

CHAPTER: ONE

INTRODUCTION

1.1 Background

In recent year, Tourism is regarded as one of the world's biggest and fastest growing industries. It has been playing a pivotal role in the socio-economic development of the most developed as well as developing countries of the world. So, most of the nations are attracted to this industries and trying their best to strengthen the socio-economic life of the people by promoting tourism. It has been identified as an important source of foreign exchange earning as an industry creating employment opportunities and generating economic growth of the country, at the same time tourism is initiating to protect the cultural and natural heritage of the country.

Our country Nepal has also carried out the high potentiality in the tourism sector. Nepal is a beautiful country located at the lap of the Himalayas. Nepal is rich in the natural resources. The world s highest mountains, historic cities, natural beauty raze wild animals like tigers, one horned rhino and elephants are found in Nepal. Nepal is a tourist s destination, verious place are listed in world heritage side. Hospitality friendly people, numinous attraction, unique cultural are the main source of tourist attraction in country. Different people from different parts of the world visit Nepal because of these attraction. Shrines and temples, cultural and religion sculptures and legend birds and flowers rivers and lake, peaks and villages, hills and plants, people and their festivals ,society and their equally important aspects of tourism. The most popular tourist activity are mountaineering, trekking , water rafting, sight seeing, bunged jumping etc. Thus tourism industry in Nepal comprises hotels, lodges, travel and trekking agencies and many including handicrafts houses. Tourism development has a very important role in the economic and socio-cultural development of Nepal; tourism holds greater significance in these sector. Nepal Govt.tourism statistic (2006) shows that it had 0.9% and 9.8% contribution respectively in GDP and fee's Nepal is rich in culture and nature. It holds greater potentiality.

Until the second half of the twentieth century, Nepal was virtually unknown to the rest of the world. Tourism is recent phenomenon in Nepal which opened its doors to foreigners only towards the end of 1950, after the overthrow of a century-old autocratic rule of Ranas with the joint efforts of the king and the people. Now Nepal is world famous for its cultural as well as the biological diversity.

Nepal may be such a destination for the tourists by foreign as well as national. The possible areas are developed from well managing tourists' point of view. Different types of tourists from different countries visit here for different purposes. Some visit here for pleasure and recreation while most of them visit because they are eager to explore a society which is completely different from their own highly industrialized modern civilization. The tourist flow patterns follow certain rules, which are influenced by the push and pull factors. For developing country like Nepal, the pull factor is its cultural sectors, which lure the foreign visitors to step here, moreover, the three valleys Kathmandu, Patan and Bhaktapur also attract tourists from various aspects. Religiously these valleys are a place where there are more temples, statues and many more ancient houses. Which helps to attract the visitors. Majority of tourists and visitors are attracted by the cultural things. Which has made this country a destination of the cultural tourism resulting as one of the major sources of hard currency in Nepal.

Similarly, one of the most beautiful tourist destinations of Nepal is Bhaktapur; it is one of the historical and cultural attraction centres which is selected for the present study. It is locally known as Khwopa and is itself much popular in this cultural valley. For G. Elliot, Smith, Egypt is the cultural cradle, for Nepal Bhaktapur is so. The various shaped and sized monuments, a mass-based culture and the generation-old traditions of craftsmanship give shape to the historic city's proud Newari heritage with them around the remote past. Therefore, from the moment one steps into the city, they cannot help but feel that they have been transported back into living history. In an acknowledgement of its well-preserved heritage, UNESCO designated its historical core as a world heritage site in 1978 A.D. The ancient city was the capital city of the Greater Malla Kingdom (12th to 15th century), yet it is only in the early 18th century that this city took its present shape. It was at that time that many of Bhaktapur's greatest monuments were built by the then Malla rulers.

Western writer has apply commented that this city is a “Jumble of architectural fantasies and a vast treasure house of Newar Arts”

The hypnotizing glamour of the Bhaktapurian heritage sites calls the attention of one and all towards the cultural spectacle. Many varieties of cultural patterns have been diffused from this cultural capital. Bhaktapur is well known for arts, monuments, religions, cultures, traditional dances, dresses, festivals, unique lifestyle etc.

Adding to the towering temples, the serene summits of great Himalayas levitate in the background to make up Bhaktapur's skyline. The city grows out of a collection of villages spread along the old trade route between India and Tibet. Because of Bhaktapur's unrivaled cultural heritage that too blended with serenity in spirit nature a visit to this city is a lifetime experience for anyone. It is a "Living Heritage" or a "Living Museum" displaying the vibrant depth of Newari culture. Beyond its, the city is rich architectural heritage, everyday traditional life spills out onto the street in public display. So in all, a quiet stroll down the city's tranquil lanes not only allows one to explore a unique facet of human civilization, but it assures the visitor of the possibility of a sane-urban life (DDC Bhaktapur, 2009).

Monumental masterpieces in Bhaktapur are innumerable. Most of the temples were pagoda style. They had terracotta-tiled roofs supported by intricately carved wooden struts or columns, wooden windows and doors, gilded roofs and pinnacles, open brick-paved spaces around, and above all, an image of the deity presiding over the edifice. Still while temples shared similar attributes, each was unique. And each reflected a different component of the religious belief, social outlook and the economic status of the rich culture and long artistic tradition of the indigenous Newars.

Today, Bhaktapur has become one of the most suitable areas for the visitors who can enjoy many cultural events in peaceful surrounding. Although it is the youngest city in the country, due to the notable examples of arts, dances, architectures, traditions, ponds, temples, statues and others. It is regarded as the living paradise of cultural universe.

1.2 Statement of the Problem

Tourism is the important sector to generate revenue for the national development and enhancing the national economy. Nepal is quite rich its diversities and one can study and interlink the culture and tourism of the existing area for the development of the destination. There are many places and sectors which are districts and potential areas for this. Among them Bhaktapur is such a place where there many places and things for there own identification. The resources have high potentialities in use for tourist attraction.

In this sense, Bhaktapur, a small natural heritage is important to study its cultural and natural linkage. Most of the studies and research conducted on tourism by both Nepali and foreign scholars have been confined to a broader spectrum. Besides, studies conducted in case of Bhaktapur are lesser. Whatever studies have been made are vague at the best and isolated and inconclusive at worst. Bhaktapur is a beautiful and famous place so number of tourists from different parts of the world visit here to see the culture and living heritage. Tourists arrival in Bhaktapur is increasing rapidly and hence people are more motivated to tourism related activities. However, tourism has brought about many socio-cultural impacts here. The people of here are directly or indirectly affected by tourism in their manner, lifestyles and food habits. The question that can be raised is whether or not. People are in a position to revitalize their culture. Realizing these problems this research conducts to find out the main factors in the destination area. Studies in depth are needed for understanding the problems and promoting the development of the appropriate kind of tourism in the country in order to develop the sector besides minimizing the negative impacts on environment and culture resulting from tourism development.

Tourism is not only creates the benefits but also creates the challenges such as cultural erosion, disease transmission, multimarriage, dirtiness and so on. Despite of numerous opportunities it has also emerging challenges as a by product. Which affects not only the social interaction but also the social fabric environment and biosphere as a whole. and the people are directly and indirectly affected by tourism in their manner, lifestyles, food habits etc. The questions that can be raised is whether or not. People

are in a position to revitalize their culture. Realizing these problems, this research was conducted to find out the main factors in the destination area. Studies in depth are needed for understanding the problems and promoting the development of the appropriate kind of tourism in the country in order to develop the sector besides minimizing the negative impacts on environment and cultural resulting from tourism development.

In other hand, Tourism has played a very important role in the development of Bhaktapur. So both the public and private sectors are to work in coordinated manner for constructing more tourism infrastructure. Joint efforts should be made for Bhaktapur as one of the tourist destinations of the world. Therefore, the present study has been designed to explore the tourism development and its impacts in related area.

1.3 Objectives of the study

In any research work, determination of objectives is most important. so, I have determined the following objectives of this study.

The general objective of the study is to gain and to understand the nature and effects of tourism on the local socio-cultural structure and partly on the economy of the proposed area, The specific objectives of the study are:

- ❖ To find economic impact of tourism in Bhaktapur
- ❖ To explore socio-cultural impact of tourism in Bhaktapur
- ❖ To access the cultural revitalization of the people of Bhaktapur.

1.4 Significance of the study

The present study focuses to evaluate the development of tourism and its impacts in Bhaktapur district. To analyze the alternative income of the people of Bhaktapur and the impacts laid by tourism in cultural and ecological situation, this study was centered. Bhaktapur, in today's time has been enjoying many fruits of tourism. The citizens have got the chances to promote their socio-economic and cultural dimensions, on the one, and by paying the special hospitality to the visitors, and by making town very wooing, they have been awarded the adjective "The citizens of 2nd cleanest town in Asia", of the other. So, the further study has justified both theoretical and practical research works to draw the finding, which is more fruitful to the town to maintain its uniqueness and tourist business.

The type of tourism promoted in Bhaktapur is inner city of tourism. The inner city environment is to be seen as a "product" offered to the tourist product consisting of a specific environment offering a spatially concentrated supply of facilities in a typical urban landscape. Their objective is to attract more visitors, obtain a higher rate of visits and eventually extend the duration of visits. In addition to specific recreational facilities, there are also events and festivals organized in the inner city on a regular or occasional basis. The type of events can be many and varied. They can be based on local traditions or result from new creative initiatives for tourist attractions. In addition to the physical setting, socio-cultural characteristics, such as local customs, folklore, language and local traditions, the way of life and liability of the place can be considered as tourist resources. As interaction is the basis of forming a social system, tourism also involves the interaction of two sides, the hosts and the guests. The perspectives of tourists also become necessary, as tourists are also the important parts of the system.

This study can help to find out the economic and socio-cultural impact of tourism which may be also fruitful to government, planners, policy makers, social workers and others. It could also helpful to readers and researchers for further research and useful to concerned authorities for the formulation and implementation of plans and policies for the sustainable tourism development in Bhaktapur.

1.5 Scope of the study

This research was mainly focused on major squares of Bhaktapur. In Bhaktapur, there are many squares and many touristic destinations but it is not possible to study all. That's why major squares i.e. Durbar square, Taumadhi square, Dattatraya square and Pottery square were studied. The study excursion sites and the outskirts of Bhaktapur such as Changu Narayan, Kamalpokahri, Nagarkot, Suryavinayak, world biggest statue of Shiva in Sanga etc was not included in this study. The major cultural sites and tourists attracting sites were also visited. The role of different Organization, Restaurant, Guest house, who is working in the tourism field, the role of the municipality, the behavior of natives while coming in contact of the tourists, the behaviors of the local people involved in tourist industry, their expectations with the tourist was analyzed. Besides this the role of handicraft shopkeepers, souvenir shop owners in the art and cultural revitalization was also studied. This study was covered overall sectors of tourism industry and its economic and socio-cultural impacts in Bhaktapur District.

1.6 Organization of the study

The study has been organized in five chapters. The first chapter is Introduction, which deals with the background, statement of the problem, objective of the study, significance of the study, scope of the study and organization of the study.

The second chapter deals with the Review of the literature in which include Historical review of tourism , Review of the previous study, some of the key concept of tourism, tourism in Bhaktapur, Anthropology of tourism, tourism and distinctive features from various books, previous research, magazines etc.

The third chapter is Research methodology which deals with the rational behind selecting the study area, research design, nature and source of the data, data collection tools and techniques(observation, Questionnaire survey, Focus group discussion and key information survey) study approach, sampling design, data processing and analysis and limitation of the study.

The fourth chapter is Data presentation and analysis, which deals with description of the study area, socio-economic aspect of the respondents, impact of tourism in bhaktapur, impact of tourism in culture cultural degradation and revitalization, impact of tourism in arts and crafts ,the relationship between culture and tourism and tourism planning in Bkt .

The fifth chapter elaborates findings, conclusion and Recommendation followed by Bibliography and Annex.

CHAPTER: TWO

REVIEW OF LITERATURE

2.1 Historical Review of Tourism

Tourism existed from the very beginning of human civilization. There could not have been any civilization without personal communication, exchange of views, interchange of knowledge, experiences and skills.

Prior to the advent of industrial revolution the purpose of tourism or traveling was usually for official, business or religious reasons. Since tourism involves going to different places transportation required. Horses were the common means of transportation from one place to another. In fact the first turnpike road or highway was made in 1663 at Hertfordshire in Britain (CBS, 2005).

The industrial revolution in the eighteenth century changed the face of tourism. Mechanized transportation eased the access of reaching distant places in comparatively short time. The starting of modern tourism went back to 1840 in Britain and little later elsewhere. The beginning of railway age brought the possibility of traveling to far destinations. The nineteenth century showed on land tourism via railway and international tourism via steamship.

With the development of western Christianity, pilgrimages possessed a special importance in the middle age and set many pious journeys on the national and international level, the Buddhist people, continued to make pilgrimages to the shrines of Buddha. Mecca became a powerful center of the religious attraction for the Islamic countries. The traveling of distance places was not privilege of the prosper merchant and enormously wealthy in the middle age. Even ordinary people traveled on fast or on hose back under the religious or civil protection.

2.2 Brief History of Tourism in Nepal

"A hundred divine epochs would not sufficient to describe all the marvels of the Himalaya" (Stephen, 1997).

"Nepal is there to change you, not for you to change it" (Stephen, 1985).

Nepal, a fascinating Himalayan country, occupies the largest part of the youngest mountain range in the world. The towering Himalayan range extends 800km across the length of the country from East to West, with eight peaks rising above 8000m. From north to south, within average of 200km width, the landscape of the country changes from snow capped mountain highest among them Mt. Everest 8848m to the flats of Terai plains, less than 200m above from sea-level. The contrast in the landscape has given to raise climatic variation and bio-diversity making Nepal an enchanting destination, offering ample opportunities for experiencing mesmerizing grandeur of the Himalayas in the north and subtropical vegetation profuse with exotic wildlife in the south. The middle part contains valleys strewn with towns portraying ancient history, culture, art and architecture.

The absolute location of Nepal lies between longitudes $80^{\circ}4'$ west and $88^{\circ}12'$ east and latitudes $26^{\circ}22'$ and $30^{\circ}27'$ north. The bordering countries are Tibet -China towards the North and India towards the east, west and south. Nepal covers 1,47,181 Sq. Km of earth. Nepal is 5 hours 45 minutes ahead of Greenwich meantime. Although Nepal is relatively small country, it encompasses a wide variety of environments, people and culture. The country can be roughly divided into three geographical regions, each with its own unique ecosystem and way of life (CBS, 1989).

From China Imperial Ambassadors Liy-Piao and Wang-hiuentse visited Nepal on their travels. In fact, in 637 AD, a famous Chinese traveler Huen-Tsang, during his visit to Kathmandu valley, was impressed by the Lichhavi palaces, Kailaskuta Bhawan and Mangriha. Many travelers from neighbor countries traveled to Nepal from age's before. For Hindu pilgrims from India the sacred site of Pashupatinath, Muktinath , Swargdwari , Janakpur , Lumbini, Jaleshwar and Barahachhetra were and still are constant allure. Similarly the birth place of Lord Buddha was and still is a major pilgrimage for devout Buddhists especially from India and SAARC countries. Besides the pilgrims, the visitors then and now constituted of

businessmen who came to Nepal for wool of high quality. Dr. Wallich, a British researcher visited the country in 1817 AD and for a year conducted research in botany. Mr. Schlangintweit was her in 1857 AD for scientific expeditions. Sir Brian Hodgson, F.R.S. from 1822 to 1843 living as local inhabitant recorded vast information on natural history of the country. Similarly, Sir Joseph Hooker F.R.S. took a trip around the country for botanical surveys and collection of various plants and animals. The years 1911 AD and 1921 AD showed royalties from Britain King George V and the Prince of Wales visit Nepal the attraction being the animals. Before 1950 AD the country was closed off for a century to normal travelers. The above mentioned visitors were exceptional cases given access to the country due to their distinct backgrounds (Satyal, 2005).

The period between 1950–1951 AD, Nepal was being opened to foreigners. The country's blend to natural and the cultural heritage enabled tourism to flourish in a short period. The revolution of 1950–1951, not only ended the reign of the Rana family but also opened Nepal for foreigners. That year can be noted for initiation of tourism in Nepal. Nepal became member of international organizations like United Nations Organization and International Union of Official Travel Organization (at present World Tourism Organization).

2.3 Review of the previous study

Review of literature is very important aspects of academic research as an essential element of the research design. Sometimes, research questions might be emerged from the researcher own intuition and personal experience but most of often, the study of existing literature becomes the main source of research questions, which ultimately leads to the statement of the problems. Review of the literature is the entry point for most scholarly of academics and professionals. (Subedi, 2009).The related literature which are reviewed for this study includes books, journals and unpublished dissertations. There are various studies relating to the different aspects of tourism. It is not possible to review and quote all the literature associated with tourism field even though they are relevant to this paper. In this study only those aspects of tourism are considered which are more relevant and significant on it.

Today, the tourism industry is growing rapidly worldwide. That is why the field of tourism is wider not only in developed countries but also underdeveloped countries like Nepal. The history of tourism in Nepal is about 52 years old. Different studies about tourism in Nepal have studied and written by many scholars and researchers. The first book on tourism entitled *Travel and Tourism in Nepalese perspectives* was written by I.K.Pradhan in 1979. Due to the lack of tourism education, this book could not get recognition in the academia. After that Yagna Raj Satyal wrote a book on tourism entitled *Tourism in Nepal*. When tourism was first introduced in 1993 to the students of postgraduate level at the Central Department of Culture, Tribhuvan University, Satyal's book was prescribed in the syllabus.

Pradhan (1978), in his Master's thesis entitled *discussed on different facts of tourism in Nepal*. The general objective of his study was to identify the status of tourism in Nepal. For fulfillment that objectives, he used both quantitative and qualitative methods. He also included that the topographical condition of Nepal is fruitful for tourism industry and he was in opinion that the development of tourism in Nepal could help in reducing unemployment problem.

Tiwari(1994), in his book '*Tourism Dimensions*' viewed 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 it is calls on financial resources were analyzed in the course of national and international efforts to promote tourism in the world's poor countries.

Tiwari visualized tourism as industry and identified its importance as the means of correcting adverse trade balance in an economy. Even a highly developed economy like USA relies partly on an increasing number of Japanese tourists to correct its trade deficits with Japan. In the developing countries it could be the source of additional external revenue. In addition to generating foreign exchange, tourism is accepted to create additional employment and income generate multiplier effect in an economy.

Some countries have a comparative advantage in the development of tourism because of their natural topography such as mountains, sandy beaches, scenic and lovely landscape, their rich cultural heritage and so on. However, tourism is not an unqualified blessing as it is blamed for causing environmental pollution and many social evils such as prostitution.

Gayawali (2005), in his research on the title "An Assessment of Tourism Status and Economic Potential of Nagarkot Bhaktapur." The objectives of his research were to assess the natural and cultural resources of the study area and its potentiality for ecotourism as well as to observe the impact of tourism activity on the local environment. His research also emphasized on the status of tourism and assessed the development of ecotourism in an environmentally sustainable manner in Nagarkot. The research was based on both primary as well as secondary data collection from various sources.

His study clearly reflects that the rapid increase in infrastructure development like construction of buildings and cottages for hotels, lodges and commercial shops, construction of link roads are some of the responsible factors to create impact on the local environment such as change in scenic beauty of the green forested hills, enhancement of soil erosion, soil waste and sewage disposal problems. Forest cover rate, change in land use pattern, change in water runoff. Regarding other environmental problems, no significant noise as well as water pollution was observed during his research.

Shalini Modi also wrote a book called *Tourism and Society: Cross Culture perspectives* (2001). This book mentions various aspects of tourism in India. It gives the background of tourism, various theories as well as case studies. This book basically focuses on the impacts of tourism in developing countries. As Nepal is also a developing country, several cases from the book could be generalized in the context of Bhaktapur.

Swiss Professor Walter Hunziker and Kurt Kraft defined tourism as "Tourism is the total relationships and phenomena linked with the stay of foreign persons to a

locality, on condition that they do not settle there to exercise a major, permanent or temporary activity of a lucrative nature." Quoted in Stayal (Satyal, 2005).

Prajapati(2002),on his thesis "Tourism and its impact " had objectives of following identification of tourist products of Bhaktapur, identification of access to Bhaktapur, facilities available for tourists in Bhaktapur and activities undertaken to promote Bhaktapur as tourist destination. The finding the medieval town of Bhaktapur with historical background dating back on 12th century A.D., resplendent art and architecture from Malla period, two world heritage sites, traditional still living culture and beautiful natural surroundings are definitely the tourist destination. The study expands tourism as the quest of human to see and experience new places. It develops into brief history of tourism in Nepal, future of Nepal and background of Kathmandu valley. Then it moves on to the main focus Bhaktapur and its setting. Problems hindering the development of tourism in understanding of tourism, limited facilities to the tourist, pollution and lack of promotion. Boosted with effective promotion internationally and supported with needed infrastructure Bhaktapur those have the potential of attracting large influx of tourists and holding them so that they can enjoy new culture, get opportunities of creating new friendships and ultimately learn from each other for the local it means increased income, employment opportunities, better education and proper infrastructure adds as a whole development for better life.

Bhaju(1987),has made a comparative study on Tourism: a case study of Nagarkot and Dhulikhel. In this study she has analyzed the situation of tourist flow and its socio-economic impacts in the study area. It indicates that the number of visitors visiting Nagarkot had increased by 1.37 times in 1985 over 1981. At the same time it had increased by 25 times in Dhulikhel study also can find that the majority of visitors were less than 30 years of age. It also found that most of the visitors in these places halted only for one night. The finding of this study was that hotel development in these places are directly related to tourism has provided jobs for many people.

Sharma (1995), in his book "Culture and Tourism" about effect in culture of Kathmandu by tourism. In his book he mentioned both positive and negative effect by tourism.

Though tourism has already been studied by few Nepalese scholars like Satyal, Pradhan, Kunawar, Sharma etc, they have not been successful to show the socio-cultural impacts of tourism in different tourist destinations of Nepal. However, the work carried by these Nepalese scholars seems to be quite useful for developing tourism for its promotion, cultural preservation and revitalization.

In order to the culture setting i.e. the history, the attractions, festivals and traditions of Bhaktapur the books Kathmandu valley(1978) by Robert and Linda Fleming and the Travel guidebook as Nepal: The Rough Guide by David Reed(1996) and Lets Visit Nepal by Aung Suu Kyi (1985) were very helpful.

All the reviewed materials dealt different aspects of tourism and taken Nepal and different parts as the study one. But no one specifically focused in depth to different facets of tourism specifically in Bkt.area although the area is well known since the beginning of modern tourism in Nepal. Therefore, the present study intended to explore historical perspectives, flow and trend as well as economic and socio-cultural impacts of tourism in Bhaktapur area.

2.4 Definition of Tourism

The word 'tourism is so popular today, it derived from the French word "Tourisme", Latin word "Tornare" and the Greek word "Tornos". The word tourism has several meanings. Tourism always involves touristic movement like a circle, a tour represents a journey that it is a round trip, i.e. the act of leaving and then returning to the original starting points and therefore, one who takes such a journey can be called a tourist and the process is known as Tourism(Kunwar, 2002).

Tourism is a study of man away from his usual habitat (Jafari, 1997).In addition, Mathieson and Wall (1992) conclude that tourism is the temporary movement of people to destinations outside their normal places of work and residences, the

activities undertaken during their stay in those destinations and the facilities created to cater to their needs.

Leiper (1979) postulated that there are three approaches in defining tourism: economic, technical and holistic. Economic definitions identify a tourist in order to provide a common basis by which to collect data, Holistic definitions attempt to include the entire essence of the subject.

The most widely accepted definition of tourism was proposed by the International Union of Official Travel Organizations (IUOTO) in 1963 approved in 1968 by the World Tourist Organization. It states that tourists are temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified either as leisure or business. According to Erik Cohen, 'Tourist is a voluntary, temporary travelers, traveling in the expectations of pleasure from the novelty and change experienced on a relatively long and non-recurrent trip'. According to Valene L. Smith 'a tourist is a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing change'. Therefore, tourism is temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destination and the facilities created to cater their needs. The study of tourism is the study of people away from their usual habitat. It involves the motivations and the experiences of the tourists, the expectations of and the adjustments made by the residence of reception areas and the roles played by numerous agencies and institution, which intercede between them (Kunwar, 2002).

2.4.1 Tourism typology

There are many types of tourism, but According to the Smith, focused in mainly five forms of tourism defined on the basis of different kinds of leisure mobility undertaken by the tourists. There are:

Ethnic tourism: The ethnic tourism is marketed to the public in terms of the 'quaint' customs of indigenous communities. Destination activities are

characterized by visiting native homes and villages for observation of fabrics and ceremonies and shopping for primitive wares and curios. As long as the flow of visitors are sporadic and small, host-guest impact is minimal.

Cultural tourism: This type of tourism is motivated by the eagerness to learn to acquire more knowledge in a centre famous for its standard of teaching. Culture tourism is also concerned with learning the habits, language and customs of people in alien lands, visiting in art galleries, regions centers, temples, and participation in art, music, theatre, dance and folklore festivals.

Historical tourism: In this tourism, people generally visit museums and cathedrals for the purpose of knowing the glories of the past i.e. Rome, Egypt and Inca. Favored destination activities include guided tours of monuments and ruins. Host-guest contacts are often impersonal and detached.

Environmental tourism: It is often ancillary to ethic tourism attracting a tourist elite to remote areas such as Antarctica to experience a truly alien science. This type of tourism is primarily geographic, many education-oriented travelers enjoy through mountains and country side to observe man-land relationships.

Recreational tourism: It is often sand, sea and sex-promoted by beautiful color pictures that make you want to be there on the ski slopes, the palm fringed beaches, the championship golf course or sunning in a deck chair that attracts tourists who want to relax or commune with nature. Destinations activities are mostly confined to the sports and curative spa.

2.4.2 Tourist typology

Generally, tourist typology can be classified into two: International and Cognitive-normative type of tourist. International type emphasizes the manner of interaction between visitors and destination areas, whereas the cognitive-normative types stress the motivations behind travel.

Valene Smith(1989:11-13) has identified seven types of tourists.

Explorer: They are very limited in number, looking for discovery of new places and involvement with local people. They easily accommodate to local norms in housing, food and life-style of the local people.

Elite: These are special individually tailored visitors to exotic places. They overnight in Kuna Indians homes, sleep in hammocks, get thoroughly bitten by chiggers, eat native food and chance the tourist “trots”.

Off-beat: They desire to get away from the crowds or heighten the excitement of their vacation by doing something beyond the norm. These types of tourists include those who currently visit Toraja Regency to see the funerals, 'trek' in Nepal to go alone to Point Hope as part of an Alaskan tour.

Unusual: They visit with peculiar objectives such as physical danger or isolation. These groups tend to be “interested” in the “primitive” culture but are much happier with the ‘safe’ box lunch and bottled soda rather than a native feast. These tourists of both approaches indicate the strong links between visitors expectations, motivations and the structure of destination areas.

Incipient mass: A steady flow traveling alone or in small organized groups using shared services.

Mass: The general packaged tour market leading to tourist enclaves in overseas. This type of tourism is built upon middle class income and values and the impact of sheer number is high. There is a continuous influx of visitors who inundate Hawaii most of the year, and other areas at least seasonally, including European resorts and Northern Hemisphere winter vacation land such as Coastal Mexico and the Caribbean.

Charter: Mass travel to relaxation destinations which incorporate as many standardized western facilities as possible. These types of tourists arrive on mass, as in Waikiki, where for every 747 planeload; there is a fleet of at least ten big buses waiting to transfer them from the airport to the designated hotel, in the lobby of which is a special Tour Desk to provide itineraries card other group services.

2.5 Tourism in Bhaktapur

Bhaktapur locally known as Khwopa, is world renowned for its elegant art, fabulous culture, indigenous life-style, majestic monuments, colorful festivals and the native Newars best known for their generation-old craftsmanship. The ancient city is also variously known as the “City of Culture”,

“Living Heritage” and “Nepal’s Culture Capital”. Bhaktapur is predominantly comprised of the peasantry. Painting, carving, masonry, bronze-casting, jewellery, pottery etc. are other traditional enterprises still existing.

Among the lots of historical places, the four main squares viz. Durbar square, Taumadhi square, Dattatraya square and pottery square are remarkably attractive in their artistic exposition of elegant temples, dignified places, graceful monasteries, different utensils by creating by the clay work and Bihars standing around these open public places and connected to one another with quaint streets. Bkt. has become the tourist centre for various reasons. Tourists visit here to see its rich culture heritage and learn from it. The tourists visit Bkt. are of different nationalities and of different age groups for different purposes.

2.6 Anthropology of tourism

Similar to any relationship, the relationship between tourists and their hosts include certain understandings that must be agreed and acted upon if it is to be maintained. With the creation of a tourism realm, various social interactions are set up between tourists, their hosts and the organization and society they represent. These transactions that can be short term or long term, simple or complex, are based on an understanding

about how the parties involved treat each other and on the conditions that could bring about the termination of the relationship.

Dinnison Nash's book *Anthropology of Tourism* (1996) has helped study tourism from an anthropological perspective. It has focused on tourism as a form of acculturations or development, as a form of personal transition and as a form of superstructure. This book was helpful as the basic problem that this paper is also dealing with the acculturations process persisting in Bkt. as well as the role of tourism in development of Bkt. itself. Therefore the other two aspect of anthropology of tourism have not been included in here. Moreover it analyzes the transition of Sherpa economy from agriculture and barter trade to tourism. Although the topic is about acculturation, the changes in culture have not been examined.

2.7 Distinctive Features

The concept of tourism in Bhaktapur was emerged after the reorganizations. (World Heritage Site in 1978) Many organization and people have conducted their survey and research for the development of Bhaktapur through tourism sector. They have found the merit and demerit part of tourism and recommend solving the problems. This study is distinctive from the above survey and research. Through this study, I will explore current trends of tourism market, nature of tourist flow, tourism policy taken by Municipality and its resultants and impacts of tourism in socio-economic sectors. This research and survey will be a millstone for the further study in tourism and development of the Bhaktapur Municipality.

CHAPER: THREE

RESEARCH METHODOLOGY

This chapter explains the research methods employed to obtain related data for the study. This selection mainly concerned the research design, nature of the study, universe and sampling procedure, techniques of data collection and process of data analysis, study approach, some tools, techniques and methods also were used to conduct the research.

3.1 Rationale behind selecting the study Area

One of the crucial issue of field work is the selection of study area because it is certainly a difficult task to select an appropriate site on the possible sector and places. As if will impossible to study the whole city, only four major touristic areas of Baktapur was selected for the study i.e. Durbar square, Tumadhi square, Dattatrya square and Pottary square. Among various famous squares, these four squares are the major areas of Bhaktapur. Bhaktapur is a place where art and crafts, religion and culture are a part of life of the inhabitants. Arts and religion are so interlocked that it is impossible to separate the one from the other. All art forms express both Hindu and Buddhist iconography. People celebrate every moment with aroma, adding novelty to the traditions. So, number of tourists from different nations visit Bkt. so see the well preserved culture, arts and crafts, colorful festivals, religions, lifestyle of inhabitants and many attractions. These four squares of Bkt. are the most open public place of the city where the most outstanding cluster of exquisite temples and the royal palaces ornamented with work of arts can be seen. Besides these, the priest inns and countless living heritage and other hundreds of wooing culture activities are the hidden treasure of this ancient town were also presented in the study area.

3.2 Research Design

This study was based on descriptive and explorative research design; further more both quantitative and qualitative data were used. It was descriptive as it based on detail investigation and records of the study site on the other hand it was exploratory

as the information derived from the study was focused for analyzing the tourism develop meant activities. As well the status of the respondents was also explored and their type of relationship with the tourist was also examined. As far as the socio-economic aspects of the respondents are concerned descriptive research design was adopted because the frequency and percentage of respondents on the basis of their sex, age, occupation, education level etc. specifically described.

3.3 Nature and sources of Data

On this study, primary and secondary both types of information was used. The primary data was freshly collected .The information and other ideas was directly collected from the field. And for the secondary information, various published and unpublished materials was conducted, secondary data was collected from the Bhaktapur municipality ,DDC of Bkt., Bk.t tourist information centre, tourism development committee, NTB,TU library ,articles , websites etc.

3.4 Sampling Design

This study used sampling method. It was comprised some observation selected from the population although it was small in size and nature. As for determining the sampling number simple random sampling was adopted only 25 households of the total population was randomly selected. Tourists' sites habitation, tourist, shopping center and non tourist sites was selected for the study. The total number of respondents were 50 which include local people, tourist guide, curio shopkeeper, businessman, students, tourists, hotel owners, staffs of BM and BTDC and others. Besides these tourists were also interviewed.

3.5 Study Approach

A research work depends on a certain study approach. It establishes a specialization to the study or research work towards a certain path limitation. It is applied from the inception to the conclusion of the research. What type of research are going to be is

depend upon its study approach applied by the researcher. For this study, mixed approach was performed. These were Observation study approach, exploratory study approach, Descriptive study approach and Case study approach. Observation study approach was performed in the initial phases of the study Exploratory study approach was used during the questionnaire filling and literature review part. Descriptive study approach was widely applied in the analysis part of the study. Similarly Case study approach was applied to verify the research issues with respect to the tourism in Bhaktapur area

3.6 Data collection tools and techniques

The success of research work depends upon the proper tools and technique of data collection. Using techniques of questionnaire, report building, group discussion, observation, interview and so on for this purpose. In this study, primary data were collected during the field survey. Emphasis was given to collect the accurate information and an effort was made to get into the reality. On the other hand secondary data was collected from books, magazines, news papers, published and unpublished documents etc.

3.6.1 Observation

Observation is the systematic viewing of visible phenomena and object with the consideration of some kinds of especial purpose. This method is widely used for the primary data collection and used to collect information, which can not be collected from the respondents. Observation was helpful to tourism places in Bkt. area.

Non-participant's observation of the study site were done to assess the different situation of the tourism development and its impacts regarding the economic and socio-cultural aspects.

3.6.2 Questionnaire survey

It is one of the important techniques in research to generate quantitative data. The researcher developed a set question comprising open and close question. To apply purposive sampling method, a total of 30 households residing in the area was

interviewed. Similarly 10 tourists who came to encounter the area were interviewed and 10 hotel/restaurant/guest house owner were interviewed, some shopkeeper of curio shop were also interviewed and the municipality of Bkt. also was interviewed with the well developed separate set of questionnaires. Both open ended and closed questions were made in the questionnaire.

3.6.3 Focus Group Discussion (FGD)

Focus group discussion involves a small group of people focusing on topics or issues defined by a researcher. The propose of this method is to acquire information by researcher from a group of respondents or targeted people predetermined places and time. The main purpose of FGD was to obtain more detailed information about the impacts of tourism in the study area. During research FGD was taken. In this program 10 people from the Bhaktapur area came for the participation.

3.6.4 Key informants interview

Key informants interview is used to obtain information from more detailed information from the informants. Who are working in the field and have explicit knowledge on the issues. To obtain the real situation of the tourism in the study area, the researcher was organized interview with the key persons like local people, political leaders, women representative, NGOs person, member of Tourism Management Board, teachers, other stakeholders and representative from NTB and other organizations working for the tourism development were taken information about the impacts of tourism in the study area.

3.7 Data Processing and Analysis

Data obtained from sources and methods undoable demand various analytical techniques. Data were analyzed with the assistance of MS Excel Computer software which also was served the illustrations through charts and graphs. Subjective and qualitative data were analyzed descriptively. After the collection of the data, collected data was edited and each part of information was descriptively analyzed for the nature

of the qualitative study. For the easy understanding of the generated data, they will be presented in the tabulated format.

3.8 Limitation of the Study

The research was confined only to the tourist sites of Bhaktapur. This study was only four major touristic area i.e. Durbar square, Tumadhi square, Dattatrya square and pottery square. In this study was given emphasis in the economic and socio-cultural impacts of tourism in Bhaktapur. The study excursion sites and the outskirts of Bhaktapur such as Changu Narayan, Kamalpokahri, Nagarkot, Suryavinayak, world biggest statue of Shiva in Sanga etc was not included in this study. The major cultural sites and tourists attracting sites were also visited. The role of different organization, Restaurant, Guest house, who is working in the tourism field ,the role of the municipality, the behavior of natives while coming in contact of the tourists, the behaviour of the local people involved in tourist industry ,their expectations with the tourists was analyzed. Besides this the role of handicraft shopkeepers, souvenir shopownness in the art and cultural revitalization was also studied. This study was covered overall sectors of tourism industry and its economic and socio-cultural impacts in Bhaktapur District.

CHAPTER: FOUR

DATA PRESENTATION AND ANALYSIS

4.1. Introduction of the Bhaktapur

Bhaktapur district is located in central hill region of the country with an exotic setting surrounded by the green mountains. It is located at the lesser Himalayas of central Nepal. It is located between 27 36' to 27 44' North latitude and 85 21' to 85 32' East longitude. Its East West length is 16 km. and North South length is 12.2 km. Bkt. district covers 138.46 sq.km.(the smallest district of the country),with two municipality(Bhaktapur and Madhyapur Thimi) and 16 VDC. According to the 2001 Census, Bkt. district has a 225461 population with 114798 (50.92%) and female are 110663(49.09%).population growth rate is 2.71% and there are 41253 households. The Newars are dominated in Bkt. The main occupation is Agriculture with handicrafts, trade and tourist service.

4.1.1 Land use pattern

The total land of Bkt. is 127.39 sq.km. Among total land, the agriculture land takes more place. So the main occupation of the people of the Bkt .is Agriculture.

Table no.1 Land use pattern

S.N.	Description	Aera(sq.km.)	Area(%)
1	Agricultural land	102.40	80.39
2	Forest land	21.20	16.64
3	Bushes	1.62	1.27
4	Settlement	1.34	1.05
5	Institutional Area	0.76	0.60
6	Ponds and others	0.06	0.05
	Total	127.38	100

(Source: LRMP/GIS 1999)

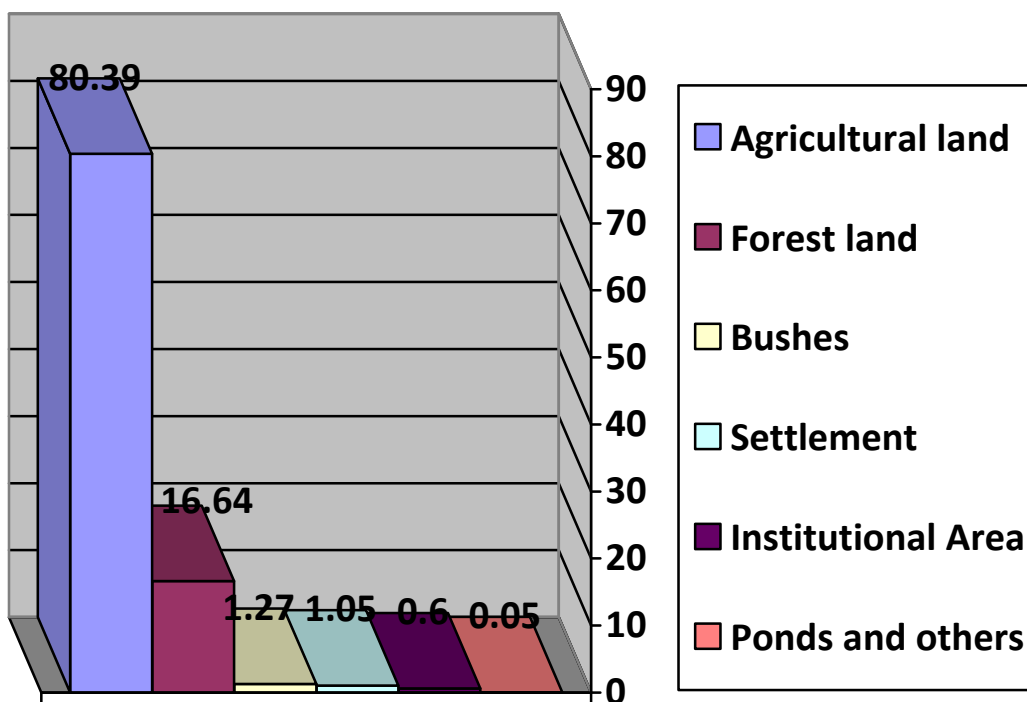


Figure no.1 Land use pattern

4.1.2 Land slope

Table no.2 Land slope

S.N.	Slopping	Area(Sq. Km)	Area (%)
1	Alluvial plains(0-1)	71.78	56.36
2	Alluvial fans(1-5)	1.99	1.56
3	Moderately to steeply	46.25	36.31
4	Steeply to very Steeply	7.36	5.77

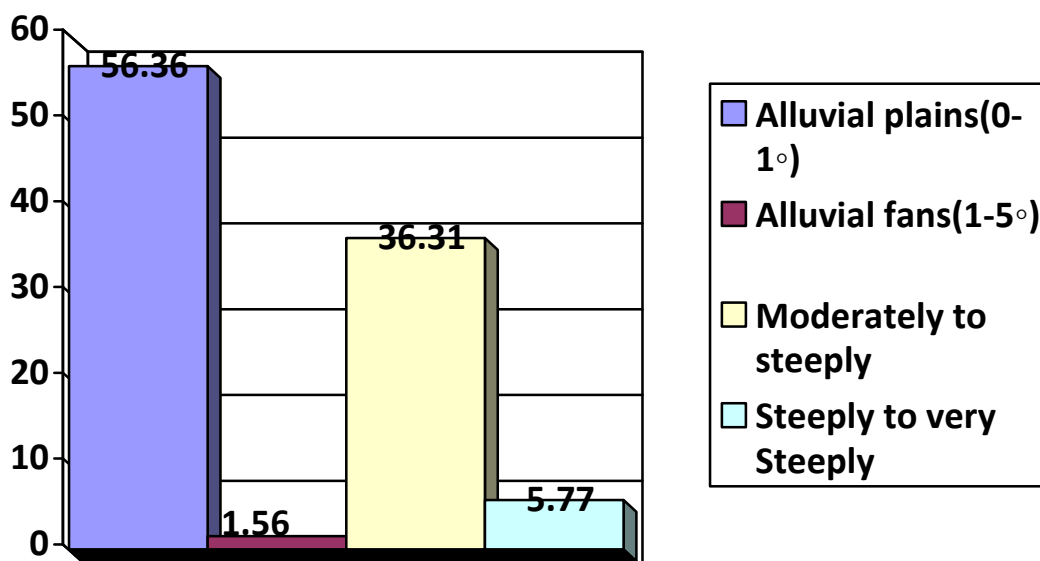


Figure no. 2 Land slope

4.1.3 Socio-economic condition of the Bhaktapur

Caste: Newar: 55.85%, Brahman: 10.20%, Chettri: 18.53%, Tamang: 6.53%

Magar: 1.63%, Others: 7.26%

Religion: Hindu: 89.86%, Buddhist: 9.4%, Christian: 18.53%, Muslim: 0.16%,

Others: 0.23%

Language: Newari: 60.86%, Nepali: 34.33%, Tamang: 3.83%, Others: 0.98%

Educaional Facilities (Both Govt. and Private): In the study area, there are 9 Campus, 6 HSEB, 84 Secondary School, 52 Lower Secondary School and 140 Primary School.

Average tourists' arrival: 168000 per year

Occupation: Agricuture: 55%, Tourism Service: 38% Others:7%

4.1.4 Description of the study Area

Bhaktapur, locally known as Khwopa is “Nepal’s cultural capital”. Bhaktapur with splendid legacy of her fabulous heritage has retained the status of the cultural capital of Nepal. Geographically shaped like a conch-shell and geometrically designed into the Tantric fabric shaped shree yantra, the town bears its historical origin dating back to the the capital of city of the greater Malla Kingdom (12th -15th) century A.D., yet it is only in the early 18th century that this city took its present shape.

Bkt. is one of the touristic destination, the historical and cultural heritage attracts the tourists. It is a living heritage displaying the vibrant depth of Newari culture. There is lots of touristic areas like Durbar square(WHS),Changu Narayan(WHS),Five stored window palace,Siddapokhari,Kamalpokhari,Dattatraya,Suryavinayak,Pottery square etc. Among them major touristic area of Bkt. are taken as the study Area.

The four major squares of Bkt. are Durbar square, Taumadhi square, Dattatraya square and Pottery square which are remarkably attractive in their artistic exposition of elegant temples, dignified palaces, and graceful monasteries standing around these open public places and connected to one another with quaint streets.

In Bkt. there are many places which may attracts the tourists but it is difficult to study all these places because of time. So, in this research, only the main squares of Bkt. were studied where tourists often like to visit.

Durbar Square: Bhaktapur Durbar Square is one of the seven UNESCO world heritage sites located in Kathmandu Valley. This spectacular square, a capital of Malla Kingdom till 1769, is an open museum itself. Victorian illustrations show that it is packed with monasteries, temples and artistic buildings, almost one third of which were destroyed by the disasterous earthquake of 1990 and 2045(BS). The square still holds mesmerizing palaces, pagodas, shikhara-style temples as well as Buddhist monasteries exclusively architected.

While you pace through Durbar Square, you will be compelled to feel the touch of mediaeval excellence. Approaching Durbar Square through the huge white gate, on your left you will notice a pair of lion statues guarding supposedly one of the entrances to the royal complex. Between them lies two master pieces of stone sculptures, Bhairav the fierce form of Shiva and Durga a fearsome manifestation of Goddess Paarvati, which date back to 1701 A.D (Baranasi, 2005). It is believed that the unfortunate sculpture had his hands cut off afterwards, to prevent him from duplicating his masterpieces (Folk Voice).

In front of these statues of Bhairav and Durga, there are a series of temples, which represent the four highest Hindu pilgrimage sites – Jaganath, Kedarnath, Rameswor & Badrinath. Then Malla kings had them constructed for those who could not afford to visit the original sites in India.

Another pair of lion statues and stone sculptures of Hanuman (the god of strongly) and Narshinga (on incomating of lord Vishnu) can be seen at the entrance of the National Art Gallery, which is situated on the middle north side of the Square. The Gallery is worth visiting for its exclusive collection of Buddhist Paubha (Thankas) paintings, palm leaf manuscripts as well as metal and stone statues. The whole block on the North side of the Square is the main palace complex. It used to consist 99 different courtyards within. The main entrance to this palace complex is the master pieces among all you see in Bhaktapur. Through this Golden Gate you may enter to discover the courtyard of Taleju Temple, the royal bath and what used to be the residence of Malla kings.

Next to the Golden Gate is the most talked about 55 windows palace of King Bhupatindra Malla. The series of intricately carved woodcarving windows on the second floor is the speciality of the structure. The whole of these windows have been pulled in by more than 2 feet to the present level during reconstruction after the earthquake of 1990 (BS).

Right in front of the Golden Gate you can see this impressive statue of King Bhapatindra Malla on a high stone column. The gold gilded statue in the position of worship is the centre of appraisal for every visitor. In front of the palace lies a large bell erected by King Ranjit Malla in 1737. Beside the big bell stands Shikhara style Durga temple, completely built out of stones in 1727 by Jaya

Ranajit Malla. On the lower surface of this Vatsala temple lays another small bell erected by King Bhupatindra Malla. It is popularly known as the 'Barking bell' because dogs bark and whine at its sound. Unfortunately it is now broken (BTDC-NTB, 2006.)

Taumadhi Square: Taumadhi Square, just half a minute walk from the Durbar Square is the square that divides the ancient town into upper and lower halves. The biggest festival of the town-Bisket Jatra, schedules every year in April – starts from its more square. The square is dominated by many mesmerising temples and other medieval architecture Nyatapola – temple. Bhairav-temple and Teel Mahadev Narayan temple are the major structures. Being centrally located a lot of local activities depicting local life-style and culture can be observed here throughout the day.

The Nyatapola temple lies in the south of the square is named after its physical structure (five tiers of roofs) is the tallest temple in the valley and certainly one of Nepal's most stupendous monuments. The temple founded by King Bhupatindra Malla in 1702 A.D, is dedicated to Goddess Siddhi Laxmi - the Goddess representing the most powerful female force. It has its own legend behind its construction, which goes as follows.

Once the God Bhairava of the Bhairava temple (the next tallest temple in the square) became troublesome to the king in some typically ill-defined manners and he was advised that the Bhairava of the square needed some female deity to maintain a balance with the power of terrifying Bhairava. Thus, the king himself got involved, as advised by then astrologers, in the construction of the temple. It is believed that the goddess Siddhi Laxmi has a calming effect on the Bhairava.

The temple was so well constructed that even the earthquake of 1990 BS. Caused only a minor damage to it, where as the temple of Bhairava was completely destroyed. The temple stands above the five-stage plinth and rises over 30m above the top plinth. Pairs of guardian figures flank the stairway that ascends the plinth. It is believed that every pair of these guardians is ten times more powerful than the pair immediately below. At the bottom of the stairway lies a pair of 2m high stone statues.

Dattatraya Square: Like the other Squares, Dattatraya Square is another open museum that contains innumerable monumental masterpieces of woodcarvings. The square originally known as “Tachupal” verbally meaning the ‘grand rest house’ - alone consists seven ‘Math’s, among a dozen existing in Bhaktapur. Bhimsen-temple, the famous Peacock window, the Bronze and Brass Museum, the woodcarving Museum and Dattatraya temple are the additional major attractions of the square. Dattatraya square probably is the original center of Bhaktapur, in the initial periods of it’s founding. Dattatraya Temple built in 1427 A.D. by king Yaksha Malla and his son Raja Malla is the only temple in Nepal that is dedicated to the God Dattatraya – the combined incarnation of three supreme gods of Hinduism; Brahma, Vishnu and Mahesh(Shiva). According to the legend, an influential and highly respected Indian ‘Yogi’ returning from his pilgrimage, died here. (Nepalese have the culture of considering visitors as Gods and treating them likewise. Especially ‘Yogis’ (traveling saints) are highly respected as learned ones.) So the shrine was built in his memory by then rulers as a tribute. It is believed that the temple as a whole was built using timber from a single tree.

Originally the temple was only two storied. Additional construction was done latter on. The main beauty of the temple is its unique architectural design and the intricate woodcarvings artistically decorated all over the structure. A wooden figure, the figure of Dattatraya can be seen overlooking the square from the central window of the second floor. Probably a way of giving the impression that God is watching us all.

The additional attractions of the shrine are displayed at and about the front. At the entrance the temple is guarded by two large stone sculptures of Jaiput wrestles Jaimala and Pata as in Nyatapola temple. By the sides of these sculptures a conch & a “Chakra” (a discus like weapon) the attributes of Vishnu is displayed above 3m high stone pillars. A Beautiful Gold gilded metal statue of Garuda - the vehicle of Lord Vishnu is positioned at the front of the temple on top of another stone column. One might also be interested in the wood carved erotic panels around the temple, which still is used for sheltering yogis and pilgrims (BTDC-NTB, 2006).

Pottery Square: Bhaktapur has two famous pottery squares. One is located at Talako towards the southern part of Durbar Square and another one at Suryamadhi, to the east of Dattatraya square. Many potters can be seen working on their traditional wooden wheels and thousands of finished (fire burn) and semi-finished clay products lie about in beautiful rows under the sun. Potters and their families can be observed busy in preparing the lumps of black clay for the final shaping, mending some of the raw clay products or adding finer craftsmanship onto the half done articles. Visitors will find here potters giving shape and size to lumps of black clay. If one is lucky, one can even see how they burn these clay products in the open traditional kilns for a few days before the final products are ready. Within the Talako pottery square two important temples of Vishnu and Ganesh can also be seen erected in a very traditional way. Whereas in the other pottery square the shrine of Wakupati Narayan with beautiful wood carving windows, stone sculptures and a sample piece of Pagoda temple can be observed. It is the local belief (faith) that everyone entering the temple premises must sit some where, for at least a while, for good luck! The second pottery square is located the east of the Dattatraya square. It is called Suryamadhi or Mathiko pottery square. Here too, Visitors see the ancient city's well known craftsmen sunk in what they have inherited from their ancestors. The temple is rich in its craftsmanship and one of the best samples of traditional Nepalese architecture and is admired by every visitor, foreign and local favorites. The municipality renovated the roofs of the temple recently (BTDC- NTB, 2006).

There are many Entrances through which one can enter from any of the entrances and pay the toll only once. The main entry points of Bhaktapur are:

1. Khauma
2. Thulo Byasi
3. Sano Byasi
4. Mahakali
5. Bekahal
6. Mool Dhol
7. Kamalvinayak
8. Itachen
9. Chyamasingha
10. Bhelukhel
11. Ram Mandir
12. Bharuvachow
13. Jagati
14. Jagati
15. Barahi

4.1.5 The Attractions and Accommodations of the study Area

Bhaktapur is well known for its cultural and living heritage. The major attractions of Bhaktapur are located at this study area. This is the main reason why there are comparatively a lot of tourists visiting these places. The fifty-five window palace, the golden gate, the statue of king Bhuptindra Malla, Big bell, the five stored temple or Nyatapola, the Bhairab temple, Dattatraya temple, Pottery square, lots of ancient temples, the priest houses etc have remained the master pieces of not only of Bkt. but also of the country.

The culture of Bkt.is also be the main attraction such as cultural events,Bhajan,plays,dramas,Guthis,dances,dresses,lots of festivals have contributed to the living heritage of the Bkt.This living heritage has been handed down from centuries in an unbroken chain from genetation to generation.The daily lifestyle of the people has also been the major attraction.A noted Nepali scholar Jagadish Shamsher wrote”This city is the capital of music and dance”

For tourists attraction,Accomodation also plays a vital role. As Bhaktapur of late has evolved itself into a popular tourist destinations, the growth of hospitality business in this ancient years, the city has seen considerable surge in tourism trade including hotels, restaurants and handicrafts and around the historic territory.

Likewise anywhere else, the hotels and guesthouses in Bkt. do vary in size and standard, but things that they all have in common are their convenient location, varieties of amenities and the personalized service they offer to their cutomers. The rooms are well-appointed, most of them having all amenities that a modern travelers may look for. The city is favored place for gourmets and gourmands as well. Tastefully decorated and well stoked restaurant in here serve varieties of culinary delights ranging from simple Nepal dal-bhaat (rice-lentil) to international delicacies. Adding to it, the ambience is serene and sooting. And always with an eye on hygiene, what they offer to their customers suit both their palates and wallets.

4.1.6 Settlement and Housing pattern of the study Area

The Newars are the indigenous inhabitants of Bhaktapur. The Newari type of houses can be found all over the Bkt.Generally Newari houses are rectangular in shape.

During research, ancient and old houses were seemed. But they were as old as the Newars. The Newars' houses were mostly three-stories in height. And each floor has been designed for some specific reason and the cultural cause. The clustered and compact houses of the Newars represent their compact relationship. As all the relatives and affine live together, they have compact housing pattern. They believe in many ways its good. Because of the cultural influence, the other caste peoples' houses are also similar to of the Newars. The low gate, they believe that protects from direct entrance of the strangers. When asked the reason for short height of the gate it was found that they respected their houses and they believed that the house is the protector of the family, the temple, therefore they bow their heads which symbolizes their respecting of the house. For them the house is not only the place to live but also the religious place which should be worship. They install the idol of the God Kumar in front of the houses, by which they believe all their works become successful.

4.1.7 Cultural Documentation of the study Area

The cultural significance of Bkt. is the main factor that has made it so popular Today. Bkt. is also regarded as the synonym of Nepalese lifestyle and the Durbar square as the cultural capital of the country. As there are numerous and heterogenous castes and lifestyles in Nepal, Bkt. alone includes these all within the Newars. Though the Newar itself is a homogenous caste, there are hundreds of castes within it. The art and architecture of Bkt. is deeply influenced by religion. Unique craftsmanship can be found in temples, architecture, shrines and design of religious objects. The squares, monuments, palaces, streets, artistic pave, carved doors and windows represent the cultural affection on its people. Bkt. is Nepal's cultural capital in which diverse cultural events, festivals and tradition are found. Tourists from different countries visit Bkt. to enjoy this unique architecture and cultural event.

The daily routine and the lifestyle of the people are the aspects of non-material cultural attractions. The main attraction on the artistic sector of Bkt. are pottery, paintings, carving, masonry, jewellery, music, dance, festivals, dress etc. Bkt. is also the most self contained and self-sufficient of the valley's major settlements. The main occupation of its inhabitants is agriculture and the arts, crafts and other business

are the secondary occupation. Its own farmers supply food from the surrounding fields and the craftsman of the city build and decorate the houses, carve their own beautiful hand-glorious temples. The people have still maintained their original traditions and the women still wear unique red-edged black saris called 'Haku Patasi' and the older men wear famous 'Bhadgaule Topi'. Mostly all the people have been found busy in some kind of works. Like Potters are busy in clay works, Shilars are busy in stone carving, Shilpakar are busy with carpentry and even the women are busy in weaving and knitting. Here the people are hardly found jobless and unemployed and most of the people are involving in tourism service.

4.1.8 Museums in Bhaktapur

Bhaktapur is a paradise for Art lovers. The whole city could be alive museum itself. If we had enough resources we could have many more specialized museums; Museum of traditional Dances, Museum of Traditional Instruments, Costumes, Ornaments etc. We can still offer to our beloved guests' three specialized museums. Bhaktapur is known as open museum for arts .

4.1.8.1 The National Art Gallery

Located at Durbar Square has magnificent collection of ancient thanka painting (Paubha) and various classic and medieval masterpieces in wood, stone and metal. Being actually house in the ancient palace you can also get the chance to marvel the original masterpieces of wall paintings on the walls of the Malla palace. Established in 1960, the Gallery is a place to be while in Bhaktapur (BTDC-NTB, 2006).

4.1.8.2 The Wood Carving Museum

The woodcarving museum is the house in the 19th century building, known as Pujari Math specially built for the priests of those periods. The 'Math' itself is elegant in its architecture with enumerable intricately carved wooden doors and windows including the famous Peacock Window. This Museum situated at Dattatraya Square displays an array of wooden objects which also portray the changing social outlook of Bhaktapur.

4.1.8.3 The Bronze and Brass Museum

Right opposite to the Wood Carving Museum, there is another 'Math', the Bronze & Brass Museum displays heterogeneous ceremonial and household metal ware. The collection of objects, such as ritual lamps, hanging lamps, ceremonial Jars, water vessels, cooking pots, oil pots, ink pots, etc., which were used in the ancient and medieval periods .

4.2 Socio-economic aspects of the Respondents

In size and area composition, Bkt is the smallest district. But the density of the population is the thickest here. The Newars are the indigenous inhabitants of the Bkt. Most of people of here are involving in tourism sector. During the research, It is difficult to find out the real local people in there among packed of tourism surging. Most of entrepreneurs were local and some from other district. It is also difficult to met them for data collection caused of their engaged life. As well as it was difficult to find out the real socio-economic condition of tourists. So, in research, it tried to the real condition of respondents. In this section, mainly 25 local people were detailed interviewed as respondents to know about their socio-economic aspects .

4.2.1 Distribution of respondents by sex

During the research, it was found that not only the men but women were also equally important in playing significant role in tourism sector and the respondents of both sexes were interviewed. They were involved in making handicrafts, sales tourist product, conducting restaurant/hotel/lodges etc. More than half of the respondents interviewed were female. Women also involved in different work related to the tourism.

Table no.3 Respondents by Sex

S.N.	Sex	Frequency	Percentage
1	Male	11	44
2	Female	14	56
	Total	25	100

Source: Field Survey, 2011

From above table it shows that female is more than male, only 44 percent are male and 56 percent are female. Most of female are also involving in tourism service directly and indirectly.

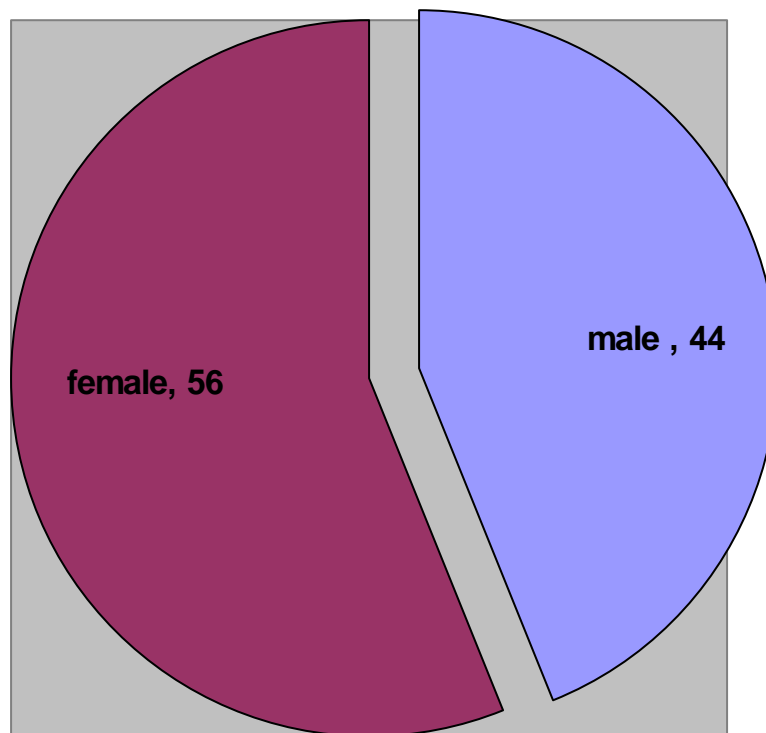


Figure no.3 Respondents by sex

4.2.2 Age of the Respondents

During the research, all sorts of people of different age groups were interviewed. It was apparent that a majority of the respondents were 30-40. In the study Area, Almost all the age groups seemed to enjoy the benefits of tourism. Even old people and school going children have been enjoying in tourism.

Table no.4 Distribution by Age

S.N.	Age	Frequency	Percentage
1	10-20	2	8
2	21-30	3	12
3	31-40	12	48
4	41-50	6	24
5	51-60	2	8
	Total	25	100

Source: Field Survey, 2011

4.2.3 Caste Distribution of Respondents

During the research, most of respondents were found from Newari community. More than 60 percent people were Newar. In the study area, there were found Brahmin, Tamang, Dalit, Chettri also. They all castes are also influenced by tourism. The Thanka painters were mostly from the Tamang caste and they were from Kavre,

Table no.5 Caste Distribution of Respondents

S.N.	Castes	Frequency	Percentage
1	Newars	16	64
2	Tamangs	4	16
3	Brahmins	2	8
4	Chettris	2	8
5	Dalit	1	4

Source: Field Survey, 2011

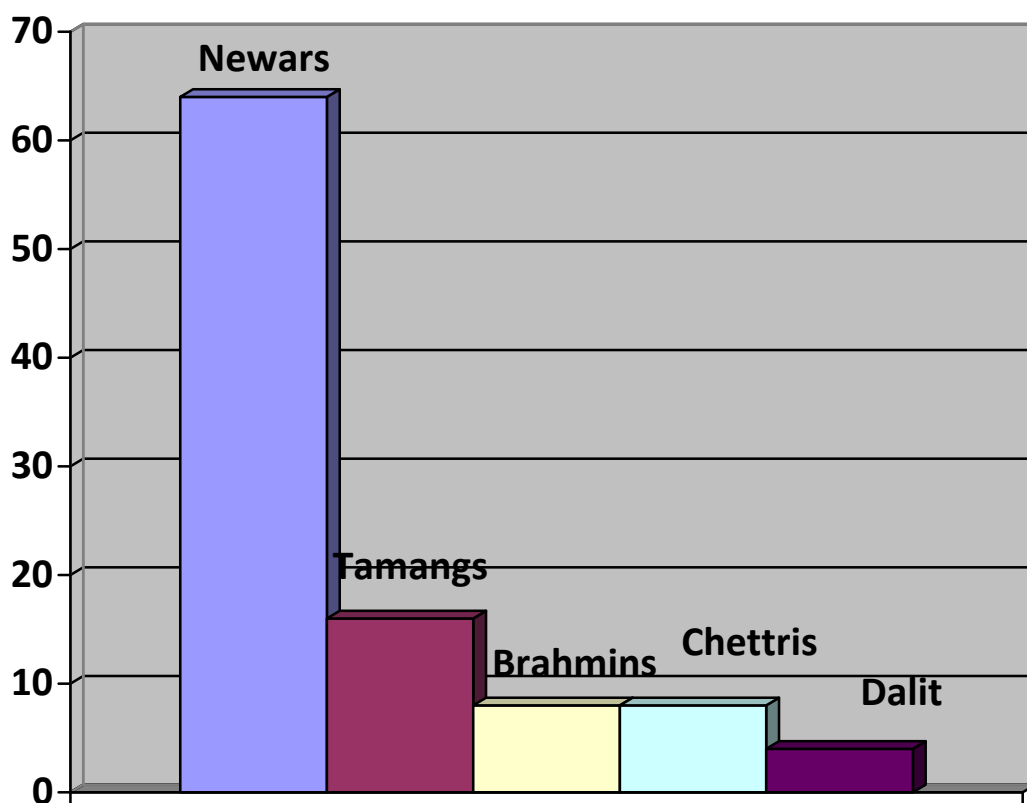


Figure no.4 Caste Distribution of Respondents

4.2.4 Distribution of Respondents by Religion

During the research different people of different religion were interviewed. From research it was found that most of the people followed Hinduism. Some castes of Newars such as the majority of the respondents interviewed were Hindus (64%) while the rest of them were Buddhist (28%) and Cristian (8%). Majority of the Newars follow Hinduism while some sub castes like Sakyas and Bajracharyas follow Buddhism. The tamang were also followed Buddhism.

Table no.6 Distribution of Respondents by Religion

S.N.	Religion	Frequency	Percentage
1	Hindu	16	64
2	Buddist	7	28
3	Cristian	2	8
		25	100

Source: Field Survey, 2011

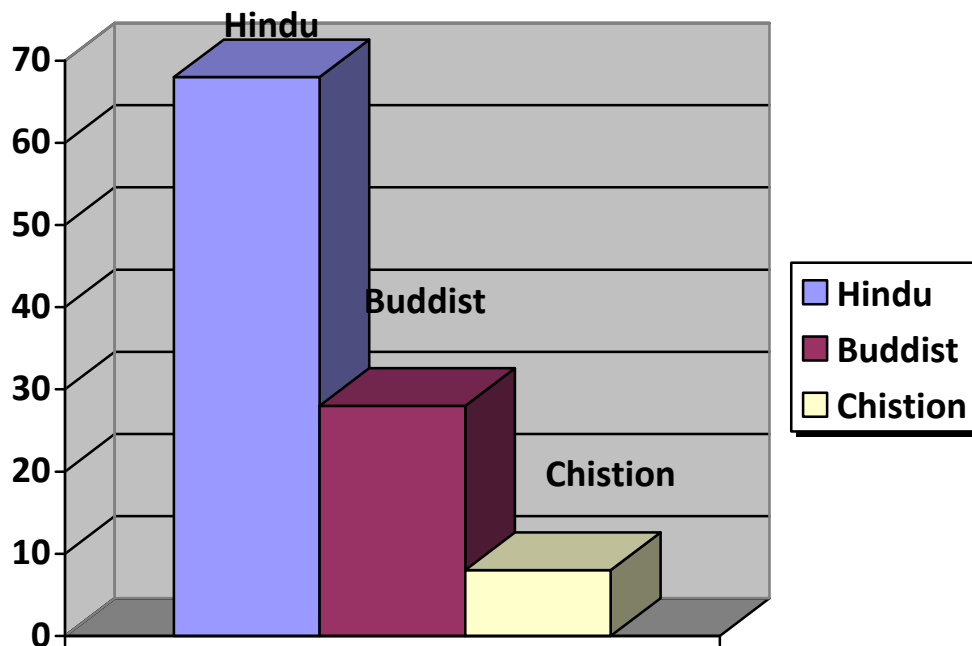


Figure no.5 Distribution of Respondents by Religion

4.2.5 Occupation of the repondents

In the study area, due to the tourism, the tourist business has become the major occupation of the people. The businessmen who have shops of various items totally depend on tourism. Youngsters and school going children are also engaged in tourism as a tourist guide and craftsmen. Most of local people specially old generation has agriculture as their occupation. But new generation do business or job.

During the research, it was found most of people were involving in tourism related business. Mostly they involved in tourism sector directly or indirectly. Majority of respondents were involved in Business (32%). and Tourist guides accounted 24 percent of the respondents among whom 10 percent were formally appointed by the municipality and also worked in the tourism office while the rest were the local informal guides. Besides that some of respondents were Students (12%), Craftsmen (16%), Shop Owners (12%) and During the research, only 4 percent people followed agriculture as occupation.

Table no.7 Distribution of Respondents as per their occupation

S.N.	Occupation	Frequency	Percentage
1	Business	8	32
2	Tourist guide	6	24
3	Agriculture	1	4
4	Students	3	12
5	Craftsmen	4	16
6	Shop Owners	3	12
	Total	25	100

Source: Field Survey, 2011

4.2.6 Educational status of the people

In the study area, there are lots of educational institutions which have played a vital role in Bhaktapur. During the research, it was found that a majority of respondents (40%) were having Intermediate level of followed by Bachelor level (24%). Respondents having SLC level education were 16 percent. Only few number of respondents were having Master's level education (12%) and Illiterate were (8%).

Table no.8 Respondents by Qualification

S.N.	Qualification	Frequency	Percentage
1	Illiterate	2	8
2	Under SLC	4	16
3	Intermediate	10	40
4	Bachelor	6	24
5	Masters	3	12
	Total	25	100

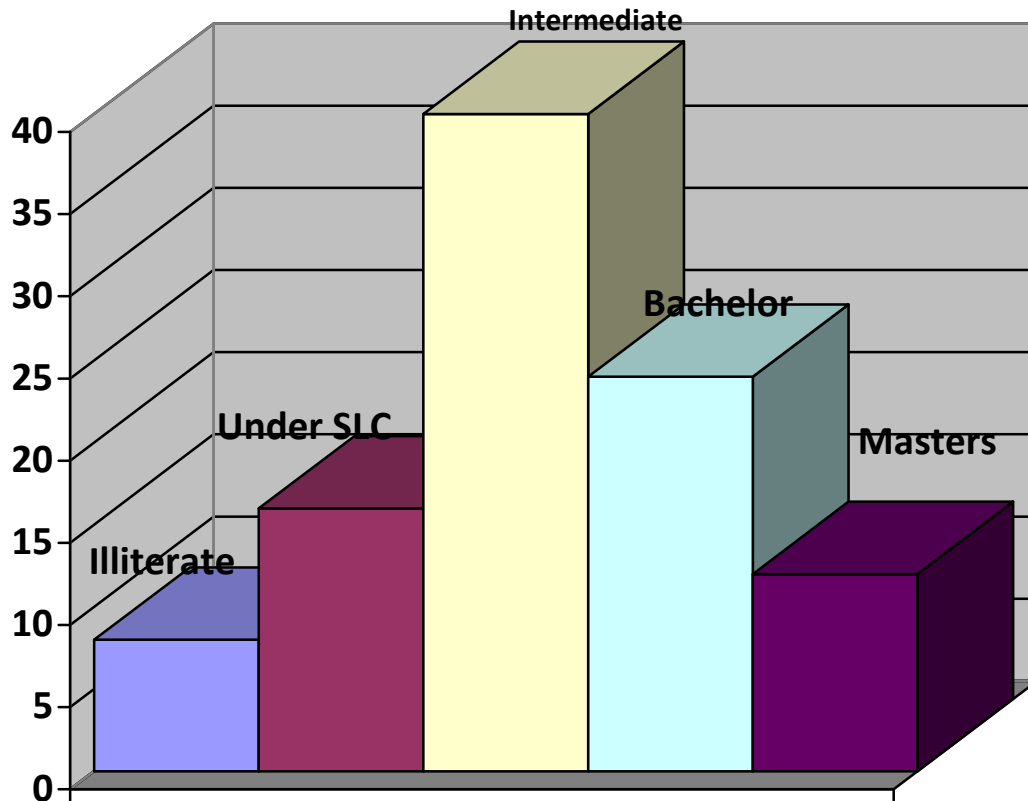


Figure no.6 Respondents by Qualification

4.3 The View of Local People about Tourism Development

The interview had held in local people of Bhaktapur about the development of tourism. 25 local people were taken as a respondent. During the interview lots of them had found good knowledge about it. They replied, "The favourable scope of tourism in Bhaktapur." A few replied unfavourable scope and some of them had very poor knowledge about it. They replied that they didn't know about it. It shows that they are busy in solving their hand to mouth problems. But it is very satisfactory aspect that more people are very conscious the matter in tourism and tourism development. This is related to the structured questioner no.2.

Table no.9 The View of Local People about Tourism Development

Category	Frequency	Percentage (%)
Favorable	18	72
Unfavorable	5	20
Don't know	2	8
Total	25	100

The table shows that 72 percent no.of people's view about tourism development is favourable,20 percent no.of people's veiw is unfavourable and rest 8 perect people say that don't know.

Source: Field Survey 2011

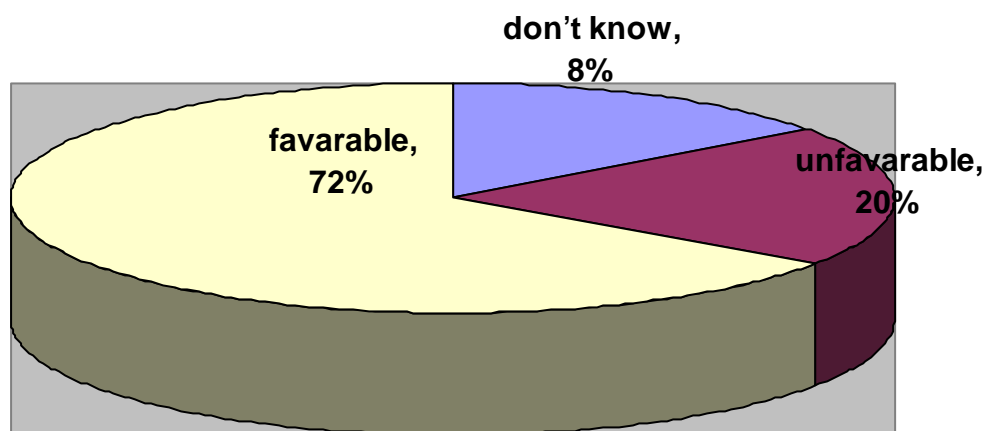


Figure no.7 The View of Local People about Tourism Development

4.3.1 The view of Local People about impact of tourism

According to local people tourism has played an important role in the economic upliftment for people. They get opportunities to sell their goods and services locally to the hotels, restaurants and shops at reasonable price. Particularly those people who are engaged in handicraft and tourist oriented goods get good market

locally with the tourism development. The expansion of the market has increased in production. They response that they are benefited from tourism, they agree that tourism has brought a good market for them.

According to simple random sample survey method select 25 local people for this survey. The second important impact of tourism is the creation of job opportunities and increasing income for them. Who employed opportunities have developed of catering establishment, curio shops and several local clubs to learn foreign language due to direct contact with foreign tourists. Some of them could become tourist guides. They got attractive fee and gifts from the tourists. Some of them could earn more by renting their buildings and shops to tourist oriented activities at good rate. Some of them got more education. Some of them had bad impact to raise the price of goods. And some of them have poor knowledge about it. Some felt that there were no impact. This is related to questionnaire structure 2.

Table no.10 The view of Local People about Impact of Tourism

S.N.	<i>Impact</i>	Frequency	Percentage
1	Positive impact	18	72
2	Negative impact	5	20
3	No impact	2	8
	Total		

Source: Field Survey 2011

From above table it clearly shows that the view of local people about impact of tourism. 72 percent think that tourism bring positive impact, 20 percent people's view is it create negative impact and rest 8 percent people think there is no impact from tourism

4.3.2 Benefit from tourism

In the study area, local people get lots of benefits from tourism. They feel change in their lifestyle. During the research it was found that people got various benefit. Benefit is showed in table 9.

Table no.11 Benefit from Tourism

S.N.	Benefits	Frequency	Percentage
1	Income increase	14	56
2	Job opportunity	6	24
3	More education	3	12
4	Awareness	2	8
	Total	25	100

Source: Field Survey 2011

The table shows that local people get different benefits from tourism.56 percent hve a benefit in income increase,24 percent have a benefit of job opportunity,12 percent get more education by the help of tourists and 8 percent have a benefit in awareness.

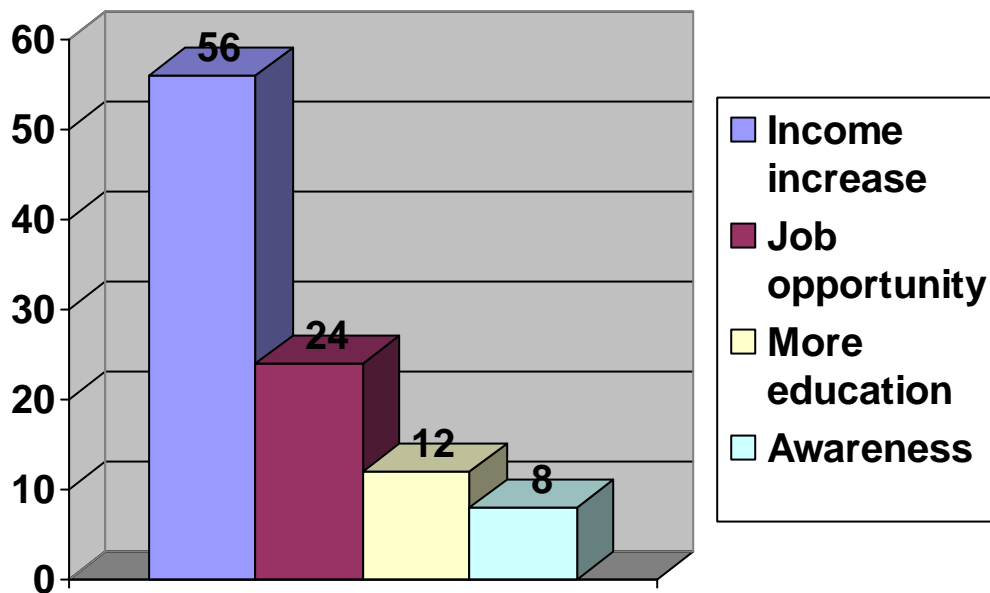


Figure no.8 Benefit from Tourism

4.3.3 Importance of Tourism

Most of the local people who were selected for sample of survey replied that tourism should have to be developed. It should favourable and good for earning incomes and job opportunities. Some of them had bad impact for it. They said,” It is not important to development of tourism. It has brought negative impact on our culture, societies and phenomena.” A few of them had very poor knowledge about it. They said,” We don’t know it.” It is showed from table no.10 and this is related in questionnaire no.2.

Table no.12 Importance of Tourism

S.N.	Importance	Frequency	Percent
1	It should have to developed	16	64
2	It is not important	7	28
3	Don’t know	2	8
	Total	25	100

Source: Field Survey 2010

The table shows that in the view of local people about tourism is important or not.64 percent view is tourism should have to developed,28 percent think it is not impoortant and rest 8 percent reports don’t know.

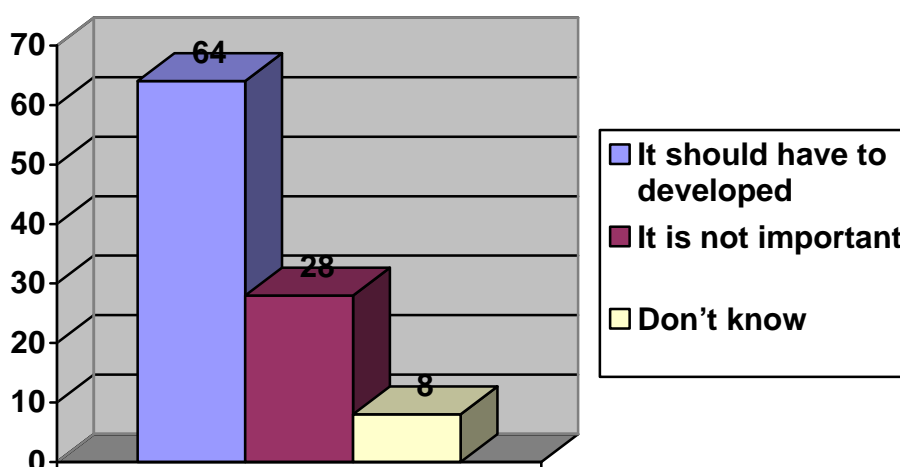


Figure no.9 Importance of Tourism

4.3.4 Entrance fee System

There are many sources of revenue for Bhaktapur Municipality. Tourism entrance fee is the main source of revenue for it. It is best system for earning foreign currency. This survey had done among 25 people. Some of them replied that entrance fee system was bad for fame and popularity of Bhaktapur. And a few had very poor knowledge about it. They replied that they didn't know about it. The system of entrance fee, every foreign tourist has to pay fixed entrance fee who entered in Bhaktapur. After paying the entrance fee, the tourists get a visitor pass which remains valid for many time or limited time. With that visitor pass one can visit Bhaktapur many times within date of visa. After date of visa it can make renew.

Tourists from SAARC countries were previously excepted from entrance fee. However, entrance fee is now applied to the tourists from SAARC as well.

Entrance fee was introduced in 1993. It was fixed Rs. 50/- per tourists. It was raised to Rs 150/- in 1996. In 1998 it was raised Rs 300/- for non SAARC and Rs 30/- for SAARC countries. Now it is Rs 500/- for non SAARC and Rs 100/- for SAARC tourists. It is more about from table no 11.

Source: Bhaktapur Municipality

Table no.13 Entrance fee System

S.N.	System	Freqency	Percentage
1	Good system	18	72
2	Bad system	6	24
3	Don't know	1	4
	Total	25	100

Source: Field Survey 2010

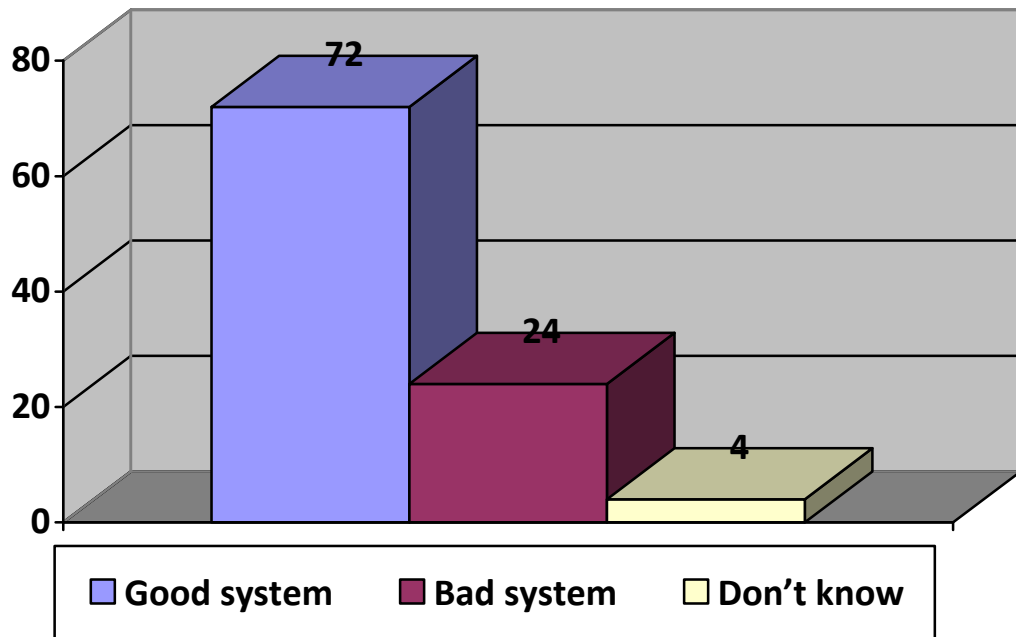


Fig no.10 Entrance fee

Table 14 Tourists entrance fee

S.N.	Category	Frequency	Percentage
1	Expensive	5	20
2	Moderate	14	56
3	Cheap	2	8
4	Don't know	4	16
	Total	25	100

Source: Field Survey 2011

This study was done this field survey among twenty five local people about it. the table shows 56 percent people think that tourist entrance fee is moderate, 20 percent people's view is that entrance fee is expensive, 8 percent people think it is cheap and it has to rise up and 16 percent people haven't knowledge about entrance fee.

4.3.5 Behaved by Tourists to the local people

During the research, it was found that local people got very well behaved by tourists. They behaved very friendly and some times and some cases tourists showed misbehave also. It is showed in table.

Table no.15 Behaved by Tourists

S.N.	Behaved	Frequency	Percentage
1	well-behaved	20	80
2	Misbehaved	3	12
3	Don't know	2	8
	Total	25	100

Source: Field Survey 2011

Above table shows that 80 percent local people get well-behaved by the tourists, 12 percent misbehaved by tourists and only 8 percent people don't know either well behaved or misbehave.

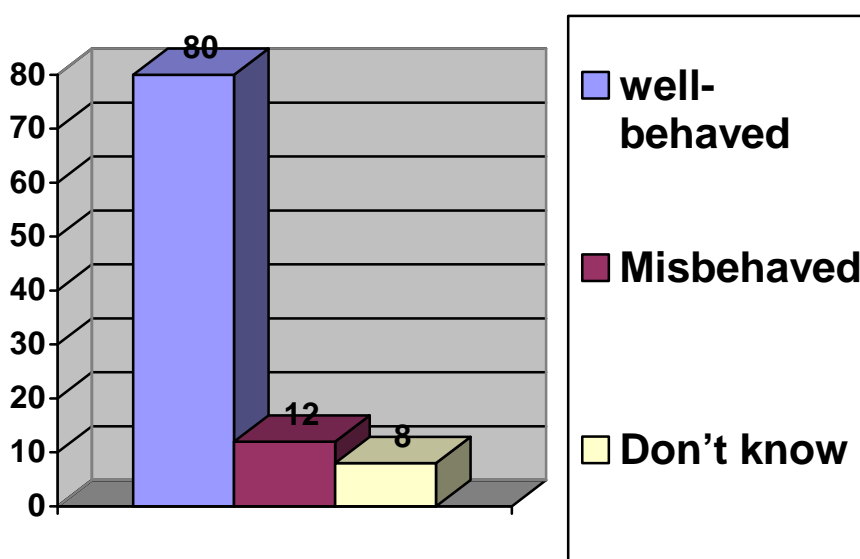


Figure no.11 Behaved by Tourists

4.3.6 Effects of western culture in local culture

In the study area, there local culture is playing very vital role.people can't live without their culture.But during the research,it was found that this significant local culture was effected by the western culture.Because of expanding of tourism, local people specially teenagers had followed the culture of tourists.It is showed in the table below

Table no.16 Effects of western culture in local culture

S.N.	Effects	Frequency	Percentage
1	Good effect	4	16
2	Bad efeect	18	72
3	Don't know	3	12
	Total	25	100

Source: Field Survey 2011

The table shows that 16 percent people think that western culture has created good effeect,72 percent people's view is in local cuture western culture has created very bad effect and rest 12 percent people don't know.It means they don't care about effect of western culture.

4.3.7 Tourists Pleasure Place

Tourists were asked, "Where do you want to feel more pleasure?" This survey work had done among Ten tourists. Most of them replied that they felt more pleasure at cafe. So they spent more time at cafe. Some of them had spent more time in restaurant. Some of them were at hotel. And a few of them stayed at lodges who were known as poor tourists. Tourists staying place are showed by table no.15.And this is related to the questionnaire structured 3.

Table No.17 Tourists Pleasure Place

S.N.	Pleasure place	Frequency	Percentage
1	Hotel	2	20
2	Restaurant	2	20
3	Lodge	1	10
4	Café	5	50
	Total	10	100

Source: Field Survey 2011

From the above table, it clears that among ten tourists, half tourists (50 percent) feel pleasure and comfortable in the Cafe, 20 percent tourists feel pleasure in the Hotel, 20 percent feel that for pleasure they want to stay in the Restaurant and the rest of 10 percent tourists want to stay in the Lodge for their pleasure.

4.3.8 Purpose of Visit

Nepal proves to be an attractive centre for international tourism with its diverse mature, rich cultural and historical temple. The natural and man made beauty of Nepal offers the wealthy sight of seeing (scene). Recreative of cultural activities to be visitors. The pro-portion of visiting Nepal and Bhaktapur is diversity, historical and cultural monuments. The large number of tourists visits here for holiday pleasure, business, official work, trekking and others. It was found that the majority of tourist visit Nepal of Bhaktapur for the purpose of holiday pleasure.

Table no. 18 Purpose of Visiting in Bhaktapur

S.N	Purpose	Frequency	Percentage
1	For holiday pleasure	5	50
2	For official work	1	10
3	For business activities	3	30
4	Other	1	10
	Total	10	100

Source: Field Survey, 2011

This field survey research had done among 10 tourists who found in study area, 50 percent of tourists come to visit here for holiday pleasure, 30 tourists come for

business activities 10 percent of them come for official or conference works and 10 percent come here for other (different purpose). The most of the tourist have come to visit her for holiday pleasure.

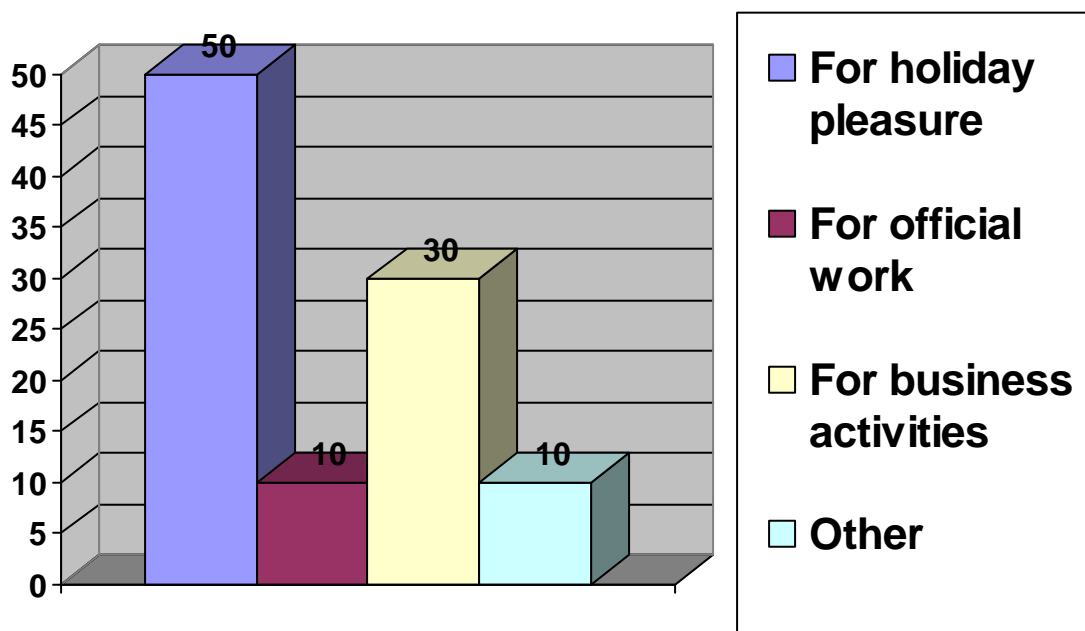


Figure no. 12 Purpose of Visiting in Bhaktapur

4.3.9 Attractive Things for Tourists in Bhaktapur:

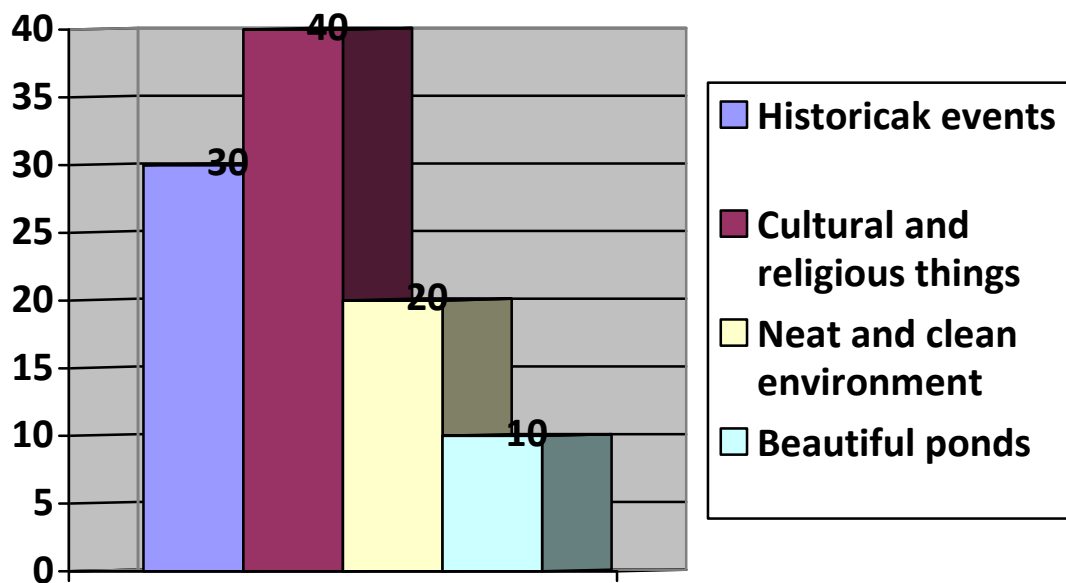
This field survey had done among 10 tourists who were found in the study area. Most of tourists were attracted by Culture and religious things. Some were attracted by historical things, beautiful ponds and neat and clean environment of Bkt. More about from table no 19.

Table no.19 Attractive Things for Tourists in Bhaktapur

S.N.	Attractive things	Frequency	Percentage
1	Historicak events	3	30
2	Cultural and religious things	4	40
3	Neat and clean environment	2	20
4	Beautiful ponds	1	10
	Total	10	100

Source: Field Survey 2011

Fig. no.12 Attractive Things for Tourists in Bhaktapur



4.3.10 Quality of Goods

Tourist were interviewed about goods, handicrafts, paintings and other goods qualities. This field survey had done among 10 tourists. Goods were divided into four different categories. Which quality of goods are available is given in the following table.

Table no.20 Quality of Goods

S.N.	Qualities	Frequency	Percentage
1	Best quality	4	40
2	Good	3	30
3	Not Good	2	20
4	Bad	1	10
	Total	10	100

Source: Field Survey, 2011

This field survey research has done among 10 tourists about the quality of goods available in the study Area..40 Percent of Tourist of response positive. They response the quality of goods is best. 30 percent response replied that the quality of goods is Good. 20 percent response negative aspects. They response it is not good quality.

And % only 10 percent response that there is bad quality of goods are supplied in those area. The majority of goods quality is the best.

4.3.12 Source of Entrepreneur

During the research,20 Entrepreneurs were interviewed about their source of goods and curio items. The main sources of tourist's favorable goods were brought from local area and Kathmandu valley. This is showed by the following table.

Table no.21 Source of Entrepreneur

S.N.	Sources	Frequency	Percentage
1	From Kathmandu valley	5	25
2	From local area	9	45
3	Other part of country	4	20
4	Out of country	2	10
	Total	20	100

Source: Field Survey, 2011

This field survey research has done among 20 Entrepreneurs. They are satisfied about their tourist goods supplying. The main source of goods for their Entrepreneurs is local area. Tourists are bought local goods more. So they sell more local items such as handicrafts idols, clay items, food item etc. 45 percent Entrepreneurs response that the source of their Entrepreneurs goods is local area ,25 percent from Kathmandu valley, 20 percent items from other part of country their resource areas are Janakpur, Birgunj, Biratagar etc. and 10% items from neighbor country. The majority of source of goods is local area

4.3.13 Touristic things sell per day an average

During the research, 20 enterprenures were asked the question that how much do you sell touristic things per day an average.and they responded that it was not fixed.Sometimes they sold per day more than 20000 and sometimes below 2000 too.But they responded that always they had't to stay empty hand.Always they sold even small amount.it is presented in following table.

Table no.22 Touristic things sell per day an average

S.N.	Sell(Rs)per day	Frequency	Percentage
1	Below 5000	4	20
2	5000-10000	9	45
3	10000-15000	5	25
4	above 15000	2	10
	Total	20	100

Source: Field Survey, 2011

The above table shows that among 20 enterprenure,most of (45 percent) enterprenure sells touristic things per day Rs.5000-10000,25 percent enterprenure sells per an average 10000-15000,20 percent sells below 5000 and 10 percent enterprenure sells above 15000.They are satisfy in their business.

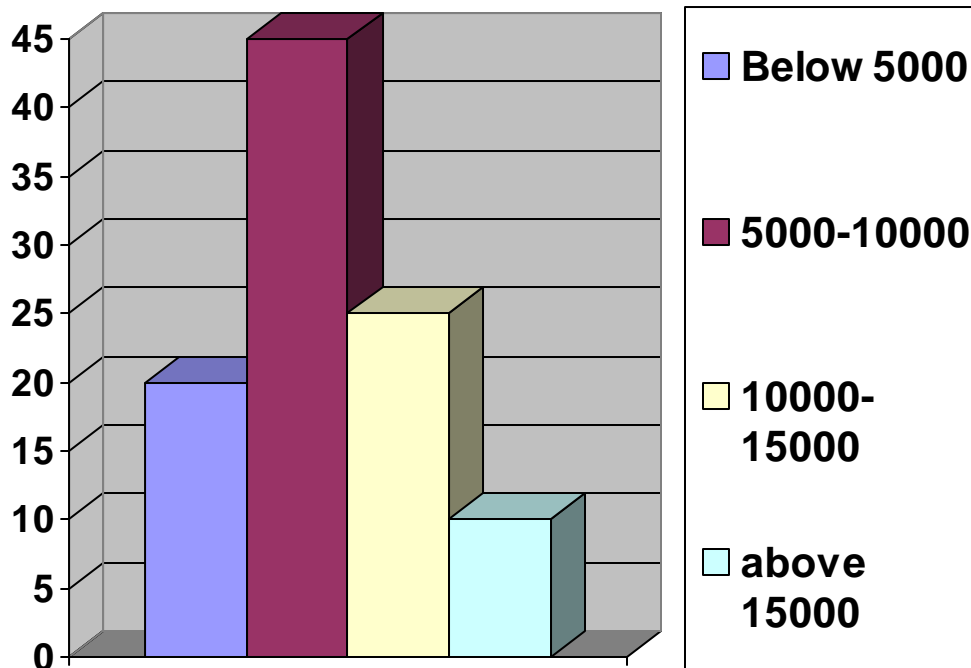


Figure no .14Touristic things sell per day an average

4.3.13 Buy more goods from different country

20 enterprenures were interviewed about goods.they were asked who buy more goods.They replied most of people who belongs to SAARC bought more goods and Non SAARC as well as Domestic people also bought goods.It is more about from table.

Table no.23 Buy more goods

S.N.	Buy good from different countries	Frequency	Percentage
1	SAARC	10	50
2	Non SAARC	7	35
3	Domestic	3	15
	Total	20	100

Source: Field Survey, 2011

The table shows that most of enterprenure (50 percent) have sold goods to the people who belongs to SAARC, 35 percent feels that more goods buy from Non SAARC people and 15 percent enterprenures response Domestic people buy a more goods.

4.3.14 Expenditure Pattern of Tourist

The owners of Hotel/lodge/ restaurant were asked about how much one tourist expenses.Ten ownersss were asked about it. They replied that expenditure of tourists were moderate . They expensed according to modern situation, some of them were over moderate. They were also more prosperous. They had no hesitations to expense more and a few were old fashionable and poor tourists. They had difficult to survive according to modern situation. This is also clarified from table no.24

Table no.24 Expenditure Pattern of Tourist

S.N.	Expenditure pattern	Frequency	Percentage
1	Too much	3	30
2	Moderate	5	50
3	Too less	2	20
	Total	10	100

Source: Field Survey, 2011

Among Ten owners of hotel/lodge/Restaurant 30 percent feels tourists expense too much,they try to expense access than situation and modernization,50 percent owners response that tourists expense moderate and they expense here according to situation and modern standard. They involve in all activities and 20 percent owners think they expense too less.They can't survive according to situation and modern standard. They do bargaining in every factors.

4.3.15 Length of Tourists Stay in Bhaktapur

The length of tourist staying is crucial factor in tourism development. In order to develop tourism industry, it is not only necessary to increase no of tourist in flow but also increase their length of staying. The length of staying is not equal from tourist to tourist. It depends on time, money, pleasure and desire of tourists etc. Ownersof hotel were asked about the average length of tourist stay.

Duration of staying by tourist in Bhaktapur may be seen from table no.22. The table reveals that the length of staying varies from one day (night) to five or ten days.

Table no.25 Length of Tourists Stay in Bhaktapur

S.N.	Length	Frequency	Percentage
1	1 day	2	20
2	2-5 days	5	50
3	5-10 days	3	30
	Total	10	100

Source: Field Survey 2011

The table shows that 20 percent tourists stay 1 day, most of owners (50 percent) responses that tourists stay for 2-5 days and 30 percent response tourists stay for 5-10 days. During the research, it was found that stay of tourists in hotel, it was depends upon the purpose of tourists.

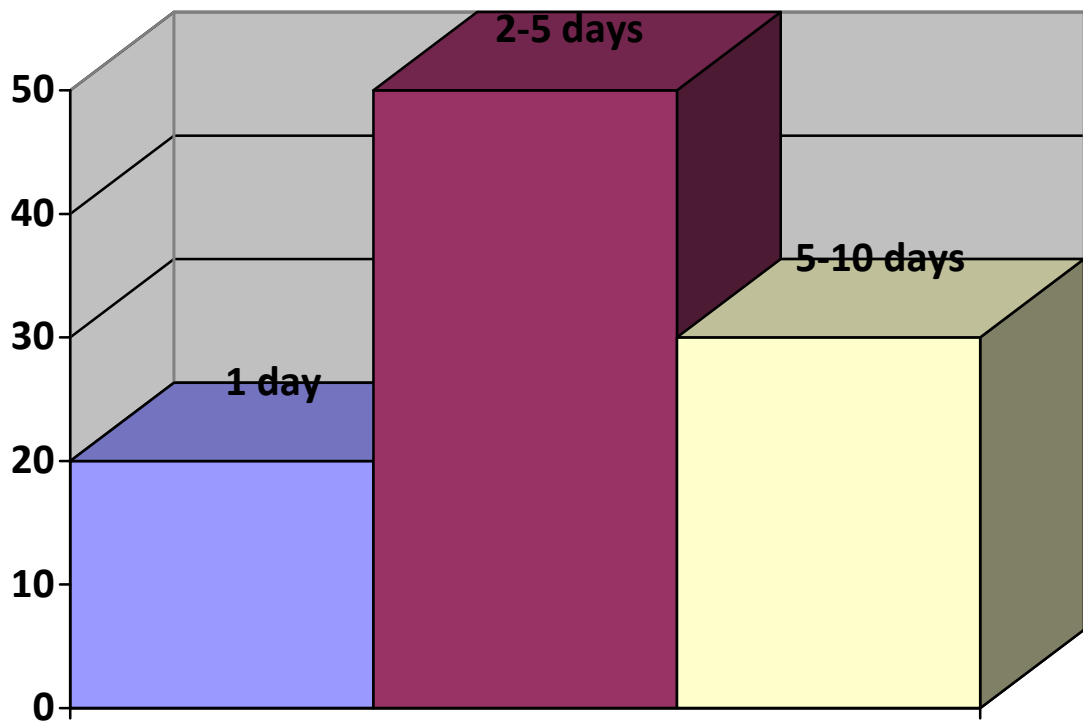


Fig. 15 Length of Tourists Stay in Bhaktapur

Maximum number of tourists has returned after a few days. Nearly 60% tourists stay only one day in hotel. They return or changed hotel after one day. 35% are to be staying maximum 2-5 days in a hotel. Only 5% have stayed in hotel for 5-10 days. Lack of Peace, security and sustainable government, maximum tourists are returned after one day.

4.3.16 Potentiality of Tourism

The Owners of hotel/lodge/restaurant are directly connected with tourism. So that, they have the more knowledge of tourism concern and other tourism

organization. To find out the potentiality of tourism, the information had taken from the Owners of hotel/lodge/restaurant. It is given the table.

Table no.26 Potentiality of Tourism

S.N.	Potentiality	Frequency	Percentage
1	High	10	50
2	Moderate	8	40
3	Less	2	10
	Total	20	100

Source: Field Survey 2011

The table shows 50 percent Owners response there is high potentiality of tourism in Bkt. 40 percent response that moderate potentiality and 15 percent response there is less potentiality in tourism.

4.3.17 Employment Catering in Bhaktapur

Unemployment is the major problem in Bhaktapur. Tourism provides opportunity of job to the local people. There are many sources of earning currency at the present time. But tourism is the permanent and essential source of increasing national income (revenue) and earning foreign exchange for the development of Bhaktapur. A number of people have been employed in the hotels, restaurant, lodge and guest houses, travel agencies here. Table 23 is showed the person employed there establishment.

Table no.27 Employment Catering in Bhaktapur

S.N.	Category	Number of Employment	Percentage
1	Hotel and Restaurant	12	48
2	Lodge and Guest Houses	6	24
3	Travel agency	4	16
4	Others	3	12
	Total	25	100

Source: Field Survey, 2011

This survey research has done among 25 local people. According to survey 48 percent local people are employed in hotel and restaurant. 24 percent are in lodge and guest houses, 16 percent are employed in travel agency and 12 percent of them are employed in other factor. The majority of employment is in hotel and restaurant. The owners of establishment are also employed but it is not included.

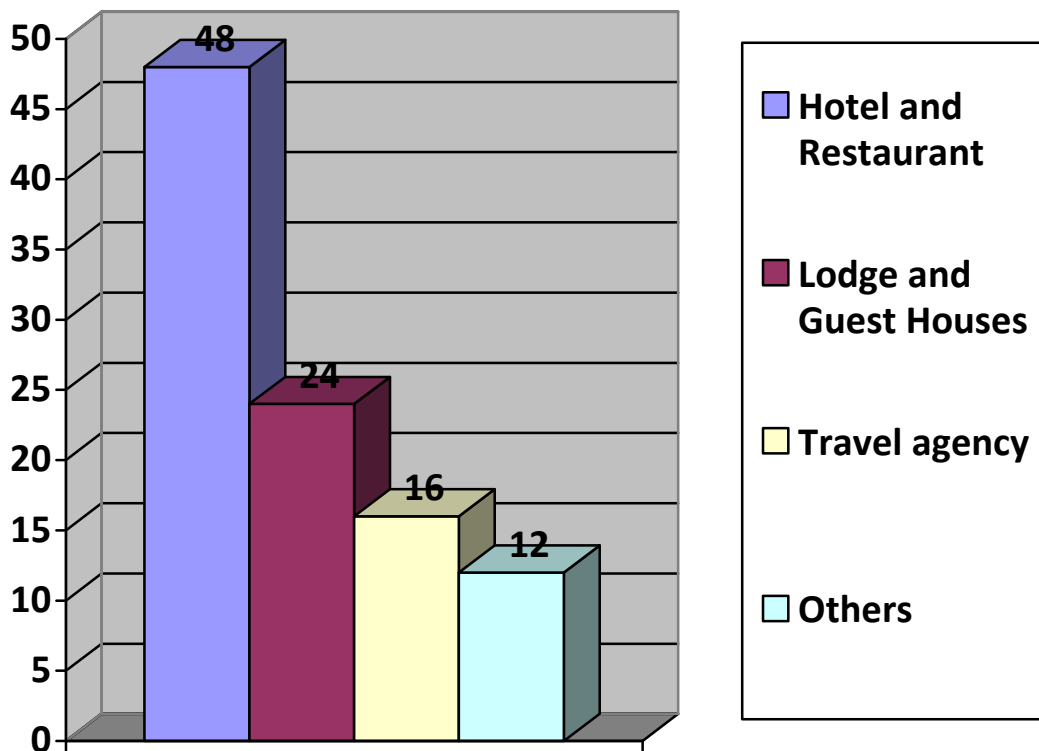


Figure no.16 Employment Catering in Bhaktapur

4.4 Characteristics of Tourism development in Bhaktapur

4.4.1 Number of Tourists and Earning in Nepal

Even Bhaktapur is playing an important role in tourism sector,now Nepal’s tourism and its condition is entirely needed to be described.In Nepa,the arrival of tourist is increased and in some year decresed too.Because of political instability,international political instability and world wide economic crisis in tourism sector is directly effected.

Table no.28 Number of Tourists and Earning in Nepal, 2000-2008

Fiscal Year	Arrival No.of tourists	Total Earnings NRS.(000)
2000	463,646	11,709,098
2001	361,237	11,709,174
2002	275,468	7,798,535
2003	338,132	10,369,409
2004	385,297	12,337,977
2005	375,398	11,814,853
2006	383,926	11,710,893
2007	526,705	12,645,761
2008	500,277	20,339,890

Source: Nepal tourism statistics (2008)

Above data reveals that the tourist incoming in Nepal upto 2000-2008 is fluctuating. Income from tourism also based on tourist number. In 2000 total no. was 463,646 income was 11,709,098. From 2000 to 2005 it was in decreased state but from 2005 to 2008 we can see that average income is increased state.

4.4.2 Volume and Trend of tourism in Bhaktapur

In Bhaktapur, the volume and trend of tourism is going on very positive way. Tourists are attracting toward the unique culture of Bhaktapur. According to Tourist Service Centre Statistics, the number of visitors to Bkt. has been increasing except in some years, the number of tourist arrival in 2001 to 2010 is overall given below on the table.

Table no.29 Tourist Arrival in Bhaktapur, 2000-2010

Month	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/010
April	13178	7138	5443	7508	8779	7881	7406	12293	8251	10793
May	11337	6893	5520	6688	6271	7974	6059	10239	7715	8914
June	20514	10562	7876	11833	9068	11494	11878	15312	17066	20583
July	32939	16968	11475	17909	15085	15574	16753	22923	24765	23209
August	19759	9265	7364	11787	9451	10374	9972	13887	14220	14642
September	13170	4826	6126	9123	6346	7697	9067	10603	10472	10140
October	10499	4028	4777	8074	4251	5112	6927	9086	8746	8582
November	15074	5725	6358	9932	5359	6697	11305	11744	10341	14644
December	16723	7771	7456	12028	6627	6673	13673	14339	14018	17970
January	15707	7007	8444	11790	6787	3820	13150	13406	12898	12774
February	8132	6634	8515	7660	5546	4655	9184	8960	9598	9121
March	3021	4983	5799	4707	4035	4379	6057	4553	5153	5955
Total	180053	91800	85153	119039	87605	92330	121431	14735	143243	157327

Source: Tourist Service Centre, Bhaktapur

The above table reveals the trend of tourist arrival in Bhaktapur from 2000-2010. Regarding the trend it shows that recently tourist arrival trend is increasing, but during the period of in 2002/03, 2004/05 2005/6 and 2007/08 there is decreased.

Particularly political instability or public movement affects on tourism. International tourists visit Bhaktapur for different purposes. The table shows that June and July is the most favorable month for the tourist visiting. During these month the weather remains pleasant which presents favorable condition for the visitors. So, the month from May, June and July has been considered as tourist season in Bhaktapur.

4.4.3 Tourist Arrival in Bhaktapur (Non SAARC)

In Bhaktapur, for different purposes tourists from Non SAARC visit here. The tourists entered in Bkt. from Non SAARC is playing a vital role in economy of Nepal. The number of tourist arrival (2000-2010) in Bhaktapur from Non SAARC is mentioned in the table below.

Table no.30 Tourist Arrival in Bhaktapur, 2000-2010 (Non SAARC)

Month	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
April	10589	6038	3371	5132	6564	5877	5644	9426	6417	7943
May	8766	5485	3577	4929	5384	5478	4793	7702	6122	6870
June	15057	8919	5984	8046	7483	8545	8595	11734	11871	13185
July	26005	14329	8846	13609	13186	13015	13708	18571	20209	19126
August	16913	7744	5506	9539	7697	8601	8421	10590	11038	12019
September	10304	1026	3910	6471	4677	5635	6100	7253	6547	6834
October	8861	3213	3295	5883	3289	3404	5397	6616	5120	6046
November	13271	4782	4609	7839	4812	5524	8586	9758	8371	10054
December	14540	6577	5907	9821	6001	5776	11500	11840	11087	13644
January	11489	4658	5465	8368	5202	3282	8893	10550	9645	9045
February	3567	2538	2180	3160	2493	2200	4330	4291	4301	4537
March	1950	1331	1911	2117	1679	2074	3270	2634	3015	3284
Total	141312	69700	54561	84914	68467	69411	89237	110965	104343	112587

Source: Tourist Service Centre, Bhaktapur

Above table presents the number of tourists arrival in Bhaktapur during 2000-2010, there is increase and decrease condition in different year. In the year, 2004, 2005 and 2006, it shows the number of tourists is decreased because in that time Nepal's political was instability and due to public movement. But now political state is improving and tourists also increased in Nepal as well as Bkt. In average the data shows the increasing state of tourists from Non SAARC in Bkt.

4.4.4 Tourist Arrival in Bhaktapur(SAARC)

The tourists from SAARC come Bkt for different purpose, Most of tourists visit for Religious or Pilgrimage tourism. The number of tourists visit Bkt. from SAARC during 2000-2010 is given in the table below.

Table no.31 Tourist Arrival in Bhaktapur (SAARC)

Month	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/010
April	2589	1100	2072	2376	2215	2004	1762	2867	1834	2850
May	2571	1408	1943	1759	887	2946	1266	2537	1593	2044
June	5457	1583	1892	3787	1585	2949	3283	3578	5195	7398
July	6934	2639	2629	4300	1899	2559	3045	4352	4556	4083
August	2846	1521	1858	2248	1754	1773	1551	3297	2582	2623
September	2866	800	2216	2652	1669	2062	2967	3350	2925	3306
October	1638	815	1482	2191	962	1708	1530	2470	3626	2536
November	1803	943	1749	2093	547	1173	2719	1986	1970	4590
December	2183	1194	1549	2207	626	897	2173	2499	2931	4326
January	4218	2349	2979	3422	1585	538	4257	2856	3253	3729
February	4565	4096	6335	4500	3053	2455	4854	4669	5297	4584
March	1071	3652	3888	2590	2356	2305	2787	1919	2138	2671
Total	38741	22100	30592	34125	19138	22919	32194	36380	38900	44740

Source: Tourist Service Centre, Bhaktapur

The tourist arrival from SAARC in some year is increased and decreased. table shows that in the year 20004/5 and 2005/06, the arrival number is 19138 and 22919 respectively. Because of Nepal's political situation in this year tourists arrival trend is decrease. Then after it seems the number of tourists from SAARC is increased.

4.5. The Impacts of tourism in Bhaktapur

In Bhaktapur tourism industry is growing day by day. Because of growing tourism, the people of Bkt. have get more benefit. Though the ever increasing flow of tourists posses economic potentiality as well as threat to the culture heritage, which in principle reflects the history of the socio-economic development of the society. The economic developments are rapidly taking place and the impact on the heretage is visible. It has also brought changes in the cultural landscape with the introduction of modern technology in comminication and concrete structure in the old city core areas, either destroying the old heritage house or drawing in altogether on the significant cultural landscape.

It is focused that the tourism industry has made several impacts in the local community of Bkt. may be positive or negative that is why the researcher has attempted especially to reveal the economic and socio-cultural impacts of tourism in Bkt.

4.5.1 Economic impacts

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 there by increasing rural livelihood, tourism has become a priority agenda of HMG for the median term. The beauty of tourism also lies on the fact 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. Evidences also show that a significant mass of non-urban population are gaining through tourism activities. The tourist industry illustrates the elementary need for primary infrastructure which represents the foundation of any future economic growth even though they are not directly productiv. The nations priorities in tourism have been in increasing the number of tourists and improving quality of service. This sector is considered as a major source of foreign exchange earning and creation of employment. Policy markers and planers often emphasize lasso on its multiplier effects. Incentives are provided for investors in tourism establishments. Foreign direct investment is sought in big projects especially hotels. However, mothers like equitable distribution of tourism benefits and enlarging the distribution of tourism benefits and enlarging the base by including poor and disadvantaged groups had never attracted concerns prior to the tenth plan. Harnessing participation and equitable distribution of tourism benefits are more manageable in new locations than in running ones. Hence, extending tourism to newer areas helps attracting support of locals in the programme, there by contributing to sustainability. However, Nepal has a poor record in adding new sites for tourists. Analysis in this segment is restricted to aspects that have linkage with communities distribution of income, livelihood and sustainability.

Tourism provides both direct and secondary employment. Direct employment includes accommodation, restaurants, bars, shops, night clubs, transport operators and government administration of tourism. Secondary employment embraces the construction, agriculture and fishing, manufacturing and processing sectors.

The volume of secondary or direct employment generated depends on the degree of linkage between the concerns meeting tourist demand and the producers. The higher the degree of integration and diversification in the economy the higher the amount of indirect employment generated. In Nepal the major linkage developed by hotels are with the large centralized wholesale sector.

As Bhaktapur became popular for tourism, many people are attracted to run a hotel, a restaurant or a handicrafts shop otherwise they are indirectly involved in paper crafts industry. Others are engaged in various tourist service centers. The other informal sector consists of unauthorized guides and street hawkers. These days the cyber owners are also earning and benefiting from the tourist industry. There is no doubt that tourism industry in Bhaktapur has become job oriented industry by which the great number of young men in Bkt. had been secured financially. Employment ranges from the manpower working for the lodges or resorts, to those engaged indirectly in the tourist sector. The number of trained guides in Bkt. are about 120 persons but presently only 70 are found working. Generally every resort hotel or lodge has got jeep or van. Approximately 55 persons are employed as a jeep or van driver. The majority of local people are employed in the low level management. In the top level management employees of the resorts or hotels are from Kathmandu. The landless people by fire wood the farmers by supplying vegetables and foods the farming industries such as fish farming, livestock farming, fruit farming are highly benefited by tourism in Bkt. Besides employment the local people indicated following economic impact of tourism in Bkt.

- Increase in the price of land
- Increase in the rental opportunities of land and buildings.
- Increase in opportunity of selling local culture to the tourists.
- Increase in opportunities in business.

As the tourism industry is labour intensive, tourism can absorb unemployed labour resources which is particularly valuable in as with surplus unskilled labour. In the case of Bkt. also more than 1200 people were employed although their large number were employed temporarily on daily wages basis. However the salary pattern of

employees is marginal the tourism in Bkt. has provided employment especially for young people who were completely jobless.

Direct or Indirect Economic Benefits of Tourism

1. Increased government revenue through various types of taxation.
2. Tourism helps to reduce national trade deficit to the economy.
3. Creates jobs and increase family and community income.
4. Helps to diversify and stabilize the rural economy.
5. Provide the opportunity for innovation and creativity.
6. Brings more money particularly foreign currency to the economy.
7. Provides the support for existing business and services.
8. Helps to develop local crafts and trade.
9. Helps to develop other sector of the economy.
10. Helps to develop national economy through development of infrastructure.
11. Develop international peace and understanding.
12. Tourism fosters a sense of national identity.
13. Creates regional balance.

Economic Costs of Tourism

1. Involves risk for the operator and community.
2. Places/creates demands on public services.
3. May only give part time employment.
4. Many increase cost of living for community residents because of inflation of property and goods and services costs.

4.5.2 Socio-cultural Impacts

There is no doubt that tourism has both positive and negative impacts. It definitely affects the cultural and social setting of a native society. In some cases cultures have been degraded, regarded as inappropriate by tourists, misinterpreted by natives for earning profit or making it liked by tourists or revitalized in course of making it a tourist-attracting package. It is also true that culture has been degraded as the flow of tourists has risen in Bhaktapur. Youngsters seem quite busy with tourists and more interested in celebrating western festivals than their own festivals.

The impact of tourism in local cultural traditional and values is difficult to assess. Not only tourists but also local people who travel for different purpose bring in new ideas and behaviors that affect cultural practices. Changes in people behavior dress, lifestyle family and social structure and values and expectations the degradation in local support for local rational and institutions peoples preference for tourist related jobs over education, pollution of sacred places and changed in traditional architecture are generally cited as instances of tourism's negative impact on culture.

Tourism has its impact on socio-cultural conditions of Bhaktapur. Conservative social structure has changed by tourism on Sauraha such as the life style of people has changed the land has become expensive traditional culture has become wider in sense. The respondents feel that there are some harms associated with tourism development. The majority of them specially children and teenagers might learn bad habits from the tourists. Some residents viewed that the development of tourism may be taken unsafe.

Direct or Indirect Socio-cultural Benefits of Tourism

1. Helps to build up a community infrastructure.
2. Provides the opportunities for cultural exchange.
3. Develop international peace, friendship and understanding.
4. Promotes a team community spirits particularly through the development of cultural and entertainment activities.
5. Creates conditions for safe guarding and enhancing local cultural identities.
6. It brings in attitude and behaviour.

Socio-cultural Cost of Tourism

1. Tourism may cause the introduction of conflicting ideas and styles into the community.
2. It may cause the increase of crime.
3. Overcrowding and congestion.
4. Infringement/break in privacy in household and in the sharing the important community resources with outsiders.
5. Cultural degradation

4.5.3 Impact of Tourism in the Society

In Bhaktapur, different type of tourists from various countries visit for different purposes. Some visit here to study, pleasure whereas some visit here to see the well preserved cultural and living heritage. Tourists seem very curious to know about the lifestyle of the locals. So the excessively inquisitive eyes of the tourists are prying into every imaginable nook and corner, looking at every home and hearth, at every act that the people do and catching them unawares. Most people do not even know what all this means and smile back instead of frowning at them. Cameras are busy clicking, zooming and whirring about, invading people's privacy as never before. There is hardly a place where the inquisitive tourist is not to be found, including the burning Ghats where dead bodies are cremated. Too many tourists go crowding popular temple sites to watch local people worshipping.

A serious impact of tourism is an increase in crime rate and youth problems. During research it was found that youth mainly acquired the dangerous hard drug habit from tourists. This "drug culture" is showing signs of spreading further and further in Bhaktapur. The youth are also acquiring other tastes, e.g., pop music. The pin-ups and wall-posters of pop icons decorate the rooms of these youths in the remotest corners of their rooms and every passing tourist seems to reinforce their faith in their newly acquired culture. There is an increase in other fraudulent activities to deceive tourists. According to the respondents there is an institute where the tourists are taught to play traditional Nepali music such as sitars, madals, sarangis as well as flutes. Thus, according to the respondents is the major place where the tourist and the natives get to interact. Here the native boys and girls become familiarized with the tourists. Eventually after meeting for several days at the institute they develop a friendly relationship and the tourists offer to take them to their hotel or in the reverse case the natives offer tourists to go to their palaces. This is the first stage of contact. In the next stage the natives and their newly made tourist friends are seen together in restaurant and other tourist sites. The native boy or girl also offers the tourist to be his/her guide and their meeting becomes more frequent. In course of time the native will have learnt to do a lot of things from the tourist such as wearing fancy fashionable dresses, hairstyles, behavior and at the worst taking drugs.

One of the respondents who is a hotel staff, he expressed that many tourists and the guides stay together in hotel rooms and they jointly take drugs. There is no doubt that the probability of people being affected from HIV/AIDS is increasing. The informal local guides are the ones who are mostly involving in drug intake.

Tourists also offer children cash and gifts corrupting their young minds. Children start getting attracted towards tourists when they are given gifts like chocolate, dolls, junk food or other petty stuffs. Therefore the children look forward to meet them again and again so that they want to get the same things from their parents too which they can't provide them.

During the research, few boys were seen near the entrance gate who were desperately waiting for tourists to come. Some of them seemed to be quarrelling about whom to go first. These boys didn't seem to have much work. They pass their whole day waiting for tourists. In complex and unpredictably ways, tourism changes not only the behavior of hosts, their presentation of self-but their various definitions of self. Sometimes children took the tourist to their houses and showed them their poor lifestyles and the worse condition in which they were forced to live because their parents were poverty ridden. Consequently the tourists pitied on the children and gave them money. Some even took the responsibility of providing them education and other basic facilities. Similar instances can be witnessed in many households in Bhaktapur. Some tourists sent them money even after they returned to their homelands. In some cases even the middle class people managed to get lifetime income supply for their children through the tourist. But the overall process of getting attention of the tourist has a lot of negative impacts in the long run. It was known that various households are now in a lot of trouble as the tourists have stopped to send them money and their children have also quit studying and going to school since they started to receive financial support from the tourists. Now their kids neither have money nor education. Their future is in jeopardy.

Another direct impact of tourism is street begging. The sight of street urchins and beggars hanging outside five-star hotels, eating places and other popular tourist haunts have become common place. Tourists have encouraged this by giving them money or buying them food or cigarettes. Tourist Hawkers are also the products of tourism. The tourists followed and troubled by hawkers are common site everywhere. The Hawkers can also speak many languages like Spanish, French, German etc. The major impact

created by the Hawkers is the misrepresentation of authenticity beyond limits to earn handsome money by selling fake arts and items.

4.5.4 Impacts of Tourism on Culture

Culture is the main attraction of Bhaktapur it is playing a great role in the development of tourism. When the culture of a place has to be defined it may be defined in several ways but it definitely includes norms, values, rules and standards which find expression in behaviour, social relations and artifacts. Culture consists of patterns, explicit and implicit and for behavior, acquired and transmitted by symbols, constituting the distinctive achievement of human groups including their embodiments in artifacts; the essential core of culture consists of traditional ideas and especially their attached values. There is no doubt that the tourists and the demonstration effect created by them has deeper cultural effects i.e. impacts of norms, values and identities.

When tourists purchase a vacation as a package, they also buy culture as a package. Regardless of how ancient or complex the destination culture, it is reduced to a few recognisable characteristics, such as, arts and crafts, dance, music, buildings and special functions or ceremonies and is promoted as a commodity.

A direct impact on the culture and society of Bkt. is commercialization. People engaged in the tourism trade are excessively commercialization in all their attitudes and dealings in which incidences of overcharging and duping tourists (selling them fake antiques) here are common. And taxi-cabs are clearly overcharging the tourists. Value change is an indirect impact of tourism. Traditional mores and morals that had helped to define and regulate a person's relationship with his family, kin groups, Guthi organizations, neighborhood and community at large are all beginning to fall apart. It has led to a reduction in people's participation in culture activities both private and public. A more materialistic outlook now pervades them. As a result of this over materialistic mindset of the people, many public festivals in Bkt. are under pressure and fears have been expressed about their continued survival.

4.5.5 Cultural Degradation and Revitalization

From the world wide experience we came to know that culture is altered and often destroyed by the treatment of it as a tourist attraction. It is made meaningless to the people who once believed in it by means of a process that can be understood anthropologically. The cultural activities are usually taken advantage for profit but they do not profit culturally. The onlookers often alter the meaning of the cultural activities being carried on by local people. Under these circumstances, local culture is on effect being expropriated and local people are being exploited.

Living culture woven within and around the lives of the community are reduced to cheap, sponsored shows for the pleasure of the tourist such as the traditional masked Mahakali and Bairav dances of Bhaktapur are lifted out of context, have become cheap acts of mimicry.

The private way of life of people outside the knowledge of tourists have also changed. For example birthdays are now celebrating by cutting cakes without the knowledge of its symbolic meaning which applies to the Christians. The natives don't prefer to celebrated by taking boiled eggs, meat, dried fish and curd known as the Shagun. They also blow candles instead of lighting the Sukundas. The local people claim that these sorts of activities have been performed because of the influence of the western culture which is in rise due to the presence of outsiders. Usually people feed in the function by gathering in a place. They sit on straw mats called 'Sukul' and eat from leaves plate called 'Lapte'. But due to the tourist influence, they have started to feed in such function in the restaurant on special plates and spoons. Dead bodies are also carried by vehicles instead of human. Besides, the local people who have been educated or professionals don't enjoy living in this town and follow the tradition. Therefore both cultural degradation as well as cultural revitalization have been taking place in Bhaktapur. If the economic impacts are also taken into consideration along with cultural revitalization then definitely the significance of tourism becomes positive.

4.5.6 Impact on Arts and Crafts of Bhaktapur

Arts and artifacts are the material forms of culture which reflect the religious, traditional, mythical norms, values and beliefs of a society. Tourists usually buy these arts and artifacts as a memento or a souvenir before they leave to rejoice the beautiful times they spent in the host region. Therefore the production of the arts and crafts made of wood, paper, bronze, stone etc. have increased in Bhaktapur. But the ambivalence of tourism is expressed in its impacts on arts and crafts. Some studies have concluded that tourism contributes to the renaissance of traditional art and craft forms while others have indicated that tourism has resulted in the decline in the quality of art forms and the meanings with which they are produced. With the growth in tourism industry in Bhaktapur, the arts and crafts of native people have changed in style and form, and also in the purpose for which they are produced. Artifacts formerly produced for religious activities are now produced for sale.

The process of production of pseudo-traditional arts has accelerated due to the promotion of tourism in Bhaktapur and degenerate, unsophisticated replacements have increased. However there are also cases where tourism has induced a rejuvenation of particular forms of art and craft. Both the cases have been examined by below.

4.5.6.1 The Renaissance of Traditional Art Forms

Tourism certainly revitalizes the arts and forms an impetus for new creations. The present forms reflect an evolutionary process and a series of adaptation by host communities to new ideas, symbols and materials diffused into their culture from outside. Tourism increases the demand for local arts and crafts and the hosts respond accordingly. Some instances show that the arts have survived during early contacts and have revived with the advent of new audiences and their manufacture using traditional technologies indicate the depth of their symbolic significance to the hosts also strengthening the hosts' identity and pride in their heritage. Not only has tourism provided employment in the making of arts and crafts but has also induced revitalization in the production of art forms. It has been accompanied by an improvement in the quality and artistic design of arts and crafts.

During the research, when some places where the wooden crafts were being made were visited, the workers seemed busy doing their jobs. They had not undergone any sort of formal training. They had learnt it from their forefathers. Some were also college-going boys who worked during holidays and free time. One of the students who is a college-going boy said that he loves making crafts when he is free and he learned it from his father. It was also found that tourists admired lots of arts and crafts and they mostly like the windows, especially the peacock windows, the styles of the doors or the architecture contained in the walls of temples and native houses and ordered the same things. According to the manufacturer, they make whatever the tourists order but do not show them the process of doing it. It is strictly prohibited to take photographs and watch while the workers were preparing their Masterpiece. Masterpiece is the exact replica of the original one, in shape, size, design and quality. This shows that the people sell the arts, not the making process or cultural meanings.

4.5.6.2 The Deterioration of Traditional Art Forms

Tourists are more attracted towards art and crafts, so it is not wrong to say that tourism has provided a market that has helped to preserve traditional art forms and keep cultures alive. But it has also encouraged the production of pseudo-traditional art forms. These art forms consist of stylised works, which bear only the most tenuous relationship to anything in the traditional culture. Much of these arts are mass-produced, often by the people with little knowledge of the traditional culture and who may not be members of the society. Changes have occurred in the meaning of art and in its social and spiritual significance for art makers. Changes have also taken place in the methods of making, form and function of art objects, in the size, in the materials used and in the quality of production. It will not be wrong to say that the great pieces of art are no longer produced and recent pieces are of no artistic value. According to the manufacturer, tourists came and like the art and they order so they make arts according to the tastes of tourists. Misrepresentation of the age or authenticity of objects are a further effect of production for tourists. It was also found that many goods bear the label 'handmade' and 'original' even though they are not original. These kinds of arts can be referred to as 'Fake Arts' just suited for the tourists without any symbolic meaning.

During the research, it was found that there were some schools where the tourists were taught painting, but only the locals were not taught. They said that the locals can not afford to learn at those institutions as they were charged heavily, which was very big tragedy because the locals were the ones who should be taught as the arts can survive for generations this way. If they are not taught now then there will be nothing to attract the tourists in future and in this way both culture and the tourism industry will go down in the future.

4.6 The relationship between Culture and Tourism

As we know that a society is a combination of many components such as culture, economy, religion etc. Similarly Bhaktapur can be considered a system consisting of many components or subsystems among which culture and tourism are the significant components for the effective functioning of the society. The relationship between these two components are very complex and can hardly be explained. Generally, it is believed that culture and tourism have a negative relationship i.e. tourism destroys culture and if culture is to be preserved then the benefits of tourism goes down. But things are different when it comes to reality. Culture and tourism have a reciprocal relationship. The various field study conducted in Bkt. and the available literature shows that tourism runs the wheel of culture and culture runs the wheel of tourism.

The tourists visiting Bkt. are of different nationalities and of different age groups. Some have directly come to Bkt. from the airport while some after staying some days in Kathmandu. Many people come to visit this place from all around the world. Many tourists claim to have heard about the place in novels as well as in some documentaries. Some of them accidentally reached Bkt. in the way to Nagarkot without prior plans. But once they get there the tourist admit that they don't want to return to Ktm. where most of them usually stay. They were asked several questions regarding their views about Bkt. Majority of the tourists were of common opinion that Bkt. is a very beautiful because of these calmness, peacefulness and its conserved heritage. They felt like they had been brought back years before to the medieval

age. During research number of tourists were interviewed to know their views about tourism in Bkt. Many of them expressed that Bkt. is one of the best example of cultural place. They said that they loved the arts and crafts, culture, people, religion, festivals of Bkt. when asked about the negative aspects they expressed that they hadn't yet experienced any of them but they didn't like people shifting away from their traditions. They didn't like people being modernized and didn't like to change what they came here to see i.e. the deep culture value of the people, the art and architecture, more over the way of life of the people. One of the tourists was asked about the changes in culture and tradition of Bkt. and she expressed that if she wanted to see modern lifestyles and nightlife, she would have probably preferred Thamel rather than Bhaktapur. She said that people of Bkt. should appreciate the culture like they do.

When the local guides were asked if it was right to waste time waiting for tourists in greed of some money they said that they had plenty of leisure time and it would be no harm to spend some time with tourists. They expressed that it will improve our spoken English and make us more open and smarter. It has helped them appreciate their customs, dances, arts and crafts and even motivated them to work for the revitalization of their culture. The survival of the culture of Bhaktapur lies in the hands of these youngsters who are nearly subject of the conservative feeling but in course of imitating the tourists many of them have started admiring their culture. But some people outside the core area depending on agriculture are indifferent about the impacts of tourism on culture both good and bad. But most of the local feel that tourism has done nothing but good for them. Some respondents didn't like tourists just throwing money around just pitying the locals also said that tourists should appreciate their worth instead of teasing them with money. There is no doubt that Bhaktapur is guided by tourism and tourism on the other hand is boosting up because of culture. So it can be inferred that culture and tourism have a reciprocal relationship and are both play a vital role in each other's survival.

4.7 Tourism planning in Bhaktapur

Bhaktapur is one of the major touristic area of our country. From economic point of view, tourism is the major source of income of Nepal. Tourism like any other business

has an economic impact in the society. But along with the economic impacts it also comes with social and cultural impact i.e. tourism also comes with a lot of problems. The problematic effect of tourism results from huge number of tourists and their seasonal demand for the services, the deteriorious social effects particularly resulting from the gendered work available, the geographic concentration of visitors, lack of concerted policy response and the demand by many visitors to be enclosed in expensive environmental bubbles. Thus to minimize such problems and maximize the benefits of tourism proper planning is a must.

In case of Bhaktapur, the municipality is responsible for the planning and implementation of all sorts of activities required to do so. During the research, it was found that Bhaktapur Municipality spends almost half of the total fund generated from the tourists' service fees on keeping the city clean and in the improvement of urban infrastructure. The remaining fund is used for heritage conservation and management. Sustainable development of Bkt. emphasizes on the improvement of the living areas and their surrounding with the efficient management of sanitation and water supply, garbage and waste disposal for a healthy living, working and recreation activities within the municipality. The famous palaces and temples are being renovated. Environmental improvement projects are being implemented in the historic city with respect to richness of art and architecture and the functional values of the heritage by providing technical and financial help to the heritage house owner for maintenance and to upkeep the heritage house intact. Municipality also emphasizes in the improvement of the ecosystem by cleaning river, improving Ghats and by greening public open space wherever possible.

Before the Municipality made the rule for the foreigner visitors for the entrance, any could enter the town freely. By that period, Municipality did not to charge fees to the visitors and the rapid increment of the visitors' number made municipality develop a rule or a policy and to charge some entrance fees. In both ways it was beneficial. On the one, Municipality could enjoy handsome foreign currency and the local cultural patterns and varieties could be preserved with that income, on the other. Because of the generated money, Municipality has been maintaining the city environment. So, in many ways tourism has become a good business to the Municipality.

During the research, it was found that the Municipality has appointed many people to be formal guides to regulate the increasing number of informal guides and street hawkers to prevent the disturbance and harassment faced by the tourists because of them. They do so by training the people, especially youngsters, so that the tourists can be assured that they are with the right people. The local or the so-called guides appointed by the Municipality can speak many languages. Most of them can easily speak English, Spanish, Italian, Hindi, Chinese and French. Bhaktapur Municipality realizes the widely accepted view that the benefits from tourism should be invested in the conservation and management of the heritage. Its plans, programs and actions of past decades clearly demonstrate that the revitalization of old city core area is possible only with the cooperation from visitors and its citizens. Tourism can have a range of consequences from good to bad, but with proper intervention benefits can be made to exceed the cost of host people. This proper intervention can only be possible by effective tourism planning.

CHAPTER – FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Nepal is an underdeveloped country that neither has big and modern buildings nor any big recreational centre to attract tourists. But it is a country of culture as well as natural diversity due to which the foreign scholars as well as the tourists have become more attracted. Therefore Nepal also became the tourist centre after the impacts of modernization. Bhaktapur, a well known place for culture and living heritage is also one of those places that attract the tourists. Number of tourists from many countries visit here.

After the total transformation of culture in the given area, if tourism decreases the natives face many problems. By that time the natives will have already left the traditional agricultural practices on one hand and their way of life will also have changed on the other. The final consequence will be such that the natives will neither have a reliable economic system nor their attractive culture, which used to act as pull factors for tourists. The natives will be the losers in both cases. In the long run, this creates a big problem in the traditional or native society. This issue was examined in the context of Bhaktapur. This is study of economic and socio-cultural impacts of tourism in Bhaktapur.

Bhaktapur can be regarded as the living cultural heritage of Nepal. Here, many people or the outsiders or the tourists come to witness the irony of a traditional society unaffected by modernization and other material development. This has for sure helped in employment generation. But the same outsiders are to some extent creating the so-called demonstration effect and negative impacts on the existing culture as a result of which culture is tending to be destroyed. One prospect is the issues regarding authenticity i.e. even if culture is not totally destroyed but its authenticity is diluted. The main focus of this study is how the culture or its authenticity is taken for granted by presenting it in a non-realistic way. People in Bhaktapur tend to present their cultures in ways which the tourists expect. That means they are using the cultures as a commodity that can be sold and molded according to one's wish. The other prospect is analyzing the social impacts, which is related to the effects of tourism causing social change or even the change of social norms and values. The youngsters' values and attitudes have started to transform toward modernity. They are getting attracted towards drugs and other bad habits. If tourism is viewed by staying in the knowledge based platform then the positive aspects of tourism can be highlighted. For instance the tourists see Bhaktapur's rich culture heritage and learn from it. Similarly, the locals or natives should learn the positive attributes of the tourists and avoid the negative ones so that a better understanding among peoples of different cultures and

racism are established. This reduces prejudices and myths and increases tolerance of each other. Then only tourism can be promoted and culture can be preserved. After going through this exercise and talking to all people, one got the impression that if one is deeply rooted to one's culture, one would only assimilate the good from other cultures and leave the bad. Similarly, one would be encouraged to avoid the bad of one's own culture and practice the good of others.

5.2 Conclusion

Finally, through the finding it can be concluded that the tourism industry has both its pros and cons. Even though the social attributes and the way of life of the locals of Bhaktapur are changing day by day, tourism has also helped in the revitalization of the arts and crafts as well as the customs along with providing employment to the locals of Bkt. This study shows that there is a reciprocal relationship between tourism and culture. In Bhaktapur tourism and culture complement each other: tourism conserves the culture and in turn the culture promotes tourism. This is the dynamics of tourism and culture in Bhaktapur. Tourism may involve in the degradation of culture as well as its revitalization. All in all tourism runs the wheel of culture and culture runs the wheel of tourism in Bhaktapur. The tourism of Bhaktapur is the tourism of its cultural heritage of monuments, craft work such as pottery, wood carving, hand-woven textile, mask making, colorful festivals, colourful lifestyle, religious harmony between Hinduism and Buddhism and museum of Newari art, woodcarving and brass and bronze.

The cultural heritage of this area is playing a vital role for the tourism development. To keep alive the culture various agencies and organizations should be active and prevailing the culture, customs, traditions in the new generation. For tourists in whole country launched various programs in 1998. The celebration is going to be as visit Nepal year also in this year (2011). It is being planned to celebrate as tourism year and planned to create various programs to this year. Which helps to promote the tourism industry.

5.3 Recommendations

On the basis of opinion expressed by respondents and also according to the findings of the study the following suggestions are recommended in a way to promote the tourism in general and raise the awareness to the natives about their culture in Particular. Bhaktapur is a tourists' destination so this place should be maintained and promoted. Bhaktapur is an ancient town with rich cultural heritage. Its cultural resources tend to become an important tourist attraction. In order to make this town an important tourist's destination as well as promote tourism the following suggestive measures can be used:

- Historical structures need to be conserved properly.
- Future deterioration and distortion of monuments and historical structure should be effectively controlled.
- The culture reflected in local tradition and customs should be well studied and preserved.
- Necessary publicity and information notice should be made with regard to local heritage site and striatum in published and in websites.
- Necessary attraction should be given in generating more employment opportunity to local people in tourism related sector.
- Municipality should regulate the increasing number of hawkers and local guide.
- It has to make the flexible policy and strictly implementation its rules.
- Comfortable and pleasant access/transportation to and from the Bhaktapur should be managed.
- Basic facilities, i.e. parking, toilets information should be made available.
- Standard accommodation, travel related facilities & communication should be made easily available.
- The negative impacts of the tourism activities should be controlled by the citizens.
- Capacity building for organizations and tourism entrepreneurs' should be focused.

- The traditional forms of arts and crafts should be promoted extensively.
- The beauty of the town has to be sharpened and well maintained.
- The citizens should follow all the festivals as a pride and to maintain the cultural pride govt.shoule provede opportunities and support.
- Law and order should be maintained.
- The municipality should focus on the sustainability aspect of the tourism.

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