

PROBLEMS AND PROSPECTS OF TOURISM IN GORKHA

(A CASE STUDY OF GORKHA MUNICIPALITY)

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EXAM R.N. -2443

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THESIS APPROVAL

We hereby recommend that the Thesis
PROBLEMS AND PROSPECTS OF TOURISM IN GORKHA
(A Case Study of Gorkha Municipality)

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APPROVAL LETTER

This Thesis presented by Miss Binita Khanal entitled “PROBLEMS AND PROSPECTS OF TOURISM IN GORKHA” (A Case Study of Gorkha Municipality) has been approved by the following evaluation committee.

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Abstract

The term tourism has become a common parlance to most of the conscious people across the globe. It is to selling of dreams. Tourism is an age old phenomenon. It has been a phenomenon established in this country ever since the dawn of human civilization (1950). At present tourism is recognized as one of the chief industries in the world. Tourism is an expanding industry throughout the world. It is the world's fastest growing industry and it is anticipated to be the largest within few year.

Every country to get benefit from this industry in the world. In many countries it is the major source of foreign exchange and employment and has in many ways contributed to the development of trade and industry. Besides this tourism has encouraged the growth of an international social and cultural attributes to much extent. The tremendous development in the field of science and technology, as well as economy has led to the development of tourism in manifold aspects. Modern transportation and communication system have brought about a revolutionary change in the world.

Nepal is one of the most beautiful countries in the world with lofty snow capped mountains and scenic peaceful settings. It has varieties of tourism resources, places of natural beauty, historical and religious and cultural monuments. Art – Architecture, festivals are the best attraction to the visitors. Among such attraction Gorkha is one of the most historical and religious tourist destinations. Gorkha Municipality is the land of monumental mountain which seems to touch the heaven. The natural scenery, the rich bio-diversity, peaceful environment, the ethnic simplicity, the rich and diversity culture and the clean and fresh mountain air are the resources to attract visitors. The hilly natural landscape and panoramic view are the main features of Gorkha Municipality for the lovely attraction of tourist. Present study entitled “ Problems and Prospects of Tourism in Gorkha – A Case Study of Gorkha Municipality” is an attempt to analyze potentialities of tourism in the study area.

The general objective of this study is to describe Gorkha municipality as one of the most important tourist destinations for domestic as well as international tourists in Nepal. The specific objectives of this study are: to analyze the trend of tourist arrival at Gorkha municipality; to estimate the foreign currency earning and employment generation due to tourist activities at Gorkha Bazaar to analyze the socioeconomic impact of tourism at Gorkha Bazaar and to analyze the prospects and challenges of tourism industry in Gorkha district. The Finding

of the study reveal that there are high potentialities of tourism in Gorkha municipality. From the study it is also found that the people of Gorkha municipality are very much interested and enthusiastic for promoting tourism in their area but the co-ordination among the government authorities and local promoters seems to be lacking.

It can be concluded that Gorkha Municipality desires the high prospect of becoming one of the best tourism destination of the country. Therefore to develop Gorkha municipality as a tourist destination, package programmes and more advertisements are necessary.

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Acronyms and *Abbreviations*:

ACA:	Annapurna Conservation Area
ASTA:	American society of Travel Agents
CBET:	Community Based Eco-tourism
CBOs:	Community Based Organization
CBS:	Central Bureau of Statistics
CDC's:	Conservation and development Committees
DDC:	District Development Committee
GDDC:	Gorkha District Development Committee
DNC:	Destination Nepal Campaign
DPPC:	District Planning and Development Commission
GDP:	Gorkha District Profile
GON:	Government of Nepal
GSDC:	Gorkha Studies and Development Centre
GTC:	Gorkha Tourism Council
HAN:	Hotel Association of Nepal
MLD:	Ministry of Local Development
MOCTCA:	Ministry of Culture, Tourist and Civil Aviation
MOF:	Ministry of Finance
NGO:	Non-Governmental Organization
NPC:	National Planning Commission
NTB:	Nepal Tourism Board
SAARC:	South Asian Association of Regional Cooperation
TAAN:	Trekking Agents Association of Nepal
TRPAP:	Tourism for Rural Poverty Alleviation Program
T.U.:	Tribhuvan University

UNDP: United Nation Development Program
U.N.: United Nation
V.D.C.: Village Development Committee
WB: World Bank
WTO: World Tourism Organization