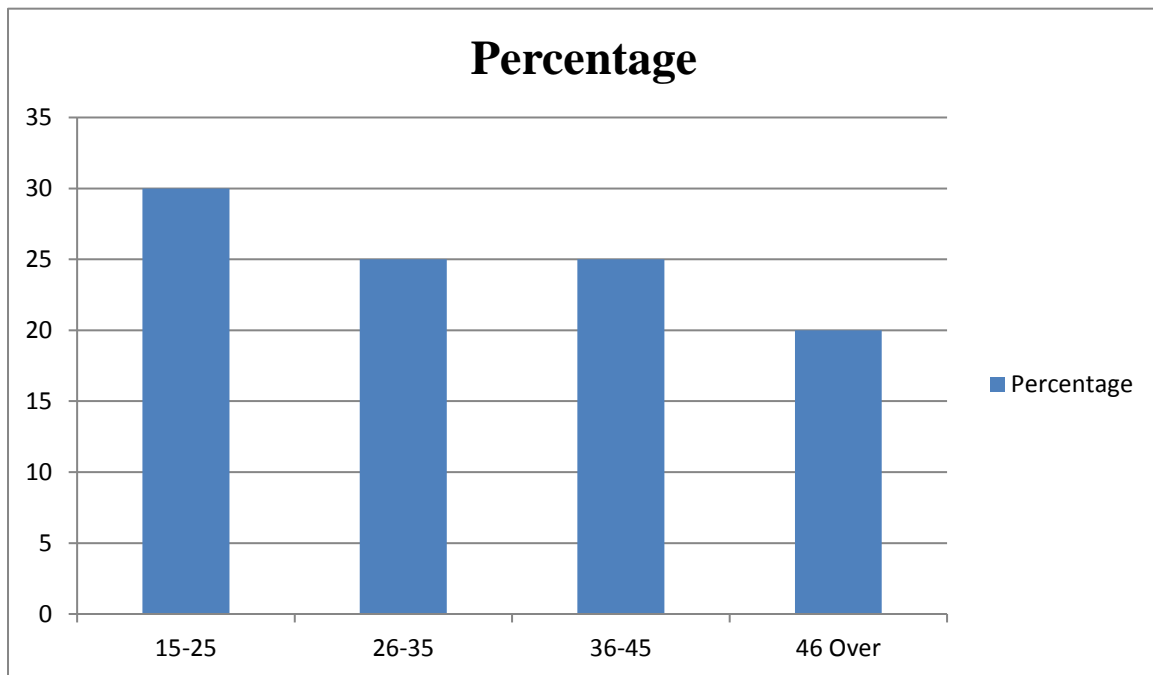
**Fig 4.1: Gender of the Visitors**



### 4.1.2 Age Group of the Visitors

Age is another important demographic factor of the respondents. The study covers four groups of age categories on which majority of the respondents are within the age group of 15-25 consisting of 30 percent of respondents. Age groups 26-35 and 36-45 consist of same percentage, i.e. 25 percent individually. Similarly, age group 46 over consists of 20 percent of the respondents. Respondent's data based on age demography is presented in the figure 4.2 below:

**Fig 4.2: Age Group of Visitor**

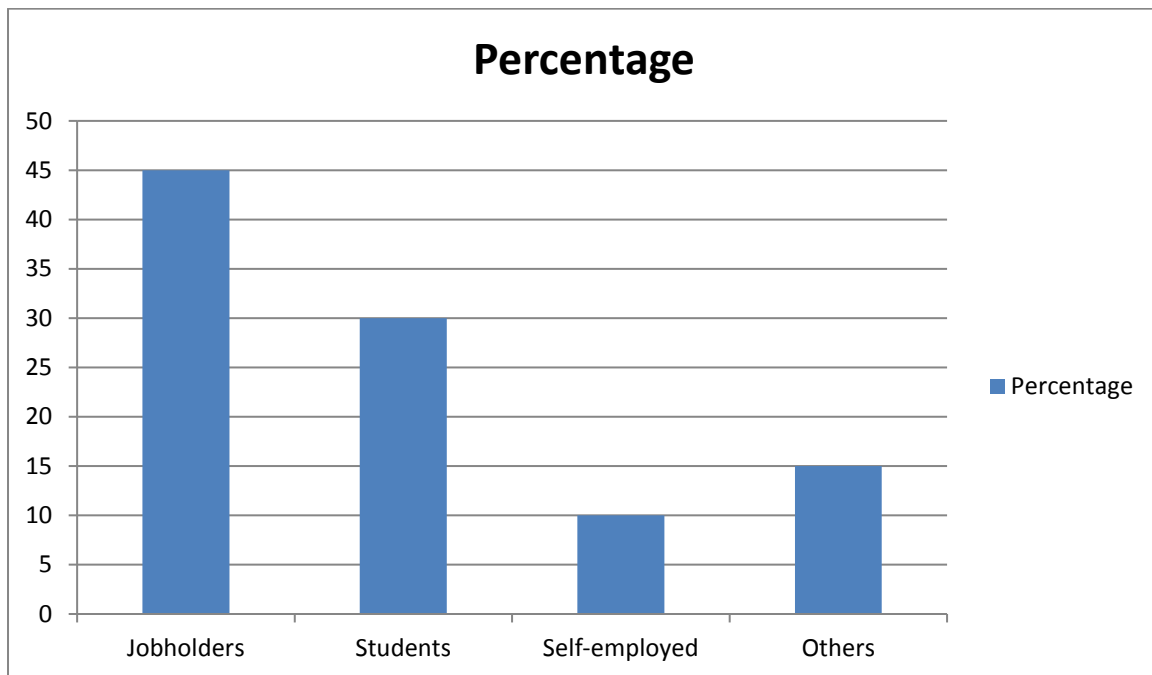


### **4.1.3 Occupation of the Visitors**

Occupation is another demographic variable. Visitors are categorized based on their occupation. Data consists of 45 percent of Jobholders, 30 percent of Students, and 10 percent of Self-employed and 15 percent of others. Diagram presentation of occupational characteristics is presented in figure 4.3 below:



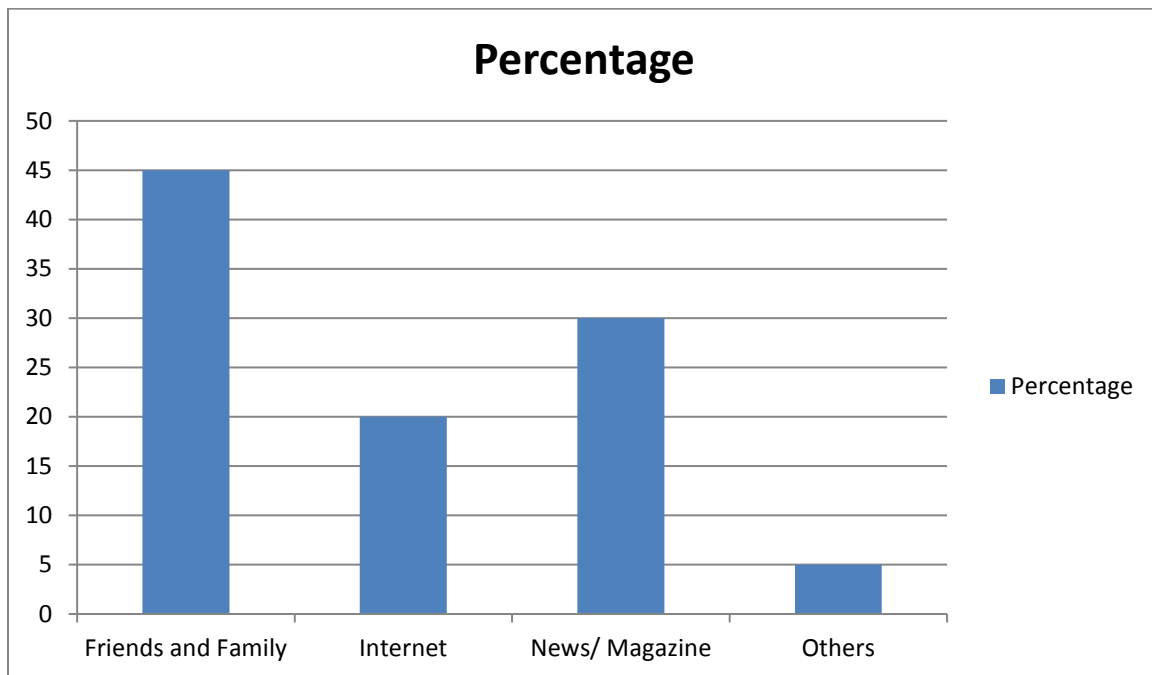
**Fig 4.3: Occupation of Visitors**



#### **4.1.4 Visit Background Study**

Under the sub-heading visit background study, the motive, planning and organization of the visit to Lumbini area is studied source of information is the foremost motivation for the planning of travelling. The major sources such as internet, news, word of mouth, etc are covered in this study. The responses show that friends and family together consists of 45 percent of the source of information, internet and television together consists of 20 percent of the source of information, magazines and newspaper consists of 30 percent and other sources consists of 5 percent of the total sources. Other sources means books, travel operators and agents and soon. The data on sources of information is presented in figure 4.5 below:

**Fig 4.4: Visiting Background of Tourists**



#### **4.1.5 Accommodation Capacity**

The accommodation capacity of hotels is in also a responsible factor for earning foreign exchange. Accommodation capacity of hotels varies across different class of hotels in Lumbini area. The price variation of accommodation is also a crucial factor for the growth of lodges as well as tourism industry there are no rules and regulations for pricing the rooms and the beds. Although there is an association of the hotels owners and lodges, it is very passive. The history of tourism is relatively short the first tourists lodge of four bedrooms was built at hotel Lumbini area in the early 1960s. Presently there are several hotels in Lumbini area. The existence of Hotel lodges or resorts in Lumbini area are a recent phenomenon. Now there are altogether 60 hotels, lodges or resources operating in and around Lumbini area. Most of the hotels are built on the on the periphery of Lumbini garden. All the hotels have their common dining halls, bedrooms and bath rooms. The available facilities and services differ from one hotel to another. Generally, it is different to categories the hotels operating in Lumbini area.

#### 4.1.6 Source of Market for Goods for Hotels

The tourism on Lumbini area has played a visitors role in the expansion of market such as Bhairawa, Butwal, Devdaha and local market place.

**Table 4.2 Source of Market for Goods for Hotels**

Market	Number	Percentage of Goods Purchased
Bhairahawa	12	60
Butwal	4	20
Devdaha	3	15
Outside of District	1	5
Total	20	100

*Source: Field survey, 2017*

Table 4.2 shows that 60 percent of goods needed for hotel/lodge purchased from Bhairahawa and 20 percent from Butwal, 15 percent from Devdaha highly benefited from tourism at Lumbini area.

#### 4.1.7 Total Tourist Arrivals and Length of Stay in Nepal

Many tourist come to Nepal every year. They visit Nepal for different purpose and for different reason as for holiday, for pleasure, for mountaineering for pilgrimage, etc and they stay for many days. The length of tourists visit in Nepal is shown in table 4.3 below:

**Table 4.3 Length of Stay**

<b>Stay period</b>	<b>No. of Respondents</b>	<b>Percentage</b>
One-two days	8	40
Three-four days	5	25
Five days-one week	5	25
More than one week	2	10
Total	20	100

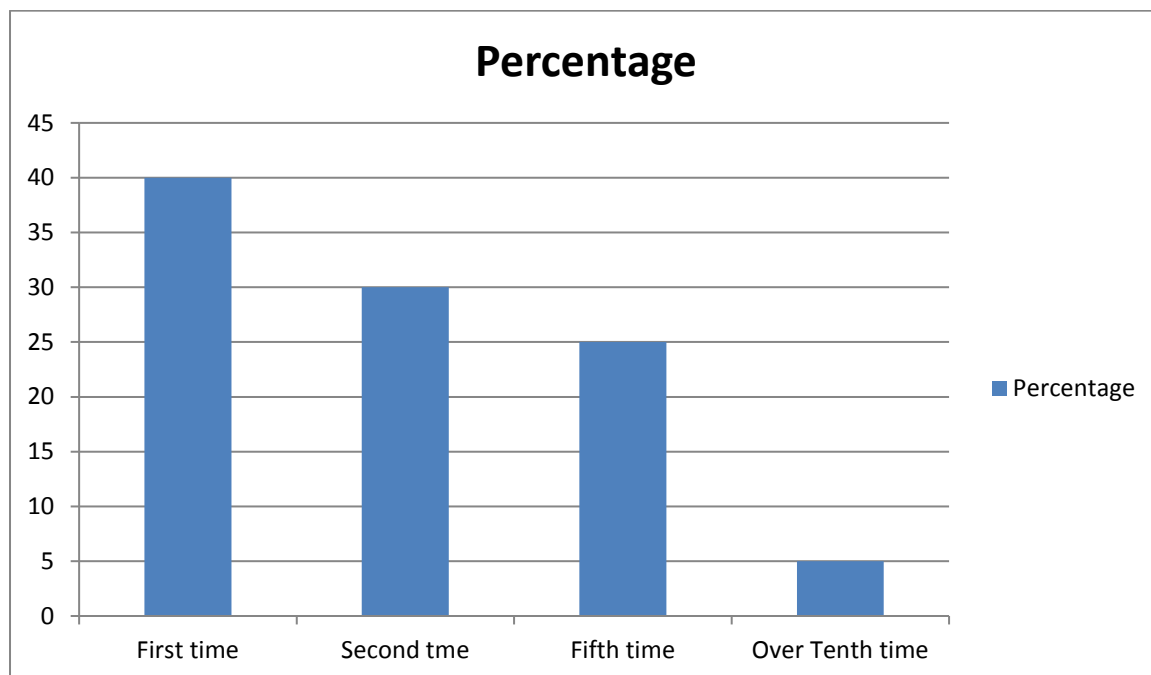
*Source: Field survey, 2017*

Table 4.3 shows that the length of stay is crucial factor in Tourism development. In order to develop tourism industry, it is necessary not only to increase not only to increase the number of tourist's inflow but also to increase their length of stay .The length of stay depend onetime, money and desire of tourists. There are almost 65 hotels /restaurants /lodges.

#### **4.1.8 Frequency of Visit**

The study of the frequency of visit to Lumbini area shows that majority of the respondents, i.e. 40 percent came for the first time to visit Lumbini area, 30 percent visited Lumbini area second time, 25 percent visited Lumbini area over fifth time and some of them also visited sixth, seventh times. 5 percent respondents visited over tenth times. The data is presented in table 4.4 below:

**Fig 4.5: Frequency of Visit**



#### **4.1.9 Tourists Visiting Purpose**

The tourists visiting Nepal have different purpose such as holiday pleasure, trekking, and mountaineering pilgrimage official conference and other. The tourists arrival by purpose of visit gives the major guideline for the policy formation in the tourism sector. Table 4.4 shows the tourists arrivals by purpose of visit. Some visit for purpose of pleasure. The trend of tourists arrivals by, some visit in order to do trekking and mountaineering me times in natural beauty and to feel refreshed. Some of tourists visit to spend so. Purpose of visit is clear from the following table:

**Table 4.4 Number of Tourists by Purpose of Visit**

Note: ( ) in percent  
figure in number

<b>Purpose of Visit/Year</b>	<b>Holiday</b>	<b>Trekking</b>	<b>Business</b>	<b>Official</b>	<b>Pilgrimage</b>	<b>Conference</b>	<b>Other</b>	<b>Total</b>
2011	168155	76865	23522	20431	5475	5361	26722	326531
	(51.5)	(23.5)	(7.2)	(6.3)	(1.7)	(1.6)	(8.2)	(100.0)
2012	183207	84787	21829	20090	5272	5272	42953	363395
	(50.4)	(23.3)	(6.0)	(5.5)	(1.5)	(1.5)	(11.8)	(100.0)
2013	209377	88945	25079	20191	4802	6054	39165	393613
	(53.2)	(22.6)	(6.4)	(5.1)	(1.2)	(1.5)	(10.0)	(100.0)
2014	249360	91521	27409	24106	4068	5824	19565	421857
	(59.1)	(21.7)	(6.5)	(5.7)	(1.0)	(1.4)	(4.6)	(100.0)
2015	261347	112644	24954	22123	16164	5181	21271	463684
	(56.4)	(24.3)	(5.4)	(4.8)	(3.5)	(1.1)	(4.6)	(100.0)

*Source: Ministry of Culture, Tourism and Civil Aviation, 2016*

Table 4.4 shows that tourists visiting in Nepal comes for different reason like holidays, trekking and mountaineering, business, pilgrimage official, conferences and others among the various reasons, holidays, trekking and mountaineering tourism are more than other reasons.

#### 4.1.10 Distribution of Tourists by Major Continents in Lumbini Area

Tourists visit Nepal from different places like Japan Western Europe, Asia. In this study, 20 tourists from different continent were interviewed using questionnaire.

**Table 4.5 Tourists Visiting Lumbini Area by Major Continent**

Continent	No. of Respondents	Percentage
Western Europe	2	10
Asia	18	90
Total	20	100

*Source: Field study, 2017*

Table 4.5 shows that the people from Asia has the largest percentage wise 90 percent of visitors. It is because Gautam Buddha is the founder of Buddhism and we know Buddha as light of Asia. The number of the Buddhists in the Asia is high. The countries Like India, China, Shrilanka, Thailand, Japan, Myanmar and Taiwan has more no. of Buddhists and since Lumbini area is the holy place for Buddhists people from those countries visit Lumbini area. Another reason for more percentage of people from Asia is the religious belief that if people visit this religious site, they will go to heaven after death.

**Table 4.6 Summary of Visitors by Board Origin in Lumbini Area by Month, 2016**

S.N	Country	Jan	Feb.	Mar.	April	May	June	July	August	Sept.	Oct.	Nov	Dec	Total
1	Nepal	37009	47246	52578	127941	161776	50163	25760	24909	28349	105236	166277	159565	1015158
2	India	2835	3580	5190	24975	24233	12380	5127	4313	5360	9076	28280	68920	134269
3	Third country	6970	19913	21444	5245	3106	1585	2929	18007	10941	15568	19094	11451	136253
	Total	46814	70739	79212	158161	189115	64128	33816	47229	44650	129880	213651	179936	1285680

*Source: Lumbini Development Trust, 2016.*



According to the table the number of internal tourists who visited Lumbini area is greater than the tourists from other countries. The number of tourists who visited Lumbini area in November is greater than other months in the year 2016. The increase in number of internal tourists is because of vacation from the schools, colleges and offices. During this time they visit Lumbini area. The number of international tourists who visits Lumbini area is greater in autumn season. Since, Nepal falls in southern part of earth autumn season falls during the September October and November. So, the number of tourists in November is greater than other months in Lumbini area.

#### **4.1.11 Means of Transportation Used by Tourists**

There are different kinds of transportation used by tourists. There are vehicles due to the facility of mutual roads to access Lumbini area. Tourists is travelling in Lumbini area through local bus, plane, car, vehicle, tourists bus, motorcycle and others. There are many mini buses from Kathmandu to Bhairawa. Tourists uses local bus, own vehicles car, Tourists bus for the journey. Tourists prefers tourists bus most so that they can get pleasure of their visit and due to good roads. The different means of Transportation used by tourists is presented in table 4.7 below:

**Table 4.7 Means of Transportation Used by Tourists**

<b>Means of Transportation</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Local bus	8	40
Plane	3	15
Car/Own vehicles	4	20
Tourist bus	5	25
Total	20	100

*Source: Field Study, 2017*

Table 4.7 shows that transportation used by tourists by Local bus 40 percent and car vehicle 20 percent and plane only 15 percent and tourists bus uses only 25 percent.

#### 4.1.12 Tourists Expenditure Pattern

The tourist's expenditure pattern depends upon available facilities and their purposes. This subjects in directly related the length of stay of tourist in Lumbini area. We can understand from following table 4.8 about the tourists of expenditure patterns.

**Table 4.8 Tourists Expenditure Pattern in Lumbini Area**

S.N.	Sell (Rs)per day	Frequency	Percentage
1	Below 5000	4	20
2	5000-10000	5	25
3	10000-20000	7	35
4	above 20000	4	20
	Total	20	100

*Source: Field Study, 2017*

Table 4.8 shows that 20 percent tourists spend up to 0 to 5000, 25 percent tourists spend more than 5000 and less than 10000, 35 percent spend more than 10000 and less than 20000, 20 percent spend more than 20000 .

#### 4.1.13 Distribution of Respondents by Religions

During the research different people of different religion were interview. From research it was found that most of the people followed Hindu .It showed in table 4.9 below:

**Table 4.9 Distributions of Respondents by Religion**

<b>S.N.</b>	<b>Religions</b>	<b>Frequency</b>	<b>Percentage</b>
1	Hindu	9	45
2	Buddhist	8	40
3	Christian	2	10
4	Others	1	5

*Source: Field Survey, 2017*

Table 4.9 shows that people from Hindus religion were 45 percent while the rest of them were Buddhist 40 percent and Christian 10 percent and others 5 percent. Most of the tourists are Hindu and Buddhist.

#### **4.1.14 The View of Local People about the Recent Situation of Tourism**

During the research, it was found that local people got normal, good and bad situation. This is illustrated in table 4.10 below:

**Table 4.10 Present Situation of Tourism**

<b>S.N</b>	<b>Situation</b>	<b>Frequency</b>	<b>Percentage</b>
1	Normal	11	55
2	Good	7	35
3	Bad	2	10

*Source: Field Survey, 2017*

Table 4.10 shows that in the view of local people about of present situation of tourism. Most of the respondents were normal situation in tourism, i.e.55 percent normal, 35 percent good, 10 percent bad.

#### **4.1.15 The View of Local People about Main Problems for Tourism Development**

There are many problems associated with tourism development in Lumbini area. Tourists cannot enjoy as they expect due to lack of modern facilities. If recreational facilities are totally provided in Lumbini area the length of stay in Lumbini area may increase. Some of the problems associated with the tourism in Lumbini area are:

##### **1. Lack of Infrastructure**

In Lumbini area, there is no proper facilities of water supply and electricity. The main problem is lack of education in local people about tourism which make huge negative impact in tourism development.

##### **2. Accommodation Problem**

Another problem of tourism in Lumbini area is accommodation problem. There is no proper facility of lodge for tourists. The rooms are not so facilitated and more expensive. All of the hotels and restaurants in Lumbini area do not have sufficient room to accommodate the distinction bound tourists during the peak season.

##### **3. Security**

There is no proper security in Lumbini area for tourists because of quite open boundary and deep forest in the area, anyone can enter inside without permission and loot the tourists who are quite unfamiliar about area.

##### **4. Advertisement**

Although Lumbini area falls in World Heritage Site but there is no proper advertisement about it in other countries.

## 5. Transportation

Since, there is no international airport. It is difficult to reach Lumbini area for tourists. There is also no transportation for visiting temples inside Lumbini area.

During the research 20 tourist were interviewed about their main problem for tourism Development. The main problem of tourism development is lack of infrastructure facilities, transportation and accommodation problem. This showed by the following data:

**Table 4.11 The View of Local People about Problems of Tourism**

S.N	Problems	Frequency	Percentage
1	Lack of Infrastructure Facilities	7	35
2	Accommodation Problems	5	25
3	Security	2	10
4	Advertisement	2	10
5	Transportation	4	20

*Source: Field Survey, 2017*

Table 4.10 shows that as per the interview about the problem of tourism development they response that most of the people were lack of infrastructure facilities, i.e. 35 percent lack of infrastructure facilities, 25 percent accommodation problem, 10 percent security problem, 10 percent advertisement and 20 percent transportation problem.

### 4.1.16 The View of Tourists Prospects of Tourism

The various have different option about the prospects of tourism in Lumbini area.

#### 1. Product Development

Product development is one of the four pillars of Tourism Development in Lumbini area, aimed to increase the tourism benefits for the community. In order to attract more tourists and

increase their length of stay and providing benefit to local community, LDTs has been organizing annual events like “Buddha Jayanti” for promoting tourism, and to promote festivals and has been engaged in cultural, eco and agro-tourism product development.

As we interviewed the local people 20 percent peoples were about the prospect of product development. LDTs has been operating a Tourists Information Center in order to disseminate the information about Lumbini area to the visitors in an efficient way. LDTs publishes tourism information brochures, leaflets to promote new tourism products through various events and activities. It also updates the information about the tourist products through its website.

## **2. Handicraft Promotion**

There are different paintings and handicraft materials which tourists can see during their visit to Lumbini area. There is thanka painting which shows the life of Buddha. There are also handicrafts made by local people who attracts tourists and it also helps in the promotion of handicrafts.

## **3. Cultural Diversity and Scenic Beauty**

In Lumbini area there are people from different region, different culture, and different religion so there is huge culture diversity. The native people are Tharu people. As both national and international tourists come to visit Lumibini area, to attract them we can organize programs like cultural dance, offer them their cultural lodging/ fooding and offer chances to know about their tradition. In festivals like Buddha Jayanti, Tamu Loshar, hotels should organize programs related Buddhism to attract Buddhist tourists.

And other hand there are different beautiful temples made by different countries. There are beautiful gardens and ponds which are made according to the master plan of Lumbini which increases the beauty of Lumbini area. Lumbini has a special meaning as a place of meditation and spiritual renewal, a centre of cultural exchange and a symbol of peace.

#### 4. Human Resources Development

The rationale for tourism development in Lumbini area is based on the premise that tourism will contribute to the twin processes of the generation of employment and income in the districts, and the conservation of natural and cultural environment. Skill training to existing and potential local entrepreneurs, and on other trades with direct linkages to tourism such as hotel, lodge and home stay management, local guides, cooks, production of vegetables and livestock for the tourist market, souvenir production may be the key to deriving maximum employment and income advantages from tourism. Gender mainstreaming is proposed as a common component of all the training programmers. The need here is to coordinate among these training activities and specifically focus these activities to priority tourism development areas. Special efforts are needed to train women, poor and disadvantaged groups so that they can be beneficiaries in the development process in general and tourism development in particular. For this purpose special programmed has been proposed.

The prospect of tourism given by local people and tourists are mentioned in table 4.12 below:

**Table 4.12 Prospects of Tourism**

S.N	Prospects	Frequency	Percentage
1	Product Development	5	25
2	Handicraft Promotion	3	15
3	Cultural Diversity and Scenic Beauty	8	40
4	Human Resource Development	4	20
5	Total	20	100

*Source: Field Survey, 2017*

Table 4.11 shows that as per the interview about the prospect of tourism in Lumbini area. They response that most of the people were promote cultural diversity and scenic beauty, i.e.

it promote 40 percent, product development 25 percent, human resource development 20 percent.

#### **4.1.17 The Number of Visitors in Lumbini Area (2011- 2016)**

Lumbini area has large share of tourism among the religious places. Many tourists visit Lumbini area for religious purpose and also for observing the world heritage site. Buddhists as well as the people of other religions visit Lumbini area to observe the religious site and to see the birth place of Lord Buddha.

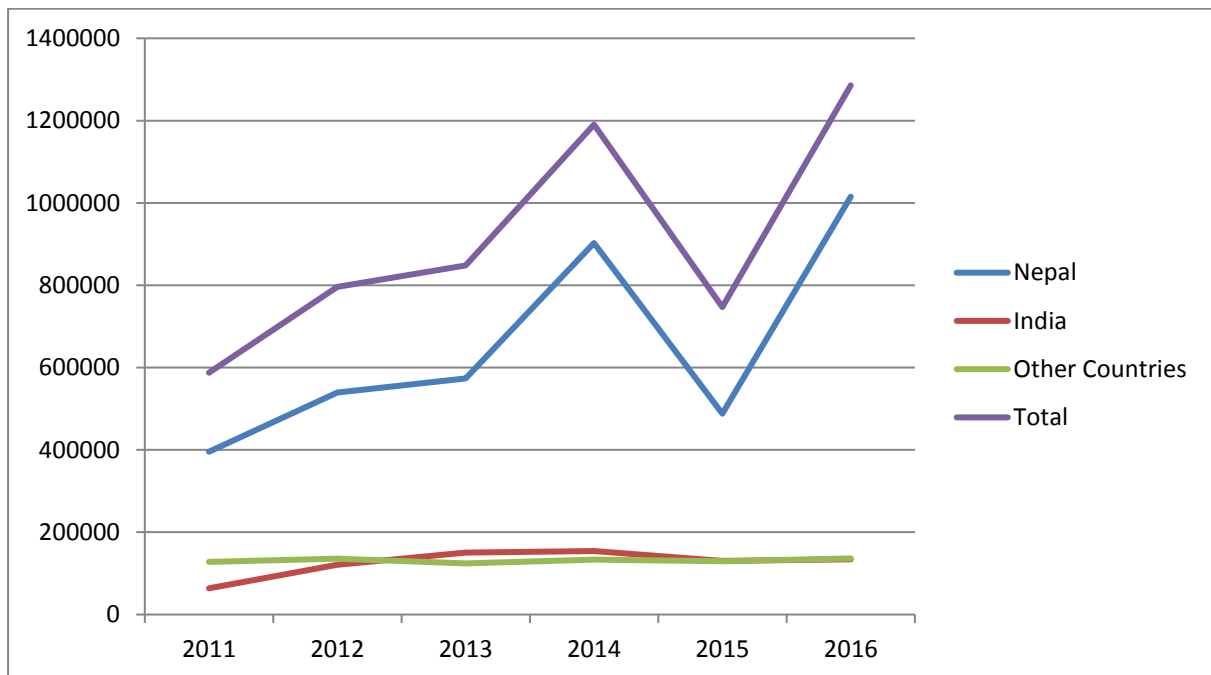
**Table 4.13 The Number of Tourists Visit in Lumbini Area**

<b>S.N.</b>	<b>Country</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
1	Nepal	395570	539210	573529	902621	487680	1015158
2	India	63709	120583	150252	154216	130190	134269
3	other	128232	136067	124196	133381	129177	136253

*Source: Nepal Tourism Statistics, 2016*



**Fig 4.6: No. of Tourists**



Here in above line chart, researcher has shown the flow of tourists in Lumbini area. The number of tourists in Lumbini area in 2012 is greater than in 2011. Specially the number of internal tourists were increased in the year 2012. As we know the year 2012 was celebrated as visit Lumbini year, it had a target of 10 lakhs tourists to visit Lumbini area. But only about 8 lakhs tourists visited Lumbini area that year. In 2014 the number of internal tourists as well as the tourists from India and other countries was increased. The reason for that increase in visit was the political stability, the development of infrastructure in Lumbini area and the activities done to promote the Lumbini area visit in Nepal as well as in other countries. But due to the devastating earthquake that occurred in April, 2015 the number of tourists in that year was heavily decreased. And another reason for tourists decrease in number was the trade blockade from India. But later in the year 2016, the situation became normal and the number of tourists visiting Lumbini area was increased.

#### **4.1.18 Facilities Provided from Hotels/Restaurants/Local Markets to Tourists**

During the research, the owners of business were asked about the facilities they provide to tourists. The table 4.14 below shows that:

**Table 4.14 Facilities Provided to Tourists**

<b>S.N.</b>	<b>Facilities</b>	<b>No.</b>	<b>Percentage</b>
1	Lodging/ Fooding	6	30
2	Worship Material	10	50
3	Others	4	20
	Total	20	100

*Source: Field survey 2017*

Table 4.14 shows that 30 percent of them provide lodging/fooding, 50 percent provide worship material and 20 percent provide other facilities.

#### **4.1.19 Business Sufficient for Livelihood**

During the research, the amount of hotel and local market were asked if their business was sufficient for livelihood or not. It was sufficient for most of them but for some it was not sufficient for their livelihood because there was many problem like lack of goods, infrastructure, human resources etc.

#### **4.1.20 Paying of Tax**

During the research, researcher found that all of them pay tax to the government.

#### **4.1.21 Socio-Economic Contribution of Tourism**

Tourism has emerged as one of the most vibrant activities in the country as it carries enough strength to address necessities of the deprived and poor segment of the Nepalese population. This sector is economic activity for national development. Due to its potential to increase employment and thereby increasing rural livelihood, tourism has become a priority agenda of government of Nepal for the median term. The beauty of tourism also lies on the facts that it contributes to foreign currency earning without exploiting any natural resources for export. Mutual interface of people with foreigners contributes to introduce local aesthetics to the outside world. Evidence also shows that a significant mass of non-urban population are gaining through tourism activities.

The nation priorities in tourism have been increasing the number of tourists and improving quality of service. This sector is considered as major source of foreign exchange earnings and creation of employment. Tourism provides both direct and secondary employment. Direct employment includes accommodation, restaurant, bars, shops, night clubs, transport operators and government administration of tourism. Secondary employment embraces the construction, agriculture and fishing, manufacturing and processing sectors.

## **CHAPTER: V**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary of Findings**

Summary of findings are as follows:

- The study in the Himalayan country Nepal where tourism counts 4.3 percent of direct contribution to GDP, 3.5 percent of total employment contribution, recorded in the report study of world travel and tourism council (Travel and Tourism economic impact 2015, Nepal). It is found to be an important foreign currency earning source for this beautiful travel destination. Many travel planners and visitors regard Nepal as one of the top destinations to visit every year. This study focused to the area of pilgrimage tourism in studying the world's heritage site, Lumbini area Nepal.
- Lumbini is the birthplace of Lord Buddha and its religious value has been attracting pilgrims since the very early ages. The archaeological remains, which were excavated throughout the last century and which are now conserved at the site, provide testimony of these pilgrimages since the 3rd century BC. It is for these reasons, that Lumbini area was inscribed in the World Heritage List in 1997 (DDC Profile, 2011).
- Today, Lumbini area can be considered a center of world peace: a first class pilgrimage destination and a symbol of international brotherhood, peace and prosperity. Lumbini area is one of the most important holy sites for Buddhists, who wish to visit it at least once during their lifetime. Lumbini area is also popular among non-Buddhist visitors and has the potential to attract millions of pilgrims and visitors from around the world. The importance of the site is so great that the Buddha himself advised his followers to undertake pilgrimages there. The attractiveness of a tourists

destination encourages people to visit and spend time at the destination. Therefore the major value of destination attractiveness is the pulling effect it has on tourists. Without the attractiveness, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow.

- General objective of the study is to find out the problems and prospects of tourism development in Lumbini area. But some of the specific objectives of the study are; a) To find out the present condition of tourism development in Lumbini area, b) To find out the socio–economic contribution of the tourism in Lumbini area and c) To explore the problems and prospects of tourism development in Lumbini area. In this research, descriptive and exploratory research designs were used. The sampling size of this study are 50 including, 20 tourists, 20 hotels owners and 10 locals. The sample were taken in 2016, 20 tourists selected out of 110 which were from the total tourists visit in Lumbini area. Similarly, 20 hotels owners and shopkeeper were select out of 95 and ten local were out of 50 members of Lumbini development trusts. Random sampling method was used in the study. The logic using random sampling for the study is to get a better result.
- The study shows that the top nationals visited Lumbini area includes Nepalese, Indian, Chinese, Srilankan. Similarly, the researcher performed data collection with the nationals from other continents 55 percent of the respondents were male and 45 percent were female. Visitors below the age 25 years found to be a higher percentage, i.e. 40 percent. It could be because of higher number of Students visiting the site everyday, 40 percent of them were students, however 35 percent of the respondents were Jobholders/Employees professionally. When studying the source of information about Lumbini area, 45 percent responded Friends/Family to be the major source, 20

percent responded to Internet/Television to be the major source. The researcher suppose to the sources could include books, schools/colleges and so on. Few of them, i.e. 5 percent had their visit organized by travel agents or tour operators. Many people found to visit Lumbini area for very short time, probably only for one-two days 40 percent of the respondents had no longer plan to stay in Lumbini area then the same day, 25 percent of them had plan to stay at least three-four days, 25 percent could stay more than 5 days in the site. While studying the frequency of visit, 40 percent visited the place for the first time. The study essentially related with problems and prospects of tourism. So there are some problems in tourism in Lumbini area like Lack of infrastructure where 35 percent people agree about that. Similarly 25 percent people said there is accommodation problems and transportation problems. Only 10 percent said that there is no proper security in Lumbini area. And prospects of tourism in Lumbini area are Product development and Handicraft promotion according to 15 percent of the people. Most of the people said, i.e. 40 percent people said that cultural diversity and scenic beauty is the most important prospects of tourism industry development in Lumbini area.

## **5.2 Conclusion**

In this study, It was analyzed the socio-economic contribution of tourism in Lumbini area. In the same way it explores the problems and prospects of tourism development found the problems and prospects of tourism development in Lumbini area. It was analyzed the present situation and condition of tourism development in Lumbini area.

An important part of the tourism development in Nepal to increase number of tourists arrivals to length of their stay to give a good image of Nepal to the visitors, so as to attract them for

re-visit and to make them spend more on Nepalese goods and service. Most of the local people believe that tourism in Lumbini area has a good impact on local residents with the growth of tourism in Lumbini area, the land value has increased. Many people come to visit Lumbini area to observe it as being the birthplace of Lord Buddha. So, it is an opportunity for the stakeholders to attract millions of Buddhists and other visitors. Internet and ICT are the modern means of communication, however in the study it is found that these sources were not the major sources of many visitors. So, the stakeholders should use and take advantage of these sources to advertise the destination at regional and international level.

The length of stay in Lumbini destination is a big issue the study found. More than 40 percent of the respondents had no plan to stay even for a day around the site. They choose to return after the observation of the place. It could be because of non-availability of new products, no recreational places, presence of Indian travel operators, lack of guided tours etc.

However overall satisfaction of the respondents visiting Lumbini area is good. Further they consider to revisit the Lumbini area and think of recommending to visit the destination to other people. It shows the attractiveness and importance of this pilgrimage destination. A number of industries flourished especially hotel, industry, fruits farming, vegetable farming, poultry farming and livestock farming. The industries have been providing employment to local youths. However it is interesting to hotels that the salary patterns of employees are low and local area.

The tourists sector of Nepal is to heavily reliant on heritage man-made as well as nature. The structure and pattern of tourists activates has essentially remained the same over the years. There is a high degree of significant relationship between the hotels facilities and the tourists arrivals in Lumbini area. It shows that hotels industry plays a vital role in promoting tourism,

industry. The number of hotels is increasing every year in this local area and yet it has bright prospects for the well facilitated hotels and lodges.

The people in Lumbini area have been turned and attracted towards trade which has increasingly assisted people to uplift the standard of life and strengthen themselves economically. The local people have been benefited from the development of tourism infrastructure such as transportation, communication and electric facilities.

The tourism in Lumbini area has effect in the economy of research area. Increase in the price of land, increase in the rental opportunities of land and buildings, increase in opportunities in business, increase in opportunity of selling local cure to the tourists.

### **5.3 Recommendations**

Recommendations for effective tourism destination marketing of Lumbini area are as follows:

1. Provision or improvement of adequate physical infrastructure and utilities,
2. Increasing the visitor's length of stay in Lumbini area,
3. Encouraging repeat visit by different programs, packages or offers,
4. Manpower development in tourism and hospitality such as linguists, tour guides, historians, chefs and others,
5. Regional cooperation and promotional campaigns within the country or outside of country,
6. Community involvement to make them felt responsible as well as benefited.