**Role of Tourism Industry in Economic Development of Nepal**

**(A Case Study of Lumbini Area)**

## Role of Tourism Industry in Economic Development of Nepal: A Case Study of Lumbini Area - Tikaram Sharma 2009

**A Thesis**

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**in**

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## By

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**February, 2009**

**Letter of Recommendation**

Date: 2065-10-21

The thesis entitled Role of Tourism Industry in Economic Development of Nepal (A Case Study of Lumbini Area) has been prepared by Mr. Tikaram Sharma under my supervision. I hereby recommend this thesis for examination by the thesis committee as a partial fulfillment of the requirements for the Degree of Master of Arts in Economics.

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Date: 2065/11/2

This thesis entitled Role of Tourism Industry in Economic Development of Nepal (A Case Study of Lumbini Area) submitted by Mr. Tikaram Sharma to the Central Department of Economics, Faculty of Humanities and Social Sciences, Tribhuvan University, in partial fulfillment of the requirements for the Degree of Master of Arts in Economics has been found satisfactory in scope and quality. Therefore we accept this thesis as a part of the said degree.

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###### Tika Ram Sharma

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**Executive Summary**

Tourism is an industry with entombment present and potential value for Nepal. The tourism sector has been placed as a priority sector keeping its contribution towards the overall development of Nepal.

Lumbini is comparable to major heritage sites of the world in terms of its importance as the birthplace of lord-Buddha, the apostle of peace. It's potential for development into a world-class pilgrimage and tourist center is great. For the lack of a continuous history, much of Lumbini' attraction is in the form of archeological sites and objects. Its development and conservation history in our time is less than 50 years, An Ambitious Lumbini development master plan envisaged transforming the sacred site of Lumbini into a place where the universal message of peace and compassion-central to the Buddhist philosophy, can be experienced.

Lumbini Development Trust's effort to carry out the Master Plan has been a peace meal basis. The number of pilgrims and tourists to the site has not grown substantially as requisite access, coherently presented attractions, variety and range of amenities and suitable package of activities have not been promoted in Lumbini. Problems of proper management and utilization of created facilities on the site have been seen. The sanctum sanctorum has not been able to give real experience to the visitors. The purpose of created facilities at monastic enclaves has been flouted. The level of infrastructure on site is poor.

The lesson learnt from promotion of Buddhist package in India has not been applied on the Nepalese side despite having a number of very important historical, archeological and cultural sites intimately linked to Buddha and Buddhism scattered in Kapilvastu and Nawalparasi districts adjoining Lumbini. Assertive marketing promotion of this world Heritage Site coupled with a provision of transport, communication and other infrastructure is required.

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A holistic approach to market the Buddhist sites is essential. For this, an optimum utilization of created facilities and adoption of methods for generation of resources for increased self-reliance is the desired path.

Improved surface and air transport and preferably an international airport nearby is essential to boost the number of pilgrims and tourist to Lumbini. Internal Capacity of the site needs to be enhanced to handle increased number of visitors without and negative impact on the site itself and experience of the visitors. Ways and means of generating income and employment to the local communities have to be explored for sustained upkeep of the ambient environment around the site. A coherent system of site interpretation with code of conduct to be compiled by all stakeholders has to be developed and enforced. A uniform signage engraved on traditional material such as stone, copper, brass or wood at the important zones, sites and objects of archeological importance is necessary.

Lumbini can provide a destination image for Nepal. If its development, conservation and tourism promotion efforts are taken up synergistically. Enhancement of management and networking capacity both on the domestic and international fronts is required to achieve this goal.

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[Figure 5.1:](file:///D:\thesis%20b\3841\Tikaram%20Sharma%20-economics.doc#_Toc220416193) [Tourist Travel Trend to Lumbini 84](file:///D:\thesis%20b\3841\Tikaram%20Sharma%20-economics.doc#_Toc220416194)

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**List of Abbreviations**

$ dollar

#### A.D. Anno Domino

B.C. Bikram Sambat

BIMSTEC Bay of Bangal Initiative Multi0sectoral Technical and Economic cooperation

CBS Central Bureau of Statistics

COSCAP Cooperative Development of Operational Safety and Continuing Airworthiness Programme

DDC District Development Community

DTP District Tourism Plan

FDI Foreign Direct Investment

GDP Gross Domestic Product

GON Government of Nepal

INGO International Non-Government Organization

LDT Lumbini, Development Trust

MA Master of Arts

MOCTCA Ministry of Culture of Tourism and Civil Aviation

NGO Non-Governmental Organization

NIDC Nepal Industrial Development Corporation

NPC National Planning Commission

NRB Nepal Rastra Bank

NTB Nepal Tourism Board

NTTR Nepal Travel and Trade Reporter

SAARC South Asian Association for Regional Cooperation

SASEC South Asia Sub-Regional co-operation

TRPAP Tourism for Rural Poverty Alleviation

UN United Nations

UNDP United Nations Development Programme

UNESCO United Nations Educational Scientific and Cultural Organization

UNO United Nation Organization

VDC Village Development Committee

WTO World Tourism Organization

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