

ROLE OF AIR TRANSPORTATION IN PROMOTING TOURISM INDUSTRY IN NEPAL



By:

NITIKA AGRAWAL

POST GRADUATE CAMPUS

T.U. Registration Number: 7-2-387-16-2003

A Thesis Submitted to:
OFFICE OF THE DEAN
FACULTY OF MANAGEMENT
TRIBHUVAN UNIVERSITY

*in partial fulfillment of the requirements for the degree of
MASTER'S OF BUSINESS STUDIES (MBS)*

BIRATNAGAR
December, 2010

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RECOMMENDATION

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Submitted by

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**ROLE OF AIR TRANSPORTATION IN PROMOTING TOURISM
INDUSTRY IN NEPAL**

has been prepared as approved by this department in the prescribed format of
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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis prepared by

NITIKA AGRAWAL

entitled

**ROLE OF AIR TRANSPORTATION IN PROMOTING TOURISM
INDUSTRY IN NEPAL**

and found the thesis to be original work of the student and written according to
the prescribed format. We recommend the thesis to be accepted as the
partial fulfillment of the requirement for

Master's of Business Studies (M.B.S)

VIVA-VOCE COMMITTEE

Chair Person, Research Committee

Member, Thesis Supervisor

Member, External Expert

Date:

DECLARATION

I hereby declare that the work report in this thesis entitled “**Role of Air Transportation In Promoting Tourism Industry In Nepal**” submitted to the Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the **Master’s Degree of Business Studies (MBS)** under the supervision of Mr. **Devraj Shrestha**.

.....

Nitika Agrawal

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LIST OF ABBREVIATIONS

BBC	=	Biman Bangladesh Airlines
CCA	=	Central Charter Airlines
DO	=	Department of archeology
DOT	=	Department of Tourism
DRK	=	Drunk Airways
ETD	=	Etihad Airways
FNCOS	=	Federation of Nepal Chums
HAN	=	Hotel Association of Nepal
IAC	=	Indian Airlines Corporation
JAI	=	Jet Airways
KAL	=	Korean Air
NAC	=	Nepal Airlines Corporation
PATA	=	Pacific Asian Travel Association
PIA	=	Pakistan International Airlines
QTR	=	Qatar Airways
SLK	=	Silk Airlines
THA	=	Thai Airways
TAAN	=	Trekking Agent Association of Nepal
TDB	=	Tourism Development Board
WWW	=	World Wide Web

CHAPTER – I

INTRODUCTION

1.1 Background Information

Our country Nepal is a rich in natural because, gifts resources and wonder. There are many place and things of culture, historical and religious importance. Mt. Everest the highest peak in the world lies in Nepal. We are proud of it. Nepal is an agricultural country situated between China and India in South Asia. The kingdom of Nepal is roughly the shape of a rectangle 885 kilometers long and 170 kilometers wide. It extends along and Himalaya between longitudes 80° 4' and 88° 12' East and latitudes 26° 22' and 30° 27' North. As a sovereign, independent secular, tiny mountain kingdom, Nepal has been situated in the southern slope of Himalayas. It is one of the land locked country of the South Asia which is surrounded by Tibet, China on the North and India on south, west and east respectively. It covers an approximate area of 1, 47,181 square k.m. and occupy 0.03% of the total world land and 0.3% of Asian continent.

Nepal is characterized by economically poorest country in the world but it is one of the richest countries in the world in terms of bio-diversity, due to its unique geographical position and latitudinal variation. It is full of land diversities with world famous Himalayan Mountains in the North containing the world's highest mountain, the Everest, 8,848 meters. In the south, it has a low plain area called Terai with the lowest altitude of 70 meters above sea level. The mid lands between Himalaya and the Terai have series of hills and valleys. Similarly, the topographical diversities have created different climate and socio-economic activities.

Tourism is a business of providing goods and services to tourists. Thus, it is regarded as one of the industrial sector. Tourists are the people who move from one place to another for enjoying their holidays. Tourists broadly are of two types: foreign and domestic tourist. Foreign tourists refer to tourists from another country and domestic tourism facilitates travel in native country.

Nepal is an important country for world tourist. The highest peak of the world (Mount Everest) is the major attraction for the development of tourism industry in Nepal. Besides, Nepal has natural beauty, geographical diversity and cultural and ethnic heritage. Human beings are closely related to nature and natural beauty. Nepal has various lakes, ponds, rivers caves, snowcapped mountains, water falls to which the tourist are attracted. People generally travel from one place to another or from one country to another to see new places, adventure, recreation, to study language, custom, art and cultural tradition etc.

Tourist are usually interested in sight seeing, enjoy sylvan and trekking in remote areas. During their stay in Nepal, they want to see remote areas. For this, the transportation facilities are inaccessible to remote areas. For this, the transportation facilities to carry them in the area have to be developed. When the tourist flow increases in remote areas, people will have different opportunities for socio-economic and cultural promotion. Tourist will spend money for lodging and marketing activities get promoted. Finally, it leads to raise the living standard of the people in remote areas.

Nepal is an agricultural country. However, it has not been able to gain maximum benefits as compared to other developed countries. The reason behind this is other developed countries. The reason behind this is due to lack of adequate scientific methods in farming. Our country has to face problems of unemployment, mass poverty, malnutrition and the state of diseased economy. With the careful investigation of such problems, the solution lies only in the overall economic development. In order to develop economic condition, there is a need to industrialize our country. The problems to industrialize our country are lack of infrastructure, lack of scientific tools or equipments, lack of technology awareness, lack of industrially trend manpower and limited mobilization of resources. To make the use of resources and to seek market for the marketable goods, the first and foremost need is to develop the transportation system.

The least developed countries like Nepal require a huge amount of foreign currency for the infrastructure development. Nepal, a landlocked country has been suffering from the

problem of earning adequate foreign currency. The industrial products have been suffering from the problems of earning adequate foreign currency. The industrial products price has gone far away then the agricultural products price. There is need to develop the productivity of land. To import technological goods, there is requirement of huge foreign currency. Tourist industry plays a significant role to earn large amount of money within a short period of time and helps us to import development goods. Tourism industry can create maximum employment opportunities. The foreign currency can be used to develop the economic aspect of the country. The foreign currency can be utilized for the development of competent and productive human resources. On the other hand human resources can maintain an exchange of mutual trust and respect between the foreigners and they will be motivated to know Nepal and make other investment in Nepal. They can make other investment in Nepal. Tourism industry has great virtue that it does not deplete our natural resources like other industries.

In order to develop tourism industry there is need of the preservation of the scenic beauty, natural vegetation (flora and fauna) of the country. Other resources of Nepal such as hydro resources can be mobilized only with the efforts of qualitative and quantitative achievement of technology. Lack of technological awareness creates problems to generate productivity. Hence the easiest technique to generate productivity is only the effective monitoring, supervision, utilization of tourism industry. The tourism industry is not limited to a particular destination but due to the cultural diversity, mountains, arts and crafts, multi-linguistic, multi-ethnic properties, Nepal tourism sector is broad and can be diversified.

As the productive capacity are very much limited and even the commodities of basic necessities have to be imported from abroad there is maximum need for the foreign exchange in economic development. Economic development leads to increase the size of market and market based industries. At present the major source of earning of foreign exchange is from foreign aid and loan, foreign trade and remittance. Out of all these sources tourism is the most essential source of earning foreign exchange.

“Nepal’s tourism potentialities are totally dependent in natural attractions resulting from physical, climate and ecological features and cultural values brought about during historical time. But these factors only cannot develop tourism industry. Its development can be only be achieved by joint ventures depending upon the hotels, trekking and mostly by air transportation.”¹

In the promotion of tourism industry, the role for air transportation is pivotal. The most important sector contributing to the growth of tourism is air transport facilities. Air transport, tourism and marketing bind together for profitable, growth of economy. Air transport, network and its efficient function and timely schedules are vital for bringing in more tourists. The bulk of the foreign exchange earning is from air traveling tourist. In such situation, to diversify tourism, explore new destination and to make the flow of tourism product, there is the need to promote air service facilities. The varied inaccessible location of Nepal’s geographical and air transport facilities which support this fact; there is inevitable link between aviation, tourism and marketing. Thus the study is based on the activities of air transportation which can promote tourism industry in Nepal.

At present, various national and international airlines are contributing with the trend of requirement and modernization of the fleet. Major flight links of Nepal with international airways are as follows:-

India: Delhi, Bangalore, Kolkata, Mumbai and Varanasi etc.

China: Lhasa, Chengdu and Shanghai etc.

Other countries and places: Osaka, Singapore, Culalampur, Bangkok, Paro, Hongkong, Karachi, Dhaka, Doha, Abudhabi and Dubai, Amsterdam Munich and Vienna.

Domestic Airways Movement: Bajhang, Bhojpur, Bharatpur, Bajura, Bhairahawa, Chandragadhi, Dang, Dhangadhi, Dolpha, Doti, Jumla, Janakpur, Jomsom, Kathmandu, Lamidanda, Lukla, Manang, Mugu, Mountain, Nepalgunj, Pokhara, Phapu, Rajbiraj, Ramechhap, Rumjatar, Simara, Surkhet, Salley, Simikot, Taplejung, Biratnagar, Mahendranagar, Megghauli, Sanfebagar, Churjhhari.

¹ Ganesh Chhetri, *Tourism Management*, Asian Publication, Kathmandu, 2004, P. 30.

Major Airlines: Nepal Airlines, Indian Airlines, Thai Airlines International, Qatar Airlines, Gulf Air, Biman Bangladesh Airlines, Austrian Airlines, Druk Air (Royal Bhutan Airlines), Pakistan International Airlines, Jet Airways, Air China, Singapore Airlines, China South West Airlines, Aeroflot Russian Airlines, Tanzania, Dragon Air Cosmic Air.

Source: Adarsha Nepal Adventure tours and travel pvt ltd (2008)

1.2 Objectives of the study

International tourism has been able to attract attention as one of the leading industries and international instrument of economic development and development of international trade in developing countries.

While considering the total volume of tourist traffic of Nepal, it may be stated that aviation has played its pivotal role in promoting tourism as its share of the total traffic comprises more than 90% of total as compared to surface transport. Increasing importance is to be given promoting well classified group of tourist traffic with higher spending capacity. To meet the target of promotion, joint promotional efforts of other industries such as hotels, trekking agencies, banks, communication combing different tourism products are necessary.

The domestic air network inside the country should be extended to meet the objectives. To a great extent, the domestic services of Civil Aviation Authority of Nepal (CAAN) have been catering well to the varied sight seeing interest of the visiting tourist. It has come to play a significant role in promoting Nepal in the overseas market. It makes co-operation with department of tourism in organizing special program, it has been contributing in opening of new areas for tourism and developing the market. The study is related to focus the activities of air service of Nepal. The main objective of the study can be summarized as follows.

- To examine the trend of tourist arrival through air transport.
- To show the role of air transportation in the development of tourism industry in Nepal.

- To analyze the route of air service link inside and outside of Nepal.
- To analyze the probabilities of developing air transport facilities in different location.
- To analyze the need of air transport to developing other industries such as hotel, trekking agencies, banks, communication facilities and means of entertainment in different location.

1.3 Statement of the problem

Tourism sector has great importance in Nepal but there are still so many problems related to tourism of Nepal. These sports are not properly developed due to the lack of transportation facilities. There is also lack of appropriate programs that would facilitate to stay in Nepal longer and make higher expenditure.

Due to geographical constraints it is difficult to visit all place of attraction. However, these difficulties have been removed to some extent by the establishment of air transport in 1985 as a national flag carrier. The primary destination of international airport is Kathmandu only. The air transport facility should be extended towards other inaccessible parts of the country develop tourism. The available transportation facilities are limited due to which tourism industry promotion has not been to the desired level. The marketing activities should be extended along with the air services.

1.4 Needs and significance of the study

Tourism is considered as one of the main sources of meeting the capital requirement. Promotion in tourism is very crucial in earning the foreign currency and providing employment directly or indirectly. Tourist industry therefore is regarded as one the best weapon to correct country's deficit balance of payment. It is an effective tool to increase the use of available tourist resources and make the flow of goods and service to improve the condition, sphere, and dimension and environment market.

The geographical constraints of Nepal cannot help in other means of transport. In this context, the contribution of air transport is very great in hilly and land locked country like

ours. The importance of air transportation in promoting tourism out the country can be highlighted. Every year, the number of tourism visiting Nepal through air services is increasing. It has been found that tourist desire to travel to different adventurous places lying in different location of Nepal. In order to facilitate them, there is need of air links in those places. Moreover, cheap and affordable comfortable, facilitated, regularity air services is felt necessary to attract tourist.

The least developed countries like our has limited sources of income because of limited market and limited mobilization of resources. To build up economic strength through the flow of tourist resources in appropriate market, there is significant role in air transport and tourism. The importance can be summarized as under.

- The inaccessible and remote parts of Nepal have natural beauty, panorama and place of sight seeing, cultural diversities of different location. Thus the air transport contributes to reach such place.
- Time constraints by using other means of transport can be reduced for tourist.
- Extension of air service facilities contribute is the extension of other facilities in remote areas.
- Tourism resources can be identified and market territories can be extended for the easy flow of goods and service.
- Promotion of tourism industry leads to the promotion of other industries such as banking, commerce, hotel, and lodges, travel, tour and trekking etc.
- Tourism develops the national income as well as the exposure of Nepal and its glory to the outside world.
- In the modern age of globalization tourist are attracted only to the safe and easiest means of transportation.

1.5 Limitation of the study

- The presentation covers only the air service facility of limited air ways.
- Due to unavailability of data most and information are limited to year 2005 A.D.
- The consistency of finding and conclusion is strictly dependent upon the reliability of secondary data and information through various sources.

- Time and financial constraints are also the limitations of the study.

1.6 Organization of the study

This study is divided into five chapters each chapters clears some important factor of the title of the thesis. Each unit gives the clear picture of roadmap of the study which are as follows:-

Chapter 1: Introduction of the study

Chapter 2: Review of literature

Chapter 3: Research Methodology

Chapter 4: Presentation and analysis

Chapter 5: Summary, conclusion and recommendation

Chapter I: Include the introduction and general background of the studies, statement of problem, objectives of the study and significance of the study.

Chapter II: Include review of literature, in this chapter the review from book, journals, thesis and independent studies are taken into account.

Chapter III: Research methodology includes the research design, population and sampling, sampling characteristic, sources of data, data collection technique and data analysis procedure.

Chapter IV: Include the summary and conclusions of the research and finally suggestions and recommendation are given.

CHAPTER II

REVIEW OF LITERATURE

2.1 Conceptual/ theoretical review

“The term tourism is logically derived from the French word *tourisme* which simply implies the journey from one place to another place. The concept of tourism was introduced in the 18th century during the industrial revolution. A grand tour (called *Grand Tour* organization of tour 1841) was designed in England for the works at high rank. Took the shape and form of tourism thereafter.”²

In modern context tourism has been given importance both in developed and developing nations. Mass tourism started only after 1st and 2nd world war, after the people of the world visited the war devastated area. The expense people made in the devastated countries helped them to import capital goods and services. As producer's goods industries were partially or completely destroyed by the war, rapid industrialization and economic development was impossible, thus countries gave more priority to the development of tourism on a large scale.

Nepal has within the boundaries unique man made and natural resources. The department of Tourism defines tourists as citizens of all foreign countries visiting Nepal and staying for at least 24 hours and utmost six months for various purposes like recreation, health, study, religion, pilgrimage, business, sightseeing, conference and mountaineering excluding the permanently stationed representatives or staff of foreign organizations in Nepal.

2.2 Review of Nepalese Tourism

Nepal development is controlled by its geography and its limited natural resources and the high annual population growth rate of 2.6 percent has created problems. Landlocked between two giant neighbors, Nepal is not competitive even in terms of labor. The two

² *Family Encyclopedia, www.dk.com*

areas where the country has a comparative advantage are in hydropower and tourism. Selling hydropower is very low in option because Nepal has only buyer and that is India. Generating energy for export is also a big investment and can give returns only over the long run. In contrast, tourism does not suffer the problem of dependence on a single buyer. The development tourism should be in such a way that it is of low risk, highly flexible and not dependent on any assets.

During the 104 years of Rana rule the policy of Rana government was not favorable for the development of tourism in Nepal. They were afraid that it would develop political consciousness in the people. In Rana period Nepal had diplomatic relationship with limited country especially Britain.

Only after 1991, the progress of tourism started in Nepal. After democracy, Rana rulers were overthrown from power and democracy was restored in the country and Nepal started to receive people from different countries for different purposes. Then due to the dawn of democracy in Nepal, Nepal becomes the member of UNO and diplomatic, cultural relationship with different countries was established. Due to diplomatic relationship with different countries like U.S.A, France, China, Germany, India etc and establishment of international organization like UNO, WHO, UNICEF, FAO, UNESCO, IUOTO, ICAO favorable environment was created in Nepal for tourism development.

“In order to give importance to tourism sector, tourism development board was formed and feasibility study was carried out on tourist resources. The publication of book with beautiful color of photograph on Nepal by Tony Hagen, a Swiss ecologist working independently under UNDP popularized Nepal as one of the important beautiful and enhancing tourist sport in Asia. After the establishment of Department of tourism, Nepal got an opportunity to obtain membership of various international tourism such as International Union of official travel commission (SATC), the Pacific Area Travel Association (PATA) and American society of Travel Agents (ASTA).”³

³ Toni Hagen, *Adventure Travel to Adventure Tourism*, A paper presented in the PATA Conference Kathmandu: 1990, P. 55.

After then Nepal participated frequently in international conferences for the promotion of industry. Several promotional efforts were made to attract tourist.

In 1977, the ministry of Tourism was established in the country at central level.

Due to the several efforts made to develop tourism industry, the no. of tourist reached to 4, 00,000.00 (approx) in 2007.

2.3 Review of Air Transportation in Nepal

Nepal has complex geographical features with 80% of the land surface comprising of hill and mountains, the role of domestic air transportation is pivotal to the socio-economic development of the nation.

“The history of air transportation in Nepal started in 1949, when a small air craft landed for the first time at Gauchar. The aircraft was small, four-seater Vintage. Beechcraft Bonanza, Owned by India Ambassador to Nepal, Mr. Sargit Singh, Mahatia. The 3750 ft grass strip Gauchar was thus transformed in to an “Airport” Gauchar. At the time it was used as a golf course by Rana General, whose sport house ultimately came to save as a control tower.

The next year, 1950 scheduled flight to and from Patna, Calcutta and Delhi started operating via a 28 sweater DC-3 Dakota aircraft. The international service was provided by an Indian company. Himalayan Aviation DC-3 also started to fly to pokhara, Bhairawa, Simara, and Biratnagar from Gauchar or presently known as Tribhuvan Airport in 1951.”⁴

Three year later, in 1954, air services operated by Himalayan Aviation were replaced by Indian Airlines Associates. Flight service starting from a shed – roof hut terminal, gradually developed into a terminal building, runway, taxiway, and apron and aircraft maintenance facilities. The grassy strip of Gauchar was converted into a 3750 ft concrete runway with the assistance of the Indian government in 1957.

⁴ I.K.Pradhan. *Travel and Tourism in Perspective*, Published by Nepal Research Board, 1979.

With an expansion in domestic flight and international flights Tribhuvan Airport finally achieved the status of an “International Airport”. To cope with the increasing traffic to the country a new realigned 6,6000 ft asphaltic runway was constructed in 1967 with the help from USAID.

After one year, on Dec 1968, Thai international airways began its jet service to Kathmandu using Aerospatiale caravels SE-210. The aircraft landed on the new concrete runway 02/02 that had been constricted with the assistance of USAID. The 6,600 ft runway was too short for the jet to land comfortable.

The 1970s also propelled Nepal into the jet age. Nepal airlines then associated with air France, acquired a Boeing 727-100 which was supported to be the most economical plane for Nepal. The aircraft originally belonged to cruzaro of Brazil. Senior Nepalese pilots has traveled to Kansas, USA to inspect the aircraft and then on to settle for training. In September 1972, the “Yeti” landed in Kathmandu after a Tran’s continental flight from settle to Montreal, Paris and Istanbul.

Another glorious moment in the history of Tribhuvan International Airport (TIA) took place on a clear afternoon on October 12, 1987. Gauchar had taken a festival mela-look where people from in and around the valley had come to be part of Gauchar’s “supersonic” history. They had all come to witness the arrival of the concord, “The Queen of the Skies”.

The Boeing 747-200 of Air Canada was also on a round-the world charter flight. The 400-seater 747 faced a load restriction and had come to TIA carrying only 243 passengers. Such as in 1993 led to the landing of two flying giants, the Antonov AN123 “Russian” and the Lockheed C-5 “Galaxy” at TIA Thus, on August 4, 1993, the AN-124-100 RA-82046 belonging to Heavy lift cargo / Volga-Dnieper landed with 75 tons of cargo. A week later, on the 11th August two C-5 in military camouflage colors of the US Air Force landed with 67 tons of equipment for the Bailey bridge. It made six flood relief flights and came again to take Nepalese Gorkha soldiers to Somalia on a UN peace

keeping mission. The next on the list of large aircraft to land at TIA was the Antonov AN-22 “Antiel”, the large propeller plane and also the fourth largest plane in the world. The Aeroflot RA-09134 had bought the two MI-17 helicopters of Nepal Airways.

At present, various private airlines are mushrooming in the kingdom, and a lot of new planes can be seen at TIA. The first two airlines to appear in the liberal Nepalese skies were Himalayan Helicopters in early 1990 and Everest Air in October, 1991. Other soon followed Nepal Airways and Necon Air in 1992, Dynasty Aviation in early 1993, followed by Asian Airlines Helicopter in later 1993.

With the changing political environment in Nepal, new flight to new destination has been seen. Still there are more requirements than the present demand of tourist resources of Nepal in the international tourism market.

2.4 International airlines in Nepal

In 1951, regular air service for passengers was started by Indian Airlines Corporation. Thus the commencement of weekly air service between Kathmandu and Patna in 1951 marked the beginning of air transportation in Nepal. At the beginning, the type of carrier was DC3 and E27. By the end of 1965, the runway had extended to six thousand feet from three thousand and in January 1970, HS748 aircraft entered into service. After 1970, we can observe a remarkable growth in the international air transport. In 1971, Thai Airways entered into service by introducing the 1st turbo jet aircraft into service. In 1972, Nepal Airlines Corporation too, entered into jet age by acquiring B-727 aircraft to operate between Kathmandu – Bangkok sector. In 1976, Biman Bangladesh entered into service by acquiring Boeing 707 aircraft to operate between Kathmandu and Dhaka sector. Similarly, in 1976, 24 August, Pakistan International Airways entered into service between Kathmandu and Karachi, using Boeing 737, Airlines A300 and A310 aircraft. In 1978 China Southwest Airlines entered to fly over the Himalaya to Lhasa, the of the Tibetan autonomous region of China, using Boeing 757 aircraft. In 1984, Singapore Airlines entered to fly between Kathmandu and Singapore via Dhaka sector. Such as in 1989, Aeroflot Russian Airlines entered, and it operates between Kathmandu Moscow, using

TU-145 aircraft. In 1990, Royal Bhutan airlines (Druk-air) entered Druk air operate to paro in Bhutan, the land of Thunder Dragon and to New Delhi by British Aerospace 146 jet aircraft.

Since 1990 several private airlines were also established for domestic services, National Aviation policy has given stress for the optimum utilization of airspace. Air services agreement was signed between Nepal and Japan on 17 feb 1993 in Kathmandu. This agreement allows the commencement of regular air service between Nepal and Japan by the airlines of both countries. Nepal airlines had commenced services form Kathmandu – Osaka via Shanghai in Oct 30, 1994. After discussion with Chinese counterparts on 23rd July 1994, civil air transport agreement was concluded between Nepal and China for the operation of regular air services by Nepal airlines from Kathmandu. Osaka in Japan via Shanghai in China.

Air services agreement was signed between Nepal and United Kingdom on 3rd march 1994 in Kathmandu. It is a milestone in the history of tourism and civil aviation in Nepal. It market and commencement of regular air services between Nepal and United Kingdom by the airlines of both countries with greater traffic freedom. Finally it led to the flow of tourist to our country.

At present another agreement has been made with China for introduction of New China services in Nepal with the passage of time, new agreement has been felt necessary for increasing tourist in flux in Nepal.

2.5 Role of Air service in tourism products promotion

The role of tourism products and resources development is immense for the overall development of a destination. This is more so in the case of Nepal where tourism supply side management has not fully developed and tourism attraction not fully exploited for the proper diversification of tourism.

Most of the tourist resources lie in the different regions of the country. To explore them and develop them there is the pivotal role of air services. Other alternative as the means of transport is comparatively expensive and inconvenient. The feasibility study for the qualitative destination can be made due to the network of air services.

2.6 Marketing for tourism in recent year

The current challenge of marketing Nepal as a holiday destination lies not only in improving the destination image towards a quality destination. In modern context; there is inevitable link between marketing and tourism. Due to the competitive exposure of different nationalities, Nepal has to build up key strategies for the promotion of tourist resources, supply management and identification of quality destination.

Nepal tourism Board is working with different action plans every year to create comparative advantage market. “The goal of NTB marketing programs basically lies in enhancing visitor’s numbers, increasing the average stay and spends in Nepal. To attain the same, the past strategies in marketing programs has been to approach dozen of markets simultaneously and thinly spread resources so as to averse risk across a range of international markets minimize the impact of any changes in the domestic or a single international travel market.”⁵

However with the growing realization for focused and targeted marketing for results, NTB is making certain strategic shifts in its marketing approaches from this year by concentrating more on the comparative would be significant and visible return on its marketing investment. For that matter these markets would be selected where there is a high price elasticity of demand.

Similarly, a new approach would be sub-brand a destination within the country and promote it for the entire year. These are to established better product market linkage and strengthen the sub sub-brand image of Nepal.

⁵ *Annual Operational Plan*, Unleash yourself, Nepal Tourism Board. 2006-07, P. 1-30

2.7 Major Tourist Spot and places of Interest in Nepal

Although Bagmati Zone especially Kathmandu, Lalitpur, Bhaktapur and Pokhara are prime tourist region where large number of tourist are attracted, there other tourist sport which are equally important to attract the flow of tourist sport which are equally important to attract the flow of tourist like Rana National Park which is stretched over 106 sp km, Chitwan Natinal park occupying 932 sp km and Sagarmatha National Park stretched over 1148 sp km, Langtang National Park, which stretches over 1710 sq km. Among the above mentioned National Park, Chitwan National Park leading one in which the number of tourists inflow is recorded highest whereas Langtang National Park is the second major tourist visiting park. Rara is visited less in number.

In order to protect the tourist areas and identify unexplored destination, effective conservation, management, and the concept of eco-tourism should be strengthened.

Kathmandu Valley: - The valley is situated at an altitude of 1,336 m above sea level and covers an area of 218sp. Nepal is synthesized in the Kathmandu valley, the home of the ancient and sophisticated.

Source: - Mt Everest & More, Nepal Guide Book, Nepal Tourist Board (1999).

Newari Culture: - The Newars are the indigenous inhabitants of the valley and the creators of the splendid civilization of its three cities – Kathmandu, Patan and Bhaktapur. The skillfully built temples and palaces, delicately engraved stones and metal images, carved wooden columns and pillars, and the history laden shrines and chaityas of these three historical cities stand as paradigm of the newar’s artistic achievements.

KATHMANDU:-

- a. **Machchhendranath Temple**-The temple of Sweta Machchhendranath is situated at Machchhendra Bahal between Indra Chowk and Asan. It is a pagoda of considerable artistic beauty. The deity is also called Janmadyo or Machchhendra.
- b. **Akash Bhairab Temple**- A three-storey temple in the main market avenue, called Indra Chowk, the image of Akash Bhairav is displayed outside for a week during Indra Jatra, the festival of Indra, the god of rain.
- c. **Hanumandhoka (Kathmandu Durbar square)**- It is the historic seat of royalty. The Durbar square, with its old temples and places epitomizes the religious and cultural life of the people. The historical kings of Nepal were crowned at this place. Interesting things to see here are Teleju temple built by King Mahendra Malla in 1549 AD, Kal Bhairav, the god of destruction, Nautelle Durbar, coronation Nasal Chowk, the Gaddi Baithak, the statue of King Pratap Malla, the big drum and the Jagannath temple. On the right hand corner, a large wooden lattice screen hides an enormous gilded face of Sweta Bhairav. The screen is removed only during the Indra Jatra festival. There are also the Numismatic Museum and Tribhuvan Museum inside the Hanuman Dhoka Palace building.
- d. **Temple of Kumari (Kumari Ghar)**-The temple of the residence of the living goddess, Kumari, is situated in the vicinity of Hanuman Dhoka palace. The building has profusely carved wooden balconies and window screens. The Kumari acknowledges the greetings from her balcony windows.
- e. **Kasthamandap**-Located near the temple of Kumari, it is said to have been built by King Laxmi Narshingha Malla in the beginning of the sixteenth century. It is said to have been built by King Laxmi Narsingha Malla in the beginning of the sixteenth century. It is said to be constructed from the wood of a single tree. The city of Kathmandu derives its name from this temple.

- f. **Ashok Vinayak**-The small but very important temple of Ashika Vinayak is situated behind the Kasthamandap. It is also known as Kathmandu Ganesh or Maru Ganesh.
- g. **Jaishi Dewal**- A five minute walk of Kasthamandap is the Shiva Temple of Jaishi Dewal which is famous for its erotic carvings. It is still one of the main routes of chariot festival of indra jatra and other festivals.
- h. **Tundikhel**-A huge green field knew as tundikhel flanks one entire side of the old city. Some of the important landmarks of the Kathmandu valley are located in the periphery of this area. At the south-western end of tundikhel is a 59.29m tower build by Prime Minister Bhimsen Thapa in 1832 AD known as Dharahara of Bhimsen Stambha. A Sundara fountain with golden water spouts is situated at the foot of this great tower also belonging to the same period.
- i. **Martyr's Memorial (Sahid) Gate**- It is located between Bhimsen Stambha and Bhadrakali Temple. This memorial arch contains the statue of the late King Tribhuvan and the buses of four martyrs.
- j. **Bhadrakali Temple**- At the eastern edge of the tundikhel, near sahid gate, stands the temple of goddess Bhadrakali. This temple also known as Lumarhi temple and is one of the main "Shakti" temple of Kathmandu city.
- k. **Singha Durbar**-A grand imposing place built on the neo-classical style, Singha Durbar was the private residence of Rana Prime Minister. Now, it is used by Minister of Government.
- l. **Narayanhiti Durbar**-It was the royal palace of historical Kings of Shah Dynasty. A famous historic water spout called Narayanhiti is situated at the Southern corner of the palace.

- m. **Kaisar Library**-Located inside the premises of the Ministry of Education, kaisar library is a great center of rare and valuable books and manuscripts.
- n. **Budhanilkantha**-About 8 km, north of Kathmandu, at the base of Shiva Puri hill is a remarkable colossal statue of Lord Vishnu, resting on bed of snakes. This is one of the Masterpieces of stone sculptures of the Lichchavi period. This fifth century statue is in the middle of a small pond and seems to float in water.
- o. **Balaju Water Gardens**-Situated about 5 km North West of Kathmandu Balaju Garden features fountains with 22 crocodile – headed water spouts dating from the eighteen century.
- p. **Syambhunath**-This is one of the worlds most glorious Buddhist Chaityas. It is said to be 2000 years old. Painted on the four sides of the spire bases are the all seeing eyes of Lord Buddha. It is 3 km west of Kathmandu city and is situated on a hillock about 77 m above the level of the Kathmandu Valley.
- q. **The National Museum**- Located about 2 km west of Kathmandu; National Museum has a splendid collective of weapons, artifacts from ancient, medieval and modern Nepal. Its archaeological and historical displays and worth seeing.
- r. **Natural History Museum**-Situated 3 km west of Kathmandu city behind the famous swayambhunath hillock, this museum has a unique collection of butterflies, fish, reptiles, mammals, plant and a variety of fossils collected within the country.
- s. **Pashupatinath Temple**-Situated 5 km east of Kathmandu, the temple of Lord Shiva, Pashupati with two tiered golden roof and silver door is considered one of the holiest shrines for the Hindus. Although only Hindus are allowed inside the temples, visitors can clearly see the temple premises from the eastern bank of the Bagmati River.

- t. **Guheswari Temple-** Near Pashupatinath Temple is another historic and holy temple of Guheswari. Only Hindus are allowed to enter the Temple courtyard.
- u. **Chabahil-**The lovely stupa of chabhil is believed to have been built by Charumati, the daughter of the Indian Emperor Ashoka in the third century B.C. There are ancient statues around the stupa.
- v. **Chandra Vinayak-** The temple of Chandra Vinayak is situated about 200 km north of Chabahil stupa. This double tiered brass roofed temple houses a tiny image of Lord Ganesh, the elephant headed god.
- w. **Bouddhanath-** The stupa os boudhanath lies 8 km east of Kathmandu. This ancient colossal stupa is one of the biggest in the world, and the center of Tibetan Buddhism in the world.
- x. **Gokarna-** This lovely games sanctuary, also known as Gokarna Safari Park, lies about 10 km north-east of Kathmandu. Many wild animals such as spotted deer can be viewed in the sanctuary_from an elephant back on the north side of Gokarna, is a pagoda of Gokarneshwor Mahadev.
- y. **Snakhu-** It is a typical newari town, with many fine old buildings and temples. Beyond the village, upon long flight of stone stairs is bajra jogini, a historical temple, which offers beautiful view of the local area.
- z. **Sundarijal-**It is famous for its scenic beauty. There are magnificent waterfalls, cataracts and rock formations. It is an ideal picnic spots just a short hike away from the motorable road.
- aa. **Kritipur-**It is a small town, 8 km southwest of Kathmandu. Tribhuvan University, Nepal's premier seat of education is located at the foothills of kritipur.

This historic town has many things to offer like old shrines and temples and old houses. Some of the folks are typically dressed in traditional and old houses. Some of the folks are typically dressed in traditional costumers, and can be spotted working on looms.

bb. **Chobar**-Situating 9 km southeast of Kathmandu, this place is famous for its gorge. All the water of the valley drain through it. There is a small but picturesque, temple of Adinath on the top of a hill from where one can take in a panoramic view of snow-capped mountain peaks. Shekha Narayan situated between chobhar and Dakshinkali, the temple of Shekha Narayan represents one of the four Narayans are Changu Narayan of Bhaktpur, Visankhu Narayan of Patan and Ichangu Narayan of Kathmandu.

cc. **DakshinKali**-The temple of Dakshinkali is situated about two km south of Shekha Narayan. Dakshinkali is regarded as on of the most important Hindu Goddedd. Pilgrims visit this temple to offer their prayers and animal sacrificies are made to the Goddess. This place is also a popular picnic spot.

PATAN:-

The ancient city of Patan, lying 5 km southeast of Kathmandu, is known as the city of fine arts. The city is full of Hindu temples and Buddhist monuments. The diversity of the medieval culture that allowed both Hinduism and Buddhism to flourish has left a rich legacy of impressive sightseeing in this city for today's visitors.

a. **Patan Durbar Square:** - It is situated in the heart of the city coustitutes the focus of visitors' attraction. The square is full of ancient places, temples and shrines, noted for their exquisite carving. The Patan Durbar square consists of three main chowks on courtyards, the central Mul chowk, Sundari chowk and Keshar Narayan chows.

- b. **Krishna Temple:-**Build in the 17th century, the temple of Lord Krishna holds a commanding position in the palace complex of Patan. It is supposed to be the first specimen of shikhara style architecture in Nepal. It is the only temple in Nepal having 21 spires and is completely made of stone.
- c. **Mahabouddha:-** A little further east from Patan Durbar square lies the Buddhist Temple made of clay bricks in which thousands of images of Lord Buddha are engraved. The terra-cotta structure is one of the fourteenth century Nepalese architectural masterpieces.
- d. **Hirayana Varna Mahavihar:-** Located inside, Kwabadehal, this three storey golden pagoda of Lord Buddha was built in the twelfth century by King Bhaskar Verma. Inside the upper storey of the pagoda, are the golden images of Lord Buddha and a large prayer wheel.
- e. **Kumbheshwor:-** This five-tiered temple of Lord Shiva was built during the reign of King Jayasthit Malla, on the Janai Poonima day in August a fair is held in Kumbheshwor.
- f. **Jagatnarayan Temple:-**This tall, imposing temple of Lord Vishnu is situated at Sankhamul. The temple has many fine stone images and an artistic metal statue of Garuda on a stone pillar.
- g. **Rudra Varna Mahavihar:-** This unique Buddhist monastery contains an amazing collection of images and statues in metal, stone and wood. It is believed that the king in the ancient times was crowned in this monastery. Many of the treasures offered by the devotees can be seen here even today.
- h. **The Ashokan Stupas:-** There are four ancient stupas popularly believed to have been built in 250 BC by Emperor Ashoka at the four corners of Patan. The four

stupas are situated in Pulchow, lagenkhel, Ebahi and city's ancient religious importance.

- i. **Achheswor Mahavihar:-**It was established towards the beginning of the 17th century by one Achheshowr by building a temple of house as idol of Lord Buddha. Situated behind the Ashokan stupa at pulchok, the Mahavihar, commands a beautiful view of the Kathmandu Valley.
- j. **Temple of Machchendranath and Minnath:-**The pagoda of red Machchendranath built in 1480 AD is situated in Tabahal for six month the diety is taken to its other shrine in Bungmati. The temple of Minnath is situated in Tangal soon the way to Tabahal.
- k. **The Zoo:-** Situated at Jawalakel, the zoo has many animals, birds and reptiles in its collection representing mostly the Himalayan tauna. There is a beautiful pond built in the 17th century.
- l. **Patan Industrial Estate:-**Patan industrial estate is situated at Lagankhel in Lalitpur (Patan) near sat Dobato. This industrial estate is well known for Nepali handicrafts such as wood carvings, metal crafts, carpets and thangka paintings. For the convenience of the tourist. There is a shopping arcade where all the handicraft products of the estate are exhibited.
- m. **Bajra Barahi:-** Situated in small woodland park, it is about 10 km south of Patan near the village of Chapagaon. A visit to Tika Bhairan and lele from here is worthwhile.
- n. **Godavari:-** Situated at the foothills of Pulchowki, the botanical garden of Godavari has splendid natural beauty. The road from Patan city runs to Godavari to the southeast, passing through the small old towns of Harisiddhi, Thaiba and Badegaun.

- o. **Phulchowki:** -Located about 10 km southeast of Patan, this 2,758 m hill is a good spot for hiking, Buddhist shrine is situated on the top of the hill which can be reached through a jeepable road.

BHAKTAPUR (Bhadgaon):-

Situated at an altitude of 1,401 m, Bhaktapur covers an area of four square miles. Bhaktapur or the city of devotees still retains the medieval charm and visitors to this ancient town are treated to myriad wonders of cultural and artistic achievements. The past glory of the Malla rulers continues to be reflected at the Durbar square. Pottery and weaving are its traditional industries. The city lies about 14 km east of Kathmandu and can be reached by public transport and by trolley buses.

- a. **Bhaktapur Durbar Square:-**The Golden Gate is the entrance to the main courtyard of the place of 55 windows. Built by King Ranjit Malla, the gate is one of the most beautiful and richly carved specimens of its kind in the entire world. This gate is embellished with deities and monsters with marvelous intricacy. The palace of 55 windows was built in the 17th century. Among the brick walls in their gracious setting and sculptural design, in a balcony of 55 windows. This balcony is a masterpiece of wood carving. The stone temple of Batsala Devi which is also located in the Durbar Square is full of intricate carvings. This temple also sets a beautiful example of Shikhara style architecture in Nepal. There is a bronze bell on the terrace of bell, placed in 1737 AD, was rung to signal curfew during those days. The main square of the city contains innumerable temples and other architectural showpieces like the Lion Gate, the statue of King Bhupatindra Malla, the picture gallery, the Batsala temple, etc. A magnificent statue of King Bhupatindra Malla in the act of worship is placed on a column facing the palace of the many windows.

- b. **The National Art Gallery:-** It contains ancient and medieval paintings belonging to Hindu and Buddhist schools depicting Tantrism of various periods and descriptions.
- c. **Nyatapole Temple:-** This five – storey pagoda was build in 170 AD by King Bhupatindra Malla. It stands on a five terraced pat form. On each of the tallest pagoda and is famous for its massive structure and subtle workmanship.
- d. **Bhairavnath Temple:-**This temple was built as a one – storey temple but later changed into a three – storey temple in 1718 AD by King Bhupatindra. The temple is noted for its artistic grandeur. It is dedicated to Lord Bhariav – the god of terror.
- e. **Dattatraya Temple:-** Built in 1427 AD, this temple is said to have been built from the trunk of a single tree. Near this temple is a monastery with exquisitely carved peacock windows.
- f. **Surya Vinayak:-**Situated in beautiful surroundings of Bhadgaon, the temple of Ganesh is placed in sylvan setting to catch the first rays of the rising sun. It is a good picnic spot flanked by many attractive landscapes.
- g. **Changu Narayan:-**Situated at the end of a long bridge which runs into the valley, it is said to have been built by King Hari Dutta in 323 AD and said to be the oldest temple in the valley.
- h. **Nagarkot:-**Nagarkot is a popular tourist resort of Nepal. It is situated 32 km east of Kathmandu at an altitude of 2,175 m above the sea level. The panorama of the major peaks of the eastern Nepal Himalayan including Sagarmatha (Mt. Everest) can be seen from here.

- i. **Kakani:**-Located 29 km north west of Kathmandu city, the fabulous holiday area of kakani features attractions ranging from beautiful attractions ranging from beautiful alpine scenery to the magnificent Himalaya Panorama particularly of the Ganesh Himal massif. Other peaks that can be closely seen from kakani are : Gaurishankar (7,134 m), Chobar (6,109 m), Manasul (816 m), Himalchuli (7,893 m), Annapurna (8,091 m) and several other peaks.

2.8 Some Tourism Spot Outside Kathmandu Valley

- a. **GosaiKunda:**-One of the most famous pilgrimage destinations of Nepal is Gosaikunda Lake which is situated at an altitude of about 4,360m. The best approach to Gosainkunda is through Dhunche, 132km to the northeast of Kathmandu by a motorable road, surrounded by a high mountain on the north and the south, the lake is grand and picturesque. There are other nine famous lakes such as Saraswati, Bhairav, Sourya, Ganesh Kunda ,etc.
- b. **Palanchowk Bhagawati:**-It is a 42km, one hour, drive from Kathmandu to Palanchowk on the Arniko Highway (Highway to Tibet border) This noted historic temple of Goddess kali is located at a hilltop some 7km north of Panchkhal. One can really enjoy the panoramic view of the landscape from this spot. This temple is said to have been constructed during the reign of King Man Dev. The temple houses a three feet high idol of Goddess Bhagwati (Kali) Artistically carved in a black stone which is one of the best examples of such intricate workmanship.
- c. **Charikot:**-Lying about 133 km from Kathmandu, Charikot provides an spectacular view of Mt. Gaurishankar. In the eastern upper part of Dolakha Township, there is a famous roofless temple of Dolakha Bhimsen.

- d. **Helambu:**-It is situated about 72km northeast of Kathmandu and is famous for its scenic grandeur and pleasant climate. There are many Buddhist monasteries amidst a rich and enchanting landscape. Sundarimal, the starting point to trek to Helambu, is a mere 11km away from Kathmandu.
- e. **Namche Bazaar:**-The name of Namche Bazaar is generally associated with that of Sagarmatha or Mt. Everest, The highest point on earth. It is the entrance to the Everest region. It is about 241 km from Kathmandu and the distance is generally covered within 15 days by trekking. Nowhere else can you immerse yourself so totally among the highest mountains on earth and travel the legendary sherpas. One can fly from Kathmandu to Lukla or Syangboche in the Everest region. Accommodation is available at Lukla, Namche Bazaar, Thyangboche, Pangboche, Pheringche, Lobuche and Gorakshep respectively.
- f. **Ghandruk:**-It lies between the laps of Annapurna and Machchaphure Himal in the altitude of 2000m and lies in the 42 km distance in the north of Pokhara. Gurung culture and the natural beauty of landscape is the major attraction for tourist.
- g. **Hilley:**-It is situated about 13 km north of Dhankuta. The panorama of the major peaks of the eastern Himalaya including Sagarmatha (Mt. Everest), Makalu, Lhotse and Kumbhakarna can be viewed from here.
- h. **Antu Danda:**-It is situated at an altitude of 1,677 m in the Ilam district and it is famous for its splendid view of Mt. Everest and Mt. Kanchenjunga. It is one of the best places for viewing sunrise and sunset.
- i. **Pokhara Valley:**-Pokhara, an enchanting city nestled in the tranquil valley (827m), is the starting point for many of Nepal's most popular trekking and rafting destinations. The serenity of Phewa Lake and the magnificent of the first-

tail summit of Machchapuchre (6,977m) rising behind it creates an ambience of peace and magic. The valley surrounding pokhara is home to thick forest, gushing rivers, clear lakes and the world famous views of the Himalaya situated 200km west of Kathmandu, Pokhara is connected by air as well or by road from Kathmandu and Bhairawa a border town near India, Pokhara offers magnificent view of Dhaulagiri, Manaslu, Machchhapuchhre, five peaks of Annapurna and others.

- j. **Rara Lake:-**It lies in the Mugu district of Karnali zone and is situated at the height of 3200m and it has 10.4 sq km area. It is surrounded by Rara Natinal Park. Biological diversities, natural beauty of the major attraction.
- k. **Phosksundo Lake:-**It is situated at the height of 6313 km above sea level. It has 650m depth and one of the deepest lake of Nepal. Lake is surrounded by mountains and forest. Natural beauty with the integration of forest, flora and fauna, and mountains is the major attraction.
- l. **Tansen:-**It is situated at an attitude of 1,343m, Tansen is the most popular summer resort in western Nepal on account of this position and climate. It has the most extensive views of the country's chief attraction the Himalaya from Dhulagiri in the west to Gaurishankar in the northeast.
- m. **Lumbini:-**Lumbini, the birthplace of Sidhartha Gautam, the Shakya prince and the ultimate Buddha, the enlightened one, this is the pilgrimage destination of the worlds. Millions of people faithful to all schools of Buddhism .This nativity site, identified by Indian Emperor Ashoka's commemorative pillar is listed as a world Heritage site by UNESCO.The main attraction at Lumbini remains the Sacred Garden spread over 8sq km and possesses all the treasures of the historic area. The Mayadev temple is the main attraction for pilgrims and archeologist alike. Here, we find a base relief of Mayadevi, the Buddha's mother giving birth to him, standing west to the Mayadevi Shrine is the oldest monument of Nepal. The

Achokan pillar was erected by Emperor Ashokan in 249 BC to commemorate his pilgrimage to the sacred site. To the south of the pillar, we commemorate his pilgrimage to the sacred site. To the south of the pillar, we find the sacred pond, puskarni, where Queen Mayadevi had taken a bath just before giving birth to the Buddha. There is also a sacred stone marked with a “foot imprint” of Emperor Ashoka which had been placed here to mark the exact birthplace.

- n. **Chitwan:**-It is one of the finest national park in Asia, renowned for its dense concentration of wildlife and top class tourist lodges, which provide the opportunity to see animals in their natural habitat. Chitwan which mean “the heart of the jungle” is among the last surviving examples of the continuous band of forest and grassland which once extended from the Indus River in Pakistan to the Burmese border. The main attraction here is the Chitwan National Park, one of the largest forest regions in Asia teeming with wildlife such as the rare great one horned rhinoceros, several species of deer, sloth bear, leopard, wild boar, fresh water dolphin, crocodile, more than 350 specie of birds and the elusive Royal Bengal Tiger. Visitors to chitwan may enjoy elephant back excursions, nature walks, conoe trips and jungle treks. There are several authorized agencies to organize such safaris. Visitors may also take a river raft, first driving from Kathmandu to the river Trishuli or Seti Khola.

- o. **Tilicho Lake:**-It is situated in the laps of Muktinath Mountain in the manang district. It lies at an altitude of 4919 m above sea level. It is the worlds Heighest Lake. The beauty of the lake attract tourist.

- p. **Maipokhari:**-It is situated in Ilam district. It is in the northern side of Ilam bazaar and 13 km distance from bazaar. There is a lake surrounding by forest. Lord Shiva temple is build by Swami Someshworanada in 1954 B.S. the beauty of the lake and surrounding vegetation is the attraction for tourist.

- q. **Lho Manthang:**-It is situated in Mustang district and is 105 km from headquarter Mustang. It is situated at an altitude of 12,000 ft and is important for rural tourism. Geographical features similar to Tibet, capital of ancient Lho state, ancient culture and art the major attraction.
- r. **Ramarasun:**-It is situated in the northern part of Assam district and it is situated at altitude of 9000ft. vegetation, rivers, lakes, flora and fauna, birds, insects etc. are the major attraction for the tourists.
- s. **Haleshi Mahadev Cave:**-It is situated in Khotang district in the sagarmatha zone. It is the pilgrimage for Hindus and important for research person and tourist because of naturally formed cave. The cultural practices equally attract tourist.
- t. **Charles Point:**-It is situated between Dharan and Dhankuta road at an attitude of 1430 ft. It lies in the border of Sunsari and Morang district. Khumbakarna, Makalu, Kanchanganga Mountain can be observed from this place. Cold climate is found whole year. Natural beauty, flora and fauna and biological diversities are the attraction for tourist. It has been observed as a picnic spot by local and neighbouring district and country.
- u. **Arjundhara:**-It is important tourist and religious place for Hindu. It is located at Jhapa district. There is a religious story behind this place during the time of Mahabharat. Birat Pokhari, Jaleswordham and Khichak bah are other religious places located in the site.
- v. **Pathivara Temple:**-It is located at the height of 3794 ft from the sea level in the eastern Nepal in the taplegung district. Goddess "Pathivara Devi" is worhipped by the hindu people. People offer worship and take blessing from the Goddess "Devi" is living God and it is believed that wishes come true after visiting Goddess.

w. **Barahachhetra:**-A few km from the main city of Biratnagar, Barahachhetra, a Hindu pilgrimage, lies at the confluence of two rivers, the saptakoshi and the kokaha. There is the temple of lord Baraha, the boar incarnation of Lord Vishnu. Historians have traced the existence of this image from the 12th century.

“The natural beauty of the place and the surrounding beautiful lake and mountain is the attraction for tourist.”⁶

⁶ Mt. Everest and more. *Nepal guidebook*, Nepal Tourism Board, Kathmandu.(2008)P -100

CHAPTER- III

RESEARCH METHODOLOGY

3.1 The Research Design.

The analytical as well as descriptive research design has been used in this study.

3.2 Sources of Data.

The study is mainly based on secondary data. In dependent study is mainly based on primary data. While studying opinion and research through internet is taken as a major source. The secondary source of data has been acquired from various.

Website of airlines.

Materials published in paper and magazine.

Website of trade promotion center.

Nepal Tourism Board.

Nepal Tourism Statistics.

Civil Aviation Authority of Nepal.

Related books, thesis and authors on marketing, tourism and air services.

3.3 Population and Sample

For purpose of study, the judgment sampling has been used to analyze about different airlines.

Total number of population on Nepal has been taken as population

3.4 Data Collection Techniques

The necessary data have been collected from different sources that are through website and studying books of related authors. Besides, this has been collected from independent study of the information published by Nepal tourism board, travel agency, civil aviation and trade promotion center.

3.5 Data Analysis Tools:

For the analysis purpose following tools is used.

Graphical representation

Representation through bar diagram, pie-chart and trend lines.

The major data analysis tools used for the analysis and presentation of data are as follows:

3.5.1 Percentage Analysis

The percentage analysis is done to compare the two or more data for general information. One can use this function to establish a threshold of acceptance. It is used as a method to divide the opinions of the related sectors into two or more sectors.

3.5.2 Bar Diagram

Simple as well as multiple bar diagram are being for the purpose of the study. Simple bar diagram are only one variable. It is used for the comparative study of two or more variables are to be compared at the same time.

3.5.3 Pie Chart

Pie chart is used to make a comparative study of single or multiple variables. It makes a clear cut picture of the assigned variables.

3.5.5 Trend Line

Trend Line has been used to indicate the ups and downs of the assigned variable. A comparative study can be made in different time period time to trace out the real picture of the information.

3.6 Existing Tourism Institutions

There are some public and private institutions in Nepal which are directly or indirectly involved in tourism. The public sector is mainly concerned with issues related to the development of tourism sector and its contribution to overall development of the country. The private sector is mainly concerned with their services.

CHAPTER –IV
PRESENTATION OF THE DATA AND ANALYSIS

4.1 Introduction

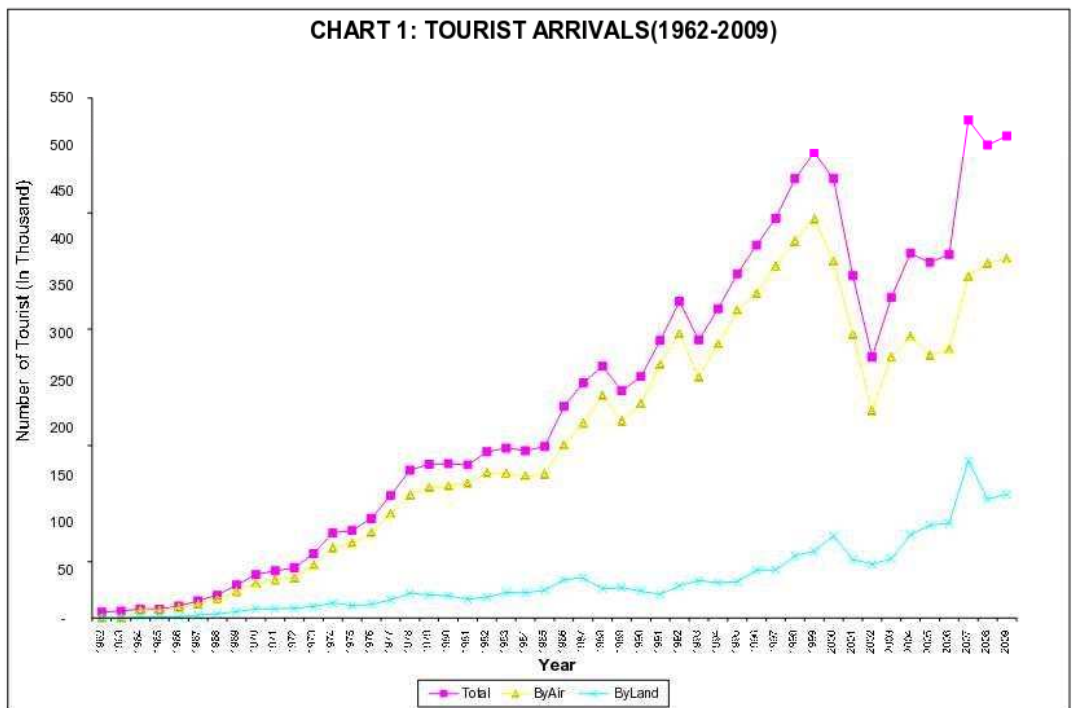
After acquiring the relevant data from different sources, they have to be processed and analyzed in order to achieve the objectives of the study. In other words, once the data are collected from different sources, they are classified according to some criteria. The main objectives of data presentation and analysis are to keep them in understandable form or change it from an unprocessed form to an understandable presentation. Therefore, data presentation and analysis is an important aspect of the study report.

**TABLE 1: TOURIST ARRIVALS AND AVERAGE LENGTH OF STAY
(1962-2009)**

Year	Total		By Air		By Land		Average length of stay
	Number	Annual Growth Rate(%)	Number	Percent	Number	Percent	
1962	6,179	0.0	-	-	-	-	-
1963	7,275	17.7	-	-	-	-	-
1964	9,526	30.9	8,435	88.5	1,091	11.5	-
1965	9,388	-1.4	8,303	88.4	1,085	11.6	-
1966	12,567	33.9	11,206	89.2	1,361	10.8	-
1967	18,093	44.0	15,064	83.3	3,029	16.7	-
1968	24,209	33.8	19,717	81.4	4,492	18.6	-
1969	34,901	44.2	28,130	80.6	6,771	19.4	-
1970	45,970	31.7	36,508	79.4	9,462	20.6	-
1971	49,914	8.6	40,369	80.9	9,545	19.1	-
1972	52,930	6.0	42,484	80.3	10,446	19.7	-
1973	68,047	28.6	55,791	82.0	12,256	18.0	-
1974	89,838	32.0	74,170	82.6	15,668	17.4	13.20
1975	92,440	2.9	78,995	85.5	13,445	14.5	13.05
1976	105,108	13.7	90,498	86.1	14,610	13.9	12.41
1977	129,329	23.0	110,180	85.2	19,149	14.8	11.60
1978	156,123	20.7	130,034	83.3	26,089	16.7	11.84
1979	162,276	3.9	137,865	85.0	24,411	15.0	12.02
1980	162,897	0.4	139,387	85.6	23,510	14.4	11.18
1981	161,669	-0.8	142,084	87.9	19,585	12.1	10.49

1982	175,448	8.5	153,509	87.5	21,939	12.5	13.33
1983	179,405	2.3	152,470	85.0	26,935	15.0	11.53
1984	176,634	-1.5	149,920	84.9	26,714	15.1	10.55
1985	180,989	2.5	151,870	83.9	29,119	16.1	11.30
1986	223,331	23.4	182,745	81.8	40,586	18.2	11.16
1987	248,080	11.1	205,611	82.9	42,469	17.1	11.98
1988	265,943	7.2	234,945	88.3	30,998	11.7	12.00
1989	239,945	-9.8	207,907	86.6	32,038	13.4	12.00
1990	254,885	6.2	226,421	88.8	28,464	11.2	12.00
1991	292,995	15.0	267,932	91.4	25,063	8.6	9.25
1992	334,353	14.1	300,496	89.9	33,857	10.1	10.14
1993	293,567	-12.2	254,140	86.6	39,427	13.4	11.94
1994	326,531	11.2	289,381	88.6	37,150	11.4	10.00
1995	363,395	11.3	325,035	89.4	38,360	10.6	11.27
1996	393,613	8.3	343,246	87.2	50,367	12.8	13.50
1997	421,857	7.2	371,145	88.0	50,712	12.0	10.49
1998	463,684	9.9	398,008	85.8	65,676	14.2	10.76
1999	491,504	6.0	421,243	85.7	70,261	14.3	12.28
2000	463,646	-5.7	376,914	81.3	86,732	18.7	11.88
2001	361,237	-22.1	299,514	82.9	61,723	17.1	11.93
2002	275,468	-23.7	218,660	79.4	56,808	20.6	7.92
2003	338,132	22.7	275,438	81.5	62,694	18.5	9.60
2004	385,297	13.9	297,335	77.2	87,962	22.8	13.51
2005	375,398	-2.6	277,346	73.9	98,052	26.1	9.09
2006	383,926	2.3	283,819	73.9	100,107	26.1	10.20
2007	526,705	37.2	360,713	68.5	165,992	31.5	11.96
2008	500,277	-5.0	374,661	74.9	125,616	25.1	11.78
2009	509,956	1.9	379,322	74.4	130634	25.6	11.32

Source: Ministry of Culture Tourism and Civil Aviation, 2009, P.13.



4.2 Trend of Tourist Flow by Air & Land

Statistics on tourism industry and tourist became available only after 1955. Foreign tourist number 1440 persons arrived in 1955 and tourist inflow since then seemed to have increased gradually up to 1966. Indian tourist was not counted up to 1974. Only after 1974, the Indian tourist by air was incorporated in the data of foreign tourist. There has been 1.45 percent decline in tourist arrival in 1963 due to Nepal India border issue and political crisis in Nepal.

The table shows the total number of tourist arrival and their annual growth rate of arrival, average length of stay (in days) from the year 1990-2009 December. In the fiscal year 1990, 254, 885 tourists were recorded to be visiting Nepal as visitors. Out of which, the number of tourist arrival to Nepal by air was 22, 6421 and the remaining number of tourist 28,468 visited Nepal by land transportation. The tourist average length of stay was 12 days. The annual growth rate was 6.2% in the year 1991, the annual growth rate of tourist arrival was recorded to be 15% as an increasing rate from 6.20% of the previous year. The number of visitors in 1991 was 29, 2995. The number of tourist arrival to visit Nepal by air transportation was 26, 7932 whereas the number of tourist coming to Nepal by land was registered to be 25, 063. The percentage of tourist arrival by air and land transportation marked 91% and 9% respectively.

In the same year, the tourist average length of stay was 9 days as a decreasing rate to the 12 days of previous year. The annual growth rate of tourist was 14.10%, as a result the total number of tourist arrival increased to 34, 353 from 293,995 of 1991. In the year 1993, the annual growth rate of tourist was 12.01% so the total number of tourist declined to 293, 567. Out of 293, 567, the number of tourist arrival in Nepal by air transportation was 87% and land 13%. The number of tourist arrival in 1993 declined as previous year. In the year 1994 a positive rate of 11.20% was recorded. The total number of tourist arrival in the year 1994 was recorded to be 326,531.

The number of tourist arrival, in the same year by transportation was 89% and by land was 11%. The average length of stay was 10 days. In the year 1995, 1996, 1997 the annual growth rate of tourist were 11.3, 8.3 and 7.2 percent respectively.

The percentage of arrival by air was found to be 89.87 and 88 respectively. The year 1998 was celebrated as “Visit Nepal 1998” in order to increase inflow of tourist and their average length of stay. This year different programmers were organized in Nepal to lure the tourist. In the same year the growth rate was found to be 9.5% as its increasing percent in comparison to previous year and total number of tourist arrival was recorded to be 463,684. The percent of visitors to visit Nepal by air transportation declined by 1% in comparison to the year 1997. Average length of stay increased to 10.76 from 10.49 previous years.

In the year 1999, 791,504 tourist visited Nepal which is regarded as the highest number of tourist arrival and great achievement in tourism industry. After 2000, there was gradual decline in growth rate negative figure. In the year 1993, 12.2% growth rate was found. Similarly -5.7, -22.1 and -23.7% growth rate was observed in the year 2000, 2001 and 2002 respectively. There are different reasons for negative annual growth rate such as hijacking of Aero plane belonging to Indian airlines from Nepal in the 2000. The negative and critical comment of Nepal of the matters of security spread by international media, existence of violence, etc led to negative effect on tourism sector. Total number of tourist arriving to Nepal in the year 2000 was 463,646 of which 81% by air and 19% by land. Average length of stay decline to 11.88 from 12.28 in the previous year. The annual growth of tourist declined by -22.10% in 2001 in comparison to previous year.

The total number of tourist arrival in Nepal was 361,273, of the previous year 2001. Average length of stay was found to be only 7 days as recorded minimum length of stay of tourist between 1900 and 2005. It was never found before in the tourism industry. The reason for such decline was due to the revolution and movement operated by Maoist. The governmental role to suppress the revolt of Maoist also affected the tourist arrival in Nepal. The other reason was attack upon Iraq made by USA and UK as in collaboration which partially restricted the movement of Americans and Europeans.

Nepal got the chance to experience positive annual growth of tourist in the fiscal year 2003 which marked 22.7% resulting the total number of tourist arrival 338,132. Out of which 81% of tourist arrived in Nepal by air transportation and 19% visited Nepal by land transportation. The average length of stay increased to 9.6 days. The reason behind positive increment of tourist inflow in the year 2002 and 2003 was experienced high by virtue of various programs launched by Nepal and other international tourism agencies. In the year 2004, the total number of tourist arrival was 385,297 with a decline in growth rate of 13.9. The percentage of travelling by air was 77 and by land was 23%. The average length of stay was found increased to 13.51 days. In the year 2005, growth rate decline to 2.6 % and the total number of tourist arrival was 375,398. The percentage of arrival by air was found to be 74 and arrival by land was 26. Average length of stay was found to be 9.09.

In the year 2006, growth rate increased to 2.3% and the total number of tourist arrival was 383,926. The percentage of arrival by air was found to be 74 and arrival by land was 26. Average length of stay was found to be 10.20. Similarly, in the year 2007, growth rate increased to 37.2 and 68.5% was found to be arrival by air and 31.5% by land and total number of tourist was 526,705. In the year 2008 total number of tourist was decline by 5% but there was an incremental by air by 6% and the total number of tourist arrival by land was 25.1%. Average length of stay was found to be 11.78 days. In the year 2009 the total number of tourist was found to be 509,956 which increase the growth rate by 1.9%. The percentage of arrival by air was found to be 74 and arrival by land was 26. Average length of stay was found to be 11.32 days.

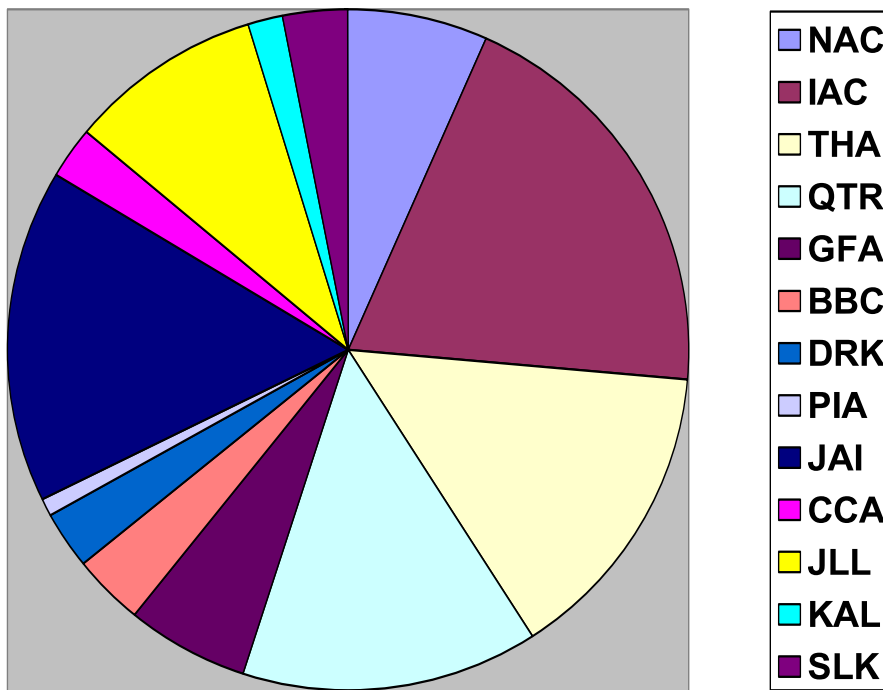
The above analysis reveals that the increment of tourist arrival varied in different years. The growth rate is not constant. As for the mode of transport used by the majority of tourist coming to Nepal is by air.

TABLE 2: TOURIST ARRIVALS BY DIFFERENT AIRLINES (1991-2008)

Year	NAC	IAC	THA	QTR	GFA	BBC	DRK	PIA	JAI	CCA	JLL	KAL	SLK	GMG	ETD	ABY	Others	Total
1991	110,387	75,756	25,487	-	-	11,436	1,789	5,288	-	-	-	-	-	-	-	-	37,789	267,932
1992	126,522	90,196	28,581	-	-	11,513	1,472	6,655	-	-	-	-	-	-	-	-	35,557	300,496
1993	102,337	69,642	29,060	-	-	11,825	2,666	6,876	-	-	-	-	-	-	-	-	31,734	254,140
1994	122,880	82,750	30,032	-	-	11,278	2,271	7,218	-	-	-	-	-	-	-	-	32,952	289,381
1995	140,966	93,229	33,369	-	-	12,660	2,314	5,947	-	-	-	-	-	-	-	-	36,550	325,035
1996	136,576	114,760	32,544	1,497	-	10,275	2,856	8,011	-	-	-	-	-	-	-	-	36,727	343,246
1997	147,723	122,401	39,619	3,809	-	11,864	3,015	11,273	-	-	-	-	-	-	-	-	31,441	371,145
1998	143,433	121,189	53,208	12,669	3,546	14,150	3,005	11,201	-	-	-	-	-	-	-	-	35,607	398,008
1999	123,458	133,840	59,120	17,789	10,725	15,043	3,826	9,382	-	-	-	-	-	-	-	-	48,060	421,243
2000	149,749	64,062	60,965	18,803	10,923	13,915	3,600	8,505	-	-	-	-	-	-	-	-	46,392	376,914
2001	83,760	78,024	49,810	21,526	10,146	11,877	2,589	6,194	-	-	-	1,481	-	-	-	-	34,107	299,514
2002	65,550	47,543	39,825	21,003	9,733	9,524	2,681	-	-	-	-	-	-	-	-	-	22,801	218,660
2003	70,779	78,461	55,102	26,320	18,532	10,882	3,343	-	-	-	-	-	-	-	-	-	12,019	275,438
2004	57,678	78,959	58,197	32,866	16,986	9,432	4,373	1,910	15,101	-	-	-	-	-	-	-	21,833	297,335
2005	42,069	36,982	44,956	30,526	19,015	4,714	7,282	1,855	20,077	6,295	-	-	-	-	-	-	63,575	277,346
2006	38,612	36,311	48,203	34,091	19,361	6,221	6,257	1,997	25,086	6,298	-	-	-	-	-	-	61,382	283,819
2007	29,943	65,571	54,667	48,349	21,047	7,755	10,584	2,265	39,385	18,120	36,266	7,606	-	-	-	-	19,155	360,713
2008	21,000	60,954	44,699	44,374	17,401	10,360	9,275	2,614	48,662	7,693	28,103	5,737	9,340	4,195	14,789	4,045	41,420	374,661

Source: Ministry of Culture Tourism and Civil Aviation, 2009, P.33.

Chart :2. TOURIST ARRIVAL BY DIFFERENT AIRLINES(2008)



4.3 Tourist Arrival by Different Airlines

Air transportation plays an important role in the development of tourist in Nepal. More than 89% of the total tourist arrivals in Nepal enter the country by air services. There are many airlines services, which have been operating their air services to the country. They are listed as follows: Nepal Airline Corporation, Thai Airways, Qatar Airways, Biman Bangladesh Airlines, Pakistan International Airlines, Jet Airways, Silk Airlines, Korean Air, Etihad Airways and Central Charter Airlines.

Nepal Airlines Corporation plays the major role in air transportation of Nepal. It has been playing a significant role in the development of tourism in Nepal. Nepal's air link is confined to be a few countries of Europe and Asia. In the west it extends with many cities of the world. Nepal Airline Corporation has started its service in different places in Europe and many international airlines offices have been helping Nepal's tourist industries indirectly.

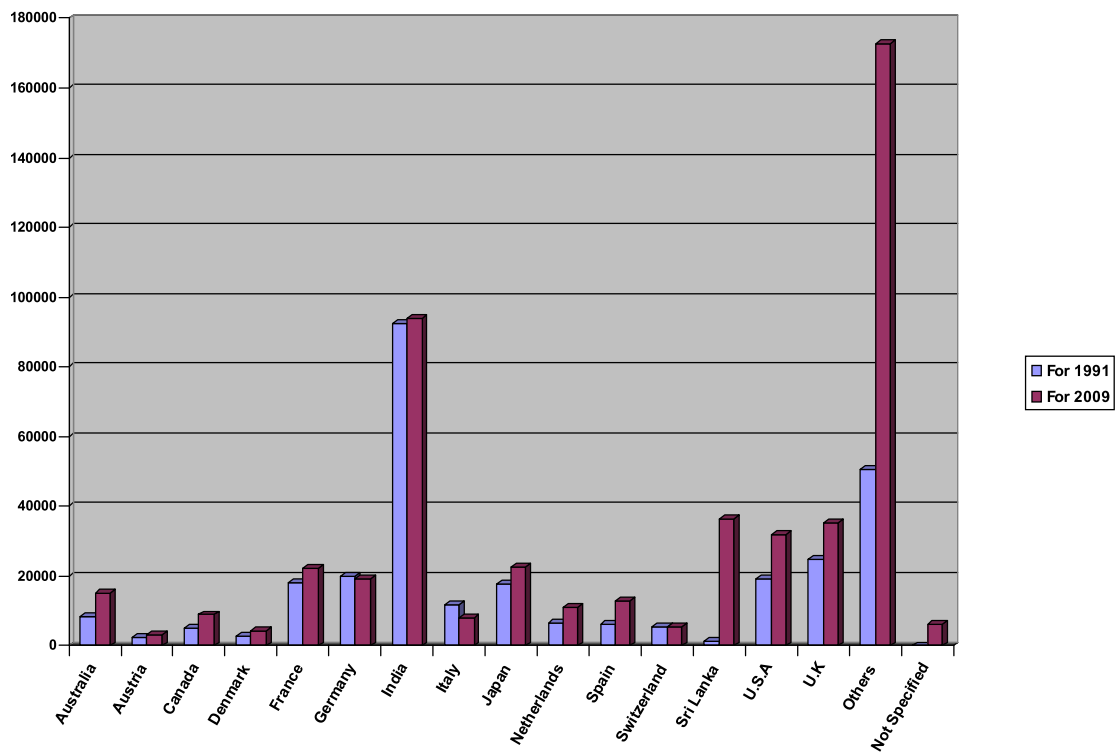
The above pie chart reveals that out of total arrivals 149,749, majority i.e. 39.7% of arrival was by Nepal Airlines in 2000. The lowest number of arrival was 1481 by KAL airlines in 2001. In 2002 the majority of arrival was 30% by Nepal Airlines. In 2003 and 2004 the majority of arrival was by Indian airline i.e. 28.4% and 27%. In 2005 and 2006 majority arrival was 15% and 14% respectively by Nepal Airlines. Similarly in 2007 and 2008 the majority arrival was 18% and 16.2% respectively by Indian Airlines.

The trend of arrival shows that the tourist influx is directly proportional to the available air services and air network in the nation.

TABLE 3: TOURIST ARRIVALS BY MAJOR NATIONALITIES (1991-2009)

Nationality	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Australia	8289 (2.8)	8871 (2.7)	7974 (2.7)	7947 (2.4)	9201 (2.5)	9720 (2.5)	10227 (2.4)	11132 (2.4)	11873 (2.4)	12189 (2.6)	10455 (2.9)	7159 (2.6)	7916 (2.3)	9671 (2.5)	7093 (1.9)	8231 (2.1)	12369 (2.3)	13846 (2.8)	15461 (3.0)
Austria	2608 (0.9)	3119 (0.9)	3168 (1.1)	2927 (0.9)	3852 (1.1)	4163 (1.1)	3986 (0.9)	4603 (1.0)	6377 (1.3)	5221 (1.1)	4164 (1.2)	3140 (1.1)	3025 (0.9)	4341 (1.1)	3007 (0.8)	3474 (0.9)	4473 (0.8)	3540 (0.7)	3245 (0.6)
Canada	4899 (1.7)	5167 (1.5)	4909 (1.7)	4432 (1.4)	5047 (1.4)	5480 (1.4)	6245 (1.5)	7136 (1.5)	7578 (1.5)	8590 (1.9)	7068 (2.0)	3747 (1.4)	4154 (1.2)	4825 (1.3)	4168 (1.1)	4733 (1.2)	7399 (1.4)	8132 (1.6)	8965 (1.8)
Denmark	2780 (0.9)	3265 (1.0)	3597 (1.2)	3332 (1.0)	4629 (1.3)	4454 (1.1)	4322 (1.0)	4781 (1.0)	4577 (0.9)	4847 (1.0)	3854 (1.1)	2040 (0.7)	2178 (0.6)	2633 (0.7)	1770 (0.5)	1956 (0.5)	3157 (0.6)	3847 (0.8)	4464 (0.9)
France	18106 (6.2)	22669 (6.8)	16975 (5.8)	18638 (5.7)	19208 (5.3)	19913 (5.1)	21573 (5.1)	21992 (4.7)	24490 (5.0)	24506 (5.3)	21187 (5.9)	13376 (4.9)	15865 (4.7)	18938 (4.9)	14108 (3.8)	14835 (3.9)	20250 (3.8)	22402 (4.5)	22154 (4.3)
Germany	19897 (6.8)	23887 (7.1)	32006 (10.9)	44530 (13.6)	33971 (9.3)	24963 (6.3)	22374 (5.3)	23862 (5.1)	26378 (5.4)	26263 (5.7)	21577 (6.0)	15774 (5.7)	14866 (4.4)	16025 (4.2)	14345 (3.8)	14361 (3.7)	21323 (4.0)	18552 (3.7)	19246 (3.8)
India	92506 (31.6)	106574 (31.9)	83362 (28.4)	102540 (31.4)	117260 (32.3)	122512 (31.1)	133438 (31.6)	143229 (30.9)	140661 (28.6)	95915 (20.7)	64320 (17.8)	66777 (24.2)	86363 (25.5)	90326 (23.4)	95685 (25.5)	93722 (24.4)	96010 (18.2)	91177 (18.2)	93884 (18.4)
Italy	11728 (4.0)	13427 (4.0)	9372 (3.2)	9715 (3.0)	10267 (2.8)	10258 (2.6)	11034 (2.6)	12864 (2.8)	12870 (2.6)	11491 (2.5)	8745 (2.4)	8057 (2.9)	8243 (2.4)	12376 (3.2)	8785 (2.3)	7736 (2.0)	11243 (2.1)	7914 (1.6)	7982 (1.6)
Japan	17874 (6.1)	19533 (5.8)	17804 (6.1)	19569 (6.0)	25360 (7.0)	28923 (7.3)	35038 (8.3)	37386 (8.1)	38893 (7.9)	41070 (8.9)	28830 (8.0)	23223 (8.4)	27412 (8.1)	24231 (6.3)	18239 (4.9)	22242 (5.8)	27058 (5.1)	23383 (4.7)	22445 (4.4)
Netherlands	6491 (2.2)	9478 (2.8)	9202 (3.1)	8669 (2.7)	8681 (2.4)	8718 (2.2)	9214 (2.2)	14403 (3.1)	17198 (3.5)	16211 (3.5)	13662 (3.8)	8306 (3.0)	8443 (2.5)	11160 (2.9)	8947 (2.4)	7207 (1.9)	10589 (2.0)	10900 (2.2)	11147 (2.2)
Spain	6347 (2.2)	11272 (3.4)	6706 (2.3)	6228 (1.9)	7129 (2.0)	8658 (2.2)	8621 (2.0)	8832 (1.9)	9370 (1.9)	8874 (1.9)	5897 (1.6)	5267 (1.9)	8265 (2.4)	11767 (3.1)	8891 (2.4)	10377 (2.7)	15672 (3.0)	13851 (2.8)	13006 (2.6)
Switzerland	5417 (1.8)	5914 (1.8)	5820 (2.0)	4921 (1.5)	5981 (1.6)	6961 (1.8)	10630 (2.5)	6644 (1.4)	8431 (1.7)	6230 (1.3)	5649 (1.6)	3352 (1.2)	3246 (1.0)	3788 (1.0)	3163 (0.8)	3559 (0.9)	5238 (1.0)	5186 (1.0)	5281 (1.0)
Sri Lanka	1347 (0.5)	858 (0.3)	804 (0.3)	888 (0.3)	1172 (0.3)	5758 (1.5)	4021 (1.0)	11031 (2.4)	12432 (2.5)	16649 (3.6)	9844 (2.7)	9805 (3.6)	13930 (4.1)	16124 (4.2)	18770 (5.0)	27413 (7.1)	49947 (9.5)	37817 (7.6)	36362 (7.1)
U.S.A.	19128 (6.5)	22189 (6.6)	20374 (6.9)	21646 (6.6)	24655 (6.8)	25155 (6.4)	30056 (7.1)	35902 (7.7)	39332 (8.0)	40442 (8.7)	32052 (8.9)	17518 (6.4)	18838 (5.6)	20680 (5.4)	18539 (4.9)	19833 (5.2)	29783 (5.7)	30076 (6.0)	32043 (6.3)
U.K.	24968 (8.5)	26492 (7.9)	23479 (8.0)	22504 (6.9)	26768 (7.4)	29466 (7.5)	29998 (7.1)	35499 (7.7)	36852 (7.5)	37765 (8.1)	33533 (9.3)	21007 (7.6)	22101 (6.5)	24667 (6.4)	25151 (6.7)	22708 (5.9)	32367 (6.1)	33658 (6.7)	35382 (6.9)
Others	50610 (17.3)	51638 (15.4)	48015 (16.4)	48045 (14.7)	60214 (16.6)	78511 (19.9)	81080 (19.2)	84388 (18.2)	94192 (19.2)	107383 (23.2)	90400 (25.0)	66920 (24.3)	93287 (27.6)	113745 (29.5)	124737 (33.2)	120732 (31.4)	176312 (33.5)	171989 (34.4)	172846 (33.9)
Not Specified	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	4005 (1.0)	3515 (0.7)	4007 (0.8)	6043 (1.2)
Total	292995 (100)	334353 (100)	293567 (100)	326531 (100)	363395 (100)	393613 (100)	421857 (100)	463684 (100)	491504 (100)	463646 (100)	361237 (100)	275468 (100)	338132 (100)	385297 (100)	375398 (100)	383926 (101)	526705 (100)	500277 (100)	509956 (100)

Source: Ministry of Culture Tourism and Civil Aviation, 2009, P.30.



4.4 Tourist Arrival by Major Nationalities

The above bar chart reveals that the majority of tourist came from United Kingdom i.e. 8.5% during 1991 excluding India. Similarly majority tourist that is 8.9 percentages was Japan during 2000 excluding India. During 2005, 6.7% as the majority came from United Kingdom. Similarly from the year 2006 to 2009 the majority came from Srilanka i.e. 7.1%, 9.5%, 7.6%, 7.1% respectively.

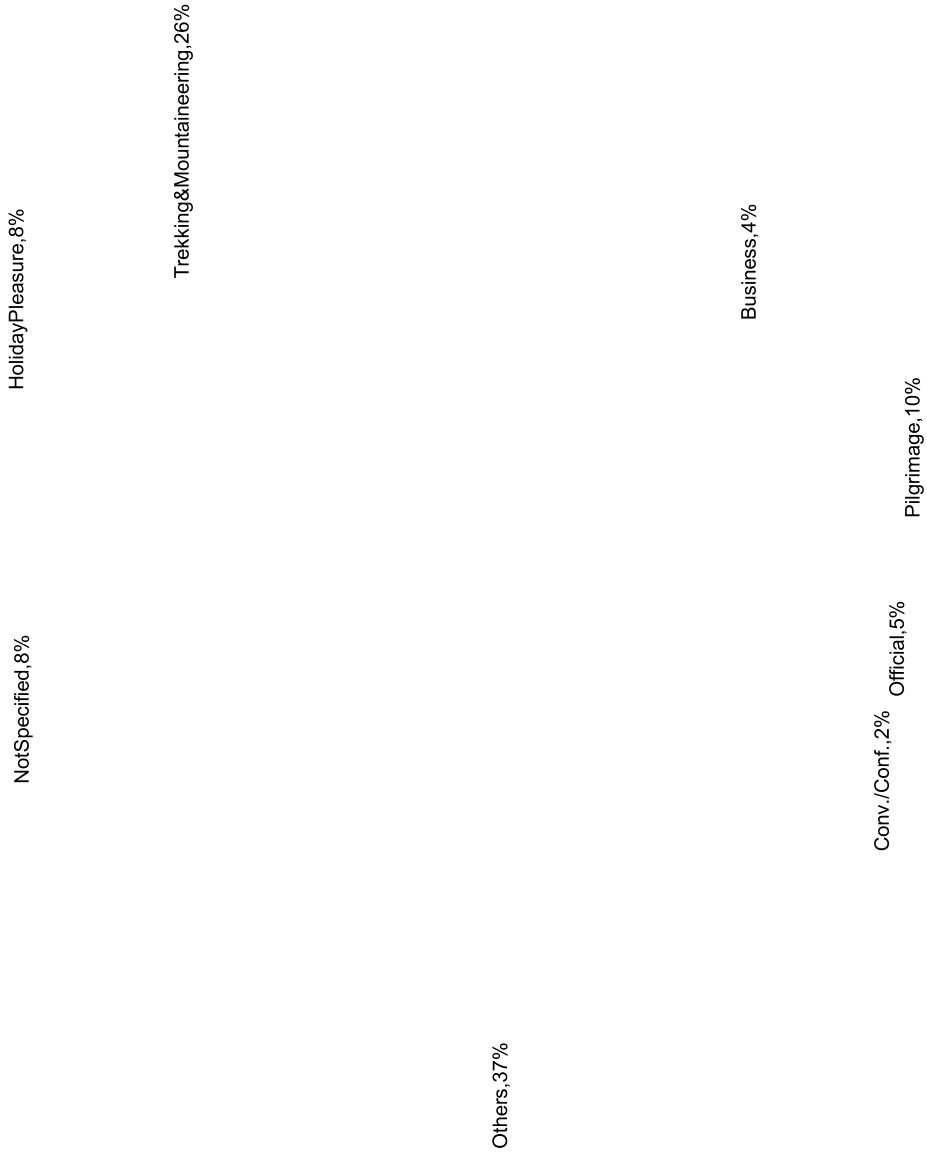
The trend of arrival is maximum from Asian countries especially from Srilanka, Japan and India. But the tourist influx trend is maximum from Srilanka in the recent years.

TABLE 4: TOURIST ARRIVALS BY PURPOSE OF VISIT (1991-2009)

Year	Holiday Pleasure	Trekking & Mountaineering	Business	Pilgrimage	Official	Conv./ Conf.	Rafting	Others	Not Specified	Total
1991	177,370 (60.5)	42,308 (14.4)	14,601 (5.0)	9,103 (3.1)	37,274 (12.7)	5,441 (1.9)	-	6,898 (2.4)	-	292,995 (100.0)
1992	237,711 (71.1)	35,166 (10.5)	31,765 (9.5)	7,219 (2.2)	20,967 (6.3)	815 (0.2)	-	710 (0.2)	-	334,353 (100.0)
1993	170,279 (58.0)	69,619 (23.7)	19,495 (6.6)	10,429 (3.6)	15,812 (5.4)	5,367 (1.8)	-	2,566 (0.9)	-	293,567 (100.0)
1994	168,155 (51.5)	76,865 (23.5)	23,522 (7.2)	5,475 (1.7)	20,431 (6.3)	5,361 (1.6)	-	26,722 (8.2)	-	326,531 (100.0)
1995	183,207 (50.4)	84,787 (23.3)	21,829 (6.0)	5,257 (1.4)	20,090 (5.5)	5,272 (1.5)	-	42,953 (11.8)	-	363,395 (100.0)
1996	209,377 (53.2)	88,945 (22.6)	25,079 (6.4)	4,802 (1.2)	20,191 (5.1)	6,054 (1.5)	-	39,165 (10.0)	-	393,613 (100.0)
1997	249,360 (59.1)	91,525 (21.7)	27,409 (6.5)	4,068 (1.0)	24,106 (5.7)	5,824 (1.4)	-	19,565 (4.6)	-	421,857 (100.0)
1998	261,347 (56.4)	112,644 (24.3)	24,954 (5.4)	16,164 (3.5)	22,123 (4.8)	5,181 (1.1)	-	21,271 (4.6)	-	463,684 (100.0)
1999	290,862 (59.2)	107,960 (22.0)	23,813 (4.8)	19,198 (3.9)	24,132 (4.9)	5,965 (1.2)	-	19,574 (4.0)	-	491,504 (100.0)
2000	255,889 (55.2)	118,780 (25.6)	29,454 (6.4)	15,801 (3.4)	20,832 (4.5)	5,599 (1.2)	-	17,291 (3.7)	-	463,646 (100.0)
2001	187,022 (51.8)	100,828 (27.9)	18,528 (5.1)	13,816 (3.8)	18,727 (5.2)	0 (0.0)	-	22,316 (6.2)	-	361,237 (100.0)
2002	110,143 (40.0)	59,279 (21.5)	16,990 (6.2)	12,366 (4.5)	17,783 (6.5)	0 (0.0)	-	58,907 (21.4)	-	275,468 (100.0)
2003	97,904 (29.0)	65,721 (19.4)	19,387 (5.7)	21,395 (6.3)	21,967 (6.5)	0 (0.0)	-	111,758 (33.1)	-	338,132 (100.0)
2004	167,262 (43.4)	69,442 (18.0)	13,948 (3.6)	45,664 (11.9)	17,088 (4.4)	0 (0.0)	-	71,893 (18.7)	-	385,297 (100.0)
2005	160,259 (42.7)	61,488 (16.4)	21,992 (5.9)	47,621 (12.7)	16,859 (4.5)	0 (0.0)	-	67,179 (17.9)	-	375,398 (100.0)
	145,802 (27.7)	66,931 (12.7)	21,066 (4.0)	59,298 (11.3)	18,063 (3.4)	0 (0.0)	-	72,766 (13.8)	-	383,926 (100.0)
2007	217,815 (41.4)	101,320 (19.2)	24,487 (4.6)	52,594 (10.0)	21,670 (4.1)	8,019 (1.5)	65 (0.0)	78,579 (14.9)	22,156 (4.2)	526,705 (100.0)
2008	148,180 (29.6)	104,822 (21.0)	23,039 (4.6)	45,091 (9.0)	43,044 (8.6)	6,938 (1.4)	243 (0.0)	99,391 (19.9)	29,529 (5.9)	500,277 (100.0)
2009	40,992 (8.0)	132,929 (26.1)	22,758 (4.5)	51,542 (10.1)	24,518 (4.8)	9,985 (2.0)	285 (0.1)	186,849 (36.6)	40,098 (7.9)	509,956 (100.0)

Source: Ministry of Culture Tourism and Civil Aviation, 2009, P.26.

CHART 4: TOURIST ARRIVALS BY PURPOSE OF VISIT, 2009



4.5 Tourist Arrival by Purpose of visit

In Nepal, the influx of tourist in different time period is for different purpose. The main purpose of visit are for holiday destination, pleasure, trekking and mountaineering, business, pilgrimage, official, conference, Games and sports, research, studying, others etc. The major attractions that Nepal possesses and the others do not have are as follows:

The tallest mountain (Mt. Everest & other 8 peaks)

The highest lake (Tilicho)

The highest settlement (Sherpa & Thaklis)

The deepest gorges (kaligandaki) & glaciers

The never colonized history

Unique culture & mystique natures (Rich biodiversity)

Ancient unique art, craft, monuments, temples and others historical things and events.

Pilgrimage destination for Hindu and Buddhist around the world.

Natural laboratory for Botanist, Zoologist, Environmental scientist.

The above pie chart shows the majority (8%) of tourist come from holiday pleasures, recreation etc. The flow of tourist is maximum in the other sector i.e. (37%) in the year 2009. The majority of trekking and mountaineering is (26%). The purpose of visit is limited on the tourist sectors.

Different tourist from different nations comes for different purpose. In today's time period, it is very difficult to satisfy people because of changing taste and preferences. Tourism attraction should be modified. For example games and sports at national and international level should be organized to attract tourist. Tourist will spend money for lodging, food and other goods and services so the market and marketing activities get promoted. Finally, it leads to raise the living standard of the people in the remote areas.

The above diagram reveals that majority tourist arrival is from Asia and Western Europe. As compared to tourist arrival by mode of transportation, we find the majority arrival is by means of air.

Tourists are usually interested in sightseeing, enjoy sylvan beauty and trekking in remote areas. During their stay in Nepal, they want to see remote area of the country. This leads to develop the remote areas. For this, transportation facilities should be developed. When the tourist flow increase in remote areas people will have different opportunities for socio-economic and cultural promotion.

The above result describe that the role of air transportation is pivotal for tourist development.

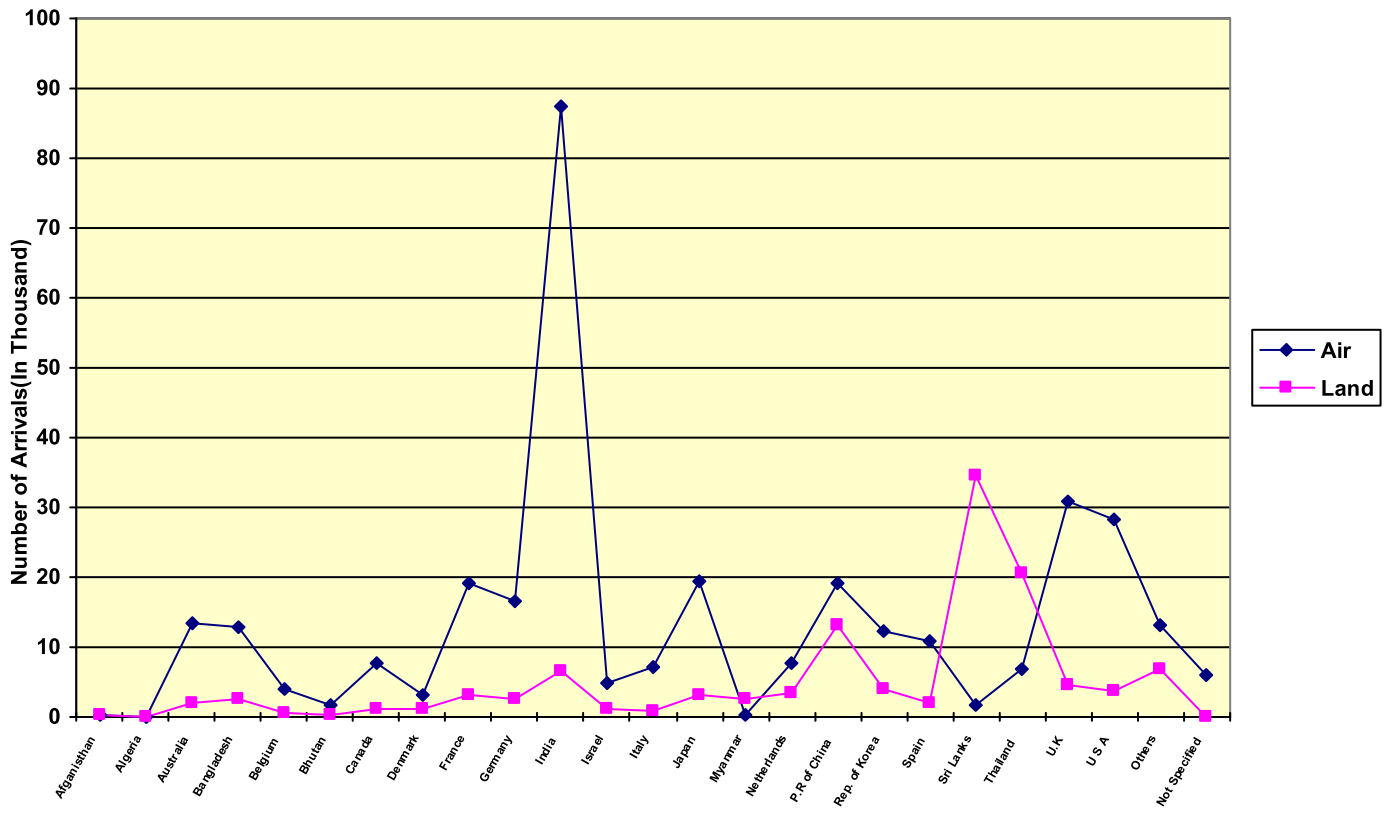
TABLE 5: TOURIST ARRIVALS BY SOME NATIONALITIES & MODE OF TRANSPORT (2009)

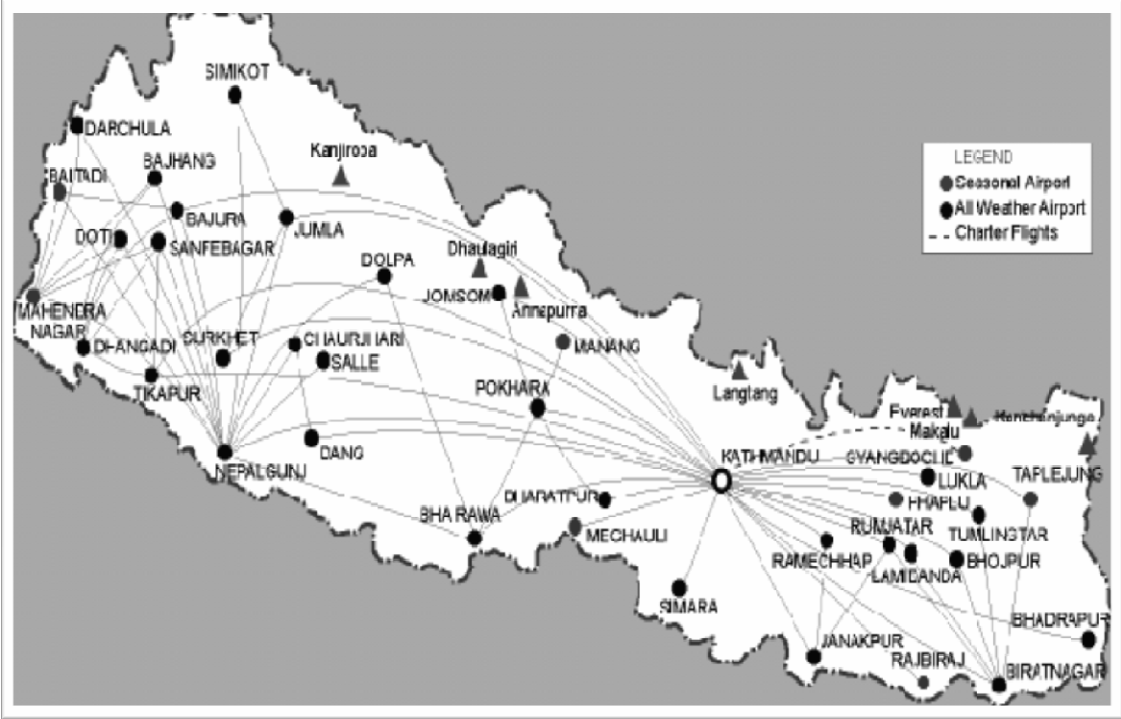
Nationality	Air																	Land	Total	
	Flight Name																			
	NAC	IAC	THA	QTR	GFA	BBC	SLK	DRK	PIA	JAI	CCA	GMG	JLL	KAL	ETD	ABY	Others			Total
Afghanistan	14	150	25	31	6	12	3	1	3	31	6	-	22	4	2	4	5	319	193	512
Algeria	5	6	4	7	2	1	1	1	3	7	19	-	1	-	5	-	16	78	118	196
Argentina	14	255	20	30	5	1	5	11	11	59	7	-	87	2	3	9	13	521	402	923
Australia	322	807	5,119	348	81	200	3,821	233	30	901	221	31	418	22	145	126	696	13,521	1,940	15,461
Austria	47	266	349	1,165	118	5	8	128	3	360	68	3	112	-	173	7	29	2,841	404	3,245
Bahamas	3	1	5	-	-	-	-	-	-	3	-	-	1	-	-	-	-	13	281	294
Bahrain	3	17	9	22	73	2	-	-	-	6	1	-	7	4	25	2	2	173	88	261
Bangladesh	52	91	82	83	8	10,061	21	31	25	196	4	1981	45	4	13	14	43	12,754	2,631	15,385
Belgium	80	610	267	579	184	23	76	111	8	1,286	61	10	176	4	551	14	97	4,137	695	4,832
Bhutan	2	60	30	31	7	16	5	1,369	3	41	7	-	15	-	9	4	6	1,605	244	1,849
Bolivia	-	17	2	13	1	-	-	-	-	4	1	-	6	-	1	-	1	46	155	201
Brazil	35	400	37	51	4	9	12	30	2	153	32	1	174	6	10	9	11	976	191	1,167
Brunei	1	-	11	3	-	-	-	-	-	-	-	-	2	-	-	-	17	-	384	401
Bulgaria	11	1	71	3	-	-	-	2	-	4	-	-	1	2	-	2	-	97	222	319
Cambodia	301	829	1,060	1,184	385	191	265	213	29	1,082	216	30	352	146	355	143	903	7,684	1,281	8,965
Canada	6	109	21	19	7	-	1	5	-	56	10	-	34	-	-	-	2	270	-	270
Colombia	5	105	25	30	2	6	3	3	-	57	21	1	53	18	1	6	2	338	121	459
Costa Rica	2	51	2	5	-	-	-	-	-	5	1	-	2	-	5	-	5	78	214	292
Croatia	3	8	8	19	44	-	-	5	-	9	11	-	32	-	1	20	3	163	163	326
Czech Rep.	53	116	41	118	57	9	3	28	-	256	48	-	250	-	9	3	69	1,060	247	1,307
Denmark	62	742	805	285	58	62	17	47	2	424	56	6	516	3	158	1	31	3,275	1,189	4,464
Egypt	-	12	5	47	36	8	1	7	-	12	10	-	7	-	25	8	1	179	3	182
Estonia	2	46	-	7	1	1	-	1	-	11	4	-	11	-	1	-	-	85	5	90
Fiji	-	3	6	6	-	-	-	-	3	1	1	-	5	-	1	-	2	28	6	34
Finland	16	202	86	117	19	9	10	34	-	262	32	4	266	3	67	5	15	1,147	261	1,408
France	349	4,345	966	3,940	3,467	73	150	327	32	2,397	267	30	1,037	19	1,117	117	376	19,009	3,145	22,154
Germany	187	1,395	1,953	5,181	2,626	134	146	351	13	1,642	347	10	590	17	1,513	108	396	16,609	2,637	19,246
Greece	18	123	29	206	209	5	-	7	4	41	46	-	33	-	8	14	2	745	234	979
Hungary	9	94	10	96	27	-	3	11	-	93	14	-	48	-	4	4	11	424	90	514
Iceland	-	3	3	5	-	1	-	-	-	2	-	-	-	-	5	-	-	19	160	179
India	8,676	32,954	981	729	354	335	248	1,174	26	15,565	69	127	24,020	53	289	1,018	735	87,353	6,531	93,884
Indonesia	13	22	211	25	-	36	119	27	-	14	13	-	6	-	4	2	11	503	226	729
Iran	7	10	18	201	37	-	-	-	-	4	7	1	5	-	-	15	1	306	264	570
Ireland	16	145	85	146	45	14	24	19	3	283	14	2	72	1	122	42	12	1,045	598	1,643
Israel	587	776	690	405	182	12	3	68	-	1,043	103	1	595	9	12	11	346	4,843	1,036	5,879
Italy	116	1,473	608	2,962	78	28	26	165	15	532	206	8	234	3	509	27	48	7,038	944	7,982
Japan	421	1,004	11,477	169	28	156	541	223	24	578	374	13	213	969	23	34	3,042	19,289	3,156	22,445
Kazakhstan	-	19	7	9	1	-	-	9	-	19	7	-	37	-	16	2	-	126	22	148

TABLE 5: TOURIST ARRIVALS BY SOME NATIONALITIES & MODE OF TRANSPORT (2009) (contd..)

Nationality	Air																			Land	Total
	Flight Name																				
	NAC	IAC	THA	QTR	GFA	BBC	SLK	DRK	PIA	JAI	CCA	GMG	JLL	KAL	ETD	ABY	Others	Total			
Kenya	3	15	16	66	4	-	-	3	25	-	-	1	3	-	1	3	1	141	-	141	
Malaysia	1,284	123	2,107	23	18	61	566	5	140	10	10	28	63	1	19	12	55	4,641	886	5,527	
Maldives	8	11	56	81	-	5	5	1	10	-	-	-	3	-	-	2	2	178	79	257	
Mexico	10	257	82	27	6	2	3	22	131	39	2	2	39	2	3	5	5	636	51	687	
Mongolia	1	-	9	3	-	-	-	1	2	-	-	-	4	24	-	-	6	50	-	50	
Morocco	-	5	4	6	2	6	-	2	6	-	-	1	1	-	4	5	-	42	-	42	
Myanmar	20	15	88	1	-	4	-	-	7	-	-	-	12	-	-	-	-	148	2,452	2,600	
Netherlands	152	1,097	413	1,800	439	77	518	8	1,742	315	34	386	386	-	169	29	469	7,751	3,396	11,147	
New Zealand	31	101	536	71	24	15	780	24	143	45	2	101	2	19	40	88	2,030	409	2,439		
Nigeria	-	2	14	11	1	-	-	-	10	-	1	-	-	-	-	3	-	42	-	42	
Norway	14	366	369	445	37	61	6	23	7	213	12	6	68	1	404	8	22	2,062	267	2,329	
P.R.of China	1,639	922	789	166	55	244	187	362	60	699	18	821	12	110	22	22	6,391	19,178	13,094	32,272	
Pakistan	36	41	95	281	90	154	41	2,871	44	5	10	12	8	113	131	13	3,961	5	3,966		
Philippines	51	27	346	62	13	31	46	6	25	2	2	8	8	19	45	48	731	516	1,247		
Poland	84	408	54	213	20	9	5	22	287	61	2	114	-	13	10	3	1,306	478	1,784		
Portugal	37	101	15	81	7	2	9	9	137	22	1	86	-	14	3	7	532	125	657		
Rep. Of Korea	277	292	1,790	116	15	169	64	7	5	228	23	11	279	8,594	18	49	209	12,146	3,999	16,145	
Russian Fed.	107	392	115	1,448	9	24	20	93	283	78	-	254	12	192	36	25	3,156	106	3,262		
Saudi Arabia	6	22	5	40	107	2	-	2	8	22	1	7	6	13	11	24	286	-	286		
Singapore	48	74	1,222	48	24	9	3,067	301	89	47	1	35	4	7	12	23	5,024	320	5,344		
Slovakia	6	34	11	90	4	-	9	7	153	17	-	17	-	3	6	2	359	67	426		
Spain	273	4,236	450	2,542	388	34	36	191	1,448	333	9	862	7	50	61	37	10,995	2,011	13,006		
Sri Lanka	25	55	816	312	19	60	47	12	4	109	-	25	227	2	14	19	1,759	34,603	36,362		
Sweden	63	268	299	370	55	54	9	42	15	273	68	6	97	2	168	24	27	1,840	483	2,323	
Switzerland	70	435	646	1,807	158	38	128	135	611	90	5	170	7	195	13	58	4,584	697	5,281		
Thailand	998	47	5,424	45	13	12	8	49	41	31	14	66	1	12	7	7	6,775	20,622	27,397		
Tunisia	-	-	-	3	1	-	-	-	1	1	1	-	1	1	1	5	1	14	-	14	
Turkey	7	127	20	83	57	10	1	27	74	18	1	44	2	3	37	6	518	-	518		
U.K.	914	4,182	2,007	5,721	3,476	315	515	920	8,365	508	72	1,640	22	997	493	541	30,759	4,623	35,382		
U.S.A.	707	3,829	5,946	3,027	653	452	1,470	647	5,254	751	79	2,082	637	321	235	2,083	28,252	3,791	32,043		
UAE	5	9	4	15	6	-	1	3	6	1	-	-	7	30	87	25	199	-	199		
Ukraine	13	59	20	34	4	1	1	18	35	43	19	-	62	10	372	5	696	-	696		
Venezuela	3	109	13	4	1	1	-	2	10	35	-	44	-	-	-	-	222	-	222		
Vietnam	3	7	191	22	-	-	14	3	18	-	-	-	1	7	-	-	4	270	329	599	
Others	717	1,286	1,022	1,366	309	215	98	137	1,036	1,653	30	660	2,353	228	191	1,939	13,282	6,744	20,026		
Not Specified	618	209	834	99	67	24	44	41	139	80	7	153	4	15	8	3,685	6,043	-	-	6,043	
Grand -Total	19,668	66,430	50,956	38,806	14,234	13,502	13,189	8,019	49,263	13,250	2,633	37,913	12,986	8,354	3,755	22,755	379,322	130,634	509,956		

Source: Ministry of Culture Tourism and Civil Aviation, 2009, P.36.





4.6 Domestic Air links and route in Nepal

Domestic Airways Movement:-Bajhang, Bhojpur, Bharatpur, Bjura, Bhairahawa, Chandragadhi, Dang, Dhangadhi, Dolpa, Doti, Jumla, Manang, Mugu, Mountain, Nepalgunj, Pokhara, Phaplu, Rajbiraj, Ramechhap, Rumjatar, Simara, Surkhet, Salley, Smikot, Taplejung, Tumligtar, Biratnagar, Mahendranagar, Megghauli, Sanfebagar, Churjhahari.

Major International Airlines:-Nepal Airlines, Indian Airlines, Thai Airways, Qatar Airways, Gulf Air, Biman Bangladesh Airlines, Austrian Airlines, Druk Air (Royal Bhutan Airlines), Pakistan International Airlines, Jet Airways, Singapore Airlines, China South West Airlines, Aeroflot Russian Airlines, Tanzania, Dragon Air, Cosmic Air. There are such possibilities to develop other air stations in order to develop the in accessible tourist destination.

Major Domestic Airlines:-Buddha Air, Necon Air, Yeti Airways and other private airways are Mushrooming. There are many places such as Blanching Goal in the east and Rara National Park in the west where tourist visit less in number due to unfavorable means of transportation and other infrastructure. Similarly, there are other remote areas where tourist arrival is minimum. Thus it is very necessary to develop tourism, marketing and services in those areas.

Existing Tourism Institution:-There are some public and private institutions in Nepal, which are directly or indirectly involved in tourism. The public sector is mainly concerned with issues related to the development of tourism sector and its contribution to overall development of the country. The private sector is mainly concerned with their services.

Public sector institutions:

- a. Tourism council:-The tourism council was formed in April 1992 under the chairmanship of prime minister which coordinates the interest of tourism sector at the highest policy level and provides the direction to the ministers concerned. The

council has given a forum for the development of tourism policy and integrates it with policy and tourism related program of the institution.

- b. Ministry of tourism and civil aviation (MOTCA):- The MOTCA is the main body tourism in Nepal. It has two main responsibilities:-
 - Formulating tourism policy as per the guidelines of the tourism council.
 - Follow-up and review plans and programmes to be formulated by DOT and TDB. It has two departments namely Department of Tourist and Department of Civil Aviation.
- c. Department of Tourism:-The department of tourism (DOT) is the main government institution in Nepal which formulates and implements tourism development programs as per the policy guidelines of TDC and MOTCA. The new tourism policy 1995 has mentioned that the department will be abolished and will be capable of assuming its responsibilities of tourism planning, product development and conducting various programs. The licensing and facilities of the department will however be transferred to the MOTCA.
- d. Tourism Development Board (TDC):- The new tourism policy has also proposed the establishment of a tourism development board which will carry out the present function performed by the department to tourism expect regulation, registration and facilitation types of works.

Private sector institutions:

There are several private institutions in Nepal which are related to tourism and which benefit from the development of tourism, namely:

- The Hotel Association of Nepal (HAN)
- The Nepal Association of Travel Agents (NATA)
- The Nepal chapter of Pacific Asia Travel Association(PATA)
- The Trekking Agent Association of Nepal (TAAN)

- The Tour Guide Association of Nepal (TURGAN)
- The Nepal Star Hotel Association (NSHA)
- The Nepal Association of Rafting Agents (NARA)
- The Thames Tourism Development Committee (TTDC)Nepal Heritage Society (NHS)

4.7 Major Findings of the study

4.7.1 Nepal and World Tourism

The share of Nepal in South Asia market is increasing marginally. The trend of past decade shows that Nepal as well as south Asia lags scientifically behind the dynamic region of East Asia and Pacific. With an eye of tourism prospect, the south Asian region is far behind.

4.7.2 Air route inside and outside Nepal

Air route inside and outside Nepal has been limited as compared to the tourism potentialities of Nepal. To strengthen air services both governmental and private sector should emphasize with new econometric and marketing models.

4.7.3 Development of Infrastructure

In order to utilize the unutilized tourist resources, development of infrastructure s left necessary. Local people participatory programs can be launched for the construction of necessary infrastructure. It would facilitate quicker development by motivation and inspiration of the locals. A full fledge utilization of the manpower take place on a long run and on sustainable basis.

4.7.4 Identification of the Tourist problems

Major problems existing in the tourism sector can be highlighted as under:

- Less attention of the private sector to mobilize tourist resource.
- Limited market segmentation due to limited trained manpower in tourism marketing.

- Government should play a facilitator role to train manpower that suit the present tourism atmosphere.
- A problem – solution oriented small package, research to be conducted into divided tourism centre.
- Tourism and tourist resources should be divided into categories as well as facilitated centers, semi facilitated centers, partially facilitated centers, less facilitated centers and only minimum facilitates centers, in order to make the necessary advertisement project on large and small volumes as per the necessities of the different locations.

4.7.5 Air Transportation and Tourism Development

To make clear cut study of the above statements, transportation is always facilitator. Air transportation and its capacity should be increased on different sectors related to tourism. Heavy funds have to be raised to purchase modern air services. However private's bodies and other international tourism based companies can be attracted to develop this system. In the age of business, market and marketing a product freely moves from a hand to next because of network of transportation.

CHAPTER- V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The history of the development of tourist industry in Nepal is quite recent. Before 1950, Nepal was completely isolated from the outside world, because there was strict restriction imposed by the Rana Government on the entry of foreigners into this country. So the tourist who visited Nepal could be counted in figures. Nepal as a tourist destination started after 1952 and soon created an image in the international tourist market on account of its vast wealth of natural and cultural resources. Nepal as a destination is beginning to create an image in the international market, on account of its wealth of culture, natural mountain tourist resources.

Tourist travel different places in order to satisfy their wants. To gain new knowledge and to explore new places are the main theme of traveling.

Nepal has wider prospect in promoting tourist because it is probably one of the world. Nepal possesses possibilities of tourism development beautiful sceneries, unique geographical features, cultural charm, interesting festivals etc are the basic factors for developing tourism industry in the country.

Within two decades, the tourist influx in Nepal has increased. There has been great role of air services of Nepal to promote tourism. The existing air services have to be increased for better tourism in future.

5.2 Conclusion

Nepal has abundant natural resources, cultural, historical, arts and architectures as sound base for the promotion of tourism. Though there has been tremendous increase in the tourist inflow into Nepal, but stay of tourist in Nepal. Moreover, Nepal has not been able to increase the tourism as expected because of the diverse factors in which development of transport has remained the major and most important factor.

Nepal has wider prospect in promoting tourism, because it is probably one of the most fascinating and beautiful countries in the world. Nepal possess immense possibilities of developing tourist traffic offering various material like sceneries, unique geographical features, cultural charm, interesting festivals, etc which are the basic and important factors for developing tourism. Hence, there is no doubt that Nepal possesses great scope of developing tourism.

Though tourism is recent phenomenon in Nepali t has assumed as a very important component in national economy. It is important not only for earning foreign exchange but also for creating thousands of jobs in the country and the development of industrial base as well. Nepal has not been able to attract higher percentage of tourist due to lack of transportation, lack of trained guides, lack of publicity and lack of accommodation facility etc.

Considering, the geographical character of Nepal, the civil aviation and transportation facilities are of paramount importance and they hold the real key to tourism in Nepal. Unfortunately, they are still in a underdeveloped condition due to the ineffective management system and managerial skill. There is no effective co-ordination in all relevant department of the government in Nepal.

5.3 Recommendation

Air transportation plays an important role in the development of tourism in Nepal. Tourism industry is an effective and major source of foreign exchange earning in Nepal. As the number of tourist inflow is increasing, the foreign currency earning from tourist also have been increasing. To increase accommodation facility as well as other facilities as the tourist arrivals are increasing. Thus for development of tourism, government should eliminate the problem which lie on the path of tourism development and air transportation is the most important one. Considering the problems of tourism and air transportation some important recommendations and suggestion are given below.

- a. Nepal should increase international relationship through arranging international seminars, exhibitions, sports etc must be arranged in Nepal and other countries to introduce Nepal in international field.
- b. Without the development of transportation and communication, not only tourism but also the whole economy cannot be developed. The government of Nepal should pay high attention for air transportation.
- c. Movies and documentary picture about Nepal can be used in different languages for tourism marketing.
- d. Advertisement is the backbone of tourism development, Nepalese attractive resource of tourism should be advertised in the world through the medium of pamphlets, booklets, international magazines, electronic media(internet and email) and these means of publicity should be distributed from hotels, travel agencies, foreign embassies, tourist information centers, air lines etc.
- e. Manpower development is equality felt necessary for the tourism development. The number of training centers, universities research center should be increased with an utmost importance.
- f. Division of tourism resource into different categories and economic survey should be made for the sustainable economic development to alleviate poverty and unemployment in Nepal.
- g. Attitude and thinking of the traditional employees should be changed through information and workshops, training, seminars and brainwash campaign.
- h. Up to date information and information center should be established in different regions and tourist resource of Nepal.
- i. A problem-solution action plan should be used in different location after conducting specific research on specific tourism resource.
- j. Black marketing and unethical behavior of the citizen should be checked and resources.
- k. The beauty of the environment lies in its preservation. The concept of ecotourism and environment friendly marketing models should be accepted and applied in every tourist resources.

- l. The global phenomenon of tourism has always touched and affected tourism of Nepal. Thus, a careful study is to be taken to make a proper and long lasting integration with the global tourism in modern tourism.
- m. Private bodies (i.e. international and domestic) should be encouraged with special attention of make the use of unused tourism resources.
- n. Need for developing more number of ancillary industries directly and indirectly supporting the tourism.
- o. Safety and security, health and cleanliness, friendly atmosphere etc should be managed in every corner of tourist resources.
- p. Positive attitude and behavior and hospitality is always necessary for the foreigners. Thus every effort is to be taken to give the best result within the political, economic, socio-culture technological, legal, natural environment.
- q. Tourist industry cannot develop without marketing and advertisement. Advertisement and marketing can be effectively launched after conducting advertisement and marketing research as per necessity.
- r. Evaluation of advertisement effectiveness by taking interest polling f the respondents of web related to tourism of Nepal is felt necessary.
- s. Conduction advertisement campaign on the air lines domestic as well as international about Nepal. Distribution pamphlets, booklets on the flight hours would be effective rather than distribution pamphlets on other hands.
- t. Environment awareness program should be conducted while promoting tourism resources. Environment friendly measures products and services should be used as far as possible.
- u. Effective monitoring of security forces for providing safe guard from thieves, beggars and vagabonds should be managed.
- v. Promotion of tourism industry is impossible without the usage of transportation and communication. Alternative promotion tools and equipment like international tourism center for Nepal, international public relation and promotion services meant for Nepal. International highways for making a better place for tourist etc should be launched at national and international level.

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