

# CHAPTER: ONE

## 1. INTRODUCTION

### 1.1 Background of the study:

Nepal is well known for its natural beauty, mighty Himalayas, diverse culture and cheerful face of people. These qualities made Nepal a unique place giving high potentialities for the growth of tourism industry. Tourism is not new phenomena, however, making tourism a dynamic sector of economy and accepting it as a vehicle of poverty reduction is certainly relatively new and timely thinking.

Nature defined as spectacular Himalayas, the youngest mountain chain on earth, forested hills, fast flowing rivers arising from the Himalayas, broad green valleys, deep gorges an array of flora and fauna, its rich cultural heritage and traditions, art and architecture has made Nepal one of the foremost tourist destinations in the world.

Tourism is the largest industry in Nepal the largest source of foreign exchange and revenue. Nepal is popular for its own beauty consisting of Himalayas, more than 700 species of birds, jumping rivers, wild forest, calm and quite lakes, healthy and peaceful climate and lots of friendly smiles. Nepal has become the centre of attraction as a tourist destination due to its natural beauty and world famous mountain range. Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. It has spectacular Himalayas with the youngest mountain chain on earth, forested hills, broad green valleys, greater range of flora and fauna and its rich cultural heritage and its cold weather has been major source of attraction which has led to an increasing number of tourists from all around the world.

Many travelers from the neighboring countries traveled to Nepal from ages before. Hindu people from India came for pilgrimage especially to the sacred sites of Pashupatinath, Muktinathi and Bahrahichhetra. Buddhist especially from china and Tibet came to visit the birthplace of Lord Sakyamuni Gautam Buddha as pilgrimate. Actually after the revolution in 1950-51, Nepal became broadly open to the foreigners and the year can be noted for the initiation of tourism in the country.

There are lots of places to visit in Nepal. That is why people often term Nepal as "a place where there are more temples than houses". Similarly because of Gods and Goddesses we term it as a place where the number of gods and goddess is more than the population of people.

Inside the Kathmandu valley, there is lots of sight seeing. For example, you can go to Kasthamandap which was build of one tree, Pashupati nath of the capital and several other temples, historical places and monuments.

However, one of the most amazing thing of the Kathmandu Valley is the excellent view of the valley from all the hilltops!

Similarly when one goes outside of the valley, he or she can see countless natural beauties never explored. Tourists stare with amazements of the gift of God to the Himalayan country. Nepal is a must visit place.

## **1.2 About nepal**

Nepal is a landlocked country in South Asia and is the world's youngest republic. It is bordered to the north by the People's Republic of China, and to the south, east, and west by the Republic of India lying 80degree15' East Longitude and 26degree20'-30degree10' North Longitude. With an area of 147,181 square kilometers and a population of approximately 30 million, Nepal is the world's 93<sup>rd</sup> largest country by land mass. and the 41<sup>st</sup> most populous country. Kathmandu is the nation's capital and the country's largest metropolitan city.

Nepal is a country of highly diverse and rich geography, culture, and religions. The mountainous north contains eight of the world's ten highest mountains, including the highest, Mt. Everest. The fertile and humid south is heavily urbanized. By some measures, Hinduism is practiced by a greater majority of people in Nepal than in any other nation. A minority faith in the country, Buddhism is linked historically with Nepal as the birthplace of Siddhartha Gautam who, as the Buddha Gautama, gave birth to the Buddhist tradition.

Nepal is commonly divided into three physiographic areas: the Mountain, Hill, Siwalik region and Terai regions. These ecological belts run east-west and are vertically intersected by Nepal's major, north to south flowing river systems.

The southern lowland **Plains** bordering India are part of the northern rim of the Indo-Gangetic plains. They were formed and are fed by three major rivers: the Kosi, the Narayani, and the Karnali. This region has a hot, humid climate.

The **Hill Region (*Pahad*)** abuts the mountains and varies from 1,000 to 4,000 metres (3,300–13,125 ft) in altitude. Two low mountain ranges, the Mahabharat Lekh and Shiwalik Range (also called the Churia Range) dominate the region. The hilly belt includes the Kathmandu Valley, the country's most fertile and urbanised area. Unlike the valleys called Inner Terai (Bhitri Tarai Uptyaka), elevations above 2,500 metres (8,200 ft) are sparsely populated.

The **Mountain Region**, situated in the Great Himalayan Range, makes up the northern part of Nepal. It contains the regions of highest altitude in the world; the world's highest mountain, 8,850 metres (29,035 ft) height Mount Everest is located here on the border with Tibet. Seven other of the world's ten highest mountains are located in Nepal: Lhotse, Makalu, Cho Oyu, Kanchanjunga, Dhaulagiri, Annapurna and Manaslu.

Nepal has five climatic zones, broadly corresponding to the altitudes. The tropical and subtropical zones lie below 1,200 metres (3,940 ft), the temperate zone 1,200

to 2,400 metres (3,900–7,875 ft), the cold zone 2,400 to 3,600 metres (7,875–11,800 ft), the subarctic zone 3,600 to 4,400 metres (11,800–14,400 ft), and the Artic zone above 4,400 metres (14,400 ft).

Nepal experiences five seasons: summer, monsoon, autumn, winter and spring. The Himalaya blocks cold winds from Central Asia in the winter and forms the northern limit of the monsoon wind patterns. In a land once thickly forested, deforestation is a major problem in all regions, with resulting erosion and degradation of ecosystems.

The country is the place of several world-listed heritage, such like world's highest summit Mt. Everest, Hanuman Dhoka, (Kathmandu Durbar square), Patan Durbar Square, Pashupatinath temple, Swambhunath, Chitwan national park, Lumbini. It is the boron and home place of world famous and religious hero: King Janak, Sita, Gautam Buddha, Araniko and brave Gurkhas.

### **1.2.1 Special attraction of Nepal:**

#### **Art & Crafts:**

- ) Bronze and metal
- ) Painting – Mithila art, Thanka, Powua
- ) Handmade Nepali Paper
- ) Jewelry
- ) Stone Image
- ) Wood Carving

#### **Ceramics & Pottery:**

- ) Masks
- ) Terracotta

### **Festivals, Customs, Tradition and Religion:**

- ) Dance
- ) Music
- ) Monasteries, Rinpoches
- ) Festivals
- ) Living Goddess

### **Museums & Art Galleries:**

- ) Patan Museum - Patan Durbar Square
- ) National Museum – Chhauni
- ) Tribhuvan and Mahendra Museum – Kathmandu Durbar Square
- ) National History Museum – Swayambhu
- ) National Art Galleries – Bhaktapur
- ) The National Woodworking and The Bronze and Brass Museum –  
Dattatreya, Bhaktapur
- ) International Mountaineering Museum –Pokhara

### **Souvenirs:**

- ) Semi-Precious Stones
- ) Books
- ) Carpet
- ) Nepali Masala (curry powders)
- ) Nepali tea
- ) Nepali Textiles
- ) Woolen Garments
- ) Nepali Dhaka
- ) Block Print Cotton

### **Education and Study:**

- ) Astrology
- ) Nepali Language
- ) Ayurveda and Homeopathy
- ) Buddhist Studies
- ) Faith Healers and Tantric Healing
- ) Yoga and Mediation
- ) Tibetan Medicine
- ) Fossils and Shaligram (ammonite)

### **Pilgrimages and Religious Places:**

- ) Muktinath
- ) Pashupatinath
- ) Haleshi Mahadev
- ) Balmiki Ashram
- ) Devghat
- ) Gosaikunda
- ) Manakamana
- ) Simraungadh
- ) Changuarayan
- ) Janakpur
- ) Baudhanath
- ) Lumbini
- ) Swayambhu
- ) Panauti
- ) Ruruchhetra
- ) Namobudhha
- ) Varahachhetra

**Nature:**

- ) Animals
- ) Birds
- ) Butterflies
- ) Flora and Fauna
- ) Medical Plants
- ) Orchids
- ) Rhododendrons
- ) Trees

**World Heritage Sites – UNESCO**

- ) Kathmandu Durbar Square
- ) Patan Durbar Square
- ) Bhaktapur Durbar Square
- ) Changuarayan
- ) Swayambhunath
- ) Pashupatinath
- ) Boudhanath
- ) Chitawan National Park
- ) Sagarmatha National Park
- ) Lumbini

**Rural:**

- ) Home Stays
- ) Rural Visit
- ) Village Tourism

### **1.3 Lalitpur Sub-Metropolitan:**

Lalitpur is one of the major cities of Nepal. It is one of the sub-metropolitan cities of Nepal located in the south-western part of Kathmandu valley. It is best known for its rich cultural heritage, particularly its tradition of arts and crafts. Lalitpur is situated on the elevated tract of land in Kathmandu Valley on the south side of the Bagmati River, which separates it from the City of Kathmandu on the northern side. It was developed on relatively thin layers of deposited clay and gravel in the central part of a dried ancient lake known as Nagdaha.

Lalitpur Sub-Metropolitan city, the beautiful medieval city of art and culture is situated in the southeast part of the magnificent Kathmandu valley which is located between the latitudes 27° 32' 13" and 27° 49' 10" North and longitudes 85° 11' 31" and 85° 31' 38" East. The valley lies at a mean elevation of about 1350 m. above sea level. The city spread over an area of 15.43 sq.km. And it is politically divided into 22 wards. Of the twenty two wards, area wise ward no 15 is the largest with an area of 2.43 sq.km. and with an area of 0.09 sq.km ward no 21 is the smallest.

Lalitpur is extremely rich in its arts and architecture and boasts on the largest community of artisans, especially metal and wood workers. In fact, the literary meaning of Lalitpur means the city of fine arts. It nurtures a large number of sacred buildings, temples, pagodas, Stupas and Shikharas, monasteries, math and Chaitya.

The city is renowned the world over for its art and craftsmanship and has produced number of famous artists and master craftsmen, the most famous being Arniko, who spread the legacy of this city far and wide.

In other words, Lalitpur may be termed the artistic capital of the country. In recognition, UNESCO has enlisted the conglomerate of the buildings in Patan Durbar Square as a World Heritage Site, one of the seven Heritage sites in the Kathmandu valley.



Lalitpur is a center of Buddhist and Hindu culture. The city is full of religious art, temples, and monasteries. Many religious festivals take place in Lalitpur each year. One is the Buddha Jayanti festival, marking the birthday of Lord Buddha, which occurs on Jestha Purnima (full moon night in April or May). The birthday of Lord Krishna is celebrated by Hindus at the Krishna Temple in Lalitpur in August - September. Devotees gather at the Krishna Temple in Patan Durbar Square for a vigil through the night. The following day, the devotees visit all the Krishna's shrines throughout the city. The largest festival in Nepal is the Dashain festival in September to October. This festival takes place at the Palace Complex in Lalitpur as well as in the other cities of the Kathmandu Valley and commemorates a victory by the gods over wicked demons. The celebration lasts 15 days and includes kite flying.

### **1.3.1 Historical background of Lalitpur:**

Lalitpur sub-metropolitan city, popularly known as Patan is currently one of the most vibrant cities of the kingdom of Nepal. It is located in about 5 kilometers south-east of Kathmandu. With its urban history dating back to as far as 2300 years, LSMC is one of the three major cities located inside the Kathmandu valley, besides Kathmandu and Bhaktapur.

Rich historic past, centuries old living culture of the people, thriving city development are what this historic city today boasts of. Of the fifty-eight municipalities of Nepal, Lalitpur is the third largest city.

Lalitpur, since ancient times has been preserving its unique place and role in the geo-political and economic arena of the country. For many centuries, Lalitpur was a sovereign city-state. In 1768 AD, King Prithivi Narayan Shah assimilated it into the Kingdom of Nepal.

According to tradition, lalitpur is the oldest city in the Kathmandu Valley. This claim has not been verified but the association of the four main Stupas with Ashok seems plausible. In fact, it seems not unlikely that having had Stupas built in widely separate places in India, and certainly having visited the birthplace of Buddha in Lumbini, legend has it that Ashok could also have erected these. The simple form of the mounds is also consistent with an early date of origin, though it remains to be seen whether the present earth covering masks an earlier brick structure.

The history of the Valley, in a proper sense, begins only with the Lichhavi and the inscriptions of Manadeva in the 5th century. The palace of this ruler, the Managriha or House of Mana , referred to in the inscriptions , may, perhaps, be identified with the Mansiggal which was later used by the Malla kings and which may have given its name to the area now called Mangal Bazaar adjoining Darbar Square. Two other palaces mentioned in the inscriptions cannot be identified although the name of one –Kailasakuta-seems to indicate a building with a high tower, supporting the view that even at that early date there were timber structures in the peculiar Nepalese style.

In any case, Patan has from very early times been a principal town, if not the capital city. It was known as Lalita Patana-the beautiful Patan-or Lalitpur. Some idea of its antiquity and of the growth of its religious institutions can be gained from inscriptions. J.C Regmi lists more than a dozen from Buddhist Vaishnavite, and Shaivaite foundations in Patan of the period 464 –783 A.D. and many more of the period 987-1475.

Apart from the Stupas, it is not easy to determine which one is the oldest structure. The inscriptions of some of them point back to the 14th century or earlier, but even when organizations are old, the buildings, which house them, may have been reconstructed. Certainly the great period dates from the time of the Mallas, particularly the 16th -18th centuries when almost all of the most

celebrated palaces and temples in the city were erected as well as many of the older religious buildings reconstructed or refurbished.

Lalitpur is believed to have been founded in the 3rd century B.C. by the Kirat dynasty and later expanded during Lichhavis period. It possesses a history of further expansion by the Mallas during the medieval period.

There are many legends after its name. The most popular one is the legend of the God Rato Machhindranath, who was brought to the valley from Kamaru Kamachhya, located in Assam, India, by a team of three people representing three kingdoms of the valley. One of them is called Lalit, a farmer who carried God Rato Machhindranath to the valley all the way from Assam, India. The purpose of bringing the God Rato Machhindranath to the valley was to overcome the worst drought in the valley. There was strong belief that the God Rato Machhindranath would make rain in the valley. It was Lalit's effort that the God Rato Machhindranath was settled in Lalitpur. Many believe that the name of the town is kept after his name Lalit and *Pur* means township in Nepal.

Lalitpur is said to have been founded by King Veer Deva in 299 A. D. but, there is unanimity among scholars that Patan was a well established and developed town since ancient times. Several historical records including many other legends also indicate that Patan is the oldest of three main cities of Kathmandu Valley. According to a very old Kirat chronicle edited by a noted research scholar Daniel Right, Patan was founded by Kirat rulers long before the Lichhavi rulers came into the political scene in Kathmandu Valley. According to Mr. Subba the earliest known capital of Kirat rulers was Thankot. Kathmandu, the present capital was most possibly removed from Thankot to Patan after the Kirati King Yalamber came into power sometimes around second century A. D. It is interesting to note that one of the most used and typical Newar name of Patan is Yala. It is said that King Yalamber named this city after himself and ever since this ancient city was known as Yala.

### **1.3.2 Description of tourism side in Lalitpur:**

#### **Patan Durbar Square:**

Patan Durbar Square complex, situated in the center of Patan city, also known as Lalitpur, houses the residence of the former Patan royal family. Patan Square and its surroundings is good specimen of ancient Newari architecture. There are three main courtyards in the palace: Mul Chowk, Sundari Chowk and Keshav Narayan Chowk. Mul Chowk, the oldest one, is at the centre of Patan square. Several multi-sized and multi-styled temples occupy the western part of the complex. Main among these is Krishna Temple, Bhimsen Temple and the Golden temple of Hiranya varn.

#### **Hiranya Varna Maha Vihar:**

The Golden Temple (Hiranya Varna Maha Vihar), built in the 12th Century by King Bhaskar Verma, is located just north of Durbar square. This three-roof Buddhist monastery is adorned with a golden facade, four large gateways, a clock tower, and two lion sculptures. Inside are golden images of Buddha, wall carvings and a prayer wheel.

#### **Rudra Varna Mahavihar:**

This Buddhist monastery holds amazing collection of images and idols in metal, stone and wood. Legend holds that the Kings in the ancient times were crowned in this monastery. Many of the treasures offered by the people can be seen here even today.

#### **Jawalakhel Handicraft Center:**

It is an extremely interesting place where one can see the spinning, dying and weaving of Tibetan carpets. This center has also a well-stocked show room.

**Mahaboudha Temple:**

Buddhist temple Mahaboudha, which is made of clay bricks, lies to the east of the Durbar Square. Hundreds of Buddha images are engraved in the bricks. The temple is known for its fine terra cotta work.

**Bangalamukhi Temple:**

BagalMukhi temple is situated at Patan. Inside this temple various other small temples are dotted. Myth about this temple is that demon Bagala was torturing people and people worshipped for goddess and goddess came to rescue people and she killed that demon. People made this temple to tribute to that goddess which they called Bagala. Later this name changed into Bagalmukhi. This temple is ruled by planet Jupiter. Special day for worshipping in this temple is Thursday which is ruled by planet Jupiter.

**Patan Zoo:**

The Patan Zoo, in Jawalakhel, is the only zoo in Nepal. It was established as a private zoo in 1932 and opened to the public in 1956. It houses over 700 different animals, including 14 endangered species of Nepal. There is a pond where visitors can go boating. The zoo is closed on Mondays.

**Jagat Narayan Temple:**

Jagatnarayan temple is a tall shikhara style temple devoted to Lord Vishnu. Red bricks are used for the construction of the temple. The temple also holds a fine metal statue of Garuda, Ganesh and Hanuman, all related to Hindu religion and mythology.

**Kumbeshwor Temple:**

The five-storied pagoda-style Lord Siva temple was constructed by King Jayasthiti Malla. Inside the temple is a natural spring whose source, is said to be the famous glacial lake of Gosainkunda. The golden work was added later in 1422

A.D. One the festival of Janai Purnima, ritual bathing takes place and a fair is also held.

### **Krishna Temple:**

This temple of red stone, dedicated to Hindu Lord Krishna was erected in the 17th century. The temple is considered to be the first one to be constructed in Shikara architecture. Thanks to this attribute, it holds a commanding position in the durbar square. The elegant shikhara-style temple is ranked as one of the gems of Durbar Square. The temple is compared with sacred Mount Meru, which is abode of the god Shiva according to Hindu scriptures.

### **Ashok Stupas:**

Although there is little evidence that the Emperor Ashoka ever visited Kathmandu valley, there are four stupas supposedly built by him in 250 AD. Marking the four corners of Patan, three of these stupas are merely mounds of earth with prayer wheels around them while the fourth near Shankamul is a beautiful concrete stupa. At the time they were built, Buddhism flourished in the Kathmandu Valley.

### **Machhendranath Temple:**

The temple of Red Machchhendranath, the God of Rain is of great importance in Patan. The temple lies in the middle of a wide, spacious quadrangle just at the outer rim of the market place. A clay image of Red Machchhendranath or Avalokiteshwar is kept here for six months each year, after which it is placed on a chariot and taken round the city of Patan in a boisterous colorful procession as part of a festival that begins in April-May and lasts for several months.

### **The Tibetan Refugee Camp:**

A large number of Tibetans fled their homeland in Tibet and settled in Nepal during the early 1960s. To shelter these homeless people the government of Nepal

set up the Tibetan Refugee Camp on the outskirts of Patan. The Tibetans brought their carpet weaving skills to Nepal and soon a carpet industry was thriving in the valley. The camp has become a tourist attraction with its souvenir shops that sell carpets and handicrafts such as prayer wheels made of wood, ivory, silver or bronze along with an assortment of belt buckles, wooden bowls and jewelry. A stupa and a number of shrines have also been built within the camp.

#### **1.4 Statement of the problem:**

Nepal has not been able to achieve better result in tourism as per its potentiality due to the lack of sound tourism marketing planning process. The publicity and advertisement still continues to occupy a major area of the promotion of tourism but it also remains a costly way to spread the word. Pleasure seekers and holiday makers account for over 60 percent of Nepal total tourists so the country still remains a pleasure destination. Despite trying to sell itself as an adventure destination since 1970s, the country has either not yet been able to focus marketing to that end or has serious problems with the recording of tourism statistics. A majority of the western tourist visit Nepal mainly during spring and autumn season while the arrivals in summer and the winter remain comparatively low.

The political and other disturbance has also contributed the vulnerable situation. An overflow of tourists at a particular time can have an adverse impact on the image of the destination. While overbuilding infrastructure may not economically wise, the need for searching out the problems and prospects to manage tourism industry is really important. The majority of tourists coming to Nepal are also on multiple Asian destination trips, which provide real marketing challenge to us.

Proper recording of tourist information remains a major problem in the industry, which disrupts the marketing planning process of tourism in the country

and also in terms of meeting the tourism objective to increase the length of stay in order to increase the foreign exchange earning.

### **1.5 Objectives of the study:**

Tourism is an emerging sector of the Nepalese economy and has revealed tremendous potential for its expansion. Major steps should be taken for the reform, development, promotion and protection of tourism enterprise including infrastructure development tourism service expansion, manpower development and environmental protection of tourist sites.

The objectives of the study are:

1. To analyze the tourism in Nepal (a case study of Lalitpur Sub-Metropolitan).
2. To evaluate Nepalese tourism trends.
3. To examine the effectiveness of the present marketing and promotional plans.
4. To evaluate the tourism marketing practice in Nepal.
5. To review the present scenario of tourism development in Lalitpur sub-metropolitan.
6. To suggest and recommend on the basis of major findings.

### **1.6 significance of the study:**

Today tourism has a strong impact on global economy. For inducing foreign exchange, generating employment, economic benefit and maintenance of heritage, tourism industry plays a major role in Nepal. Tourism gives support to a number of local industries and service creating employment opportunities directly and indirectly with a relatively low level of investment. The



contribution of tourism in foreign exchange earning is of tremendous importance and it uplifts various economic activities. Tourism plays a crucial role in the balance of payment of the country. There is a need of a proper marketing plan in order to increase tourist number as well as the spending time of the tourists.

The problem of unemployment and underemployment are more acute in the developing countries. The tourist industry is a highly labor intensive service industry and hence is a valuable source of employment. It employs a large number of people and provides a wide range of jobs, which extend from the unskilled to the highly specialized. The infrastructure such as construction of road, hotel, and tourist places, etc asks for manpower. During the construction of such infrastructure thousand of workers get opportunity for employment. In many developing countries like Nepal, the promotion of tourism has become a great encouragement to economic development by creating employment opportunity. Tourism helps to utilize seasonal unemployment also. Tourism helps not only for tourism industry but it for the secondary industry also. The development of the basic infrastructure for tourism development also benefits the secondary industries. The industries which do not have direct relation with tourism may also share the development of infrastructural development. The secondary businesses are the supporting business also to help the tourists such as growing vegetables, hatchery, bread etc. These secondary businesses also develop the living standard of the local people.

Tourism has played a major role in improving international understanding, besides generating economic activity; it develops international goodwill and understanding. Tourism can be a vehicle for international understanding by way of bringing diverse people face to face.

Tourism helps to preserve the local tradition; when tourists visit the local community and appreciate their custom, festivals, etc then the local community also realize the importance of their own culture and try to preserve them. The tourist may also help to eliminate the local superstitions by educating the local

people, introducing the new ideas. Tourism gives a direct knowledge and provides opportunities to contact with reality which is a great achievement for human beings. So it helps in explore the basic similarities of human feelings without discriminating the country and culture. Modern tourism is an instrument of human education .it also widens the knowledge of one's own country and its historic tradition and cultural values. The money earned from tourism will help to maintain and preserve the regional assets such as temples, city, etc; tourism is the best source of income for the local authority to preserve the manmade environment.

Nepal is about with natural and cultural diversities which attract visitors from all over the world. These diversities have to be promoted properly to make them sale able for which a promotional plan is required. The study tries to promote tourism of Nepal and Lalitpur sub-metropolitan.

### **1.7 Limitation of the study:**

Each and every study has its own limitation. No study can be free from constrains. The study is a general assessment of the promotional and marketing trends of tourism in the country and here may lack in some quantitative analysis especially regarding the cost involved. The same applies to the measurement of cost effectiveness of the investment in tourism promotion. Because of invisible nature of trade, it has also been difficult to obtain accurate secondary data on the subject.

Information of expense incurred for advertisement, publicity which could not be obtained from the different tourism related industries but the data analysis can give an insight into the impact of the promotional measures and needs as far the tourist coming to Nepal is concerned.

The main limitation of the study is the extensive of secondary information. Though there is domestic and foreign tourist of Nepal, this concentrates only on international tourist.

The study may not be precise as it is prepare to fulfill the partial requirement of the MBS program.

The numbers of tourists registered on the tourism office are the indicator for the estimations of tourist arrival.

The interview and discussion was conducted with hotel owner, shopkeepers, tourist and local people of Lalitpur Sub-Metropolitan.

## **CHAPTER: TWO**

### **2. REVIEW OF LITERATURE**

#### **2.1 Conceptual Framework:**

Tourism is related to traveling and traveling is naturally a human character. Man needs change and travel provides the change. The great American writer Mark Twain has aptly said that even heaven can be boring after a while. The word 'tourism' was derived from French language 'tourisme'. The literal meaning is 'the practice of touring or traveling'. Tourism, the quest of human beings, to see, experience, enjoy new place or to relive the experiences of destinations by revisiting them, has turned out to be a major global business, with far reaching prospects in future. It is an involvement of pleasure giving activity motivating one to spend money earned in one's domicile by traveling to other places and enjoying them. The travel destinations are usually preconceived.

The term "tourist" is derived from the word "tour", meaning, according to Webster's Dictionary, "a journey at which one returns to the starting point, a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned" The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

The department of tourism defines tourists as citizens of all foreign countries visiting Nepal and staying for at least 24 hours and at most six months for various purposes like recreations, health, study, religion, pilgrimage, business, sightseeing, conference and mountaineering excluding the permanently stationed representatives or staff or foreign organizations in Nepal.

One of the earliest definitions of tourism was provided by the Austrian economist in 1910, who defined it as, "bob total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region"

Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976 Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment<sup>1</sup>

The United Nations classified three forms of tourism in 1994 in its Recommendations on Tourism Statistics: Domestic tourism, which involves residents of the given country traveling only within this country; Inbound tourism, involving non-residents traveling in the given country; and Outbound tourism, involving residents traveling in another country.

The UN also derived different categories of tourism by combining the 3 basic forms of tourism: Internal tourism, which comprises domestic tourism and inbound tourism; National tourism, which comprises domestic tourism and outbound tourism; and International tourism, which consists of inbound tourism and outbound tourism. Intrabound tourism is a term coined by the Korea Tourism Organization and widely accepted in Korea. Intrabound tourism differs from domestic tourism in that the former encompasses policy-making and implementation of national tourism policies.

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<sup>1</sup> <http://en.wikipedia.org/wiki/Tourism#Definition>

Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intrabound tourism because many countries are experiencing tough competition for inbound tourists. Some national policymakers have shifted their priority to the promotion of intrabound tourism to contribute to the local economy. Examples of such campaigns include: "See America" in the United States; "Truly Asia" in Malaysia; "Get Going Canada" in Canada; "Peru. Live the Legend" in Peru; "Wow Philippines" in the Philippines; "Uniquely Singapore" in Singapore; "100% Pure New Zealand" in New Zealand; "Amazing Thailand" in Thailand; "Incredible India" in India; and "The Hidden Charm" in Vietnam.

Government of Nepal in consultation with Nepalese travel trade sector and concerned organizations/experts decided on October 25, 2008 to launch a national tourism campaign "**Nepal Tourism Year 2011**". This announcement reflects the government's anticipation to bring into Nepal at least one million international tourists by the year 2011 and tourism industry's exigency to organize a tourism promotion campaign for wider impact.

### **2.1.1 Types of tourism:**

People travel for different purpose and different factors create desire to travel and make them tourists and travel from place to place. There are various types of tourism, which includes:-

#### **1. Adventure tourism**

Adventure travel is a tourism, involving exploration or travel to remote or exotic areas, where the traveler should "expect the unexpected". Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations. According to the U.S. based Adventure Travel Trade Association, adventure travel may be any tourist activity, including two of the following three

components: a physical activity, a cultural exchange or interaction and engagement with nature.

Adventure tourism gains much of its excitement by allowing its participants to step outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts, that require significant effort and involve some degree of risk (real or perceived) and/or physical danger. This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining and rock climbing. Some obscure forms of adventure travel include disaster tourism and ghetto tourism. Other rising forms of adventure travel include social tourism, jungle tourism and overland travel.

## **2. Eco-Tourism**

Ecotourism is a form of tourism that involves traveling to tranquil and unpolluted natural areas. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people."

Ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) smaller scale. It helps educate the traveler; provides funds a conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights. Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation and creation of economic opportunities for the local communities.

### **3. Geo Tourism**

Geotourism (from “geographical character”): is defined as tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents. The concept was introduced publicly in a 2002 report by the Travel Industry Association of America and National Geographic Traveler magazine. National Geographic senior editor Jonathan B. Tourtellot and his wife, Sally Bensusen, coined the term in 1997 in response to requests for a term and concept more encompassing than “ecotourism” and “sustainable tourism.” Like true ecotourism, geotourism promotes a virtuous circle whereby tourism revenues provide a local incentive to protect what tourists are coming to see, but extends the principle beyond nature and ecology to incorporate all characteristics that contribute to “sense of place”—historic structures, living and traditional culture, landscapes, cuisine, arts and artisanry, as well as local flora and fauna. Geotourism incorporates sustainability principles, but in addition to the do-no-harm ethic, geotourism focuses on the place as a whole. The idea of enhancement allows for development based on character of place, rather than standardized international branding, and generic architecture, food, and so on. The concept supports biodiversity, cultural diversity, beautification, community-based tourism, even the place-based Slow Food movement. “Sameness is the enemy of geotourism,” says Tourtellot.<sup>1</sup>

### **4. Rural tourism**

Rural Tourism focuses on participating in a rural lifestyle. It can be a variant of ecotourism. Any village can be a tourist attraction, and most villagers are very hospitable across the globe. Agriculture is becoming highly mechanized and therefore requires less manual labor. This is causing economic pressure on some villages, leading to an exodus of young people to urban areas.

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<sup>1</sup> <http://www.nationalgeographic.com/travel/sustainable/>



Rural tourism allows the creation of an alternative source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange.

## **5. Space Tourism**

Space tourism is the recent phenomenon of tourists paying for flights into space pioneered by Russia. As of 2009, orbital space tourism opportunities are limited and expensive, with only the Russian Space Agency providing transport. The price for a flight brokered by Space Adventures to the International Space Station aboard a Soyuz spacecraft is \$20–28 million.

Infrastructure for a suborbital space tourism industry is being developed through the construction of spaceports in numerous locations, including California, Oklahoma, New Mexico, Florida, Virginia, Alaska, Wisconsin, Esrange in

Sweden as well as the United Arab Emirates. Some use the term "personal spaceflight" as in the case of the Personal Spaceflight Federation. A number of startup companies have sprung up in recent years, hoping to create a space tourism industry.

## **6. Sex Tourism**

Sex tourism is travel to engage in sexual intercourse or sexual activity with prostitutes, and is typically undertaken internationally by tourists from wealthier countries.

The World Tourism Organization, a specialized agency of the United Nations, defines sex tourism as "trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination". The U.N. opposes sex tourism citing health, social and cultural

consequences for both tourist home countries and destination countries, especially in situations exploiting gender, age, social and economic inequalities in sex tourism destinations.

While sex tourism can refer to a variety of commercial sexual activities, agencies and academics sometimes also use the terms: adult sex tourism, child sex tourism and female sex tourism to refer to different kinds of sex tourism. Attractions for sex tourists can include reduced costs for services in the destination country, along with either legal prostitution or indifferent law enforcement and access to child prostitution.

## **7. Medical Tourism**

Medical tourism (also called medical travel, health tourism or global healthcare) is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of traveling across international borders to obtain health care.

Such services typically include elective procedures as well as complex specialized surgeries such as joint replacement), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services are available. As a practical matter, providers and customers commonly use informal channels of communication-connection-contract, and in such cases this tends to mean less regulatory or legal oversight to assure quality and less formal recourse to reimbursement or redress, if needed.

The concept of medical tourism is not a new one. The first recorded instance of medical tourism dates back thousands of years to when Greek pilgrims traveled from all over the Mediterranean to the small territory in the Saronic Gulf called Epidauria. This territory was the sanctuary of the healing god Asklepios. Epidauria became the original travel destination for medical tourism.

Spa towns and sanitariums may be considered an early form of medical tourism. In eighteenth century England, for example, patients visited spas because they were places with supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis.

## **2.2 Evolution of Tourism in Nepal:**

Nepal offers so many things to the outer world like the famous Mt. Everest, rich cultural heritage, fascinating temples, the birthplace of Lord Buddha –Lumbini, Pashupatinath for the Hindu devotees, the rare flora and fauna and religious cultural diversity since the ancient times. To describe the historical outlook, we can go through the history of the country tourism.

The ancient history of Nepal is not quite clear with only legends giving some light such as Manjushree from China cut an opening of the rock hill of Chovar and drained the lake water to make Kathmandu fit for the human habitat. In the period of Lichhavis in 400AD, Chinese visitors like Huen Tsang, Li-y-piao, and Wang Hiuenise, passed through Nepal and wrote many historical accounts about it. In the period when there was British East India Company, in 1815 after the Sugauli treaty, a British resident was appointed in Kathmandu. Dr. Wallich visited Nepal in 1817 and carried on his botanical research for a year. In the rule of Ranas, in 1856 Sir Brian Dodgson and Sir Joseph Hooker traveled the country for botanical surveys and collection of Nepal's flora and fauna, King George V came for his famous shooting in the Terai area of Nepal for the purpose of hunting. The princess of Wales visited Nepal in 1922 on the invitation of Rana prime minister for the hunting purpose.

After the end of Rana rule the gates of Nepal was open to all the foreigners. In 1952, great numbers of tourists were recorded to have visited Nepal. After getting the membership to the UNO, Nepal became famous in the outside world. In 1956 the pioneer body of Sir Thomas Cook and sons arrived at Kathmandu in the autumn season. Gradually the government of Nepal felt that the dependable

source of the foreign exchange earning would be possible from the tourism industry. Keeping the fact in conscience, Tourism Development Board in Nepal was established in 1957 and tourist information centre was established in 1959. Nepal further succeeded in getting the membership of different international.

### **2.3 Development of Tourism in Nepal:**

The purpose of development is to influence the potential customers and or trade mediators (travel agents, tour operators, reservation services hotels and charter brokers), through communication to think and to act in certain manner. Some of the easily identifiable methods are advertising, self support and public relations. These are the three major marketing tools, which an organization uses to inform to the actual as well as the potential customers. Regarding the promotional activities of tourism in Nepal it would be more pertaining to discuss under planning in different plan periods.

Nepal has excellent prospect for tourism development. The rich cultural heritage, enhancing diversity of communities and heart warming beauty of nature to cherish prove that there is sufficient reason for developing this sector. “The history of planned developmental efforts in promoting tourism by The Government of Nepal started only with the first five year plan in 1956. This section intends review briefly the following economic development plan of the government.

#### **2.3.1 The First Plan (1956-61)**

The importance of tourism sector was given early consideration and administrative machinery was set up as early as 1956. (*K.M. pradhan: 1996:39*). At that period, Tourism development in Nepal was really not existent and administrative activities were limited to certain control and supervision measures. A tourist office was set up in the development of industry in 1957 following the

establishment of a Tourism Development Board under the same department in 1956. In 1959 the office was upgraded to department level. The newly formed Department of Tourism moved through a number of Ministries until it was accommodated in the Ministry of Industry and commerce in 1966. After the establishment of Tourism Development, Nepal procured membership in different International Tourist Organization. (*NPC, 1956:8*)

During this planning period, tourist information centers were built and the major step taken for the development of tourism was development of Kathmandu Airport. As the first plan was the beginning of the planned efforts of the government, not much could be achieved during the planning period.

### **2.3.2 The Second Plan (1962-65)**

The second plan also realized the need for the development of Tourism. Plans were made to set up more hotels and for the continued development of Tribhuvan International Airport at Kathmandu. Priority was given to the operation of the air services by foreign airlines, the development of places of tourist interest, sightseeing services, trained guides and increasing publicity for Nepal in the international fields. As a result of earlier efforts the number of hotel beds reached 170 at the end of the planning period. The enactment of Tourism Act 1964 (201 B.S.) was a notable achievement of tourism in Nepal.

### **2.3.3 The Third Plan (1965-70)**

The third plan programs aimed at increasing tourist inflow to 20,000 people per annum. The third plan programs included completion of Kathmandu Airport run way, establishment of one hotel each at Pokhara and Biratnagar, repair-maintenance and reconstruction of temples in Kathmandu valley. These temples provided the main attractions to the tourists and hence plan for their conservation was proposed. Conservation of historical places, particularly the Lumbini, Kapilvastu area was planned. The sector programs included a systematic display

of Nepalese culture in Nepal museum and other preparation of Master Plan for Lumbini.

An advisory committee for tourism was setup in 1969. In a next year the committee was replaced by the Nepal Tourism Development committee. The execution of plans and projects in tourism involved almost all levels including Government and the private sectors. The later was composed of as the Hotels Association of Nepal representing the hotel industries and the Nepal Association of Travel Agent representing the Travel industries.

#### **2.3.4 The Fourth Plan (1970-75)**

During the Fourth planning period, the following achievements were made. Formulation of a master plan for the development of tourism in Nepal was started. Improvement in sites with tourist attraction, managing hotel and transportation facilities were made. Foreign experts were invited to prepare the master plan for tourism development.

Apart from the tourism master plan, the fourth plan emphasized the development of tourism in a planned way, sites of tourism attraction were improved and development and facilities for tourists in different parts of the country. The private sector was encouraged to develop attractive parks, lakes, hunting site and playgrounds, and to make accommodation and travel facilities available. The plan was envisaged increasing the number of tourist 4 percent annually. Hotels of different standards were planned to be established in Kathmandu with trained staff providing comfort and luxury.

#### **2.3.5 The Fifth Plan (1975-80)**

Tourism Master Plan in the Fifth National Plan in 1975 can be taken as the first major step for tourism development. In the early 1970s tourism underwent a rapid growth phase. "Past growth, marked by a fourfold increase in visitor volume and a 50-fold surge in gross receipts, was less the result, however, of deliberate

planning than a natural commercial pattern. The growth was largely due to liberal incentives which attracted the private tourism industry to maximize the earnings. Tourism thus became the most dynamic sector in an otherwise inactive or declining economy". (*Tourism Master Plan Review, Nov 1984:1*) The Master plan was prepared at a time when tourism was fairly established in Nepal. The demand was natural because many new destinations were open and the unique potentials of Nepal's Products lay largely untapped. This Master Plan grouped the primary market as U.S.A, France, U.K. and Germany. Japan and Australia were considered as secondary markets and India was not included as a potential market. (*Nepal Tourism Development Program 1989:188*)

Major objectives in the Master Plan were to increase foreign exchange earnings through tourism and to use tourism as an economic force in regional development. The Plan also stated policy guidelines of generating employment concept to achieve the objectives. They were as follows:

- Opening more attractions outside the Kathmandu Valley, keeping the guests longer in addition to spreading or decentralizing tourism activities to boost foreign exchange income.
- Promoting trekking tourism to help create economic effects in underdeveloped areas and
- Creating an independent tourism market by combining elements of sightseeing and trekking tourism.

The plan also proposed Kathmandu as the principal destination and the center for cultural tourism, Pokhara as major resort center and Lumbini as major pilgrimage center. The plan identified key markets (USA, Western Europe) and outlined marketing policies and strategies. The plan outlines a marketing program for 1972-75 periods and another for the 1976-80 periods. The promotion program was to conclude with the opening of tourist offices in the USA, Western Europe, setting up joint sales promotion program and the production stated four objectives

for tourism in Nepal. The major objectives mentioned in this policy document are:

- i. Increasing the length of stay of tourist.
- ii. Increasing the number of higher and middle income tourist.
- iii. Increasing the foreign exchange earnings.
- iv. Retaining as much of the earnings from tourism in Nepal.

### **2.3.6 The sixth plan (1980-85)**

The number of tourists during the fifth plan grew at the rate of 15 percent. Foreign exchange earning increased to US \$ 104 million a short span of time. Tourism became one of the important sources of foreign exchange. Hotel beds also increased from 1963 in 1975 to 5018 in 1979. During the planning period altogether 1095 persons were trained in various fields of Tourism. Moreover, Nepal Industrial and Development Corporation (NIDC) invested US \$23 million in tourism industry related companies clearly the planners have emphasized the development of tourism in Nepal. (*K. M. Pradhan, 1996:44*)

The main achievement of sixth plan is as follows:

Increasing foreign currency earning and to create employment enhanced by developing tourism related fields. The planning policies included making the tourist centers more attractive identifying new tourists in off season, conserving the natural, cultural and artistic beauty of Nepal, tourism surveys and researches, developing resort areas remote areas, tourism strengthening of tourist information centers, construction of sheds on Aniko Highway, development of Tatopani area production, distribution and tourism and promotion of tourism materials. Strengthening hotels management and tourism training centers and Development of Khumbu tourism area was also implemented. For the purpose, provision of US \$12 million was made.



### **2.3.7 The Seventh Plan (1985-90)**

The seventh plan aimed at increasing the inflow of upper crust tourists so as to enable the country to earn foreign currency and also create new employment chances by utilizing the tourism industry to the fullest possible capacity. It aimed at increasing the length of stay of tourist by extending tourism industry to wherever tourism infrastructure had come into existence. The plan also emphasized the local production of goods required for the tourists thus containing impacts.

The seventh plan policies included launching of effective tourism promotion and simplifying or reviewing the different types of taxes fees and other charges and regulations that are currently hindering the growth of tourism in Nepal. Other policies of the plan were to attract that investment of good and private sectors in tourism, to place more emphasize on trekking and Himalayan expeditions, to attract more tourists from Asian nations, to make necessary infrastructure like hotels and airports more efficient to encourage tourism related industries and to conserve all religious, culture and historical places.

The achievements on tourism sector during the seventh plan are as follows:

- i. Promotion of mountain tourism, tourism survey and research.
- ii. Development of resort areas.
- iii. Development of Pokhara tourism, strengthening of tourist services.
- iv. Production and distribution of publicity materials tourism.
- v. Development of effective policy management in tourism areas so as to provide more security to the tourists and so on.

### **2.3.8 The Eight Plan (1992-97)**

Because of the people's historical movement in 1990 the eight plans could not be started on time so it was started only in 1992. It reviewed the progress during seventh plan. It also reviewed the progress during the Fiscal Year 1990/91,

1991/92 identify the existing problems. The eighth plan aimed to develop Nepal as final destination for tourist and to operate the tourism industry as a major source of employment generation by implementing the policy wise activities in regard to the following:

Tourism promotion and publicity, adventure tourism development, private sector mobilization and facilities, new infrastructure development, administrative reform, extension of service of Nepal Airlines Corporation, developing Tribhuvan International Airport as focal point, standard domestic and international air service, allowing of Nepal skies for international air service, manpower for standard civil aviation. The plan also proposed various reforms in the organizational structure of the Ministry of Tourism in order to execute above mentioned policies efficiently. The plan set out various target programs that may be seen as:

- i. International contact and market management.
- ii. Tourism research and survey.
- iii. Production and distribution of publicity material.
- iv. Development of cultural and religious tourism.
- v. Extension of tourism service and facilities.
- vi. Extension of physical facilities of different airports.

The various policies, target and programs of eighth plan was very praise worthy but the gap between in the implementation and polity process as in the case of previous is yet to be analyzed. The Eighth Plan gave less emphasis to the previous on million tourists by 2000 AD, while concentrating on increasing foreign exchange earnings. The Plan outlined the necessity for a more liberal tourism policy to encourage domestic and foreign investment in the building of tourism infrastructure. The plan also envisaged encouraging tourists to spend more by lengthening the length of their stay. It also aimed to develop a strategy to attract more Indian and Pacific Area tourists. An earlier draft prepared by a task force is more specific. It gave the following objectives:

- i. Total 485,000 tourist by the year 1995/96.
- ii. An increase in average spends per day in real terms from U\$ 27 to U\$53.
- iii. An increase in foreign exchange earnings from U\$64 million to U\$230 million in real terms by 1995/96.
- iv. Addition of 1270 hotel rooms costing NRs. 1790 million, and
- v. Addition of 77 new buses and 100 new cars costing NRs. 118

### **2.3.9 The Ninth Plan (1997\_2002)**

The ninth plan started with various programs to promote the Nepalese Tourism. The Ninth plan has emphasized the eradication of poverty by the economic development through the tourism promotion. The ninth plan aimed to develop the tourism basically to avoid poverty. Some other objectives of ninth plan to develop the tourism sector were as follows:

- 1) The tourism activities will be extended to remotest areas as far as possible.
- 2) Title ninth plan announced to develop one village of each of 14 zones as model tourism spot.
- 3) The local people will be mobilized for the development for tourism as far as possible.
- 4) The airlines services will be extended and made available in a reliable manner and Tribhuvan International Airport will be equipped with modern technology.
- 5) Trekking Tourism will be promoted to attract more and more tourist.
- 6) The private sectors will be encouraged to participate actively for the promotion of tourism industry. It will be developed qualitatively and quantitatively as a result of which Visit Nepal Year 1998 was celebrated in a grand manner.
- 7) The research study will be carried in the international markets to develop the tourism infrastructure and to promote the tourism market.

- 8) The historical, cultural, religious valued palaces, temples and natural heritage will be classified and developed as major tourist spots.
- 9) Tourism communication centers and immigration offices will be established to facilitate the tourist from different entry points. The environmental pollution in tourism area will be minimized as far as possible.
- 10) The ethnic culture will be promoted by mobilizing the various NGOs and INGOs involved in this sector.
- 11) The festival tourism will be observed and developed and seasonal variation of tourism will be minimized.
- 12) The rafting tourism will be promoted by a systematic study of the rivers Mahakali, Koshi, Kaligandaki etc.
- 13) The tourism spot and activities will be extended in favor of the tourists from South Asian Association of Regional Cooperation regions.
- 14) To promote tourism, the diplomatic mission, foreign airlines offices and other related organizations will be mobilized to promote the tourism in Nepal.
- 15) The modern and sophisticated media such as Homepage, Internet and Email will be utilized to popularize tourism of Nepal.
- 16) A well planned record of lakes, ponds, caves etc. will be established.
- 17) Tourism promotion and marketing will be done with the study and research of international tourism market.

So the Ninth Plan definitely took a very positive view to develop tourism in Nepal. The Ninth Plan designed to emphasize in the overall development of tourism.

### **2.3.10. The Tenth Plan (2002-07)**

The activities of tourism and cultural sectors, when implemented effectively with prioritization not only contributes to national economy but also provides benefits to foreign tourists as well as increase the opportunities for income generation and employment. In view to this following objectives have been set forth in the tenth plan:

- 1) Effective promotion of tourism sector achieving sustainable development by enhancing public participation thus contributing to poverty alleviation.
- 2) To increase people participation in conservation of historical, cultural, religious s and archaeological heritage and enhance their practical utilization.
- 3) With the objective of facilitating tourist arrival and supporting the export and import trade, the construction of the second international airport will be started. Similarly regional airports will also be developed.
- 4) International air service link will be expanded and enhanced. Nepal Airlines Corporation, the national carrier will be strengthened.
- 5) Looking at the potentials of developing tourism around large lakes, new ideas such as using large lakes for landing of small aircrafts/ hydro-planes a technical feasibility study would be 49/50 conducted.
- 6) Nepal diplomatic missions abroad will be mobilized for tourism promotion. Etc.

## **2.4 Review of related studies:**

Many studies have been conducted on tourism by different people and organization. There is growing interest in the field of tourism.

### **Books and thesis:**

#### **“Tourism in Nepal” – A case study of Sauraha, Chitwan.**

-Chabi Lal Humagain, 2001

Objectives of study:

- To investigate the inflow of tourists at Sauraha.
- To analyze the government revenue from the tourist arrivals at Sauraha (Royal Chitwan National Park).
- To analyze the tourist accommodation facilities and growth of hotels at Sauraha.
- To recommend the policies for the improvement of tourism at Sauraha.

Major findings:

- between 1990 to 1999 the average annual growth rate of tourist arrival in Nepal is found 7.08 percent and at Sauraha is 10.08 percent i.e. the increase trend of tourists arrival at Sauraha is not proportional with the increase trend of Nepal.
- The largest number of tourist (36.42 percent) visited sauraha from Asia and followed by Western Europe (34.57 percent).

#### **“Mountaineering Tourism Marketing in Nepal” –A Promotional Aspect**

- Purusottam Nepal, 1996, Nepal Commerce Campus

Objectives:

- To examine the existing provisions regarding mountain tourism in Nepal particularly in the field of mountaineering.

- To recommend favorable official procedures and other provisions to encourage more mountaineers to visit Nepal.

Major findings:

Nepal has unlimited potentialities of tourism developments. Their natural and manmade heritages are famous in the world. They attract tourists to visit Nepal time and again. The mountaineering in Nepal was started from 1950. Mt. Annapurna was the first peak submitted by a man. Expedition on high Himalayas is mostly promoted by foreigners. Nepal has not been able to prepare appropriate promotional activity for the development of tourist industry except publishing some postcards of Himalayas.

#### **“Tourism marketing in Nepal: problem and prospects”**

- Sandeep Pyara Shrestha, 2008, Nepal Commerce Campus

Objectives:

- To analyze the problem and prospects of tourism in Nepal.
- To evaluate Nepalese tourism trend in general while focusing on the development of tourism marketing plan.
- To highlight the vulnerability of the industry in term of environmental degradation political instability and other similar problems.
- To suggest affordable measures for promoting tourism effectively.

Major findings:

- The tourism industry yet flourishing is still vulnerable since there has been noticeable amount of drop in the tourist arrivals in some previous particular years. In recent years also there has been a significant down fall of tourist arrivals.
- Looking at the overall amount of tourist visiting Nepal, we have found that about 80 percent of the tourists enter the country by air but the length of the stay of tourist has decreased a bit than previous decades.

- The official tourism record shows that tourist usually come to Nepal for spending holidays rather than for other purposes which shows that Nepal has not been able to be as trekking and adventure in terms of tourist numbers.

### **“Tourism and its impacts”**

- Dinesh paudyal, 2002, Tri Chandra Campus, Kathmandu

#### Objectives:

- To analyze the interrelationship between the tourism and culture in bhaktpur,
- To explore the impacts laid by the tourism on environment and culture on the study area.
- To explore the impacts laid by tourism in the field of economic and cultural life of people.

#### Major findings:

The findings were “Unless these is tourism we never will be success to preserve our cultural heritages and lifestyle” adds one of the official of Bhaktapur Municipality. “We enjoy the towns cultural and historic things that we real value of \$10 say one of the visitors. The local cultural systems and the lifestyle were more or less affected by the tourism. Cultural value was being changed into economic one. The local goods and cultural production were found being degraded although people could be beneficial. Impact of tourism in the economic field of the town is really in dilemma today on the one from the modernization perspective; it is good and is to be good too. The architectures and monuments and other cultural and historic things which are under open sky are being affected by the pollution. So the municipality has to spend millennium of rupees for their renovation and repair.

### **“Impact of Tourism in Nepalese Economy”**

- Panta, Hari Datt \_2006

#### Objectives:

- To study present situation of tourism industry.



- To fine out the economic impact of tourism on national economy.
- To examine the trend of tourist arrivals in the country and forecast its trends.

Major findings:

This study concluded that Receipts from tourism in term of US dollar declined in 1990 and 1991. The year 1998 observed sudden increase in 1997. Comparing the years 2002 and 2003, there has been significant rises of 23 percent form 91525 to 112644 tourists who come for trekking and mountaineering purpose. Tourism is contributing much to the economic and cultural growth in different regions of Nepal. The government and private sector should work together to uplift the tourism industry.

**“A study of tourism in Bhaktapur”**

- Ajaya Prajapati, 2004, Nepal Commerce Campus, Kathmandu

Objectives:

-Identification of tourist product of Bhaktapur, identification of access to bhaktapur, facilities available for tourist in Bhaktapur and activities undertaken to promote Bhaktapur as tourist destination.

Major findings:

The findings were the medieval town Bhaktapur with historical background dating back to 12<sup>th</sup> century AD, resplendent are and architecture form Malla period, two heritage sites, traditional soil living cultural and beautiful natural surroundings is definitely a tourist destination. The study expands tourism as the quest of humans to see and experience new places. It delves into brief history of tourism in Nepal, feature of Nepal and background of Kathmandu valley. Then it moves on the main focus: Bhaktapur and its setting. Problems hindering the development of tourism in Bhaktapur are education relevant to tourism, awareness and understanding of tourism, limited facilities to the tourist, pollution and lack of promotion. Boosted with effective promotion internationally and

supported with need infrastructure Bhaktapur does have the potential of attracting large influx of tourists and holding them so that they can enjoy new culture, get opportunities of creating new friendships and ultimately learn from each other. For the local it means increased income, employment opportunities, better education, and proper infrastructure ad as a whole development for better life.

### **Tourism in Nepal (a case study)**

- Pradhan, Gopal Krishna, kathmandu, 1978

#### Objectives:-

- To access the growth of tourism in Nepal over the period 1974/78.
- To know the growth how far it has succeeded in generating employment in the country.
- To as certain the foreign exchange earned by this sector.
- To highlights the various purpose of tourism.
- To specify the problems confronting this sector.

#### Findings:-

This study showed that the topographical situation of Nepal is very suitable and favorable for the development of tourist industry. Different tourists have different purpose for traveling; the tourist arrivals in Nepal have purpose of, such as pleasure, enjoyment, business, official, trekking and mountaineering.

Maheshwor Bhakta shrestha, in his book “Nepalese aviation and tourism” has tried to cover the important aspect of Nepalese aviation and tourism. He has tried to explain the aviation history and the role of aviation in

tourism. He further discussed the economic significance and the benefits of tourism in the economy of the host country which is measured mainly in terms of foreign exchange receipt from tourist and its multiplier effects on different activities, contributing to national income. Tourism development will also induce new skill and encourage positive change in land use and production system.

Tourism master plan 1972 has provided guidelines for tourism development in Nepal. Sightseeing tourism, trekking tourism, recreational tourism as well as internal pilgrims are the potential aspect of Nepalese tourism. This plan indicates tourism can be one of the most important industries to achieve the aims like increasing foreign exchange earnings, develop a profitable sector of the private economy, crating an impulse towards the development national and regional economy and diverting development impulses to the retarded regions. This plan shows that Nepal has been spending large amount of foreign exchange to import basis tourism components. To make the favorable balance of foreign exchange, this plan has formulated policies like reduction of imports, developing saving habits, strict control over foreign exchange and development of air services as well as travel agencies.

Recent evidence further reveals that Nepal's capacity to realize the full benefits from tourism are below optimum, primarily because of the overall low level of development in the country, including import substitution industries. The scope for enlarging the tourism sector to generate more income and employment is believed to be enormous. The natural beauty of Nepal, especially in the northern half of the country that possesses many natural wonders, has not been subject to development. Tourism development in these 'niche' of natural wonders can generate income and employment to mitigate the rampant poverty of such areas. Proper planning can help link mountain development with tourism development, and the scope for providing income and employment in the mountain areas can be greatly enhanced. (ICIMOD, 1995)

A study made by Burger (1978:5) state tourism in Nepal is of rather recent origin. Before 1950, no foreigners were allowed to visit Nepal without the

permission of the Rana rulers. He indicated that more than 10000 tourist arrived Nepal in 1976. Since 1962, the number of tourist arrivals has grown at an average rate of 20 percent per annum and more than 80 percent of the tourist arrived in the country by air and 20 percent arrived by road. He pointed out that majority of tourists come for pleasure and sightseeing purpose. The most important finding of his study was that only one out of six tourists who visited India also visited Nepal. His study concluded with the view that although tourism is recent phenomenon in Nepal, it has grown at an astonishing rate. The pointed out that Europe had been the major tourist generator for Nepal in 1975.

## **2.5 Nepal tourism year 2011**

To attract tourists from all over the world, Ministry of Tourism and Civil Aviation has come up with an ambitious plan, 'Visit Nepal Tourism Year 2011'. Ministry is optimistic that this kind of events will increase tourist arrival and ultimately will create jobs and reduce poverty. In the budget government already committed fund to construct new international airport at Bara and upgrade few domestic airports. In addition, Ministry is searching for new trekking routes and looking to invest on infrastructure development. Previous such event was held back in 1998 as 'Visit Nepal 1998'.

The concept of Nepal Tourism Year 2011 envisions harnessing these opportunities and strengths and bringing together the commitment of the government, expertise and experiences of the organizations like Nepal Tourism Board, aptitude and dynamism of the private sector and communities for further tourism development in the country. Representation and active participation from the major political parties, members of the Constitution Assembly and Right groups is always taken into prominence in order to make the campaign inclusive and participatory in modus operandi and effective in result. The campaign will also focus on mobilizing the networks of the Non-Resident Nepalis (NRN) communities, Nepalese diplomatic missions abroad, INGOs and NGOs, airlines

and national and international media. Similarly, friends and well-wishers of Nepal, tourism academicians and celebrities will be approached in order to highlight the campaign internally as well as internationally.

### **Objectives of Nepal Tourism Year 2011**

- ) Establish Nepal as a choice of premier holiday destination with a definite brand image.
- ) Improve and extend tourism related infrastructures in existing and new tourism sites.
- ) Enhance the capacity of service providers.
- ) Build community capacity in the new areas to cater the need of the tourists.
- ) Promote domestic tourism for sustainability of industry.

#### **2.5.1 Promotional Activities:**

Nepal Government has declared year 2011 as Nepal Tourism Year. Many promotional events are being designed and being implemented to make this campaign a great success. This event is also planned as one of the major marketing campaign in regards to the Nepal Tourism Year 2011. This campaign aims to explore strengths and opportunities on mobilizing NRNs as our tourism ambassador and make them realize and work towards their national obligation.

In an attempt to promote Nepal as a tourist destination and lure maximum tourists, the government has made arrangements to waive the visa fee for 2011. It has also planned to start air services to Nepal from Riyadh, Lhasa, Gwanjhau, Frankfurt and London by the end of 2010 in order to provide better air connectivity. Flights to and from Mumbai, Shanghai and Tokyo are starting this March.

### **2.5.1.1 Let's go to Nepal:**

Aptly called “Let's go to Nepal - A Musical Journey Home with Mt.8848 Sabin Rai and Komal Oli ”, the program will be held in Hongkong, Australia , Japan and Korea. The four countries have been selected as they have a large Nepalese residing, working and student population with a keen interest in the country and likewise have adequate resources to spend on a proper holiday.

The event will reach out to the Nepalese youths and working NRNs living outside the country on a temporary basis or permanently through a combination of entertainment based programs and formal programs with the support of government agencies, tourism associations of Nepal and Nepalese tourism entrepreneurs.

Let's go to Nepal is a global destination promotion campaign to be organized in countries with a high population density of NRNs namely Australia, Japan, Korea and Hongkong. The important events to be organized in each country are as follows: Musical events, Exclusive Dinner Program and Embassy Dinner.

The main objective of “Let's go to Nepal” is to promote Nepal as a holiday destination among NRNs and foreigners by partnering with the non-resident Nepalese community. The event hopes to create a platform to create awareness on the various exotic tourism products of Nepal among the Non-resident Nepalese community

- J By educating NRN's on various holiday destinations their country has to offer.
- J Who can then act as a representative for promoting Nepal as a tourism destination among friends and family and further
- J Encourage even the NRNs to explore what their own country has to offer.
- J Promote NRNs as an active tourism ambassador to Nepal.
- J Inspire the NRNs to garner and turn their attention to Nepal.

- ) Encourage cultural exchanges between Nepal, Hongkong, Japan, Korea and Australia.
- ) Promote 'internal tourism' amongst Nepali youth studying and working abroad. As more and more youth are travelling and exploring foreign lands, it is only a matter of time when this concept will come close to being the second most important aspect of tourism for the country.
- ) A major marketing campaign for Nepal tourism Year 2011

## **CHAPTER: THREE**

### **3. RESEARCH METHODOLOGY**

#### **3.1 Introduction:**

Research methodology is the main body of the study. It is the way to solve about research problem systematically. Therefore research methodology is the research method on techniques to use through the entire study, the methodology which has been used in this study consists of research design, nature and sources of data, data collection procedures & data analysis.

#### **3.2 Research Design:**

Research design is the framework of controlling the collection of data for scientific conduction of the research project.

The study is based on two parts, desk research and field research. Desk research is used to find out the information, review and analysis the secondary information, existing studies on tourism and relevant tourism statistic. Field research is used to collect data and information form tourism market and to collect data and information from this method following techniques is used: questionnaire, personal contact, observation, interview, and discussion with different persons. In order to fulfill the objective of this study Descriptive and analytical research design is followed.

#### **3.3 Population and sample:**

Among existing service industry in Nepal, tourism industry is taken as a population for study. So tourism industry, local people and tourist in Lalitpur is used as a sample. The convenience sampling is used for selection of respondents.



### **3.4 Nature and sources of data:**

The two types of data are used in this research, primary data and secondary data. Primary data collected from the field work using questionnaires, interview and discussion method and secondary data collected from already published books, articles, news and information recorded by tourism board, visiting different libraries including the library of Tribhuvan University and NCC library, Nepal Tourism Board, Lalitpur Sub-Metropolitan Office, Patan Durbar Square and surfing many websites.

### **3.5 Data presentation & analysis:**

Collected data for the study are presented in the various tables, diagrams and charts with supporting interpretation. Data are tabulated according to the nature of data. Percentage analysis method is used to analyze data.

## **CHAPTER: FOUR**

### **4. DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction:**

Nepal is well known for its natural beauty, mighty Himalayas, diverse culture and cheerful face of people. These qualities made Nepal a unique place giving high potentialities for the growth of tourism industry. Nepal has been well accepted as one of the most fascinating countries in the world. Nepal has been rated as the second ultimate destination, first being the New Zealand. It is a country of ethnic and topographical diversities, rich flora and fauna, adorned with exceptional architecture which is unmatched by any country of the world. Tourism is not new phenomena, however, making tourism a dynamic sector of economy and accepting it as a vehicle of poverty reduction is certainly relatively new and timely thinking.

There are a number of ways that tourism can help the economy make better performance. Physically it contributes to accelerate national development through expansion of infrastructure; economically it contributes to generate employment that helps uplift the living conditions of local people. It generates revenue, contributes to the growth of GDP and helps earn foreign exchanges, which again are directly or indirectly linked to poverty alleviation in the country.

The following chapter contains statistics relating to the tourists in their mode of transportation, time of visiting, arrival trends of tourist, age, sex, purpose of visit, nationality, foreign exchange earning from tourism etc and analysis of data.

## 4.2 Tourist growth trend and arrival by air and land

**TABLE: 1**

**Tourist arrivals by air and land (2000-2007)**

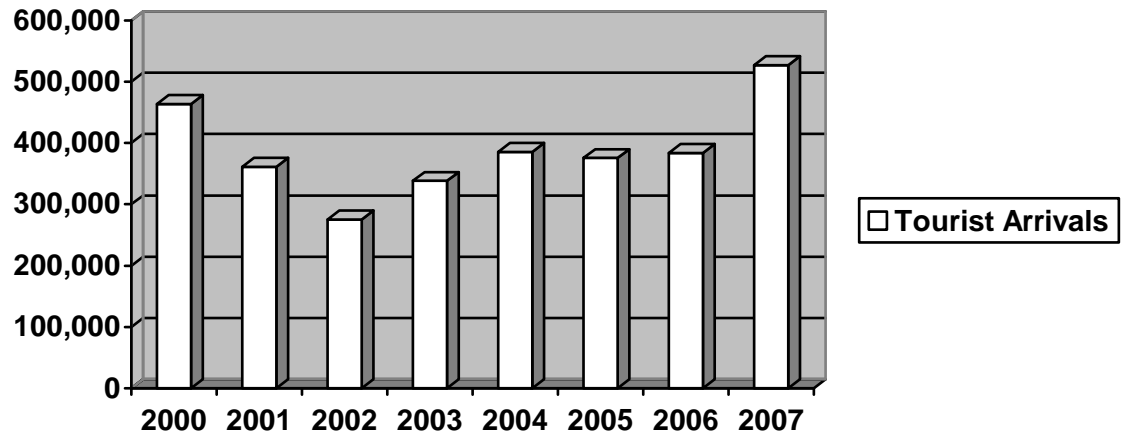
Year	Total		By Air		By Land		Average length of stay
	Number	Growth Rate %	Number	Percent of Total	Number	Percent of Total	
2000	463,646	-5.7	376,914	81	86,732	19	11.88
2001	361,237	-22.1	299,514	83	61,723	17	11.93
2002	275,468	-23.7	218,660	79	56,808	21	7.92
2003	338,132	22.7	275,438	81	62,694	19	9.60
2004	385,297	13.9	297,335	77	87,962	23	13.51
2005	375,398	-2.6	277,346	74	98,052	26	9.09
2006	383,926	2.3	283,819	74	100,107	26	10.20
2007	526,705	37.2	360,713	68	165,992	32	11.96

Source: Ministry of Culture, Tourism and Civil Aviation

The table 1 shows that there is decreasing trend of tourist inflow from 2000 to 2002. In 2002 only 275468 tourists arrived in Nepal which is the minimum number between the years 2000 to 2007. Tourist arrival rate is increasing year by year since 2005 and it reached 526,705 in 2007. The trend of tourist arrival in Nepal clear show that most of the tourist came by air root than by land. Maximum air passenger is found in 2001 with 83%, similarly only 17% tourist arrived by land that year. The maximum tourist visiting Nepal by land was in 2007 with 32%. The maximum average length of stay of tourists was found in 2004 with 13051 days and minimum average length of stay of tourists was in 2002 with only 7.92 days.

We can see the tourist arrival trend in this chart too:

**Chart: 1**



### 4.3 Tourist arrivals by month

**TABLE: 2**

**TOURIST ARRIVALS BY MONTH (2000-2007)**

Year	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2000	25,307	38,959	44,944	43,635	28,363	26,933	24,480	34,670	43,523	59,195	52,993	40,644	463,646
2001	30,454	38,680	46,709	39,083	28,345	13,030	18,329	25,322	31,170	41,245	30,282	18,588	361,237
2002	17,176	20,668	28,815	21,253	19,887	17,218	16,621	21,093	23,752	35,272	28,723	24,990	275,468
2003	21,215	24,349	27,737	25,851	22,704	20,351	22,661	27,568	28,724	45,459	38,398	33,115	338,132
2004	30,988	35,631	44,290	33,514	26,802	19,793	24,860	33,162	25,496	43,373	36,381	31,007	385,297
2005	25,477	20,338	29,875	23,414	25,541	22,608	23,996	36,910	36,066	51,498	41,505	38,170	375,398
2006	28,769	25,728	36,873	21,983	22,870	26,210	25,183	33,150	33,362	49,670	44,119	36,009	383,926
2007	33,192	39,934	54,722	40,942	35,854	31,316	35,437	44,683	45,552	70,644	52,273	42,156	526,705

Source: Ministry of Culture, Tourism and Civil Aviation

From the table: 2 it is clear to see that peak season of tourist arrival in Nepal is October, November. Most of the year maximum tourist arrived in October. And in June and July tourist arrival rate is comparatively low among the other month.

Since 2000, maximum number of tourist came in October, 2007 with 70644 and minimum number of tourist arrived in June, 2001 with 13030.

#### 4.4 Tourist arrivals by sex

**TABLE: 3**  
**TOURIST ARRIVALS BY SEX (2000-2007)**

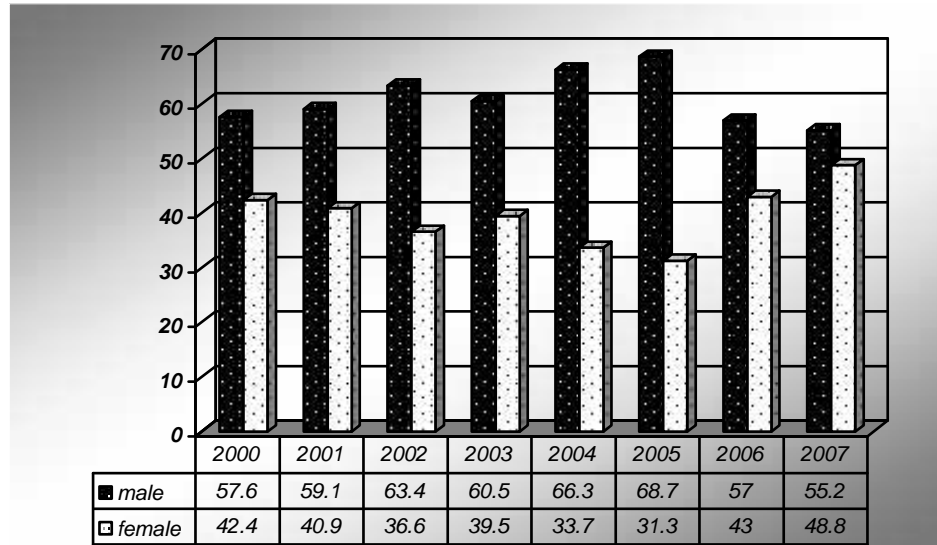
Year	Sex		Total
	Male	Female	
2000	266,937 (57.6)	196,709 (42.4)	463,646 (100)
2001	213,465 (59.1)	147,772 (40.9)	361,237 (100)
2002	174,710 (63.4)	100,758 (36.6)	275,468 (100)
2003	204,732 (60.5)	133,400 (39.5)	338,132 (100)
2004	255,303 (66.3)	129,994 (33.7)	385,297 (100)
2005	257,972 (68.7)	117,426 (31.3)	375,398 (100)
2006	218,818 (57.0)	165,108 (43.0)	383,926 (100)
2007	290,688 (55.2)	236,017 (44.8)	526,705 (100)

Source: Ministry of Culture, Tourism and Civil Aviation

In table 3, it shows that most of the tourist arrived in Nepal is male which show that lots of male travel than women. From the table, in the whole period “between 2000 to 2007”, male percentage of tourist arriving Nepal is more than women. The large percentage of tourist arrived in Nepal in 2005 with 68.7 percentages where female arrived only with 31.3 percentages. After the 2005 female tourist arriving rate has been increasing slowly. In 2007, 44.8 percentages of total tourists were female tourist.

**Chart: 2**

**Male and female tourist arrival (In percentage)**



**4.5 Tourist arrivals by different age groups**

**TABLE: 4  
TOURIST ARRIVALS BY AGE GROUPS**

Year	Total	Age Groups					Not Specified
		0-15	16-30	31-45	46-60	61&Over	
2000	463,646 (100)	19,136 (4.1)	119,816 (25.8)	148,063 (31.9)	125,140 (27.0)	51,491 (11.1)	
2001	361,237 (100)	14,608 (4.0)	95,801 (26.5)	115,678 (32.0)	93,621 (25.9)	41,529 (11.5)	
2002	275,468 (100)	12,425 (4.5)	67,774 (24.6)	99,622 (36.2)	67,017 (24.3)	28,630 (10.4)	
2003	338,132 (100)	16,056 (4.7)	78,357 (23.2)	99,740 (29.5)	85,753 (25.4)	58,226 (17.2)	
2004	385,297 (100)	38,734 (10.1)	84,125 (21.8)	128,267 (33.3)	96,920 (25.2)	37,251 (9.7)	
2005	375,398 (100)	30,429 (8.1)	57,115 (15.2)	114,103 (30.4)	106,077 (28.3)	67,674 (18.0)	
2006	383,926 (100)	37,433 (9.8)	75,626 (19.7)	123,541 (32.2)	95,260 (24.8)	52,066 (13.6)	
2007	526,705 (100)	38,870 (7.4)	112,879 (21.4)	164,488 (31.2)	130,756 (24.8)	69,927 (13.3)	9,785 (1.9)

Source: Ministry of Culture, Tourism and Civil Aviation

For traveling, age factor is one of the important components. We can see in the table 4 the people of age between 31 to 45 keen to tour. In almost year, a large number of people over 31 ages and fewer than 45 age traveled Nepal than others age group. And very few percentage of child tourist traveled Nepal from 2000 to 2007 than other aged group

#### 4.6 Tourist arrivals by different purpose of visit

**TABLE: 5**

**TOURIST ARRIVALS BY PURPOSE OF VISIT (2000-2007)**

Year	Holiday Pleasure	Trekking & Mountaineering	Business	Pilgrimage	Official	Conv. Conf.	Raft,	Others	Not Specified	Total
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)
2006	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 (0.01)	78,579 (14.9)	22,156 (4.2)	526,705 (100.0)

*Figures in parenthesis represent percentage of the total.*

Source: Ministry of Culture, Tourism and Civil

Travel is a human instinct. But each traveler has different purpose of traveling. People from different places visit Nepal in different purpose. It is found that most of the tourist traveled Nepal to spend their holiday. After the holiday pleasure, second largest purpose of visiting Nepal is for trekking and mountaineering. In 2000, 55.2% of total tourist visited Nepal for the purpose of getting pleasure in

their holiday and 25.6% tourist visited Nepal for trekking and mountaineering. But in recent years, there is increasing trends in other purpose of visiting Nepal. In 2007, only 41.4% tourist visited Nepal for the purpose spending holiday and 190.2% tourist for trekking and mountaineering which are lower than record of year 2000. Pilgrimage tourist are also increasing in Nepal, only 15801 tourist recorded in year 2000 for pilgrimage, in 2007, 52594 pilgrimage tourist visited Nepal.

#### 4.7 Foreign exchange earnings from tourism

**TABLE: 6**

##### **FOREIGN EXCHANGE EARNINGS FROM TOURISM**

<b>Year</b>	<b>Total Foreign Exchange Earning From Tourism (Rs. in million)</b>	<b>As % of Total Value of Merchandise Exports</b>	<b>As % of Total Value of Exports of Goods &amp; Non Factor Services</b>	<b>As % of Total Foreign Exchange Earnings</b>	<b>As % of GDP</b>
2000/01	11,717.0	21.0	12.0	7.4	2.9
2001/02	8,654.3	14.9	10.6	6.1	2.1
2002/03	11,747.7	23.1	15.2	8.2	2.6
2003/04	18,147.4	32.9	20.3	11.4	3.7
2004/05	10,464.0	17.5	12.2	6.1	1.8
2005/06	9,556.0	15.5	10.9	4.6	1.5
2006/07*	6,176.0	14.9	9.8	4.4	0.9

\*First Eight Months.

Source: Ministry of Finance, Economic Survey FY2006/07

Tourist provides a valuable source of earning for many countries. Income from foreign tourism in the form of foreign exchange adds to the national income, it offers a more reliable form of income. In Nepal also tourism is the main source of

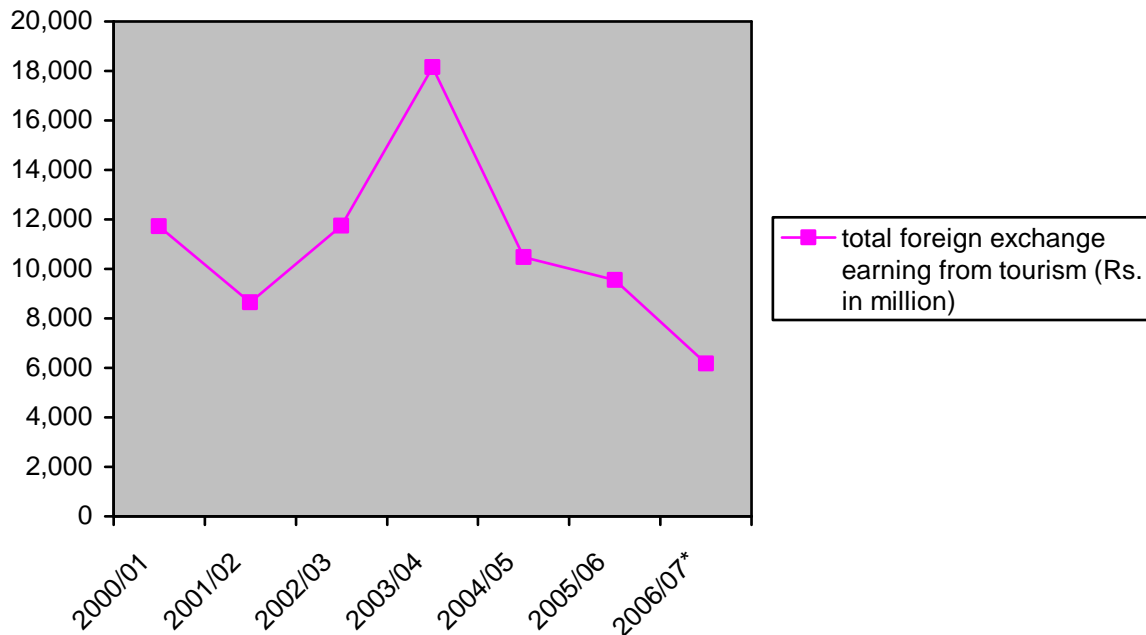


foreign exchange income. From the table 6, we can see that tourism has been a major source of foreign exchange earnings; which Rs.11717million was in the fiscal year 2000/01 and Rs.6176 million in the first eight months of fiscal year 2006/07.

We can see the foreign exchange earning form tourism in this chart: 3 too:

**Chart: 3**

**Foreign exchange earnings from tourism**



\* First eight months

## 4.8 Tourist arrivals from major nationality

**TABLE: 7**  
**TOURIST ARRIVALS FROM MAJOR NATIONALITY**

Nationality	2001	2002	2003	2004	2005	2006	2007
Australia	10455 (2.9)	7159 (2.6)	7916 (2.3)	9671 (2.5)	7093 (1.9)	8231 (2.1)	12369 (2.3)
Austria	4164 (1.2)	3140 (1.1)	3025 (0.9)	4341 (1.1)	3007 (0.8)	3474 (0.9)	4473 (0.8)
Canada	7068 (2.0)	3747 (1.4)	4154 (1.2)	4825 (1.3)	4168 (1.1)	4733 (1.2)	7399 (1.4)
Denmark	3854 (1.1)	2040 (0.7)	2178 (0.6)	2633 (0.7)	1770 (0.5)	1956 (0.5)	3157 (0.6)
France	21187 (5.9)	13376 (4.9)	15865 (4.7)	18938 (4.9)	14108 (3.8)	14835 (3.9)	20250 (3.8)
Germany	21577 (6.0)	15774 (5.7)	14866 (4.4)	16025 (4.2)	14345 (3.8)	14361 (3.7)	21323 (4.0)
India	64320 (17.8)	66777 (24.2)	86363 (25.5)	90326 (23.4)	95685 (25.5)	93722 (24.4)	96010 (18.2)
Italy	8745 (2.4)	8057 (2.9)	8243 (2.4)	12376 (3.2)	8785 (2.3)	7736 (2.0)	11243 (2.1)
Japan	28830 (8.0)	23223 (8.4)	27412 (8.1)	24231 (6.3)	18239 (4.9)	22242 (5.8)	27058 (5.1)
Netherlands	13662 (3.8)	8306 (3.0)	8443 (2.5)	11160 (2.9)	8947 (2.4)	7207 (1.9)	10589 (2.0)
Spain	5897 (1.6)	5267 (1.9)	8265 (2.4)	11767 (3.1)	8891 (2.4)	10377 (2.7)	15672 (3.0)
Switzerland	5649 (1.6)	3352 (1.2)	3246 (1.0)	3788 (1.0)	3163 (0.8)	3559 (0.9)	5238 (1.0)
Sri Lanka	9844 (2.7)	9805 (3.6)	13930 (4.1)	16124 (4.2)	18770 (5.0)	27413 (7.1)	49947 (9.5)
U.S.A.	32052 (8.9)	17518 (6.4)	18838 (5.6)	20680 (5.4)	18539 (4.9)	19833 (5.2)	29783 (5.7)
U.K.	33533 (9.3)	21007 (7.6)	22101 (6.5)	24667 (6.4)	25151 (6.7)	22708 (5.9)	32367 (6.1)
Others	90400 (25.0)	66920 (24.3)	93287 (27.6)	113745 (29.5)	124737 (33.2)	120732 (31.4)	176312 (33.5)
Not Specified	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	4005 (1.0)	3515 (0.7)
Total	361237 (100)	275468 (100)	338132 (100)	385297 (100)	375398 (100)	383926 (100)	526705 (100)

*Figures inside parenthesis represent percentage of the total.*  
Source: Ministry of Culture, Tourism and Civil Aviation

Nepal has been well accepted as one of the most fascinating countries in the world. Many visitors from the different countries have been traveling Nepal each year. In the table 6, we can see visitors from many countries visited Nepal between 2001 to 2007. Most of the visitors visit Nepal from our neighbor country India. In 2007, a large number of people from India than before with 96010 visited Nepal which was the 18.2% of total tourist arrived in Nepal that year. From the Europe, English people has been visiting Nepal more than people from other countries. 9.3 % of total tourist arrived in Nepal in 2001 were English which was the second largest after Indian. 32052(8.9% of total tourist) Tourist from America, arrived Nepal in 2001, but after that that number has not beaten yet, only 29783(5.7% of total ) tourist arrived Nepal from America. Many tourists from the Japan, Germany, and France have been visiting Nepal and tourist from other countries also increasing in recent year.

#### 4.9 Tourist arrivals and entrance service tax record in LMC

**TABLE: 8**

**Tourist arrivals in Lalitpur Sub-Metropolitan City  
From non saarc countries and entrance service tax record**

<b>Fiscal year</b>	<b>Number</b>	<b>amount</b>
059/60	34008	6801600
060/61	58674	11734800
061/62	35401	7080200
062/63	37052	7410400
063/64	52968	10593600
064/65	63001	12600200
065/66 (from 2065-4-1 to 2065-8-2 only)	23307	4661400

Source: Lalitpur Sub-Metropolitan City Office, Pulchok

Lalitpur Sub Metropolitan city is one of the tourist areas of the country. Many tourists visit this city every year. Patan Durbar Square is the main attraction for

tourists. And municipality takes the charge to enter this area for tourist. Ticket charges for non saarc countries is Rs.200 each person. It is helping in the income of Lalitpur Sub Metropolitan city office. From the table 8, we can see that 34008 non saarc tourists visited this city in the fiscal year 2059/60 and Rs.6801600 collected as entrance service tax from tourist in that year. From this record, maximum number of tourist (non saarc, 63001) arrived in year 2064/065 and Rs.12600200 collected as entrance service tax.

**TABLE: 9**

**Tourist arrivals in Lalitpur Sub-Metropolitan City  
From saarc countries and entrance service tax record**

<b>Fiscal year</b>	<b>Number</b>	<b>Amount</b>
059/60	13239	330975
060/61	16440	411000
061/62	5327	133175
062/63	8143	203575
063/64	11191	279775
064/65	12474	311850
065/66 (from 2065-4-1 to 2065-8-2 only)	4160	104000

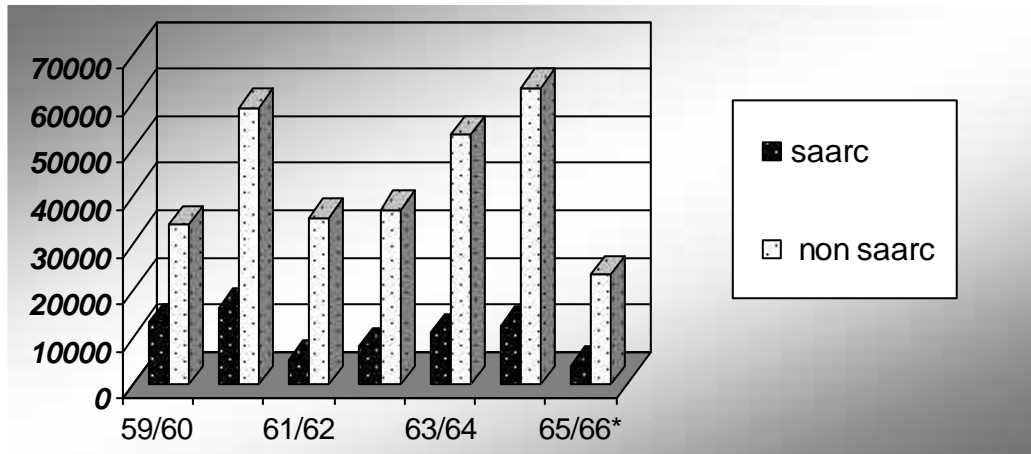
Source: Lalitpur Sub-Metropolitan City Office, Pulchok

Lalitpur is the attractive place, many tourists form saarc countries visit this city for the different purpose. In the fiscal year 2059/60, 13239 tourist form saarc countries visited Nepal and Rs.330975 collected as entrance service tax from them. Rs.25 per person is charged to the visitors from the saarc countries in Patan Durbar Square. In 060/61, 16440 tourists visited this city which was the highest

record from 059/60 to 064/065. (From Table 9).we can see tourist arrival trends in Lalitpur Sub-Metropolitan City in the chart 4 too.

**Chart: 4**

**Tourist arrivals in Lalitpur Sub-Metropolitan City from saarc and non saarc countries**



\* From 2065-4-1 to 2065-8-2 only

#### 4.10 Tourism statistic in lalipur Sub-Metropolitan City (field survey)

**TABLE: 10**  
**Tourist arrivals by nation in LMC**

**Number of respondents= 78**

Nation	No. of respondents	percentage
Europe	32	41.03
Asia (non saarc)	17	21.79
SAARC countries	12	15.38
America	6	7.69
Australia	8	10.26
Africa	3	3.85
Total	78	100

Source: Field survey, 2009

Human is always inquisitive by nature and traveling is a human instinct. Human always has some inner desire to explore something. Europeans are the people who

are in the top list as a tourist in any country. It is found that there are more Europeans visiting Lalitpur with 41.03 percentages (from table 10, field survey). Asian visitors also found in good number in Lalitpur than American and African.

**TABLE: 11**  
**Tourist arrivals by different Age and sex composition in LMC**

**Number of respondent=68**

Age group	Number	sex	
		male	female
Below 30	20	14	6
31-45	15	9	6
46-60	23	13	11
Above 60	10	6	4
Total	68	42	26

Source: Field survey, 2009

For traveling, age factor is one of the important components. The people who are over 46 and under 60 found in large number visiting Lalitpur than other age grouped people in survey time. And it is found that males are more interested than females to travel according to table 11.

**TABLE: 12**  
**Length of stay of tourist in LMC**

**Number of respondent= 68**

Duration	No. of respondents	Percentage
Few hours	19	27.94
1-4 days	27	39.70
1-7 days	12	17.65
More than 7 days	10	14.71
Total	68	100

Source: Field survey, 2009

Length of stay of tourist is one of the most important factors to promote tourism of any places. As long as the tourist stays in any place as much benefit the host country will receive. Table 12 shows that most of the tourist length of stay in Lalitpur city is 1-4 days. Maximum, 39.7% of total respondents stay 1-4 days. Lots of tourist who travel other places of Nepal reached Lalitpur, especially Patan Durbar Square area; that's why it is found that others, 27.94% tourist stay for few hours.

**Table: 13**

**Expenditure pattern of tourist**

**Number of respondents=76**

<b>Amount ( \$ per day)</b>	<b>No. of respondents</b>	<b>Percentage</b>
Less than 50	5	6.58
50-100	18	23.68
100-200	22	28.95
200-300	15	19.74
Above 300	16	21.05
Total	76	100

Source: Field survey, 2009

As much as the tourist spend in any area as much the economy of the area will increase. In case of Lalitpur, 28.95% of the respondent answered that mostly the tourists spend \$100-200 per day. The expenditure pattern of the tourist depends upon the length of stay of tourist in that area. More days tourist stays more will they spend. Form the survey report in table 13, 23.68% respondents spend \$50-100 and 21.05% spend more than\$300 per day.

**Table: 14**  
**Prospect of tourism in Lalitpur**

**Number of respondents=60**

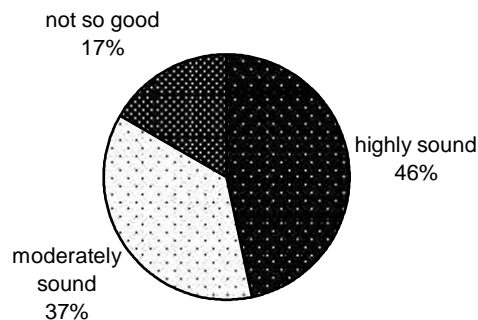
<b>Future scope</b>	<b>No. of respondents</b>	<b>Percentage</b>
Highly sound	28	46.67
Moderately sound	22	36.67
Not so good	10	16.66
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Field survey, 2009

The prospects of tourism of any area depends upon the attractions and facilities which is available in the place .46.67% respondents answered that the future scope of tourism in Lalitpur Sub-Metr0politan City is highly sound. Because of historical place like Patan Durbar Square and much pilgrimage places many tourist love to visit Lalitpur. But 36.67% respondents answered that the future scope of tourism moderately sound.

We can see the response of tourist for Prospect of tourism in Lalitpur in the char 5 too.

**Chart: 5. Prospect of tourism in Lalitpur**





**TABLE: 15**  
**Possibility of visiting again in Lalitpur**

**Number of respondent=56**

<b>Category of tourist</b>	<b>No of respondents</b>	<b>percentage</b>
Want to visit again	31	55.36
Don't want to visit again	10	17.86
May/may not visit again	15	26.78
Total	56	100

Source: Field survey, 2009

Tourism of any place will flourish if there will be more tourist visiting that area. According to table-15, 55.36% of the tourist wanted to visit Lalitpur again where as 10% don't want to visit again. Lalitpur is one of the historic city of Nepal, where tourist can visit world heritage place "Patan Durbar Square", many pilgrimage places, that's why many visitors wants to visit this place again.

**TABLE: 16**

**Problem faced by tourist in Lalitpur**

**No. of respondents=54**

<b>problems</b>	<b>No. of respondent</b>	<b>percentage</b>
Highly expensive	4	7.41
Lack of guides and information	3	5.56
Over crowded	8	14.81
Beggars / Stray dogs	18	33.33
Pollution	21	38.89
Total	54	100

Source: Field survey, 2009

Tourist area should be free from any kinds of problems. Tourists' inflow will increase if the facilities and attraction of an area increases. According to table-16, 38.89 percent of tourists complained that there is pollution. 33.33 percent of tourist fed up of beggar and stray dogs. 14.81 percent tourists said that city is over crowded. 5.56 percent tourists suffered due to lack of good guides and lack of information and some 7.41 percent tourists felt some service and things are expensive.

**TABLE: 17**

**Direct/indirect positive effect of tourism**

**No of respondents= 39**

<b>Effect of tourism</b>	<b>No of respondents</b>	<b>percentage</b>
Employment generation	11	28.21
Improvement of economy	9	23.08
More opportunities	6	15.38
Gain knowledge	3	7.69
Appreciation of our tradition and culture	10	25.64
Total	39	100

Source: Field survey, 2009

Tourism is of course directly related to the up-liftmen of the economy of any country. But the economic benefit is not the only benefit of tourism. Tourism has a multiplier effect, like the employment generation, opportunities in different field, exchange knowledge, and appreciation of Nepalese tradition and culture. From the field survey table-17, 28.21 percent respondents said employments generate from tourism and 23.08 percent people said tourism helps them to improve their economic condition. Tourism is the way to promote and appreciation of our tradition and culture according to 25.64 percent respondents.

**TABLE: 18**

**Problems created by the tourism and tourist  
No of respondents=32**

<b>problems</b>	<b>No of respondents</b>	<b>Percentage</b>
Problem in payment	2	6.25
Price rise	6	18.75
Exploitation of moral/cultural values	-	-
No problem	24	75
Total	32	100

Source: Field survey, 2009

From the table-18, 75 percent of the respondents have no problem with the movement of tourist in Lalitpur area. Few people with 6.25 percent found the problem in payment and 18.75 percent people said price of goods rise because of tourist. But no one agree with exploitation of moral value and our tradition culture because of tourist.

**TABLE: 19  
System of entrance fee**

**No. of respondents=35**

<b>system</b>	<b>No of respondents</b>	<b>percentage</b>
Good system	28	54.90
Bad system	17	33.33
Don't know	6	11.77
Total	51	100

Source: Field survey, 2009

Lalitpur Sub-Metropolitan charges the entrance fee for tourist specially to enter the Patan Durbar square area. In the field survey, it is found that 54.9 percent of respondents said this is good system, but 33.33 percent of respondents said a charging entrance fee is bad system. Some people 11.77 percent said they don't know is this good or bad.

#### **4.11 Major Findings:**

From the previous chapter and data presentation and analysis, some major findings are:

- 1.** Nepal has unlimited potentialities of tourism developments. Our natural and manmade heritages are famous in the world. They attract tourists to visit Nepal again and again. From the year 2000 to 2007, maximum tourist visited Nepal in 2007. A total of 526705 tourists visited Nepal during 2007 representing an increase of 37.2 % over the previous year.
- 2.** Looking at the overall amount of tourist visiting Nepal, it is found that maximum no of tourist entered Nepal by air. 68 percent tourist entered Nepal by air and only 32 percent entered by land in 2007. Length of stay of tourist in Nepal has not increased its still around 11 days in average.
- 3.** Maximum tourists usually come to Nepal for spending holidays and trekking and mountaineering. But Nepal has not been able to be as trekking and adventure destination in terms of tourist number; still lots of mountain is not open for climb and many rural tourism area is ignored.
- 4.** Peak season of tourist arrival in Nepal is October, November. Male tourists are visiting Nepal more than female tourists and most of the tourist age between 31-45 is found to visit Nepal.
- 5.** Majority of tourists visiting Nepal are Europeans but as country wise it is found that the maximum numbers of tourists visiting Nepal are Indians, 18.2 percent Indian tourists visited Nepal in year 2007.
- 6.** It is universally accepted that tourism earns money to the government. Same as, tourism is one of the major income sources of Nepal government also. From the record, it is found that foreign exchange earring from tourism was 18,147.4

million in 2003/04 fiscal year which was the maximum in between 2000/01 to 2005/06.

**7.** Lalitpur is one of the attractive tourism place, maximum tourist visit Lalitpur every year. From the filed survey it is found that 55.36 percent tourist wanted to visit this place again.

**8.** Many tourists are suffering from pollution of kathmandu valley, pollution is making the negative impact on tourist and tourism, it will be the negative thing to promote and develop tourism in Nepal.

**9.** Nepal Government has declared year 2011 as Nepal Tourism Year. Many promotional events are being designed and being implemented to make this campaign a great success.

**10.** Nepal has been well accepted as one of the most fascinating countries in the world. Nepal has been rated as the second ultimate destination, first being the New Zealand. But tourism industry in Nepal has not developed as much because of bad political situation of Nepal, proper planning and promotion.

## **Chapter: Five**

### **5. Summary, Conclusion, and Recommendations**

#### **5.1 Summary:**

“Tourism is an activity of a person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose”.WTO,1993

Tourism is a major industry throughout the world today. It is operating on a massively broad scale ranging from smallest roadside teashop to multinational chain of hotels. Nepal as an ultimate destination for tourist can't remain in isolation from this sensitive service industry i.e. tourism. Tourism as such has remained in the forefront of global economic growth being one of the most productive and profitable industry with vast socio-economic potentiality in the world. Modern tourism as pioneered by Thomas cook in the middle of 19<sup>th</sup> century has given this world a different from with the development of this smokeless industry affecting the important element of the world i.e. economy. Nepal with its own rural scenes and natural beauty has attracted tourist from 5 decades onwards gradually heading the country towards development. Despite the massive media hype relating the security issues Nepal with it own planning and strategy has tried to mitigate the crisis and promote tourism industry as a sustainable industry.

Nepal with 6179 tourist in flow in 1962 has now reached to 526705 in 2007. This progress is not only because Nepal is a country of natural beauty but it is fostered by art and architecture, culture and custom, traditional societies, rural scenery, diversity in ethnicity, and the warmth and hospitality of Nepalese environment. The high Himalayas, rivers and cascades magnificent ponds and lakes, diverse

flora and fauna make people to believe that, Nepal is really gifted by God. Not only gifted by God, Nepal is abode of God and Goddess too. It houses innumerable holy shrines of Hindu and Buddhist deities. With the development of tourism year by year followed infrastructure development which made every rural area accessible for the tourist flow in Nepal. The concept of rural country if tourism is developed in a best possible ways, it is definite that the uplift of the Nepalese people and the economy can not be stopped in the coming year.

Adventure tourism has its own importance in Nepal. Trekking mountaineering, hiking, rafting and one of the most latest adventure that people love to feel is bunzy jumping in Bhote Koshi River. Nowadays this adventurous game is attracting more number of tourists in Nepal increasing domestic tourism as well. Likewise skiing in the snow in the lap of ice capped Himalayas can also be opened up as an area of adventure tourism; which has gained a huge popularity in western countries. While talking about other purposes form which we can promote tourism in Nepal are by conducting workshops, seminar, and trade fairs so as to attract the number of participants as well as other people making the country known all around the world.

Nepal has much to offer to the visitors from its rich cultural treasures to great natural beauties of the Himalayas, which line across northern Nepal topped by Mound Everest (8848m), the highest peak in the world together with peaks some eight peaks over 8000 meter and about two hundred more than 4887 meter high. The Himalayas have long since held a mysterious attraction to travelers and trekkers alike. In recent years, there has been a surge of extreme sports to the small Himalayan country Nepal. Now, in this part of the world, your can experience some of the most physically and mentally challenging action sports in an exotic destination.

Lalitpur sub-metropolitan city, popularly known as Patan is currently one of the most vibrant cities of the Nepal. It is located in about 5 kilometers south-east of Kathmandu. With its urban history dating back to as far as 2300 years, LSMC is

one of the three major cities located inside the Kathmandu valley. Lalitpur is the one of the most attracting place for tourism, Patan durbar square is the main attraction of Lalitpur, and it is one of the world heritage places. Many other attractions of Lalitpur are Hiranya Varna Mahaa Vihar, Rudra Varna Mahavihar, Mahaboudha Temple, Patan Zoo, Jagat Narayan Temple, Kumbeshwor Temple, Godavari, Krishna Temple, balkurami temple, Bangalamukhi Temple, Jawalakhel Handicraft Center. Most of tourist visit Lalitpur to see world heritage place and maximum pilgrimage tourist also visit this place.

It is a known fact that tourism has employed number of people from different places and for our country like Nepal tourism can be the greatest opportunity for generating employment and reducing poverty among the people of Nepal. For sustainable tourism development is the necessity of the country to develop each nooks and corners of the country including the infrastructure, education, society, rural areas etc. The international markets show keen interest in marketing profile from Nepal. Nepal despite a practical tourism product has been under sold in the overseas market. The Government of Nepal should take a leading role in order to highlight the importance of tourism as an economic and social activity. Government of Nepal has to play a coordinator role and in close consultation with all tourism sectors which will create a solid base for foreign exchange earning resource.

## **5.2 conclusions:**

Natural, cultural and manmade heritages are important to flourish tourism sector but more than that visionary plan, coordinated program and adequate resources to implement the plan and programs play important role to really make the tourism sector a vehicle of poverty alleviation. As the role of the government has gone sea change during the last decade of twentieth century, private sector should come to the fore of economic growth. Government alone is not there to serve people; there are multiple actors, such as, local government, private sector, and community organizations.



Tourism is very sensitive to international and notional political conflicts or ecological disasters and ups and downs in the world economy. So to heavily depend upon tourism to build up the economy of the country is vulnerable to collapse if an economic crisis occurs. Our land-locked country, which is unable to export its natural resources, the foreign exchange earned by the tourism industry is vital for the country's economic development. Tourism has to be developed generating employment both directly and in other related to improve the national economy since it's an industry, which has a larger role for the private sector. The purpose of this study is to find out the problems of tourism growth in the country and to find out the prospects by which the growth can be much accelerating so particular emphasis has thus been given to information, marketing and promotional aspects of the industry. In orders to secure the objective of enhancing future tourism markets are to be created by giving considerable thought to watchful expansion of tourism marketing for Nepal and improving Nepal's tourism product. The tourist arrivals from international markets much be increased in order to raise foreign exchange earnings in the future.

The Europe, India, Japan and North America are the biggest tourist generating markets for Nepal, the annual growth of tourist arrival from overseas country is 37.2 percent in 2007 which is positive sign in tourism sector. The length of tourist stay in Nepal is in around 11 days in average. But the tourist movement is still limited to certain geographical areas of the country which are in need of expansion. Nepal is still unable to enter the tourist form other country so Nepal's marketing plan should focus on trying to maintain the growth trend while marketing product improvements.

Tourism has been universally recognized as one of the fasted growing industry of the world. Tourism industries play important role to serve the nation bye utilizing permanent resources, using local techniques, mobilizing domestic capital, acquiring foreign currency earning and creating bright image of the nation in the world. Such activities increase the net National income. Tourism industry therefore plays a significant role in providing foreign currency earning, creating

employment opportunity and also improving Nepal's balance of payments as well as raising the living standard of the people. Keeping in mind the great role which the tourism industry can play in development of the country, it is wise to state that the well being of the nation more or less depends upon the proper functioning of the tourism sector. Nepal can not face competition in international market where almost all the countries are imposing restriction on import in order to promote and protect their own domestic industries. Thus on the top, the major and dependable source of economic activity plays a crucial role in accumulating foreign exchange and providing employment opportunity and reducing unnecessary pressure of population on land. Tourism has become most effective and outstanding industry in terms of foreign currency earning, employment and so on. In the field of tourist business, Nepal has been majestically bestowed by Mother Nature. The natural environment is the basic asset in attracting tourist to Nepal. Giving proper planning and marketing of Nepal, tourism in Nepal can reach new heights and make a significant contribution to the fight against poverty in Nepal.

### **5.3 recommendations:**

- ) Tourism is hampered by political instability and conflict in the country. First of all political and security condition should make suitable for development of tourism sector.
- ) Market promotion is one of the most important concerns in Nepalese tourism. The concepts of master plans should be set into nation with coordination between government and the private sector. Giving proper planning and marketing of Nepal, tourism in Nepal can reach new heights and make a significant contribution to the fight against poverty in Nepal.
- ) There is need to effectively strengthen the government's role in tourism development planning, especially marketing. There should be comprehensive survey on the target tourist groups, media habits or their means of obtaining travel information for the promotion of tourism. As the establishment of Nepal tourism

to take charge of Nepal's tourism promotion and marketing plans, it should intensely carry out the marketing functions like publicity promotion, information, market representation and market research. Except of international and national tourism experts, presentation of different reports and master plans, there should be a realization in the element that tourism requires consistent efforts of all parties involved in the industry.

- ) The seasonality gap can affect Nepali tourism; the tourist number's during the monsoon months still declines. Tourists from India have been filling up during the lean months helping to reduce the impact of seasonality so Nepal's tourism development option seems closer to India than the foreign countries, Fresh marketing efforts are needed to attract more business groups, pilgrims and convention tourist like making special rates available to them.
- ) Pollution is one major problem in Kathmandu valley and in other major cities of Nepal. It spread a lot of negative publicity in international press. So it should be controlled.
- ) In order to ensure a large amount of foreign exchange earnings, Nepal should expand the range of high value Nepalese tourist products, increase the opportunities for tourist to spend on, and average length of stay of tourist should be promote by extending visa, creating of various sight seeing program, opening more tourists destination and so on.
- ) Nepal should be developed as a regional tourism-hub by developing international airport capable of providing transit to large number of travelers.
- ) Handicrafts and special local products should promote as to tourist selling goods. Transports communications and other tourism infrastructure should re-establish, extend and develop properly. There should improve in tourism service and management