

CHAPTER ONE

INTRODUCTION

1.1 Definition

Tourism is defined as the activities of persons traveling to and staying 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 form within the place visited. Pilgrimage is included in this definition of tourism. Tourism refers to all the activity of visitors including both 'tourists' (overnight visitors) and "excursionists' (same day visitors).

The Oxford Dictionary define tourist as 'person traveling of visiting place interest'. This definition implies tourist as a person traveling recreation. This definition is not enough, as a tourist he must be non-residential not earning and he must generate economic activities.

The term 'tourist' shall principle be implemented to mean any person traveling. For a period of 24 hours or more in a country other than that in which he usually resides (Upadhyay, 2005: x).

So tourism has been defined in different ways by various authors and concerned organizations and yet there is no universally accepted definition of tourism.

1.2 General Background

Nepal is one of the richest countries in the world in terms of bio-diversity due to its geographical position and attitudinal variation. Nestling on the lap of the Himalayan, Nepal cherishes sentiments of peace, frittering and friendship toward all countries the mysterious of Nepal is called the land of the Sagarmatha i.e. Mount Everest, the homeland of Lord Buddha and the Shangri-La of East.

Nepal is a landlocked country situated between two vast countries India in South, East and West and China in north. It has more geographical and ecological diversity into fewer square miles than other country in the world.

Nepal is known in the international arena as a prime destination for tourists due to its natural beauty, unique culture and cultural heritage and innumerable special tourist destinations. Through developments in culture and tourism sectors the country can benefit by generating foreign currency and employment opportunities hence contributing to overall development in the economic sector. The development and extension of tourism not only creates new employment opportunities but also helps increasing a steady regional balance and poverty alleviation.

The history reveals that the travellers used to visit Nepal from the ancient times. But Nepal was kept isolated from outside world till the historic revolution in 1950. During Rana Regime the movement of foreigners was directed and controlled by them, the prime ministers themselves. Nepal opened her door freely to international visitors after the establishment of multiparty democratic system. Development of tourism in Nepal is an outcome of change in the political system of the country.

Nepal has immense potential for tourism development, as it is full of places that attracts tourist through out the globe. With its natural beauty and cultural heritage, like Mount Everest (crown of the world), snow peak mountains, birth place of lord Buddha (Apostle of peace), a number of lakes and rivers. For the nature lovers and pleasures seekers Nepal can provide many attractions, trekking, boating, rock climbing, bungy jump, safari, mountain biking, hunting, honey, hunting, mountain flight, paragliding, ultralight aircraft, angling, nearing, rafting, kayaking

and crayoning, the friendly and ethic people are major attractions of the country. Nepal is beautiful destination for international tourists. The snow cloud mountains, different religious beliefs, different tastes of festivals are the main attraction for the foreign visitors. Tourism is quite suitable for Nepal's geographical, cultural, ecological situation and for Nepalese contexts.

Lumbini, where Gautam Buddha was born in 623 BC, is undoubtedly the most sacred place for Buddhists all over the world. The site is described as a beautiful garden in the Buddha time endowed with rich natural settings of fauna and agricultural environment, Lumbini is one of the most important holy sites for Buddhists, who wish to visit it at least one during their life time. Lumbini is also popular among non-Buddhist visitors and has the visitor from around the world. This holy birthplace of Buddha is comparable to Mecca or Jerusalem, where pilgrims as well as secular tourists visit in millions every year to enjoy the spiritual bliss and cultural milieu of the heritage site. The current numbers of visitation to Lumbini by both pilgrims and tourists is meagre but the potentiality is equally great, provided relevant access, infrastructure and facilities are developed in the site and surrounding areas. Lumbini is also a place of special significance for the entire mankind as it symbolizes peace, harmony and spiritual awakening, which are very rare and coveted entitles in our time. Unlike other places of great prophet's birth, Lumbini lacks a continuous history of development and usage.

1.3 Statement of the Problem

Tourism plays a vital role in the country's economic development in a developing country like Nepal. Tourism is one of the main sources of foreign exchange earnings. Tourists visit the country for various reasons

such; as holiday's pleasures, trekking and mountaineering, business, religions, pilgrimage etc. Among the popular destinations for tourism in Nepal Lumbini is one of the famous destinations for that.

Lumbini is birth place of lord Buddha and not only religious place, it is also important for archeology, biodiversity research and survey. It is also a place of peace. There are the opportunity for developing Lumbini as a tourist destinations, but improper, infrastructure, passiveness of local towards Lumbini, incomplete, master plan are the problem to develop Lumbini as tourist destination.

Lack of education local people cannot involve in skillful work. They are only involved in physical work. Many tourism entrepreneurs are from out of Lumbini, few local are involved in tourism enterprises. It is an established fact that without involving the local people in the unkeep and maintenance of heritage sites and ambient environment, tourism development cannot be sustainable. A mechanism of providing benefit to the local people for ensuring their involvement is also necessary. The local people around the site of Lumbini are either Hindus or Muslims so from religious point of view, their sentiments with the Buddhists sites may not be so in tense. However, these people believe that their economic advancement and amelioration of living standards are intimately tied with the development, conservation and subsequent promotion of tourism in Lumbini.

During the acquisition of land for Lumbini development, around three hundred families from five village were displaced. What had been promised for their benefit and welfare has not been materialized yet. Poverty in rampant around Lumbini and the visible presence of it to the pilgrims and tourists is likely to be deterrence for quality tourism.

However, even being holy birthplace of lord Buddha and depository of several other archeological sites with connection to Buddha's period, this area has not yet been able to harness these specialties for tourism promotion. According to the immigration office Belaniy. A huge number of tourists are entering via this point. But international visitors spend only a few nights in Lumbini. According to our previous survey most of the visitors from India normally spend only one after noon and go back the same day and domestic tourists also do not generally spend nights in Lumbini. In average tourist spent only 1 days in Lumbini which one most mentionable problem of Lumbini.

Moreover, in order to realize more from tourism, local capacity needs to be enhanced in several areas; of vital importance in this respect is the improvement of LDT's capacity for better networking of partner organizations and promotion of Lumbini in the international tourism market. LDT needs to establish more institutionalized contact with the outside world through globalize computer network. Training is required for the staff. Members of LDT in the areas of environment management facility and site management, tourism, marketing, research and promotion community development etc.

Likewise, there are other problem such as misconception of surrounding community with government activities, lack of proper awareness, deforestation, transportation and appropriate security to the foreigners etc.

So this study will identify the problem and provide proper suction that would help the tourism planners to frame appropriate policies for further improvement of the tourism industry in this area. Thus, it also necessary to study the different aspects of tourism like social, culture, economic situation, social behaviour towards the tourists

ecological/environmental condition cultural assimilation, cultural shock, cultural invasion and guest host relationship for the betterment of tourism industry in Lumbini areas.

Lumbini is potential region there is bright future in tourism in the district however, that requires special efforts to do for that. Therefore, there should be deep study and evaluate the present condition of tourism in the district. Problems should be identified and potentiality of tourism attraction should be highlighted, that would be helpful for perceiving clear plan and policy of the district and destinations.

1.4 Significance of the Study

Tourism affects the process of economic development through its impact on foreign exchange earnings, balance of payments, employment opportunities and intersectional linkages of the economy. The study of the role of tourism is beneficial in the sense that it would spell out the areas to which country should pay attention.

Hence, tourism is as an important component in economic development in a country like Nepal.

Lumbini birthplace of lord Buddha situated on the foothills of the churya range of Nepal in the district of Rupandehi, 300 km. southwest of the capital Kathmandu. It is one of the greatest pilgrimage sites of Buddhists and peace seekers of the world. It is a pilgrimage site for all who cherish peace and harmony. Lord Buddha was born here in the 6th century B.C.

It is the place from where we can get the international cooperation and involvement. As the place is destination of national and international guests, it is the way to improve in biodiversity research and survey. If large number of tourists visit Lumbini then the local people can get

opportunities to improve their life style, educational status as well as in cultural exchange.

Lumbini is a pilgrimage attraction for more than 30 million Buddhists around the world, and more than 50,000 Buddhists pilgrims visit Lumbini every year. It is also equally popular among non-Buddhist visitors. This attraction of Lumbini can also be developed into rural tourism which can make significant contribution to the local economy, thereby reducing poverty in the rural areas.

Lumbini is an important tourist destination because it is the birth place of the Buddha. If we can develop Lumbini as a world peace city we can actively participate in rural tourism development by using the local products such as food, handicrafts, hotels, lodges, guides and rickshaws.

1.5 Objectives of the Study

The objective of the study will be mainly to evaluate current trends to tourist's inflow relatively to national and highlighting the potentiality of tourism of Lumbini. The specific objectives will be as follows:

- a. To analyze the trend of tourists arrival in Lumbini.
- b. To find out the measures to increase their length of stay around this area.
- c. To explain the significance of tourism in the economic development of the country.
- d. To suggest appropriate measures to improve tourism industry for economic development of Nepal based on the experience of Lumbini area.

1.6 Limitation of the Study

Every study has its own limitation due to the time and resources availability so the study has following limitations:

- a. This study will be focused only on Lumbini.
- b. The study will be dependent on available data and information from tourism board, Lumbini development trust, DDC Rupandehi, field survey and related newspaper, magazine, books and booklets.
- c. The hotel records and hotel association of Lumbini will be major source of information for tourist arrival purpose and duration of stay.
- d. Besides these primary data, other available secondary data will also be used.
- e. This study has studied only the economic impact and has not studied the other effects of tourism as cultural impacts.

CHAPTER TWO

LITERATURE REVIEW

Scientific research must be based on past knowledge. The previous studies cannot be ignored because they provide the foundation to the present study. Mainly studies have been made directly or indirectly regarding tourism in Nepal. Almost all studies have stressed the need of it in the sense that it has greater potentialities and prospects to develop in Nepal. In order to make the study more reliable and comprehensive few available articles, bulletins, reports, survey and book on the relevant studies have been reviewed.

2.1 Review of Related Studies

2.1.1 Review of Ph.D. Thesis

Viet Burger (1978) in his Ph.D. thesis entitled "The economic impact of tourism in Nepal: An Input-Output Analysis," he reminded that tourism in Nepal is of rather origin. Before 1950 no foreigners were allowed to visit Nepal without permission of the Rana rules. After opening the door of tourism, the tourist inflow in Nepal rapidly increases. He indicated that more than 100,000 tourists visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate 20 percent, per annum and more than 80 percent of total tourists arrived in the country by air whereas about 20 percent arrived overland. He expressed the majority seeing purposes. One of the most important findings of the study was one out of six tourists who visited India also visited Nepal. The study concludes that "although tourism is a recent phenomenon in Nepal" it has grown an astonishing rate. Europe was the major tourist generating market for Nepal in 1975 but the USA was the leading single country in terms of number of visitors.

Gyanendra Ratna Tuladhar (1993) in his Ph.D. thesis aimed to study the development of international tourism in Nepal, his main findings were, tourism is a subjective phenomenon and equally valid in resource management. Visitors continuously seek to see the combination of unusual events from more and more exotic land. In this case, Nepal is fascinating, exciting, mystic and exotic venue. For the mountain lovers, it is a red dreamland. Practically tourism is a dream industry, in this business one sells fantasy, sky is the only limit. Turning visions into missions is the prime key to success in tourism which is never ending and ever changing.

Pushpa Shrestha (1999) has made a study in her Ph.D. thesis on the topic "Tourism in Nepal" problems and prospects has identified the basic problems of tourism in Nepal. The study also highlighted tourism industry having great prospects in Nepal. The study has observed that average growth rate of tourist arrival in Nepal from 1975 to 1997 is 7.27 percent per annum. She concluded that the correlation between tourists arrival and foreign exchange earning in terms of US \$ shows the important of tourist arrivals for the economy. Being labour-intensive service industry, tourism sector has high potentials for generating employment and it is a multi-sectoral industry. It has also been helping other sectors of the economy such as agriculture, handicrafts industry and other allied industries. The performance of tourism industry from economic prospective also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet came to be known as a cheap tourist destination. However Mrs. Shrestha has not compared the trend of tourist inflow and foreign exchange earning as there emerge the insurgency and insecurity.

Ramesh Chandra Arya (1999) presented another important study in planning models for Tourism Development with reference to Nepal. This study has attempted to highlight that traditionally tourism development plans have focused on increasing the number of tourists. It is presented that it results in increasing earning. However, it has not been so, different sites have their own attractions. Due to certain advantages of selected sites, it is a natural tendency to develop these. Thus, Arya tries to suggest that it is not necessary that development of tourism in all areas are equally rewarding.

Surendra Bhakta Pradhananga (1993) in his Ph.D. dissertation entitled "Tourist consumption pattern and its Economic Impact in Nepal," has opined that tourism sector contributed 37.99% as direct expenditure. The study also found that the direct import content was 33.49 percent in tourism sector, 17.34% in tourism related sector and 8.94 percent in non-tourism sector. The increase in tourist expenditure leads to increase in imports and this was found to reduce the positive effect on the national economy.

Rudra Prasad Upadhyaya (2003) in his Ph.D. dissertation entitled "Tourism as a Leading Sector in Economic Development of Nepal" has opined that many countries have made various attempt to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms industrialization, some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development. To study the scope for global linkage of the Nepalese economy with special reference to tourism. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economics and to induce the other sector of the economy.

In this study it was revealed that the tourist expenditure on products using local resources at current price were estimated Rs. 51.74 million in 1974/75 and Rs. 319.30 million in 1987/88. This study also mutinied that the revenue at current price increased to Rs. 314.94 million in 1987/88 from 34.92 million in 1974/75 which indicate the domestic increase in the revenue.

2.1.2 Review of Research Articles

Rudra Prasad Upadhyaya (2005) in his article entitled "Tourism and Regional Development" posted on "vision of Ecos" that there is a positive impact of tourism on economy of Nepal. It is also observed that it is established as one of the important sector of Nepalese economy. Its contribution to GDP, foreign exchange earnings, revenue to government and employment generation is increasing. The present trend of tourism development does not seem to be satisfactory despite the effort of government and private sector. Tourism has helped to promote contacts between the people of Nepal and other countries. This phenomenon has helped to bring changes in the urban and urban life of Nepalese people. Environmental issue is one of the most concerned issue about tourism in Nepal because most environment of Himalayan mountains and hills. Thus, efforts should be to minimize negative effects of tourism on cultural and environment and to maximize its positive effects for the development of the economy.

Yeera Pradhan (2007), in her article titled "Tourism Industry ... Why a national industry?" has highlighted the urgency of providing the status of national industry by our government without any delay. She further suggested that Nepal should opt for service based industry rather than manufacturing and tourism has the best potential as well as comparative and competitive advantage in Nepal. The tourism industry

one of the prominent sector of the Nepalese economy, should be declared as a national industry.

Social development can be easily carried out through the tourism only a well developed tourism can fuel sustainable economic development and can effectively address the issues of poverty and unemployment of Nepal. As well as tourism is the most important contribution to the countries for foreign exchange earnings also. So she suggests that Nepal has a higher potentiality of tourism sector as the national industry. Tourism has been a stable industry compared to the other industries in Nepal like hydropower, carpet, handicraft etc. Other industries are like bubble industry which do not have a long life whereas tourism is persistent industry.

Ram Hari Dahal (2007) in his article "Tourism and Development Plans in Nepal" analyzed that tourism has grown and became an integral part of the fabric of modern life, its international dimension increased and national governments started to play an increasingly important role their activities covering the whole spectrum from infrastructure to regulations. Tourism has been firmly established as the number one industry in many countries and the fastest-growing economic sector in terms of foreign exchange earnings and job creations. This is also the world's largest export earners and an important factor in the balance of payments of most nations. Tourism has become one of the world's most important sources of employment as well. Tourism is the only viable sector in Nepal that currently can help eliminate poverty and thereby can make great contribution towards the social well being of our increasing number of unemployed education youths of this country though there are lots of problems to expedite the growth of tourism.

Rudra Prasad Upadhyaya (2006) in his article entitled 'Don't ask for the doles but Close the holes' posted on "Vision of Ecos" has given some data of tourism donation and its effectiveness. In the article, he speaks that sound governance is an imperative for overall human development and in its absence, poverty alleviation. Let alone elimination is impossible. Therefore, the establishment at legitimate, accountable honest people, centered, truly democratic, meritocratic, capable stable, effective and efficient governing mechanism is the most fundamental necessity for poorly resources based and land locked country like Nepal. Tourism is very rapidly coming of age the growing industry in the world. It plays the important role in economy development. Among the various sources of foreign exchange in developing country's like Nepal tourism is also major one. In the inflow of tourist is increasing year by year except some years. A total of 463646 tourist visited Nepal during 2000 represented decrease of 5.7 percent over the previous year. It shows that we should improve in tourism sector. Now a days or after the people movement 2063 Nepal is going on peace building process. Thus tourism sector is also improve than before Nepal government is also positive for security of tourist and political peace, though the tourist inflow is increasing rapidly now days.

2.1.3 Review of Research Report

Economic of tourism in Nepal (1981) is one of the studies done by Development Research and Communication Group. This study shows that tourism is one of the crucial, potential and fastest growing sectors of the Nepalese economy. The continuous increase in the volume of tourist flow has direct and indirect impacts on the process of Nepal's economic development. Despite enormous potentiality tourism has very late beginning in Nepal. It was not until the 1950s that the country had

started witnessing the development of tourism in an organized manner. The study has worked out tourist arrival and tourists expenditure. Of the total tourists nearly 80-87 percent were found visiting Nepal for pleasure purposes followed by trekking and mountaineering purposes. Almost 85-96 percent of the tourist visiting Nepal were found traveling by air. Of them 51 percent came via India, 28 percent via Bangkok and 12.5 percent via Dacca. Both Indian and non-Indian tourists have a seasonal bias, with a relatively lower preference for visiting Nepal during rainy season.

Nepal Rastra Bank has studied (1989) on the heading "Income and Employment Generation form Tourism in Nepal". This study deals with the composition of tourist, duration of their stay, tourist expenditure and the impact of tourism industry on income and employment generation. This study has identified the proportion of younger tourists, under the age group of 21.4 years shared as high as 67.4. The study also finds the majority of tourists (961.8) visited this country for pleasure followed by trekking (19.1%) and pilgrimage 10%. This study indicates that 32.1% of total tourist visited this a country. The percentage of tourist spending Rs. 301 to 1500 per day was 36.7 percent and more than Rs. 1500 was 31.2 percent. It has been estimated that tourism and related industries have earned Rs. 2505.3 millions of the amount earned by tourism sector, earning of hotel consist 24.6% travel agencies 17.3%. This study also determines that tourism industry has provided jobs to 11,176 person among which 61.7 percent were of basic level manpower 29.2 percent middle level and the rest 9.1 percent top level manpower. Among the employers 10.8 percent were females.

2.1.4 Review of Books

Tourism and Economic Development in Nepal (2006), written by Manoj Kumar Agrawal and Rudra Prasad Upadhyay, is a comprehensive

book in Nepalese tourism literature. This book has attempted to find out role of the tourism sector in economy of Nepal. This has been attempted with the view to find out activities of the tourism sector in broaden perspective to speed up the process of economic development of this Himalayan country. It has also been found that through the promotion of tourism sector the Nepalese economy can be move faster on the path of globalization. It implies that tourism sector has the potential to link the backward Nepalese economy with the forward economies of the world. On the whole it can be argued that the tourism sector has the potential to induce the other sectors of the economy. In a way the tourism sector could be considered to play the role of leading sector in the economy. Tourism sector has strong inducement effects on other activities of the economy. Besides, the foreign exchange earning form tourism has been found to be an important determinant of governments development expenditure and regular expenditure (Agarwal and Upadhyay, 2006; 313-322).

Diwakar Chand (2000) was focused on his book "Nepal's tourism uncensored facts." He explains that the tourism in the context of Nepal emerges as one of the major economic sectors which unlike the other sectors has managed to tourism itself. It has covered half of a century and therefore has accomplished a lot of maturity of now. Tourism has contributed to the overall growth of the economy therefore any measures that tend to negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has expanded tremendously and if better plans; more enduring support form the government and if more investment is ploughed into this sector it can its area of influences.

The economic survey (2007/08) analyses the foreign exchange earnings from the tourism sector and make comparisons with the foreign exchange earning from other funds too. In spite of the valuable economic comparisons, the real scene of tourism terms of foreign exchange earnings doesn't get reflected clearly and brightly. This calls for making further analyses and comparisons of respective and relevant data as per our objectives the analyses with such attributes can make a drawing of true picture of foreign exchange income a reality.

As sustainable tourism developments could only be achieved through integrated tourism development, selected tourist sites will be developed as pilot programs for integrated tourism development.

2.2 Review of Tourism Policies

Tourism being the backbone of Nepalese economy has always been on the top of the priority list of the policy makers. From the commencement of the development plan since 1956, government has put a great importance over it. An overview is made to study the policies, made towards the development of tourism in Nepal.

2.2.1 The First Plan (1956-1961)

The first plan has no specific provision for tourism development. This plan has given adequate emphasis to built infrastructure like water, road, electricity, construction of airport etc. which are the essential for tourism development. Tourism Development Board and Tourism Information Center were established in 1957 and 1959 respectively. The setting up of hotels of various standards, travel agencies, tourist guide training can be consider as the achievement. In the first plan different sports of posters and pamphlets about Nepal also were to be distributed to the different international centers. The Nepal Airline Corporation was established in 1959 as the national carrier. In 1960 NAC together will be

domestic network service started external services to three destinations in India and then to Dhaka. Being as this plan couldn't be much achieved of the government.

2.2.2 The Second Plan (1962-65)

The second plan has given much more emphasis for the tourism development plans. It had been an impressive resource in growth of national economy. It continued to develop the international airport at Kathmandu, the entrance of foreign tourists. The hotel industry was given the highest priority and promotional activities were conducted in Pokhara, Kakani, Lumbini and Nagarkot as the potential spot of tourism. The Company Act 1964 was the main achievement of this plan to regulate and develop tourism sector.

2.2.3 The Third Plan (1965-1970)

In third plan special attention was paid towards the proper transportation and accommodation. One of the aims of this plan was to complete the runway of International Airport in Kathmandu. On the other hand the plan also aimed to establish one hotel of international standard each at Pokhara and Biratnagar. Conservation of historical temples, places, particularly the Lumbini, Kapilvastu area was also planned. Library, Museum and other programs were made for the development of Lumbini. Again, the maintenance and reconstruction of temples in the Kathmandu valley was also brought into high priority during this plan.

2.2.4 The Fourth Plan (1970-1975)

The fourth plan aimed to establish tourism information center in Pokhara and in Birgunj and prepare 150 tourist guides. Reading the impact on tourism on the national economy, a master plan was also prepared including necessary provisions to be implemented on a phase-wise basis. The private sectors were encouraged providing loans for hotel

industry through Nepal Industrial Development Corporation (NIDC). Foreigners were also invited to prepare effective master plan for tourism development.

Tourism master plan pointed out the potentiality of sight seeing and trekking the tourism of 'Nepalese style' including the tourism as international pilgrims in the country. This master plan also aimed to increase foreign exchange to create the development of the national and international economy. The fourth plan program has consisted estimated a budget spend about Rs. 5 million in tourism sector.

2.2.5 The Fifth Plan (1975-1980)

This plan was emphasized of tourism included foreign exchange earning and improving the balance of payment situation. A total of Rs. 20 million was allocated for the construction of tourism related sector like air fields and road constructing. The fifth plan program included to providing training to 500 persons. In 1977, the separate ministry of tourism was formed. This plan make the following objectives for the development of tourism sectors.

- To increase the foreign exchange earning and there by improving balance of payment situation.
- To increase employment opportunities in tourism sector by developing skill and ability.
- To achieve balanced regional development by establishing tourist centers in different parts of country.
- To encourage regional and inter-regional tourism.

During this plan NPC extended its services to various destinations. The government formed a high level tourism coordination committee to coordinate promotion and development activities and review the master

plan for tourism and other programs in 1978. This plan established to give 135 advertisement to various international magazines of tourism and its aimed to distribute 3500,000 booklets.

2.2.6 The Sixth Plan (1980-1985)

The objectives of tourism according to the sixth plan were to increase foreign exchange earning and to create employment opportunity by developing related industries. The plan policies included making the tourist centers more attractive, identifying new tourist centers, increase the number of tourist in off-seasons and conserving the natural cultural and artistic beauty of Nepal. Other programs were expansion and development of mountain tourism, development of resort areas, improvement of tourism information center development of Tatopani area, Khumbu area, strengthening hotel management and tourism training centers, and establishment and implementation of other district level projects the total amounts of 60 million was allocated to carry out the programs and projects of tourism during this plan period.

2.2.7 The Seventh Plan (1985-1990)

The seventh plan aimed to earn foreign currency by increasing the inflow of tourism and creating employment opportunities by utilizing the tourist resources. Attempts had also been made to attract tourist from the neighbouring countries in large number.

Maintaining the mountaineering trekking, rafting Himalayan sight seeing by means of air ballooning, the plans spelled out the suitable program to take benefit of the natural beauties. Besides, the plan also took into consideration the protection of the nature. For the accommodations of the tourist's traffic pressure the program of expanding the facilities available in the terminal of the Tribhuvan International Airport has been intensified.

This plan conducted different types of taxes, fees and regulations by lunching the effective tourism promotion establishment of new tourist contact centers, held more tourism trainings to provide more securities to the tourists. At the same time NAC has been made more dependable and competent. Tourism oriented national heritages were preserved and renovated in one side and the development of cultural tourism had been emphasized on the other.

The plan had given higher emphasis to the private sector for the development of national tourism. It had also proposed to develop a resort area at least in a location of all the five development regions in the country. This plan aimed to spend Rs. 74.25 million for develop tourism and target to increase foreign exchange earnings by 123 percent annually.

2.2.8 The Eighth Plan (1992-1997)

This plan was also started after a gap of two years, i.e. 1990-1992 due to certain political upheavals the eighth plan (1992-97) tried to put the tourism sector as a center of all economic activities, like poverty alleviation employment generation, regional equality and industrial expansion. It simply highlighted the most on need for earning foreign exchange for the country. This plan adopted the policies to increase government investment in physical infrastructure, bring more tourists, increase their average length of stay, invest on Nepalese diplomatic mission for tourism promotion.

This plan also emphasized on religious, historical and cultural tourism development. A number of programs were carried out for tourism such as international contact, market management, production and distribution of publicity, materials, publicity through satellite media, taking party in fairs, seminars and conferences.

The eighth plan had spelled out the leading role to be played by the private sector in tourism: A total expenditure of Rs. 3719 million was allocated in the eighth plan for program related to tourism sector including civil alleviation of the total expenditure. Rs. 1088 million was allocated for tourism promotion projects and Rs. 361 million for the air transport projects.

During the plan period, the tourist arrival was estimated to increase by 8 percent per annum and increase of foreign exchange earnings by 17.1 percent.

2.2.9 The Ninth Plan (1997-2002)

The ninth plan has underlined poverty alleviation as its main objective. As a result, it is therefore necessary to carry out the economic activities related to tourism to meet the underlined poverty alleviation. The ninth plan, keeping in mind the significance of tourism industry in Nepal put the development of tourism as a main strategy so as to intensify the process of industrialization by developing various sectors such as agriculture water resources, industry, tourism and transport.

Among the board national policies taken for employment, tourism industry is taken as the income and employment generating opportunities. It is one of the reasons that the programs on agricultural micro-industries tourism and small and medium enterprises will be extended particularly in rural areas.

Economic activities related to tourism development should mainly be based on the principles of market economy. Participations of private sector in these activities must be kept on high priority.

Since the Foreign Direct Investment (FDI) and joint venture has been one of the key causes of economic growth and prosperity in the present day world. During this plan, it is targeted to increase the number

of tourist by 20 percent. The number of tourist expected to visit Nepal during the first and last year of this plan are estimated to be US \$ 213 million and 527.6 million respectively.

The ninth plan has provisioned 3 main objectives regarding the promotion of Nepalese tourism.

1. To establish backward and forward linkage of the tourism sector with the national economy so as to develop it as an important sector of economic development.
2. To establish Nepal as premium destination in the world tourism market through effective publicity and promotional activities, and
3. To enhance employment opportunities, income generation and foreign currency earning from the tourism sector and decentralize these benefits down to the village level.

2.2.10 The Tenth Plan (2002-2007)

The tenth plan has also accorded top priority to poverty alleviation. It is related that the potential and possibility of development of the country through successful tourism development is immense. The tenth plan has three main objectives for tourism development of the country.

1. To develop sustainable quality tourism.
2. To preserve historical, cultural, religious and archaeological heritage.
3. To make air transport reliable, safe and quality service.

Strategy related to objective are:

1. Less risky tourist destinations will be promoted. Likewise Nepali tourism will be promoted in neighbouring countries.

2. Production of local tourism product and women and backward communities will be encouraged with special priorities in such activities.
3. Domestic tourism will be established as an economics alternative.
4. Eco-tourism will be promoted and Nepal will be developed as one of the major destinations for eco-tourism.
5. Competitive and collaborative capacity of non-government and private sectors associated with the tourism will be enhanced.

Strategy related to objectives two:

1. To encourage involvement of non-government sectors in management, preservation and italicization of cultural, religious, archaeological and natural heritage in according with decent realization policy.
2. Study, conservation and preservation of literature act and culture will be done.

Strategies related to objective three

1. The airport and airlines service with necessary infrastructure will be developed to ensure domestic and international travel.
2. Private sector will be involved in airport construction, operation and long-distance airlines service.

It is obvious that each and every strategy needs policy and action plan. Hence, the tenth plan announced corresponding policy and action plan of each strategy. The summary of policy and action plan made by tenth plan has been mentioned as below:

1. Implementation of sub-regional plan and program in co-operation with South Asian Countries.

2. Increasing employment opportunities through protection of local skills and its commercial use.
3. Implementation of strong and reliable security system for the stuffy of domestic as well as international tourist.
4. Special monitoring will be done to check pollution in protected areas like trekking, mountaineering and environment sensitive areas.
5. Implement destination Nepal campaign 2002-03 with propriety.
6. Play a role of facilitator in promoting positive attitude of people towards cultured tourism to support tourism services.
7. To make air services regular and reliable. The quality of existing airport in remote areas will be upgraded and new airports will be constructed.
8. Beginning of construction work of a well-facilitated international airport in the terai areas.
9. To converse world heritage and protected sites by implementing specific standards.
10. To implement development works to Pashupati, Lumbini and Janaki temple according to their master plan.
11. To arrange teaching and learning facilities covering all aspect of tourism and civil aviation sectors.
12. To survey, research and excavate archaeological sites of national importance.

Long-term vision

Based on past experience and realities, the tenth plan has set the following long-term vision:

1. Developing tourism sector as an important part of the national economy and re-establishing the country globally as a prime destination.
2. Expansion of earning from the tourism sector to rural areas through qualitative improvement of tourism related services.
3. Emphasis on cultural tourism by conservation and proper management of living heritage, world heritage sites and monuments of national importance.
4. Making international and domestic air services. Simple efficient, safe and reliable and developing convenient road networks in tourism areas.

The tenth plan had the target of achieving 516 thousand tourist arrival with an annual growth rate of 7 percent. It also had the target of increasing the foreign exchange earnings annually by 8 percent. In 2006/07 the number of tourists arrival was 375 thousand and US\$ 48.4 million was earned. This is about 7.1 percent of the total foreign currency earnings of the country. The average duration of stay was 9.1 days. The contribution of this sector to the total GDP has reached 1.2 percent in 2006/07. However, in absence of necessary rural infrastructure, reliable and adequate internal and external air connections, the hotel and tourists improvements and the sector had been badly affected by the internal conflict.

2.2.11 The Three Year Interim Plan (2007-2010)

Three year interim plan has been prepared for the tourism sector and approved by national planning commission.

A. Long-term vision

By preserving and conserving the existing natural heritages, tangible and intangible intellectual and cultural heritages and by developing accessible and safe air services, Nepal will re-established as a

major tourist destination in the international level, so as to enable the tourism sector to develop as an important segment of the national economy, which could contribute significantly in economic growth employment generation and poverty alleviation.

Objectives:

1. To preserve, conserve and promote intellectual, cultural and archaeological heritages.
2. To develop the tourism sector as a major segment of the national economy by developing Nepal as a major tourist destination of the world through development of tourism related infrastructure as well as promotion, diversification and expansion of tourism, in order to make it contribute to employment and improvement in the living standard of the people.
3. To develop healthy and competitive air service through the expansion of the domestic and international air service by involving the private sector in construction, development, expansion and operation of infrastructures related to the air transport sector with a view to contribute to tourism and economic development and to make regulation for safe, organized, reliable and quality air service.

In order to achieve the above-mentioned objectives the following strategies will be adopted:

1. Local bodies will be involved in the preservation, conservation and promotion of tangible and intangible cultural heritages.
2. Through tourism promotion in feasible tourism markets the image of Nepal will be re-established.

3. By giving high priority, the tourism sector will be develop as the foundation of the economy.
4. By considering regional balance as well, diversification and expansion of the tourism sector will be carried out.
5. Through rural tourism the tourism sector will be developed so as to contribute in raising the living standard of the people.
6. In order to develop capable and professional human resources in the tourism sectors institutional strengthening of the concerned training institutes will be carried out.
7. Infrastructure development of the second international airport will be carried out with priority in Nijgadh of Bara, level improvement of international has airports in Bhairahawa and Pokhara and improvement and enhancement of other airports on the basis of priority. Also reconstruction of damaged airports and physical structures.

The summary of policy are as follows:

1. Master plan of important heritage and heritage sites will be prepared and gradually implemented.
2. Special tourism promotion programs will be launched targeting neighbouring countries.
3. Twelve airports, including machinery and equipments and four historical palaces and other culturally important structures damaged during insurgency will be reconstructed, restored and operated as sites of tourism attraction.
4. Based on the notion of international, regional and sub-regional organization, BIMSTEC, SASEC, SAARC and COSCAP

common programs in the sector of tourism will be launched in a coordinated manner.

5. In order to develop infrastructure in probable tourist sites, by coordinating with the concerned ministries an integrated tourism infrastructure development program will be launched.
6. Necessary initiatives will be taken to involve the Nepal Tourism Board, Development Committees and various organizations in the development of tourism infrastructure and in addition to publicity work.
7. Using modern information technology and equipments, tourist services will be further enhanced.
8. The tourism sector will be diversified by developing education, tourism, health tourism, cultural tourism, seminar tourism, movie tourism and religious tourism in addition to mountain tourism.
9. In order to develop the tourism sector as the foundation of economy easement, simplicity and excellence will be maintained tourist service delivery, by taking into consideration the expenses national tourism entrepreneurs and foreign tourist who have visited Nepal.

2.3 Review of Previous Study on Study Area

The main concern of resident of Lumbini and Bhairahawa at present is that tourist visit in this area do not stay long. A part from Indians, the majority of tourists, who visit Lumbini, are from Sri Lanka, Korea, Japan and Thailand. Most of the visitors to Lumbini, the birth place of lord Buddha, are pilgrims who come to observe the places of archaeological significance related to the life of lord Buddha. However only few spend much time there, complain residents of the region (Rural Tourism Feature 2004, 4).

To develop the Lumbini, the United Nations Development Program (UNDP) contributed nearly one million dollars for preparation of a master plan including numerous engineering and its detail design work. The preparation of master plan was entrusted to the Japanese architect Kenzo Tange and Urtect. The plan, which was completed in 1978, has as its objective to restore an area of three square miles. Although the execution of Lumbini master plan started from 1978 and was proposed to complete in 1985 and later in 1990, it however, could not be achieved due to political as well as funding problems. Being said that Lumbini is getting more recognition as a sacred pilgrimage for Buddhist tourist visiting Lumbini is still meager, if compared to the large population of 2 billion Buddhist people all over the world. If we could make Lumbini a Mecca for Buddhist, the country would be devoid of tourist. GON, NTB, LDT and private sector should do more home work is towards developing this concept in Buddhists countries (The Telegraph Weekly, vol. 123/38-2006).

District Development Committee, Rupandehi has prepared District Tourism Plan (2006-2011) with local, district and national level stakeholders. The main objective of the DTP is to promote the tourism in these districts and share benefits of tourism equally among the local communities. The birth place of lord Buddha is an asset for Rupandehi. Hence, it should remain as the prime determinant for tourism promotion of this district. Honouring this concept to influence tourism development in the district, places of religious significance related with lord Buddha's age that are not yet brought to the lime light, are given due to attention. Emphasizing on Kudhan, other major Buddhists sites and new potential areas for religion and tourism development and promotion purposes, this plan has assumed the following long-term vision of tourism development.

"Lumbini the birth place of Buddha, the site of peace sustainable tourism is the means of Rupandehi's prosperity. This plan has adopted some objectives to achieve above long-term vision as follows:

1. Increase the number of domestic and international visitors and their length of stay in district thereby contributing the overall development of local people through development of sustainable tourism.
2. Development the holiest Buddhist pilgrimage site of Lumbini, the birth place lord Buddha as the world peace city.
3. With the view promoting tourism, conserve, develop and promote other archaeological religious, cultural and historical heritage.
4. Prioritize local participation local participation in tourism programs to contribute reducing the level of poverty in the district.
5. Adhering to the concept of village tourism, extend activities to new destination to increase employment opportunities and broaden tourism benefits to help poor and deprived local communities (DDC, Rupandehi, 2062, pp. 22-23).

Lumbini is a world heritage site, a destination for pilgrimage and faith tourism and belongs to all in the world. Lumbini not only provides an ultimate pilgrimage and nirvana for the Buddhists, it is also an important destination for non-Buddhists. It not only belongs to Nepal and the Nepalese people, but a sense of ownership is essential for the faster and smoother development of the complex and the region. Lumbini and LDT management should be free from political and ideological allegiance. The proper and phase wise. Implementation and completion of the Lumbini Master plan can solve the current short fallings and with good governance Lumbini has the potential to become a world-class tourist destination for all (Ghimire, 2006: pg. 101-112).

Tourism definitely plays an effective role in the reduction of poverty, promotion of economy and social development of the country. Lumbini, which included in the inventory of the world heritage in 1997 is in Rupandehi district. Lumbini has been the sacred pilgrimage shrine for more than 400 million Buddhists of the world. Thousand of tourist visit the peaceful and engaging spot of Lumbini, every year. But most of them visit for a very short duration and return without having visited places around the main markets. For this reason, the local communities have not been able to benefit from tourism in Lumibini area. Keeping in consideration this very fact different programs have been launched by TRPAP in the area in order to prolong the stay of tourists visiting Lumbini and help contribute in poverty alleviation (Karkee, May 16-22, 2005, pg. 30-31).

Anjan Neupane (2007) in his M.A. thesis entitled 'Attitude Survey of Tourist: A Case Study of Bhairahawa/Lumbini' finds that Lumbini, the holy birthplace of Siddhartha Gautam, who was later known as Gautam Buddha is situated in Rupandehi district in the south, western plains of Nepal. Because of its association with the Buddha, it is considered a destination for holy pilgrimage since ancient times. However, it is the holy place for Buddhist but now a days most of peace lovers are interesting to visit Lumbini. In Lumbini/Bhairahawa area has high potential for tourism industry. This area is proudly standing due to having birth place of lord Buddha and related site about Buddhism. It has also easy road and air access to link with major tourist destinations of Nepal like Pokhara, Kathmandu and Chitwan if we increase the length of stay of tourist, obviously per capita expenditure is also increase. For the achievement of quality tourism in this area we should be completed the Lumbini master plan which creates the environment to increase more tourists.

Lumbini, the birth place of lord Buddha is a sacred pilgrimage site not only for million of Buddhists all over the world, but also for those who stand for peace and harmony. Tourism potentials of Bhairahawa/Lumbini area are not optionally utilized so far. Political instability, incomplete Lumbini master plan, same day returning fashion, underdeveloped Buddhists circuit, unfriendly tourism environment around Nepal-India boarder etc. are major issues around this research site. Despite the largest flow of tourist to Nepal via land through this entry point, Bhairahawa, this area has been little benefited because of their short stay. So these issues should be addressed by forming adequate tourism policies and creating suitable environment that increase tourist number as well as their length of stay. The birth place of lord Buddha, Lumbini is incomparable tourism destination among Buddhist circuits, but the development of this holy place in very slow pace.

CHAPTER THREE

RESEARCH METHODOLOGY

The research design is case study type. Data information and facts are used in order to achieve the above objective primary and secondary data are used. The primary data and information is taken by questionnaire and interview method from local tourist hotels, tourist visitors and related government and private agencies or organizations. Sampling survey method, table graphs is applied.

3.1 Selection of the Study Area

Rupandehi is considered as one of the developed districts in the Western Development Region of Nepal. Lumbini, the birth place of lord Buddha and a famous, place of pilgrimage is situated in the South Western Terai of Nepal. Lumbini is popular pilgrimage nature and cultural touristic site in Nepal. Lumbini and its diverse cultural aspect and natural, historical, archaeological significance hasn't been brought in light so far. With a view to play an active role in overall development effort of this region Lumbini is main center to generate income in the promotion of life style. In this context, we felt the dearth the informative bulletins and other materials of Lumbini that could boost tourism eventhough the sacred complex is noted as a major tourist attraction Lumbini have immense prospective and bright future in tourism point of views. There are plenty of other attraction, scenic view point, cultural and religious heritage natural beauty and historical place etc.

3.2 Research Design

The research design of the study is case type of tourism sector in Lumbini. The information which is collected through different sources is analyzed with suitable statistical tools. To get the reliable primary information required for the study. Questionnaires were prepared for field survey.

3.3 Nature and Sources of Data

This study will base on the case study. So the primary data will be mainly used and secondary data are also of great importance in this study. The primary data will be collected by questionnaire, interview and direct observation from hotel and lodges owners of Lumbini and local community. Purposive sampling technique will be used and there will 50 samples.

This research study is based on secondary source of information. The main sources of secondary data are:

- a. Ministry of culture tourism and civil aviation (MOCTCA),
- b. Library of national planning commission (NPC),
- c. Central library (TU),
- d. Nepal Rastra Bank (NRB),
- e. Nepal Tourism Board (NTB) and other various research reports and articles,
- f. Interview of 20 hotels and 30 tourists responded are chosen during the survey period.

3.4 Techniques of Data Analysis

Data and information obtained from the field have been thoroughly reviewed to avoid the problem and ambiguities. Both quantitative and qualitative information are analytically presented. The data are presented in table.

The systematic analysis has been done by using both descriptive and analytical techniques. To analyze the data such as tables, charts, bar diagrams, pie-charts are used for the presentation of the findings study is mainly descriptive and the analysis of the result is described logically.

3.5 Organization/Chapter Plan

This study is divided into six different parts which are as follows:

1. Introduction

This part includes introduction, statement of the problem, objective of the study, limitation of the study and organization of the study.

2. Review of Literature

The second chapter consists of the conceptual framework about tourism industry and also of the review of its related available previous literature.

3. Research Methodology

The third chapter deals with introduction of research design, nature and source of data analysis and tools and techniques used for the study.

4. Tourism Development in Nepal

The fourth chapter of the study describes about the development of tourism in Nepal.

5. General Outline of Study Area

The fifth chapter deals with general outline of study area of Lumbini.

6. Conclusion, Findings and Recommendations

The last part provides findings, conclusion and recommendation. An extensive bibliography and appendices are also included at the end.

CHAPTER FOUR

TOURISM DEVELOPMENT IN NEPAL

4.1 General Background

People in the ancient time used to travel mostly due to religious and commercial purposes in Nepal. Tourism as such developed only after the political change of 1950, when Nepal opened its door to the international visitors but the systematic measurement began only from 1962 and hence its history in Nepal is relatively short. The government has taken steps to enhance tourism only after the introduction of development plans in the year 1956.

4.2 The Statistical Measurement of Tourism

The statistical measurement of tourism is important as it provides the dimensional aspect, which is quite helpful to correct the tourism activities. The reasons for statistical measurement of tourism can be summarized as follows:

1. Statistical measurements are needed to evaluate the magnitude and signification of tourism to one tourism destination.
2. It enables in the planning and development assessing the need for, capacities and the requirement of airports roads and hotels.
3. It helps in marketing and promoting, which can be effective only if they are based on assessment of one actual and potential market.

4.3 Pattern of Tourism Arrival in Nepal

The government started to invest in tourist sector only from the initiation of first plan (1956-61). The data for trends of tourist arrival is available since 1962. 6179 tourists visited Nepal, which increased to 45970 in the year 1970 and further increased to 175448 in the year 1982. Table 4.3 shows the total tourist arrivals in Nepal, mode of transportation

used by tourists and their length of stay in different years and growth rate of tourists arrivals since 1992-2007.

Table 4.1
Tourist Arrivals and Average Length of Stay (1992-2007)

Year	Total no. of tourist	Arrival growth rate	Average length of stay
1992	334353	14.1	10.14
1993	293567	-12.2	11.94
1994	326531	11.2	10.0
1995	363395	11.3	11.27
1996	393613	8.3	13.50
1997	421857	7.2	10.49
1998	463684	9.9	1076
1999	491504	6.0	12.28
2000	463646	-5.7	11.88
2001	361237	-22.1	11.93
2002	275468	-23.7	7.92
2003	338132	22.7	9.60
2004	385297	13.9	13.51
2005	375398	-2.6	9.09
2006	383926	2.3	10.20
2007	526705	37.2	11.96

Source: MOCTCA cited from Nepal Tourism Statistics, 2007.

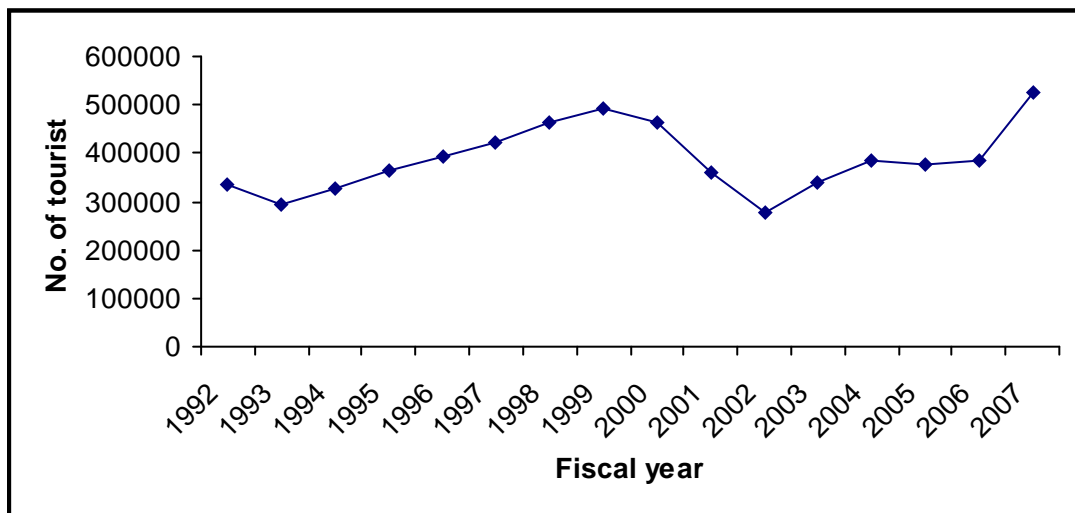
Table 4.1 shows that the tourist arrival from year 1992 to 2007. The table shows the fluctuative data for tourists arrivals. The main cause behind this is unstable political situation and ongoing conflict in the country.

In 1993, 2000, 2001 and 2002 it decreased by -12.20 , -5.7 , -22.1 and -23.7 percent. There was the highest growth rate of tourist arrivals of in 2003 by 22.7 due to the promotional efforts of visit Nepal year 1998 and destination Nepal campaign 2003. Thus after 2003 we can see some improvement. But the highest growth rate of tourist arrivals in 2007 by 37.2 percent due to the political change and peace.

Similarly, the table shows the annual average length of stay of tourists which fluctuate between 9 and 13.5 days. The length of stay is highest in 1996 and 2004 by 13.51 days and the lowest one was 7.92 in the year 2002 even the number of tourist arrival and length of stay is increased.

Tourist arrivals by year can be shown by the help of following trend line (1992-2007).

Figure 4.1: Tourist Arrivals by Year



According to NTB a total 526705 tourist visited Nepal in 2007 including 360713 visitors from air route and 165992 by land. According to NTB the highest growth rate in 2007 in tourist arrivals in the peace process and political stability in the country.

4.4 Tourist Arrivals by Purpose of Visit

The tourist arrival by purpose of visit gives the major guideline for the policy formation in the tourists sector. Table 4.2 shows the tourist arrivals by purpose of visit.

Table 4.2
Tourist Arrival by Purpose of Visit (1992-2007)

Year	Holiday pleasure	Trekking and mountain erring	Business	Pilgrimage	Official	Country	Rafting Other	Other	Not specified	Total
1992	237711 (71.1)	35166 (10.5)	31765 (9.5)	74219 (2.2)	20967 (6.3)	815 (0.2)		710 (0.2)		334353 (100)
1993	170279 (58.0)	69619 (23.7)	19495 (6.6)	10429 (3.6)	15812 (5.4)	5367 (1.8)		2566 (0.9)		293567 (100)
1994	168155 (51.5)	76865 (23.5)	23522 (7.2)	5475 (1.7)	20431 (6.3)	5361 (1.6)		26722 (8.2)		326531 (100)
1995	1832107 (50.4)	84787 (23.3)	21829 (6.0)	5257 (1.4)	20090 (5.5)	5272 (1.5)		42953 (11.8)		363395 (100)
1996	209377 (53.2)	88945 (23.6)	25079 (6.4)	4802 (1.2)	20191 (5.1)	6054 (1.5)		39165 (10.0)		393613 (100)
1997	249360 (59.1)	91525 (21.7)	27409 (6.5)	4068 (1.0)	24106 (5.7)	5824 (1.4)		19565 (4.6)		421857 (100)
1998	261347 (56.4)	112644 (24.3)	24954 (5.4)	16164 (3.5)	22123 (4.8)	5181 (1.1)		21271 (4.6)		463684 (100)
1999	290862 (59.2)	107960 (22.0)	23813 (4.8)	19198 (3.9)	24132 (4.9)	5965 (1.2)		19574 (4.0)		491504 (100)
2000	255889 (55.2)	118780 (25.6)	29454 (6.4)	15801 (3.4)	20832 (4.5)	5599 (1.2)		17291 (3.7)		463646 (100)
2001	187022 (51.8)	100828 (27.9)	18528 (5.1)	13816 (3.8)	18727 (5.2)	0		22316 (6.2)		361237 (100)
2002	110143 (40.0)	59279 (21.5)	16990 (6.2)	12366 (4.5)	17783 (6.5)	0		58907 (21.4)		275468 (100)
2003	97904 (29.0)	65721 (19.4)	19387 (5.7)	21395 (6.3)	21967 (6.5)	0		111758 (33.1)		338132 (100)
2004	167262 (43.4)	69442 (18.0)	13948 (3.6)	45664 (11.9)	17088 (4.4)	0		71893 (18.7)		385297 (100)
2005	160259 (42.7)	61488 (16.4)	21992 (5.9)	47621 (12.7)	16859 (4.5)	0		67179 (17.9)		375398 (100)
2006	145802 (27.7)	66931 (12.7)	21066 (4.0)	59298 (11.3)	18063 (3.4)	0		72766 (13.8)		383926 (100)
2007	217815 (41.4)	101320 (19.2)	24487 (4.6)	52594 (10.0)	21670 (4.1)	8019 (1.5)	65 (0.0)	78579 (14.9)	22156 (4.2)	526705 (100)

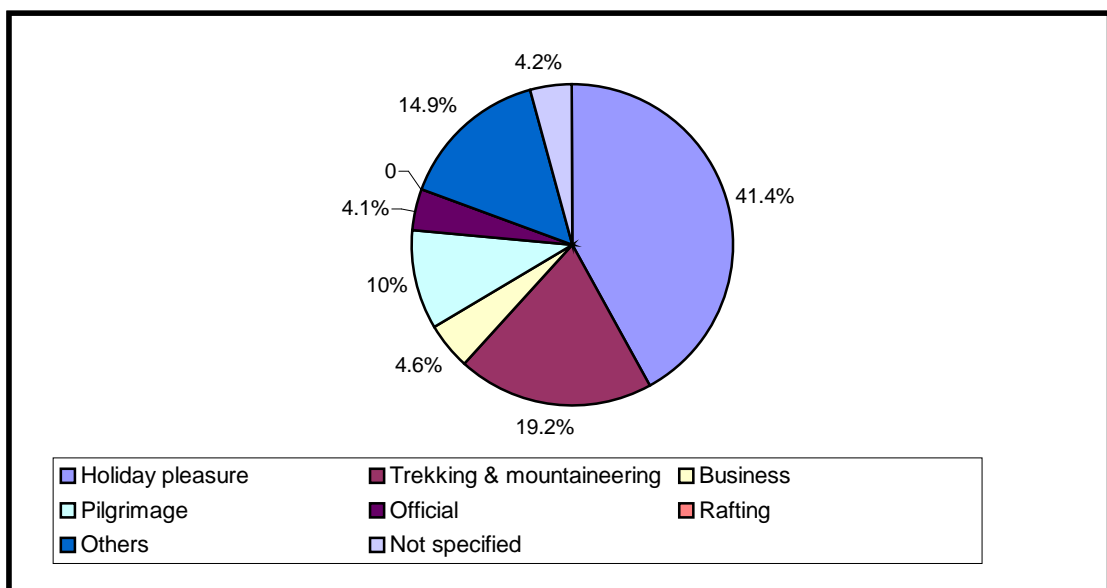
Figures in parenthesis represent percentage of the total.

Source: Nepal Tourism Statistics, 2007.

The table 4.2 gives the fact about the purpose for visiting Nepal by tourists. From the very beginning, it has been observed that majority of tourists visited to Nepal for holiday/pleasure purpose, trekking and mountaineering, business, pilgrimage, official and others. In the year 1992, 71.1% of the tourist were for the holiday/pleasures which is the highest and in year 2006 only 27.7% which is the lowest percent of tourist were for the holiday/pleasure. The table further shows that Nepal is basically holiday and pleasure destination apart from trekking and mountaineering. Hence it is imperative to pay attention for developing tourism products to cater holiday and pleasure tourists.

Figure 4.2

Tourist Arrivals by Purpose of Visit in Nepal 2007



The above table shows the number of tourist arrivals by purpose of visit. Tourist visit Nepal for various purposes. The highest share of arrivals of tourist visiting Nepal is for holiday pleasure. In 2007 there is 41.4 percent, 19.2 percent, 4.6 percent, 10.0 percent, 4.1 percent, 14.9 percent and 4.2 percent share of tourist visiting Nepal for the purpose of holiday pleasure, trekking and mountaineering, business, pilgrimage, official, others and not specified.

There is increasing trend of tourist arrivals for pilgrimage purpose and other purpose from the year 2001.

4.5 Tourist Arrivals by Months

Monthly arrivals of tourists is included in the following table. This table helps to compare the number of tourist inflow in Nepal from the year 1992 to 2007. There is highest number of tourist arrivals in October, November and December and the lowest one is in January, February, March and July. The number of tourist arrivals in fluctuating trends that there is no consistencies of monthly arrivals.

In 2007 the highest number of tourist arrivals is in October accounting 70,644 followed by November and September by 52,273 and 45,552.

Table 4.3
Tourist Arrival by Month (1992-2007)

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
1992	17451	27489	31505	30682	29089	22469	20942	27338	24839	42647	32341	27561	334353
1993	19238	23931	30818	20121	20585	19602	13588	21583	23939	42242	30378	27542	293567
1994	21735	24872	31586	27292	26232	22904	19739	27610	27959	3939	28008	29198	326531
1995	22207	28240	34219	33994	27843	25650	23980	27686	30569	46845	357852	26380	363395
1996	27883	29676	39336	36331	29728	26749	22684	29080	32181	47314	37650	34998	393613
1997	25585	32861	43177	35229	33456	26367	26091	35549	31981	56272	40173	35116	421857
1998	28822	37956	41338	41087	35814	29181	27895	36174	39664	62487	47403	35863	463684
1999	29752	38134	46218	40774	42712	31049	27193	38449	44117	66543	48865	37698	491504
2000	25307	38959	44944	43635	28363	26933	24480	34670	43523	59195	52993	40644	463646
2001	30454	38680	46709	39083	28345	13030	18329	25322	31170	41245	30282	18588	361237
2002	17176	20668	28815	21253	19887	17218	16621	21093	23752	35272	28723	24990	275468
2003	21215	24349	27737	25851	22704	20351	22661	27568	28724	45459	38398	33115	338132
2004	30988	35631	44290	33514	26802	19793	24860	33162	25496	43373	36381	31007	385297
2005	25477	20338	29875	23414	255541	22608	23996	36910	36066	51498	41505	38170	375398
2006	28769	25728	36873	21983	22870	26210	25183	33150	33362	49670	44119	36009	383926
2007	33192 (15.4)	39934 (55.2)	54722 (48.4)	40942 (86.2)	35854 (56.8)	31316 (19.5)	35437 (40.7)	44683 (34.8)	45552 (36.5)	70644 (42.2)	52273 (18.5)	42156 (17.1)	526705 (37.2)

Figures in parenthesis represent percentage change over 2006.

Source: Nepal Tourism Statistics, 2007.

4.6 Tourist Arrivals by Age Group and Sex

The study of tourists arrival by age and sex is quite important as it determines the nature and interest of tourist in the destination. Table 4.4 presents the tourists arrival sex wise and age wise in Nepal since 1992-2007.

Table 4.4
Tourist Arrivals by Sex and Age Groups (1992-2007)

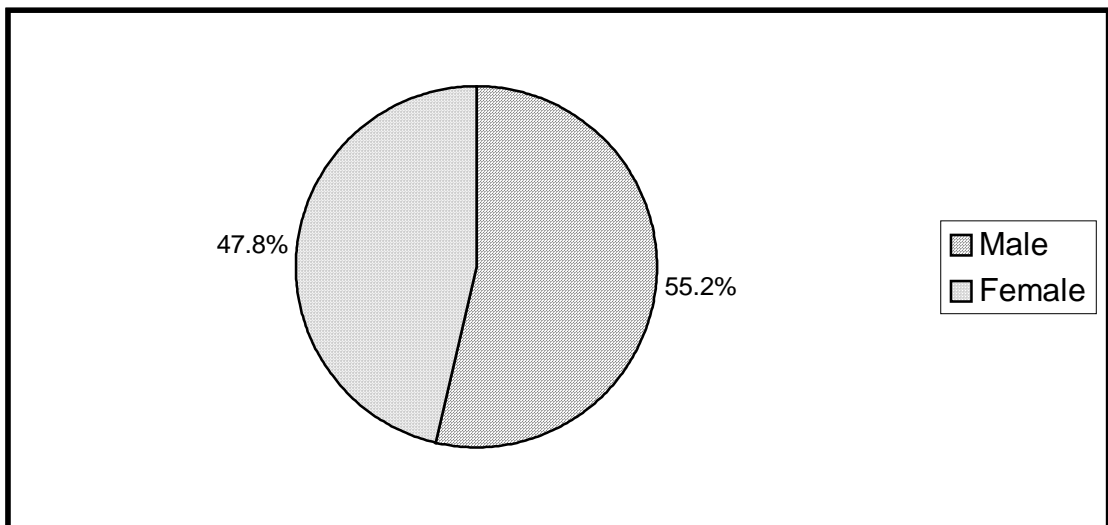
Year	Sex		Total	Age groups					
	Male	Female		0-15	16-30	31-45	46-60	61 & over	Not specified
1992	197051 (58.9)	137302 (41.1)	334353 (100)	18624 (5.6)	105123 (31.4)	111096 (33.2)	65651 (19.6)	33859 (10.1)	
1993	179178 (61.0)	114389 (39.0)	293567 (100)	15289 (5.2)	91947 (31.3)	96665 (32.9)	59768 (20.4)	29898 (10.2)	
1994	205389 (62.9)	121142 (37.1)	326531 (100)	20097 (6.2)	960106 (29.4)	106260 (32.5)	66174 (20.3)	37984 (11.6)	
1995	224769 (61.9)	138626 (38.1)	363395 (100)	22878 (6.3)	106603 (29.3)	120212 (33.1)	76647 (21.1)	37055 (10.2)	
1996	233055 (59.2)	160558 (40.8)	393613 (100)	22185 (5.6)	94924 (24.1)	116307 (29.5)	89751 (22.8)	70446 (17.9)	
1997	251358 (59.6)	170499 (40.4)	421857 (100)	23840 (5.7)	121286 (28.8)	126828 (30.1)	107111 (25.4)	42792 (10.1)	
1998	267871 (57.8)	195813 (42.2)	463684 (100)	26763 (5.8)	122103 (26.3)	151846 (32.7)	121190 (26.1)	41782 (9.0)	
1999	286161 (58.2)	205343 (41.8)	491504 (100)	30967 (6.3)	150307 (30.6)	155985 (31.7)	113314 (23.1)	40913 (8.3)	
2000	266937 (57.6)	196709 (42.4)	463646 (100)	19136 (4.1)	119816 (25.8)	148063 (31.9)	125140 (27.0)	51491 (11.1)	
2001	213465 (59.1)	147772 (40.9)	361237 (100)	14608 (4.0)	95801 (26.5)	115678 (32.0)	93621 (25.9)	41529 (11.5)	
2002	174710 (63.4)	100758 (36.6)	275686 (100)	12425 (4.5)	67774 (24.6)	99622 (36.2)	67017 (24.3)	28630 (10.4)	
2003	204732 (60.5)	133400 (39.5)	338132 (100)	16056 (4.7)	78357 (23.2)	99740 (29.5)	85753 (25.4)	58226 (17.2)	
2004	255303 (66.3)	129994 (33.7)	385297 (100)	38734 (10.1)	84125 (21.8)	128267 (33.3)	96920 (25.2)	37251 (9.7)	
2005	257972 (68.7)	117426 (31.3)	375398 (100)	30429 (8.1)	57115 (15.2)	114103 (30.4)	106077 (28.3)	67674 (18.0)	
2006	218818 (57.0)	165108 (43.0)	383926 (100)	37433 (9.8)	75626 (19.7)	123541 (32.2)	95260 (24.8)	52066 (13.6)	
2007	290688 (55.2)	236017 (44.8)	526705 (100)	38870 (7.4)	12879 (21.4)	164488 (31.2)	130756 (24.8)	69927 (13.3)	9785 (1.9)

Figures inside parenthesis represent percentage of the total.

Source: Nepal Tourism Statistics, 2007.

Table 4.4 shows the total number of tourist arrivals by sex and age group. Analyzing the tourist arrivals by sex, it is seen that the number of male visitors are higher than female visitors for the overall study period. The highest share of male visiting Nepal is 68.7 percent in 2005 and lowest is 55.2 percent in 2007. On the other hand the highest and lowest share of female arrivals in 44.8 percent and 31.3 percent in the year 2007 and 2005 respectively. This table also shows the tourist arrivals by age group has been prepared in inclusive continuous series with 15 years age interval. The age group has been divided into five different categories. There is highest trend of tourist arrivals by the age groups of 31 to 45 years. This groups represents the arrivals of more than 29.5 percent during the study period.

Figure 4.3
Tourist Arrivals by Sex 2007



4.7 Earnings Generated by Tourism in Nepal

The most important role of tourism sector in the economy is the foreign exchange earnings. Tourism is the major source of exchange earning to both developed and developing economies. Hence it is essential to study the earning from tourism, its contribution to GDP and

foreign exchange earning in Nepal. Table 4.5 presents the total foreign exchange earning from the year 1992/93 to 2007/08.

Table 4.5
The Foreign Exchange Earnings from Tourism
(1992/93 to 2007/08*)

(in million Rs.)

Year	Total foreign exchange earning from tourism in	As % of total foreign exchange earnings	As % of GDP
1992/93	5966.0	17.6	3.7
1993/94	8251.7	18.9	4.1
1994/95	8973.2	17.3	4.1
1995/96	9521.2	21.4	3.8
1996/97	8523.0	17.6	3.0
1997/98	9881.6	15.2	3.3
1998/99	12167.8	15.9	3.6
1999/00	12073.9	8.8	3.2
2000/01	117170	7.4	2.9
2001/02	8654.3	6.1	2.1
2002/03	11747.7	8.2	2.6
2003/04	18147.4	11.4	3.7
2004/05	10464.0	6.1	1.8
2005/06	9556.0	4.6	1.5
2006/07	10125.0	4.5	1.4
2007/08*	10891.0	6.6	1.3

*First eight months.

Source: Economic survey.

In above table the highest total earnings from tourism was Rs. 18147.4 million in 2003/04 and lowest one was Rs. 5966.0 million in 1992/93. The percentage share of tourism earning to gross domestic

products (GDP) was recorded highest in two consecutive years 1993/94 and 1994/95 with 4.1 and lowest in year 2006/07.

4.7.1 Gross Foreign Exchange Earnings in Convertible Currencies (1992-2007)

The information regarding average income pre-visitors and average expenditure per-visitor presented in the table 4.6 gives the idea about the expenditure pattern of tourist visiting Nepal.

Table 4.6

Gross Foreign Exchange Earning in Convertible Currencies

F/y	Total earnings		% change in US\$	Average income per capita in US \$	Average income per visitor per day in US \$
	US\$ (000)	Rs. (000)			
1992	61090	2838100	4.3	268.2	26.4
1993	66337	3225464	8.6	315.6	26.4
1994	88195	4341700	32.9	393.7	39.4
1995	116784	6059000	32.4	474.5	42.1
1996	116644	6599700	-0.1	430.3	31.9
1997	115904	6698700	-0.6	401.9	38.3
1998	152500	10024482	31.6	475.8	44.2
1999	168100	11421084	10.21	479.1	39.0
2000	166847	11827403	-0.7	453.7	38.2
2001	140276	10468205	-15.9	472.4	39.6
2002	106822	8300553	-23.8	512.0	64.8
2003	192832	14508396	80.5	765.9	79.1
2004	179941	13146534	-6.7	609.8	45.1
2005	148441	10600345	-17.5	532.0	58.5
2006	162790	11784644	9.7	561.0	55.0
2007	230617	15185071	41.7	535.0	45.0

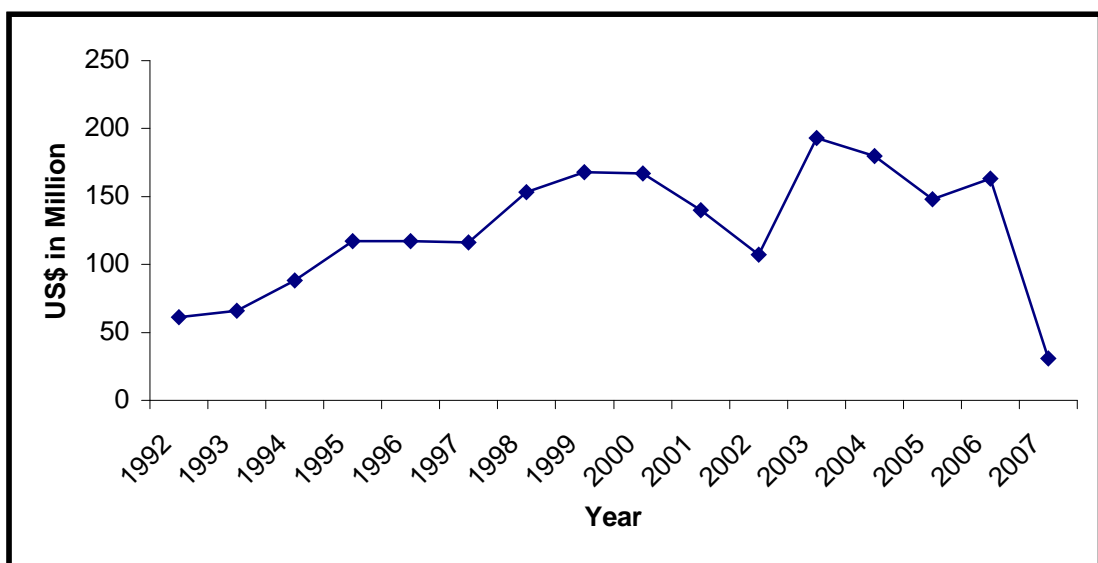
Source: Nepal Rastra Bank, Nepal Tourism Statistics, 2007.

Table 4.6 presents the total earning from tourism in terms of Nepalese currency and US Dollar change in earning in terms of US dollar

is shown in table. With negative growth rate in few years. The decline in earning in terms of US dollar is highest in 2005 with 17.5 percent. Similarly, the average income per capita visitor was recorded highest in the year 2003 with US\$ 765.9 surprisingly, the income per capita in 2004 is US\$ 609.8, although there is decline of dollar earning in the same year. On the other hand, per capita tourist expenditure is highest in 2003 with US\$ 79.1 and the lowest in 1992 \$ 26.4 policies are to be promulgated to make tourists spend more. With the increase in facilities, the expenditure per tourists can be increased.

Figure 4.4

Gross Foreign Exchange Earnings in Convertible Currencies (1992-2007)



4.8 Government Revenue from Tourism

In Nepal tourism has been becoming one of the most important sector to uplift the economic situation. The tax collection from tourist is as the most important source of revenue and it has significant contribution to the government of Nepal. Tourist pay various taxes on goods and services such as airport tax, entertainment tax, visa fee various

duties and so on. The revenue from tourism consists of airport tax, visa fee, hotel tax royalty from mountaineering entry fee, trekking fees, entry fee inside national parks and other many direct and indirect taxes. Thus, tourism is not only a source of foreign currency earnings but also a significant source of government revenue.

4.9 Legal Framework for the Tourism Development

Various legal arrangements have been made for the development of tourism in Nepal. These consist of promulgation of different acts. Prominent among them are following.

Company act, 1964: All the tourism related industries are required to be incorporated under this act. Since the promulgation of this act, different tourism related companies in the fields of hotels and lodges, travel and trekking, river rafting and transportation including the airlines have been established (Law Book Management Board, 1986, 8-88).

Tourism act 1978: Under the provisions of the tourism

Act of 1978 all travel and trekking agencies are required to take a license from the department of tourism (Law Book Management Board 1993, 172-196). They are required to deal in foreign currencies while providing services to tourists. The act therefore aims at making the travel and trekking business more systematic. Similarly, all tourist standard hotels and lodges are required to be registered with the department of tourism. The department reserves the right to inspect the hotels, lodges, travel and trekking agencies at any time once registered with the department. The purpose of the inspection is to ensure good quality of services provided to the tourists. Those who fail to comply with the instructions of the department are subject to punishment.

Village development committee and municipality act 1992:

The VDC and municipality are responsible for promoting the tourism industry in their respective areas. Many of them have been implementing tourism development projects as well. The functions duties and power of VDC and municipality include (Ministry of Law, Justice and Parliamentary Affair, 1992).

Tourism Policy 1995

"Tourism Policy, 1995 was announced with the aim of increasing national income and productivity increasing foreign currency, creating employment opportunities, improving regional imbalances and projecting the image of Nepal in international area through diversification of travel and tourism industries. The major objective of policy are:

- i. To develop tourism as an important sector of the national economy by developing linkages between tourism and other sectors.
- ii. To diversify tourism down to rural areas so as to improve employment opportunities, foreign currency earnings growth national income and remove regional imbalance.
- iii. To improve natural cultural and human environments of the nation in order to develop and expand tourism industries.
- iv. To maintain a good image of nation in the international community by providing quality service and a sense of security, and,
- v. To develop and promote Nepal as an attractive tourist destination (Shrestha, 1999: 207).

In budget speech of fiscal year 2008-09 tourism will be accorded with priority in the new economic development policy. Tourism policy 1995 will be refined and a new policy will be adopted. To this end program and policies of all ministries will be oriented towards tourism promotion. A necessary preparation will be made to declare 2011 as "Nepal Tourism Year" the objective of which is to widely publicize within and outside the country in order to bring at least 1 million tourists per year in country.

CHAPTER FIVE

GENERAL OUTLINE OF STUDY AREA

The history of Nepalese tourism can be found from ancient time. People visited Nepal for the purpose of exchange their culture and religion. This chapter presents the tourism's aspect of Lumbini. Lumbini is situated in present day Rupandehi district of Lumbini zone of western Nepal. It is about 20 km. from the Gautam Buddha airport, Siddhartha Nagar, and 27km. from the Indian boarder Sonauli. From Kathmandu it is about 300 km. and 7 to 8 hour drive by road. There are four or five regular flights from Kathmandu to Gautam Buddha airport and the flight time is only 30 minutes. Taxis at the airport will take a visitor to Lumbini in 30 minutes while a ride in a local bus takes about 45 minutes. Annually more than 60 thousand tourists visit Lumbini for their life time experience on their religious devotion. There are other religious, historical and archeological sites close to Lumbini associated to early days of life of lord Buddha which are the flattering to Lumbini.

5.1 Geo-Climate Condition (Lumbini Area)

5.1.1 Location

Rupandehi is considered as one of the developed district in the Western Development Region of Nepal. Lumbini, the birth place of lord Buddha, is situated about 22 km. from Bhairahawa (Siddharthanagar), below the churia range, 24km. Rupandehi district spread latitude 27⁰20'00" to 27⁰47'30" north and longitude 83⁰12'30" to 83⁰38'15" east is situated in the south central part of Nepal. It is about 300 km. west of Kathmandu. Kapilvastu, Rupandehi and Nawalparasi terai districts of Lumbini zone are around Lumbini, the birth place of Lord Buddha which are fertile and densely populated.

It is about 34km. from Naugarh Railway station on the north-eastern railway of India. It has all together 69 village development committees (VDCs), 2 municipalities in Rupandehi district. Tharu, Muslim, Bhojpuri, Brahmin, Chhetri, Newars are the major castes of the study area.

5.1.2 Climate

In Lumbini area the climate conditions have been erratic and unpredictable over the course of time. In Rupandehi the northern part receives more rains. It was not possible to measure the temperature of the research site but we can assume that through average temperature of district, which seems to same. So the average temperature of Rupandehi district is 35⁰c maximum and minimum 9⁰c.. In summer (March-September) is very hot with average maximum temperature and in winter (December-February) is cold with average minimum temperature.

5.2 Historical Evidences of Lumbini

More than twenty-five hundred years ago, Siddhartha Gautam was born in Lumbini, where in 249 BC. Emperor Ashoka erected a stone pillar to mark the auspicious birth place of the lord Buddha. Two important Chinese that visited the site where Fahien in 403 AD and Huan Tsang in 636 AD. Ripu Malla paid homage in 1312 while Khadga Sumshere Rana and Dr. A Fuhrer found Ashok'a pillar in 1886. Mukherjee carried out archaeological exploration and excavation in 1932.

In 1956 at the assembly of world fellowship of Buddhists, king Mahendra proposed developing Lumbini as a Buddhists pilgrimage. Then in 1967 UN secretary general U. Thant formed the UN International Committee for the development of Luimbini. But it was not until 1957

that the Lumbini Development Committee formed allowing Kenjo Tange to prepare his master plan in 1978.

During 1997, UNESCO listed Lumbini as a world heritage site in the culture category. And in the following year, the world Buddhist summit passed a resolution to declare Lumbini as "The fountain of the world peace and Holiest pilgrim center for the Buddhist and peace loving people of the world" which the 20th General conference of the world Buddhists fellowship unanimously endorsed later, in December 1999, UNDP commissioned Dr. Kwaak Young Hoon and Dr. Abelardo Brenes to carry out a vision and scoping evaluation for the Lumbini master plan.

Historical documents indicate that there are no other religious or cultural sites in Nepal, which have drawn such international attention. This substantiates the importance of creating a vision for Lumbini to become a world peace city.

Lumbini is a hub of many attractions and provides a number of religious, archaeological, historical and natural activities.

5.2.1 Maya Devi Temple

The star attraction for pilgrims and tourists visiting Lumbini is the Mayadevi temple. The Mayadevi shrine complex is the heart of all monuments at this holy site. The complex also bears the testimony of several layers of construction over the centuries. The main objective of worship here is the nativity sculpture. The restored Mayadevi temple was re-opened on May 16, 2003 on the 2547th birth anniversary of lord Buddha. Government of Nepal and LDT jointly resorted the temple. The ground floor consists of the remains of the foundations of the early Mayadevi Temple that dates back to 3rd century BC. The sanctum sanatorium is the birth spot of the lord Buddha.

5.2.2 Nativity Sculpture

The image of Mayadevi, also known as the nativity sculpture dated back to 4th century AD, depicts Mayadevi, holding the branch of a tree with her right hand for support. Next to her Gautami Prajapati, her own sister in supporting posture in the time of delivery is standing. The newly born prince Siddhartha is standing upright on a lotus pedestal with two celestial figures receiving him.

5.2.3 Ashokan Pillar

This is one of the most important monuments, since it is the first epigraphic evidence related to the life of lord Buddha. The pillar bears an inscription from Emperor Ashoka which states: "Hida Budhe Jate Sakyamuni" which means that Sakyamuni Buddha was born here.

5.2.4 Puskarini Holy Pond

The famous and most sacred pond known as Puskarini, in which it is believed that Mayadevi bathed just before giving the birth to the lord and also where the infant Buddha was given his first purifying bath. The pond has terraced steps and it is riveted by beautifully layered bricks.

5.2.5 The Marker Stone

The most important spot at Lumbini is the Marker stone (stone slab-conglomerate) which was found in the Mayadevi Temple during the 1992-1995 archaeological excavations. The stone is thought to mark the exact birth place of lord Buddha. The exact size of Marker stone is 70 x 40 x 10 cm. This is now covered with a bullet proof glass.

5.2.6 Natural Biodiversity

Lumbini being the birth place of lord Buddha is a timeless place but it does not only promote the aesthetic value and its spirituality. It actually attracts naturalists botanists and zoologists with its richness. One

can find wide varieties of shrubs, herbs, flowers and plants. There are more than 250 species of birds including the world tallest flying bird sarus crane, snakes, pythan, lizards and endangered creatures the blue bull (*Boselaphus tragocamelus*).

5.2.7 The Lumbini Museum

The Lumbini museum is located in the northern part of the master plan area. It houses artifacts collected from the archaeological excavations in the scared complex, and in the surrounding areas. The collection consists of ancient coins, religious manuscripts, terracotta fragments, stone and metal sculptures related to the life of lord Buddha and to the history of Lumbini. The building has a moderate seminar hall, a large ground floor for the display of the objects, offices and a laboratory.

5.2.8 World Heritage Site: The Sacred Garden

The sacred garden is the focal point of Lumbini, since it includes the main archaeological monuments and the Mayadevi Temple. If the sense of peace and sanctivity can be preserved and restored it could function as a magnet to attract more pilgrims and tourists. Today devotees and visitors from all over the world come to Lumbini, the timeless place where ancient monuments glorify the birthplace of sakyamuni and bear witness to the record of the noteworthy visit by famous dignitaries. The pilgrims deeply immense themselves in the serene spiritual atmosphere of Lumbini.

5.2.9 Lumbini Village Tour

Traditional villages of the terai region surrounded Lumbini. Visitors can see traditional consume and learn about local culture, particularly in connection with traditional farming practices. The visitors have the option of choosing village tour to Ekala, Khudabagar,

Mudhubani, Tenuhawa, Ama and Bhagawanpur walk through the villagers, taxi, rickshaw, Bicycle or Bullock cart.

5.2.10 Eco-tourism

In addition Lumbini offers various eco-tourism activities, which are associated with the natural setting and wide variety of animals living in the area. As Buddha was associated with water and forest from his birth onwards, the master plan gave high priority for the conservation and development of the natural environment.

5.2.11 Peace Flame

King Gyanendra Bir Bikram Shah lit a torch of eternal peace in Lumbini in commemoration of the International year of peace in 1986. The eternal peace flame in Lumbini is still burning as a symbol of world peace.

5.2.12 Peace Bell

Immediately west of peace flame a peace bell is hung on horizontal bar. It is donated by Nyigma Meditation center USAS and 2.5 ton in weight.

5.2.13 Central Link Canal

Central link canal is 1464 meter in length from north to South, 1.55 meter in depth, four boat stations and 16 meter in width between the eastern Hinayan and western Mahayan monastic zone. This central link establishes the sanctity of the sacred Garden. It will be used for boating to disables, old visitors as well as foreign pilgrims to feel peace and harmony.

5.2.14 Other Attractions

Nepalese and internationals monasteries/vihara representing different architecture and culture of Buddhist countries and Buddhist

organizations are other attractions of Lumbini. The monasteries of the Royal Thai (Thailand) Chinese Monastery (China), Vietnam Phat Quoc TU (Vietnam), Mahabodhi society of Kolkotta, International Nuns' society (Nepal), the great lotus stupa (Tara foundation; Germany), Myanmar Monastery (Myanmar), Manang Sewa Samaj (Nepal), Linhson Monastery (France), Sokyao Temple (Japan), Geden International (Austria), Sri Lanka Monastery (Sri Lanka) Korean Mahabodhi Society (Sotuh Korea), Dharmodhaya Satha (Nepal), Drigunj Kagyud (Meditation center (India), Combodian Monastery (Cambodia), Panditarama meditation center (Myanmar), Vipasana Meditation Center (Nepal), Lumbini Museum, Lumbini International Research Institute, World Peace Pagoda, Eternal Peace Flame, Peace Bell and crane sanctuary add beauty and serenity to Lumbini.

5.3 Master Plan and Development

After the visit of Lumbini in 1967 U-Thant had suggested to Nepal government that Lumbini should be developed as a place of pilgrimage and a tourist center equipped with accommodations. A three member team of UNO mission had specific instructions to advise the government on the infrastructure requirements viz. transportation facilities, drinking water energy and appropriate accommodation for the visitors from the 10th December to 9th January 1968. In 1970 an international committee was constituted with the support of the United Nation known as "International Lumbini Development Committee" under the chairmanship of the permanent representative of Nepal.

The master plan was prepared by Prof. Kenzo Tange and Urtec. The master plan covers an area of 1 x 3 sq. miles, comprising three zones of a square mile each. The three zones are linked with walkways and a canal, these are:

- a. Sacred Garden (Ashokan pillar, Mayadevi temple, marker stone, nativity sculpture of Buddha and Puskarini or the sacred pond)
- b. International monastic zone.
- c. New Lumbini village (Bank, police station, fire station, school), lodges, telephone, bank, staff quarters, post office, center-museum, library-cum-research center and other related offices).

The main focus of Tange's design is the sacred Garden located in the southern part. The ultimate objective of the design here is to create an atmosphere of spirituality, peace, universal brotherhood and non-violence consistent with the time and Buddha's message to the world. The sacred Garden shelters the ancient monuments at the center in a freshly restored atmosphere of serene and lush forest and water body surrounding the complex. The Monastic zone is situated in the center with the forest area to the north of the sacred Garden and is divided into two monastic enclaves by a central canal. There are 13 plots of land in the east monastic zone and twenty nine in the west monastic enclave, having 42 plots each allocated for new monasteries of Theravada and Mahayana sects of Buddhism respectively. A research center, a library, water supply transportation, road construction, land acquisition an auditorium and a museum that provide facilities for research and study of Buddhism are located at the cultural center. The northern part of the site is being developed as the Lumbini village. It is also a gateway to the outer world. Where the visitor can find comfortable hotels and restaurants offering necessary facilities.

According to Prof. Kenzo Tange, the overall intent to reinforce the symbolic entity of the Lumbini Garden in its simplicity and clarity, as found in the layout of the monastic areas and the sacred Garden. Moreover, the geometric interpretation of the master plan is based on religious symbolism. This symbolism in the master plan is an

interpretation of both the philosophy of Buddhism and the requirements of the site (Figure: Annex IV).

Towards Completing the Lumbini Master Plan:

Table 5.1

Acompilation of Twenty Construction Components

S.N.	Components	Estimated cost (US\$)
1	Sacred Garden	1933500
2	Archaeological Office and Utility Block	247000
3	Lumbini Center (Tourist and Administration Center)	24978000
4	Symbolic Pavilions	347700
5	Central Link	3968000
6	Meditation Center	378000
7	Pedestrian Path	942000
8	Staff colony	12650000
9	Service Road and Drainage System	2339000
10	Metallic Road	6510000
11	River Diversion and Levee Embomkment	412000
12	Landscaping and related works	3398000
13	Telecommunication	2277000
14	Water supply system	1937000
15	Sewer system and treatment plant	4053000
16	Electric power supply system	8558000
17	Water tower	1937000
18	High school complex	466000
19	U. Thant World Peace Center	350000
20	Camping Ground	72000

(At an exchange rate of Rs 74.84 = 1 US\$, Sept., 2004).

Source: LDT (2004).

5.3.1 Present Condition of Lumbini

All the programmes are running under the aegis of the Lumbini Development Trust in the sacred complex of Lumbini. The area is 770 hectares of land as mentioned in the master plan. New Lumbini village is developing as a community center providing facilities of comfortable lodges, restaurants and other facilities. International Monastery Zone is developing as a sacred complex to the pilgrims and devotees. In the complex the monasteries of Japan, South Korea, France, Vietnam, Nepal, Austria, Thailand, Sri Lanka, Cambodia and Indian are under construction. In this process, International Research Institute, Museum and Auditorium have been operating and providing facilities for meeting, seminar and study. In the complex ornamental flower and hedge plantation has been done by Japanese overseas cooperation volunteers to create a reverent atmosphere Myayadevi temple was not constructed by the Japanese Buddhist Federation according to the mutual understanding among department of Archaeology, Lumbini Development Trust and JBF on the basis of restoration contract letter. It was built by GON.

Though the Lumbini Development Project was started almost 30 years ago, the increasing delays in the implementations of the master plan have created more problems than originally; visualized and much there remains to be done despite the significant achievements made.

The major infrastructure works have not started due to lack of adequate technical and financial support giving rise to unsequential development process. Also there is an urgent need for maintenance units to be established in order to ensure the regular repair and maintenance of the completed works.

To implement the master plan the LDT needs bigger financial resources to meet the requirement of the project, which go beyond the socio-economic capacity of the country.

5.3.2 Monastery Zone

The Tange plan envisages an optimum utilization of the cultural center and monastic enclave for study and experience of the philosophy and ideals of Buddhist. Monastery zone is divided into two sectors, viz. Eastern Theravadi (Hinayana) and western Mahayana (Mahanangshika) complex.

Eastern Complex

In this area Nepal, Myanmar, Sri Lanka, India, Cambodia, and Thailand Government and Non-Governmental Organizations have built monasteries and meditation center on ten plots out of thirteen. One meditation center is also operating. Their outline is mentioned below:

Myanmar:

Assigned on : 11-2-1993
Party: Government
Plot No.: EC-10 and BE-3
Plot Size: 120 x 120 m and 80 x 80 m
Project: Monastery and Stupa
Position: Completed
Cost estimate: NRs. 42.6 million

Nepal:

Assigned on : 11-3-9-1994
Party: International Bhikshuni Sangha, Dharma Kirtivihar
Plot No.: EC-6
Plot Size: 120 x 120m
Project: International Gautami Nun-Temple (Monastery)
Position: Completed
Cost estimate: NRs. 10 million

Nepal:

Assigned on : 1-1-1995
Party: Vipassana Center

Plot No.: Mediate center
Plot Size: 70 x 160 m
Project: Meditation center
Position: Under construction
Cost estimate: NA

Sri Lanka:

Assigned on : 3-5-1996
Party: Sri Lanka Government
Plot No.: EC-1 & 2
Plot Size: 80 x 80m and 80 x 80 m
Project: Monastery
Position: Under construction

India:

Assigned on : 11 March 1994
Party: Bauddha Dharmakar Sabha
Plot No.: EC-9
Plot Size: 80 x 80 m
Project: Monastery, Guest House
Cost estimate: NRs. 40 million

India:

Assigned on : 19-7-1994
Party: Mahabobhi Society, Calcutta
Plot No.: EC-8
Plot Size: 80 x 80m
Project: Monastery
Position: Completed
Cost estimate: NRs. 20 million

Thailand:

Assigned on : 14-9-1994
Party: Thailand Government
Plot No.: BE-2 & EC-7
Plot Size: 120 x 120 m and 80 x 80 m
Project: Monastery
Position: Completed
Cost estimate: NRs. 200 million

Components:

- Four Thai-styled cells

- One-two stalled refectory
- One kitchen
- One-two storied multi-purposed building for pilgrims.
- One uposatha hall: Designed by Dr. Phiny Suwannakiri

Cambodia:

Assigned on : 20 October, 2006

Party: Kingdom of Cambodia

Plot No.: BE-1

Plot Size: 120 x 120

Position: Under construction

Western Complex:

Twenty-two plots have been assigned to build monasteries. Out of twenty nine plots by the government and organizations of Nepal, Korea, China, Vietnam, France, Germany, Japan and Austria. India, Nepal and Myanmar have assigned in both complex. Mongolia, Bhutan and two Nepalese parties are interested to assign for monastery construction in this complex. Panditarama Lumbini International Meditation center of Myanmar is operating. Their brief introduction is mentioned here.

Myanmar:

Assigned on : 1-7-1995

Party: Panditarama Lumbini International Meditation Center

Plot No.: Mediate Center

Plot Size: 120 x 160; (80 x 240m. Revised-1920 sq. meters)

Project: Meditation center

Position: First phase completed

Cost estimate: NA

Nepal:

Assigned on : 24-2-2000

Party: Manang Sewa Samaja

Plot No.: WC-10

Plot Size: 80 x 80m

Project: Stupa

Position: Completed

Cost estimate: NA

Nepal:

Assigned on : 11-2-1993
Party: Dharmodaya Sabha
Plot No.: WB-3
Plot Size: 120 x 120m
Project: Vahal, Gumba Stupa
Position: Under construction
Cost estimate: NRs. 83.6 million

Nepal:

Assigned on : 17-12-1996
Party: Ka-Nying Sherdrp Ling Monastery
Plot No.: WB-1
Plot Size: 120 x 120m
Project: Monastery
Position: No started
Cost estimate: NA

S. Korea:

Assigned on : 27-2-1995 & 20-8-1997
Party: Mahabodhi Society (Chogye Order)
Plot No.: WA-3, WC-14 & WC-18
Plot Size: 160 x 160 m and 80 x 80m and 80 x 80m
Project: Monastery
Position: Guest House Completed and Monastery, Under construction
Cost estimate: NA

S. Korea:

Assigned on : 22-11-1993
Party: Yong Do Society
Plot No.: WB-5
Plot Size: 120 x 120 m
Project: Monastery and two pagodas
Position: No started
Cost estimate: US\$ 282500

China:

Assigned on : 29-11-1996
Party: Buddhist Association
Plot No.: WA-1

Plot Size: 160 x 160m

Project: Monastery

Position: Completed

Cost estimate: NA

Components:

- Design in Chinese official architecture in Qing Dynasty.
- Area: 25,600 sq. meters
- Twelve single buildings
- Main-entrance hall
- The mahavira hall: Bronze statue of Sakyamuni
- The east side
- The west side
- The meditation hall
- Dining hall
- The monk's room

Divided in three areas:

- i. The Buddhi area
- ii. Meditation and self-cultivation area
- iii. Living area

Vietnam:

Assigned on : 9-4-1993

Party: Phat Quoc Tu

Plot No.: WB-2

Plot Size: 120 x 120 m

Project: Monastery and Stupa

Position: Completed

Cost estimate: NRs. 1.1 million

Austria:

Assigned on : 13-1-2003

Party: Gaden International

Plot No.: WC-9

Plot Size: 80 x 80m

Project: Monastery

Position: Under construction

Cost estimate: NA

France:

Assigned on : 23-12-1993
Party: The World Linh Son Buddhist Congregation
Plot No.: WB-6
Plot Size: 120 x 120 m
Project: Monastery and Guest House
Position: Under construction
Cost estimate: US \$ 50,000

Japan:

Assigned on : 21-2-1993
Party: Sokyo Organization
Plot No.: WA-2
Plot Size: 160 x 160m
Project: Monastery
Position: Under construction
Cost estimate: Yen 420 million

Germany:

Assigned on : 22-3-1994
Party: Karma Kagyo Dachverband
Plot No.: WC-2
Plot Size: 80 x 80m
Project: Monastery
Position: Not started
Cost estimate: NRs. 20 million

Germany:

Assigned on : 15-12-1999
Party: Tara Foundation Duesseldorf (Drigung Kagyud Dharmaraja Foundation)
Designed: Tibetan Tradition, Based on the Writing of the Drigung Kagyud Scholar Rigdzin Choskyi Dragpa (1595-1659)
Plot No.: WB-4
Plot Size: 120 x 120 m
Position: Completed
Cost estimate: NA

Components:

- Represents Mandala, with the Shrine in the middle and different Buddha's families on east, west north and south corners.
- Meditation hall cum stupa.
- Planting trees, bushes and flowers around the complex to create a micro-climate.
- Drigunj Kagyud tradition of Tibetan Buddhism in order to keep its precious teaching alive for the benefit of all sentient beings.

India:

Assigned on : February, 2000

Party: Drigung Kagyud

Plot No.: WC-16

Plot Size: 80 x 80m

Project: Meditation center ladakh

Position: Completed

Cost estimate: NA

Mongolia:

Party: Republic Mongolia

Plot No.: WC-4

Plot Size: 80 x 80m

Position: Not started

Cost estimate: NA

Nepal:

Party: Zarong Tgupten Medol Drgna Cholign

Plot No.: WC-1

Plot Size: 80 x 80m

Position: Not started

Nepal:

Party: Karma Lekshey Ling Institute

Plot No.: WC-5

Plot Size: 80 x 80 m

Russia:

Party: Buddhist Tradition Sangha

Plot No.: WC-15

Plot Size: 80 x 80m

Bhutan:

Party: Royal Government of Bhutan

Plot No.: WC-3 & WC-8

Plot Size: 80 x 80m & 80m x 80m

Position: Not started

Japan:

Assigned on : 6-8-1993

Party: Nipponzan Myohoji (Fuji Guru)

Plot No.: North of Lumbini Waker Distribution Tower

Plot Size: 220 x 220 m

Project: Santi Stupa

Position: Completed

Height: 41.5m & 59m in diameter

- Designed by Dr. Minoru Ohoka of Japan.
- Buddha statue and Kita: Heian Bijutsu, Japan made of bronze, plated with gold, images of birth, enlightenment, first sermon and Nirvana of Lord Buddha.
- Opened on: March 1995.

Nepal:

Party: United Trungram Buddhist Foundation

Plot No.: WC-12

Plot Size: 80 x 80m

Position: Under construction

Lumbini International Research Institute (LIRI)

Party: Reiyukai, Japan

Plot: Master plant at grid-points, x-13 y-37, cultural complex

Project: Research Institute, Library, Scholar Residence

Agreement: 15th March 2015

Lumbini Museum:

Party: Indian Government

Plot: Cultural complex

Project: Museum building

Owner: Lumbini Development Trust

Position: Completed

5.4 Packaging of Buddhist Sites

A number of Buddhist sites of archaeological, historical, cultural and religious interest are scattered in the periphery of Lumbini in Nepal, which can be developed as important axle around the hub of Lumbini. The other three important places of clear identity in the life of Lord Buddha-Bodhgaya, Sarnath and Kushinagar, where Buddha achieved enlightenment, made the first sermon and underwent mahaparinirvana respectively lie in India. These places are better presented in the interest of pilgrims and tourists, host significant number of tourists in quantitative and qualitative terms and are more aggressively projected in the international tourist market. Comparatively smaller sites of Buddhist interest like Piprahawa have also been very attractively presented on the Indian side. The Nepalese side lacks a coherent approach to presenting these sites to potential tourists of Buddhist interest. There have been very limited efforts in systematic excavation of sites, historical and archaeological researches, publicity and promotion and creation of requisite infrastructure and superstructure to assertively project all the important archaeological, historical places related to Buddha's life lying on the Nepalese territory. As for the relative merit of these sites, archaeological, historical and documentary evidence is a sufficient testimony, which, however need broader publicity both at home and abroad.

While India is trying to promote their own Kapilvastu and Ramgram on the basis of same limited archaeological findings, Nepal is not able to assert the sites that have been established on the basis of geographical, archeological and documentary evidence. The main reasons for very low visitations to Buddhist archeological sites more than

Lumbini is attributed to low publicity of these places both at home and bad, lack of requisite infrastructure and their centuries of isolation from the rest of world.

5.4.1 Package Tourist

Lumbini is sold in a Buddhist package tour by operators in Kathmandu and Pokhara. While Kathmandu's package is mostly in combination of sightseeing places such as Pokhara, Tansen and Chitwan, that from India is mostly in combination with that Buddhist sites involving Buddhanagar, Sarnath and Kushinagar. The Indian enter Nepal mostly on a half-day trip to Lumbini only and exit the same. Their contribution to tourism income of Bhairahawa-Lumbini area is almost nil. Guides with these packages are not required to follow any code of conduct interpreting at the main heritage site of Lumbini. There are no local guides able on site.

The packages from Kathmandu mostly stay overnight at hotels either at Siddnarthanagar or Lumbini itself and return to Kathmandu after a day's sightseeing Lumbini. Most packages are thus either 3 days or at most 5 days, depending upon devoted Buddhist clients are. Most operators in Kathmandu are not interested to sell other sites than Lumbini although some of them have mentioned the names of Kapilvastu and Ramgram in their brochures following the effects of "visit Nepal '98" to publicize these equally important sites in Buddhist parlance. For interested individual visitors, some hoteliers at Siddnarthanagar and Lumbini organize trips to the auxiliary Buddhist sites. We can make 6 days tourist package in Lumbini and around its. Tilaurakot, Niglihawa, Gotihawa, Kudan Sagarhawa, Devdaha and Ramgram are the Buddhist sites around in Lumbini. The significance and location are shown as below:

Table 5.2
Buddhist Sites around Lumbini in Nepal

Name of site	Significance	Location district	Evidence (historical/archaeological)
Tilaurakot	Identified with ancient Kapilvastu, the kingdom of Shakyas where Buddha spent his earlier 29 years of life	Kapilvastu	<ul style="list-style-type: none"> - Grandeur of the excavated site. - The river baring identified as the Bhagirathi river
Niglihawa/arorakot	Natal town of Kanakmuni Buddha	Kapilvastu	<ul style="list-style-type: none"> - Ashok pillar. - Archaeological ruins - Historical documents
Gotihawa	Natal town of Krakuchhanda Buddha	Kapilvastu	<ul style="list-style-type: none"> - Ashok pillar - Archaeological ruins - Historical documents
Kudan	Buddha met his father and son at this place on the first visit to his native state after enlightenment	Kapilvastu	<ul style="list-style-type: none"> - Historical evidence - Archaeological site
Sagarhawa	The place of massacre of the Shakyas	Kapilvastu	<ul style="list-style-type: none"> - Large pond - Archaeological site - Historical documents
Devdaha	Maternal home of Mayadevi	Nawalparasi	<ul style="list-style-type: none"> - Presence of an ancient temple on a mound - Historical documents
Ramgram	Site of the stupa where original physical remains (astu dhatu) of Buddha is believed to have been buried	Nawalparasi	<ul style="list-style-type: none"> - Presence of an ancient stupa on a mound - Historical documents

5.4.2 Infrastructure and Facilities on Site

It is an irony that most operates either doesn't know or neglect the importance of auxiliary sites including the availability of on-site services and facilities in these places.

Transport infrastructure, for example is available to all these sites. Which are within the periphery of less than 40 km. From Lumbini at the most. The condition of road remains quite satisfactory throughout the year.

The grandeur of excavated palace site at Tilaurakot (25 km. From Lumbini) can be a major attraction for visitors. A museum put up close to its display a number of sculptures that are short of identification, found out from excavation.

A tourists shed made by engineering technical assistance association stands in front of the grand archaeological excavation site. A reasonably good Rishoin Shanti Bihar built under Japanese investment urns a guesthouse on site. These basic facilities are very good starting points for promotion of tourism to Tilaurakot from where other sites such as Niglihawa, Arorakot, Kudan, Sagarahawa and Gotihawa are within the radius of less than 10 km. Besides Sagarhawa's archaeological importance, a 5 x 3 km. Dam made for irrigation canal from the Banganga river in the nearby place provides good opportunity for water-related recreation like boating and possibly houseboats. It is also an excellent wetland and a bird sanctuary, which could be developed for eco-tourism activities.

Nawalparasi's three identified sites related to Buddha's life are also linked by transport network. In the dry season Bhairahawa-Parasi road via the Danda Khola (18km) provides a shorter access to Ramgram from Lumbini. From Parasi road, only half a km of side road is sufficient to

link the holy mound of Ramgram with ancient stupa atop. The course of the Jharahi River, which was flooding the archaeological site, has been changed. It provides an alternative boating route of around 1.5 km. to the stupa.

Bushino Kai – a Japanese NGO has erected a small temple close to the holy site. Provided the facility of good interpretation on sites these basic infrastructures can cater interest of devout Buddhists.

All basic requirements for infrastructure and facilities are met at Lumbini. The 22 km. road from Bhairahawa is all weather though some parts of it need repair and maintenance. Parking close to the holy garden has been developed on a temporary is with home permanent structures around it. There are 15 souvenir shops, 3 tea hotels, and one moderate information counter located by the parking lot. These souvenir shops sell items bought from Kathmandu and Banaras. Indigenous local souvenirs from Lumbini area do not exist.

5.5 Market Potentials

There are 120 excavated Buddhist sites scattered in various parts of Nepal, constituting a tremendous market for Buddhists all over the world. Those in the locality of Lumbini and with clearly identified established identify can attract large movements of international tourist market if these heritage sites are properly observed, developed and more aggressively promoted. The existing and potential market for Lumbini and other Buddhist sites of Nepal can be categorized as follows:

Japanese Market

It is already a big market for Lumbini as well as for the government of Nepal. If Lumbini and other related sites in Nepal could be developed as a ‘must see’ Buddhist destination, which alone, would have accounted or 35000 visitations to Lumbini by Japanese. According

to Ministry of Tourism and Civil Aviation statistics, composition of Japanese tourists to Nepal is surpassed by Indian arrivals only.

In view of the Japanese interest for natural beauty of Nepal, the arrival from Japan is expected to grow. This market segment would definitely like to see the holy place of Lord Buddha if proper access, accommodation, and amenities are provided at Lumbini and the relevant message spread in the market.

Thai Market

Thailand with 90% of the Buddhist population is also a huge market, both for Buddhism and up-market tourists alike. Currently, most Thai tourists come to Nepal to visit Lumbini. The number is not so big though (4038 in 1998). Its potential for growth can be expected on account of very good air connection between Nepal and Bangkok.

Korea, Taiwan and Vietnamese Market

These are other important market to be targeted for Lumbini's promotion. A significant number of tourists to Nepal from these countries/provinces are visitors to Lumbini. For their Buddhist population, a visit to Lumbini in lifetime can be a dream.

Sri Lanka

In the SAARC region, Sri Lanka is a country of majority of Buddhist population significant interest in the birthplace of Lord Buddha. Mostly pilgrims of ascetic are making visits to Lumbini from Sri Lanka at present. The chances of indicating up market tourist segment from this island nation are equally great.

5.5.1 International Pilgrims

Buddhists scattered throughout the world can be attracted to Lumbini and other sites related to Shakyamuni Buddha and Buddhism. Myanmar can generate a substantial number of pilgrims to Lumbini.

5.5.2 International Tourists

Great heritage sites are a place of attraction for everybody irrespective of personal religious faiths. Places like Jerusalem attract millions who are not just pilgrims but secular tourists also. Other religious places are also found to do the same. It is therefore logical and relevant that Lumbini, which is symbolically related to peace and harmony, is a place of reverence for entire peace-loving people of the world. Both medium and upmarket segments can be tapped under this category.

The Chinese have not declared Nepal as a destination for their outbound tourist traffic. Buddhist sentiments in this country with mammoth population are very strong.

Lumbini's potential for development into world-renowned pilgrimage and tourism center is very big. Hotel Association of Nepal (HAN) very rightly conceived the idea of promoting Nepal as the 'Birthplace of Lord Buddha's following the completion of Visit Nepal 19987 campaign, which was however not officially endorsed by all the stake holders of tourism.

5.6 Interpretation at Sites

Lumbini's requirements for conservation, development, and tourism promotion are virtually indefinite. With the current pace of resource allocation and implementation of plan designed to transform Lumbini and excavate and conserve other Buddhist sites in Kapilvastu and Nawalparasi districts, many more years will have elapsed before full pointedly can be reached, if at all. Rising population around the site, their competing demands and peace meal basis of infrastructure development will add further problems to realize this grand objective. In view of this impending situation, two things need immediate attention:

- i. Designation of zones and strict enforcement of regulatory and development standards to check uncontrolled growth.
- ii. Interpretation of sites in proper perspective.

The former is an ongoing process after the adoption of the master plan. The latter can be an effective medium to promote tourism in the area in an organized and systematic manner.

Interpretation constitutes an important interface between heritage sites and outside world as heritage sites do have their own chronicles of space and time sequence to tell to the outside world. Interpretation prepares a visitor to open eyes to what is coming next, orients towards the sensitivity of the place and makes understand the hidden treasures behind the façade of objects and activities. It gives a lasting impression and understanding of the site among the visitors who can become ambassadors to their respective communities for appreciation of the site.

Looking at the situation of Lumbini and other Buddhist sites of pilgrimage tourism-interest, necessary facilities for interpretation are either poor or lacking.

a. Brochures and Audio-Visuals

Most brochures produced by LDT give details of Lumbini in historical perspective including the master plan. Brochures that give an integrated account of all the important sites that are related to Buddha's life are entirely lacking. For pilgrims and tourists, these types of brochures can be too academic and uninteresting as their main interest will be with the actual objects and activities that deserve devotion and appreciation. An ideal brochures of the site like Lumbini should be a self-help guide into the subtleties of each and every aspect of the holy place dwelling on the subjects as they are rather than a chronological detail of events and activities.

Audiovisuals can be a very powerful medium to provide first-hand information about the site in the market place. LDT has not come up with really worthwhile audiovisuals on Lumbini and other Buddhist sites and its periphery.

b. Guides

Interpretation of the Lumbini heritage site, and for that matter any other Buddhist site, is left to the personal competence of the guides, either native or foreign, accompanying the tour groups. For lack of coherent and systematic research, published reports and brochures, uniformity in information provided by guides is doubtful. There is no code of conduct for guides, nor is there a provision for monitoring their activities inside the heritage sites. Foreign guides might have a differing disposition and bias towards Lumbini. They might inadvertently or inadequately explain entitles of historical and archeological importance, diminishing the values of these unique objects in the correct perspective. One way of overcoming this problem is by using local guides who have comprehensive knowledge of the specific sites for interpretation to tourists. This practice is also packing on the part of LDT.

c. Seminars, Workshop and Newsletter

The frequency of international seminars, workshops and conferences held at Lumbini is low. The World Buddhist Summit, which was able to bring out Lumbini Declaration, took place as recently as 1998. It set the tone for promoting Lumbini as ‘Fountain of World Peace’. The conferences of this nature undoubtedly gave a tremendous boost for the promotion of the Buddhist heritage sites. Periodic newsletters with sight-specific information can inform all those concerned about the progress of activities taking place for the improvement and conservation of these heritage sites. LDT’s attention to

meetings on Buddhist themes and publicity of the Buddhist sites has not been drawn adequately.

The accumulated strength of the above three factors enhances the interpretation of these sites and sets proper climate for increased visitation for pilgrims and tourists in quantitative and qualitative terms.

5.7 Involvement of Local People

It is an established fact that without involving the local people in the upkeep and maintenance of heritage sites and ambient environment, tourism development can't be sustainable. A mechanism of providing benefit to the local people for ensuring their involvement is also necessary. The local people around the site of Lumbini are either Hindus or Muslims so from religious point of view, their sentiments with the Buddhist sites may not be so intense. However, these people believe that their economic advancement and amelioration of living standards are intimately tied with the development, conservation and subsequent promotion of tourism in Lumbini, Taulihawa municipality has been developing a nice green park at Kudan as a goodwill gesture of participation in the conservation of the Buddhist site.

During the acquisition of land for Lumbini development, around two hundred families from five villages were displaced. What had been promised for their benefit and welfare has not been materialized yet. Poverty is rampant around Lumbini and quality tourism. In order to overcome these hurdles, an integrated package of programs designed to uplift people's life is necessary.

Some of the identified areas in which local people's involvement can be fostered could be like follows:

- i. Introduction of boating on the central canal and the proposed circular pond surrounding the secret garden, where local people can work as paddlers.
- ii. Making available marginal land within the designated Lumbini development zones for plantation of fruit trees, timber and further plants in joint management of the LDT and the local people. A sharing of accruing benefit by both parties in a desirable option.
- iii. Introduction of non-motorable escort vehicles in the interior areas of designated Lumbini zone including the walkways and monastery enclaves, where local people can work as drivers.
- iv. Introduction of commemorative plantation by pilgrims and tourists, where local people can work as labourers and caretakers of plants.
- v. Introduction of a system of installing specified replicas of Buddhist chaitya at a designated site to commemorate the visit of devout pilgrims/tourists. It can generate employment for local people.
- vi. Encouraging the sale of flowers for worship at various holy spots of Lumbini for which local people can start lower nurseries and take advantage of the opportunity.
- vii. Establishment of schools for children of the local people; health posts, veterinary clinic, agricultural inputs center, co-operative shops etc. for the benefit of the local communities.

5.7.1 Capacity Enhancement

In order to realize more from tourism, local capacity needs to be enhanced in several areas. Of vital importance in this respect is the improvement of LDT's capacity for better network of partner

organizations and promotion of Lumbini in the international tourism market. LDT needs to establish more institutionalized contact with the outside world through globalize computer network. It needs to float relevant information on Lumbini on the internet in major languages of the world including English, Japanese, German, Chinese, Korean and Thai languages. Both hardware and software support is thus required for the LDT.

Training is required for the staff members of LDT in the areas of environmental management, facility and site management, tourism marketing, research and promotion, community development, etc.

Since local community's role to enhance the attractiveness of the holy site is meaningful, enhancement of their capacities is also a burning issue. Local people need training in hygiene and sanitation, income generating activities, co-operative management, souvenir production, tourist guides, lodge management and food preparation. Basic infrastructural facilities like telephone need to be reached to the people.

Hoteliers at New Lumbini Village and Siddharthanagar are important partners in the promotion of Lumbini and other archaeological sites of Buddhist interest. The better they can present their services and facilities, the more will be the chances of attracting medium and higher tourist segments towards Lumbini. Training for the staff members of these hotels in hygiene and sanitation, food preparation and control, housekeeping and hospitality techniques will contribute to the enhancement of quality tourism.

5.8 Improvement of Infrastructure and Facilities

Access to Lumbini by land and air needs improvement in order of facilities the movement of more tourists from Kathmandu, Pokhara and Chitwan. Promotion of various means of transport makes it easier for all

range of tourists and pilgrims to take the makes of heir choice and capacity.

For budget-conscious tourists and pilgrims, road network with comfortable public transport is an essential prerequisite to boost tourism to the sites. The condition of road between Kathmandu-Pokhara-Bhairahawa-Lumbini and Kathmand-Chitwan-Bhairahawa-Lumbini need to be upgraded to international standards in a time bound basis. Promotion of Buddhist circuit east and west of Lumbini will gain momentum when roads connecting these sites to Lumbini are upgraded. Urgent attention is needed to upgrade Lumbini-Taulihawa-Tilaurakot, Tilaurakot-Niglihawa, Taulihawa-Sagarhawa, and Gotihawa road. The 0.5 km. of connecting road between the Parasi road and Ramgram needs to be improved into a one talled all-weather road immediately.

Bhairahawa has an all-weather airport that accommodates small aircrafts such as Avro and Twin Otters. Its capacity utilization can be further increased if international connection with Indian cities is established as per the newly adopted government policy. However, this airport is short of catering the increasing transport roads of Lumbini in the future, particularly in view of its limited scope for expansion and upgradation.

Nepal's need for a second international airport is a subject long-talked about. The terai belt is an unequivocal choice for the purpose as the space available in the hills and valleys is either inadequate or risky for this purpose. The belt closed to Lumbini is perhaps the best place for second international airport. Realization of this project will greatly help boost tourism activities in and around Lumbini.

On-site facilities at Lumbini are not adequate to cater the increasing number of pilgrims and tourists-more particularly the international sight seeing tourist. Toilet and sanitary facilities at Lumbini

Sacred Garden is very poor, inadequate and unacceptable to the international tourist. Modern toilets and shower facilities on a user pay basis need to be set up at the Bus Park, closed to the sanctum sanctorum at a suitable location as well as at monastic zone and Lumbini village.

Inadequate utilization of built infrastructure are also a visible problem in Lumbini, particularly at the cultural zone. The museum building has been built in an architectural style considered holy in Buddhism. Despite its capacity to accommodate large numbers of viewers, the museum severely lacks archeological and related objects worthy of drawing attention of tourists and pilgrims. Its shelves are empty and no serious attempt has been made to make it replete with materials on Buddhist theme. One major potential source of tourist attraction has been lying waste in this manner. The idea of opening a small museum at Tilaurakot, where only few tourists visit, does not seem compatible in view of the pity condition of Lumbini itself. Other underutilized facilities like auditorium and library are in need of promotion by LDT. People will visit them and extend co-operation for their improvement only if adequate information about these existing facilities is easily made available to them.

The central canal and walkways can be used beneficially for movement of tourists and pilgrims if proper means of transport suitable to the site are introduced. It will be an added attraction also. The choice for this purpose will be non-motorable vehicles.

The bus park is too close to the holy garden. Souvenir stalls are not attractively presented. The range of souvenirs, specially the local varieties, is dismally small or lacking.

5.9 Attraction of Tourism Sector

Lumbini birthplace of Lord Buddha and fountain of world peace listed in UNESCO world heritage site in 1997. In the core attraction of Rupandehi district. Lumbini was declared as the fountain of world peace

and the pilgrimage for all the peace loving people of world. Some important places in Lumbini are the Lumbini Garden, Mayadevi temple which dedicated to the mother of lord Buddha. Maya Devi was excavated a few years ago. Pushkarni pond where Mayadevi is said to have had a bath before giving birth to Buddha. Ramagram it is believed to be the maternal home of Buddha where we can see the biggest stupa that was built around 600 BC. Lumbini has many new monasteries occupied by different nations, Shanti Deep as well as ponds.

Some of the importance sites around Lumbini are Tilaurakot, Niglihawa, Arorakot, Sagarhawa, Gotithawa Kudan, Sishaniya, Devdaha and Ramagrama where we can see the greatest pilgrimage sites for Buddhists and peace seekers of the world.

There are other several historical archaeological, cultural and natural attractions. Sainamaina, Jitgadi forest, Mani Mukandee Sen Palace, Nuwakot Place, Parroha Dham, and several temples.

5.10 Tourism Status of Bhairahawa/Lumbini Area

The assessment of tourism status in Rupandehi district has been difficult in absence of an establish procedure of keeping the record of all incoming and outgoing domestic and international tourists. The Belahiya point of Bhairahawa, which is situated in the southern border, is the major entry point of over-landers to Nepal. Only last 6 years data is obtained form DDC profile of Rupandehi and hotel records. According to that Tourist Inflow in Rupandehi District are present as below by figures analysis.

Table 5.3
Tourist Arrival (Belhiya)

Year	Arrival	% growth rate
2003	39869	-
2004	47813	19.92
2005	51655	8.04
2006	62680	21.34
2007	90556	44.47
2008	93913	3.71

Source: Immigration office, Belhiya by Nepal Tourism Board Tourist Information Center, Bhairahawa.

According to 6 years time series data the above mentioned table (19.92%) of visitors have been increased in Rupandehi district in 2004. But in 2004 the increasing percentage is lower than the previous year because of the political situations and security. Similarly, the percentage of the visitors are satisfactory in 2007. But in 2008 it increases only 3.71% which is so lowest.

5.10.1 Tourist Arrival in Lumbini

Table 5.4
Tourist Arrival in Lumbini

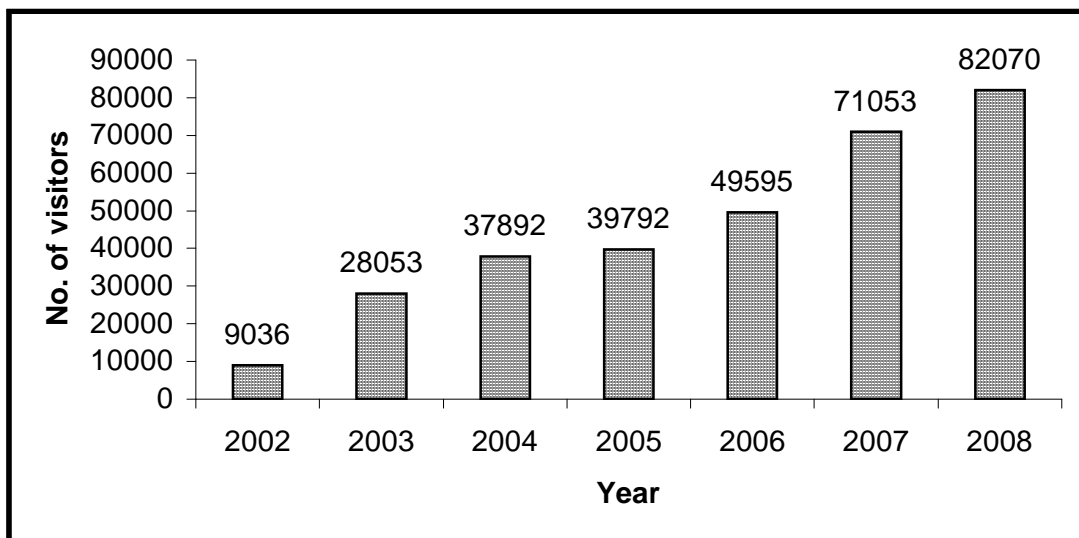
Year	Visitors	Increase %
2002	9036	-11
2003	28053	210
2004	37892	35
2005	39792	5
2006	49595	24
2007	71053	43.26
2008	82070	15.50

Source: Lumbini Development Trust (Information Center).

The above tourist data in Lumbini is obtained from the record of the office of Lumbini Development Trust. Table 5.6 includes only foreign tourist except Indian who visited Lumbini. The table 5.6 also shows the growth of tourist arrival from 2002 to 2008. The growth rate of tourist arrival is not uniform. The cause of slow growth rate and even negative growth rate maybe political instability in the country and insufficient master planning in tourism promotion activities in Lumbini. The above table shows the inflow of tourist is almost negative only before 2002 but then after the tourist arrival is positive. In 2007 there is highest 43.26 percent of tourist increase. But in 2008 there is only 15.5 percent of increase in tourist arrival in Lumbini.

Figure 5.1

Tourist Travel Trend to Lumbini



5.10.2 Country-wise Visitor in Lumbini

From the source of Lumbini Development Trust information public relations and hospitality section country-wise travel trend in Lumbini 2008, 95 countries visited in Lumbini. But the field survey 2008 show that the large number of tourist have been come from Buddhist country

due to existence of holy place of the Lumbini. They come here for religious purpose and normally they return same day. That is why the average length of stay in this area is very short in comparison to national level. Tourist come Nepal by different countries like Sri-Lanka, Japan, China, Myanmar etc. Some of the number and percentage of tourist visitors in Lumbini by major nationalities are given below:

Table 5.4
Tourist Visiting Lumbini by Major Countries

Year \ Countries	2002	2003	2004	2005	2006	2007	2008
Sri Lanka	2453	8673	12217	15520	21563	30375	31984
Myanmar	428	1099	2115	2106	2680	3641	8535
Japan	937	2262	2724	2222	2165	2681	2251
China	486	621	912	1119	1659	2175	2278
Thailand	1097	5164	7735	7828	9223	12880	14965
France	102	227	346	173	403	586	974
Korea	245	1174	3365	3400	3500	5219	5791
Taiwan	184	569	1650	1509	1471	1303	1863
UK	223	637	546	367	536	876	1271
USA	180	337	496	470	557	1022	1103
Australia	495	657	430	441	608	931	1242
Germany	127	563	558	501	690	926	1277
Malaysia	119	98	651	437	540	590	800
Italy	23	81	122	139	38	195	349

Source: Lumbini Development Trust.

The figure exclude Indian tourists.

From the above table in 2003, the highest arrival was form Sri Lanka and lowest form Italy. Same way in 2008, the highest arrival was

from Sri Lanka and lowest from Italy. Because most of Sri Lanka are Buddhist so the number also is the highest.

In 2006, Japan was also the second top continent arrival in Lumbini.

The available information shows that all visitors have been satisfied from the visit of Lumbini, only a negligible number of visitor (1) percent expressed dissatisfaction from the visit. Among the satisfied visitors, majority of them (80%) expressed complete satisfaction from the visit and 19 percent were quite satisfied. Majority of the visitors expressed their willingness to repeat again like to visit Lumbini.

The visitors of Lumbini comprised of various size such as single, couple, family and group visitors. Among these the largest number of visitors belonged to group visitors, which include more than half of the total visitors.

Not only the most interesting things but there were also some least interesting things to the visitors. However only a small number of visitors (less than 10 percent) expressed that poor management, dirty environment beggars and fake monks and dusty road. Lack of sufficient satuarants and shops, behaviour of Rickshawala, expensive hotels, phone and camera charge; newly constructed Mayadevi Temple; and Lack of direct transportation from Sunauli to Lumbini etc.

5.10.3 Employment in Hotel and Lodges of Lumbini Area

There are many hotels and restaurant in Bhairahawa. According to Siddhartha Hotel Association Nepal (SHAN) only forty (40) hotels and lodge are register, which can be the better job hunt for the locals. All of them are providing employment opportunities to the locals and outside of Lumbini area also.

The given table represents the employment status in the hotels in Lumbini Area. Which have been derived from the survey made in 11 standard hotel.

Table 5.5
Hotels in Lumbini Surroundings

Name of hotels	Employment		
	Male	Female	Total
Gautam Buddha Lodge	4	-	4
Hotel Buddha Maya Garden	18	4	22
Hotel Lumbini Village	24	4	28
Hotel Lumbini Buddha	6	3	9
Hotel New Crystal	4	3	7
Hotel Rainbow	26	4	30
Lumbini Garden Lodge	27	3	30
Lumbini Guest House	4	2	6
Lumbini Hokke Hotel	27	8	35
Royal Guest House	25	5	30
Siddhartha Guest House	3	1	4
Total	168	37	205

Source: Field survey, 2008.

The above table shows that there are 205 workers engaged in different hotels and lodges there. Most of the worker are out of this locality and least are locals. Among them Lumbini Hokke Hotel has the large income than the others.

Some semi-skilled and unskilled manpower are also getting a chance to sell the handicrafts and other things there to the foreigners. Beyond this above hotels there are many other small hotels and lodge in Lumbini area. There are also employed many others. There are 24 travel

agency and engaged manpower is 68. And only one training center where 8 manpower is engaged.

In Rupandehi district there are 35 tourism standard hotels and other small hotels. According to locale entrepreneurs, the biggest problem to tourism in Lumbini is widely uses Indian tour guides. Most of tourists who entertained via-India has been come with organized by Indian tour operators. Indian tour guide are not interested to stay more in Nepalese side. Indian has constituted Lumbini under one destination of Buddhist circuit where as remain three destination of this are situated in India. That is why, Indian tour guides are always in hurry. It decreases the length of stay of tourists in Bhairahawa.

5.10.4 Change of Lifestyle of Local

When I visited the field Adarsha VDC in Lumbini for my research that I found the impact of tourism and the change in their life style. The research found that most of the women do handicraft related work for income generating. Women are physically weak but they are strong in mind as men have. The attraction of Lumbini can also be developed into rural tourism which can make significant contribution to the local economy. TRPAP also help to change the life style of local people. The TRPAP aims to reduce poverty and conserve the natural and cultural heritage of Lumbini. It helps the poor committees to enhance capacity for sustainable rural tourism through various supports such as training skill development establishment of village tourism development. The local people actively participate in rural tourism development by using the local products and services such as food handicrafts, hotels lodges, guides and rickshaws. Men has also employed in LDT office. Their earning is Rs. 2000 to 6000 monthly.

5.11 Purpose of Visit

The visitors visited Lumbini for different purposes. Among others, religious trip was the main reason of majority of the visitors. Which was followed by other major reasons such as traveling, trekking/mountaineering and visiting friends/relatives. Besides small number of the visitors also came to Lumbini for business/official purpose, festivals, meditation, volunteer work, historical study wildlife observation, conference/meetings, and honeymoon. In the following table shows information about the reasons of visit by the visitors, which depicts 75 percent visitors came Lumbini for religious purpose.

Table 5.6
Tourist Visiting by Purpose in 2008

S.N.	Purpose	Percentage
1	Pilgrimage	75
2	Pleasure	11
3	Official	2
4	Conference	1
5	Meditation	1
6	Others	10

Source: LDT (Information center).

The above table shows that the tourists come to Lumbini for the different purpose such as pilgrimages, pleasure, and conferences etc. Many tourists come to visit here for pilgrimage purpose. The above data shows 75 percent to come for the religious purpose from Buddhist country. Only 11 percent tourist course for entertainment. they come from Europe and America. Some people come to take part for the official conferences.

Only one percent tourist visit Lumbini for meditation others 10 percent visit for volunteer work, historical study honeymoon, wildlife observation etc.

5.11.1 Length of Stay

According to the available information, length of stay of the visitors in Lumbini is very short. The duration of stay by tourist visiting Lumbini is not more than one day. Only few tourists stay 2-3 days. Which is too short compared to 7.9 days of average length of stay of the tourists in Nepal in 2007. Some important reasons for the shortest length to stay of the visitors were found to be as follows:

- iv. Most of the Lumbini visitors visited Lumbini just to see the birthplace of Buddha i.e., Maya Devi temple.
- v. There are not sufficient quality hotels, lodges and restaurants for visitors both inside and outside of LDT area.
- vi. The group tourists who come in a package program organized by the travel agencies. Travel agent of both Nepal and India do not make schedule for long stay in Lumbini and do not suggest the visitors for that either.
- vii. Since most of the Indian and Sri Lankan visitors manage food and accommodation by themselves, they do not spent money for such purposes.

In addition, they use their own vehicles and guides. The Sri Lankans mostly come via India and use Indian guides. The Indian guides have the tendency to quick finish the visit and go back to India. As such, the Indian and Sri Lankan visitors length to stay happens to very short. The Lumbini Master plan forecasted that 70% of the total tourists would be concentrated in the high tourist season from October though February and 25% in the low tourists season of March, April, May, August and September. June and July are the months with very small numbers of tourists.

5.11.2 Tourist Accommodation in and Around Lumbini

There are many budget hotels and lodges as well as modern hotels in and around Lumbini that can easily manage the present number of tourists. The available data shows that Lumbini has an accommodation capacity of more than 700 beds, whereas average tourist arrivals are approximately 250 per day in peak season. Amongst these visitors only 25% stays overnight in Lumbini. The distance between one hotel to another hotel is not so far but Lumbini Buddha hotel of them which was owned by LDT is far from the other hotels. The facilities are available in Hokke hotels as star Hotel which is expensive than other.

The accommodation capacity in Lumbini is shown in the following table:

Table 5.7
Accommodation Capacity in Lumbini

Name of hotel	Total room	Total beds
1 st categories (star class)	30	95
2 nd categories	20	35
3 rd categories	300	570
Total	350	700

Source: Field survey, 2008.

The hotels survey show that there are altogether 350 rooms and 700 beds in Lumbini at present. The rooms rent depend upon the categories of hotels. According to hotel owner the price of hotels are not fluctuated due to season.

5.12 Impact of Tourism in Lumbini

Tourism has its positive impact on economic condition of people of Lumbini. Tourism plays the vital role to change the economic condition of people. Tourism provides the employment opportunities directly and

indirectly. In the direct way, people will get the employment opportunity such as manager, coordinator, administrative officer, secretary guide as well as guide etc. Tourism provides a large number of opportunities for technical and non-technical worker. The villagers who are lived around Lumbini are also highly benefited.

Tourism has its impact on social and cultural condition of around Lumbini. The villagers have got opportunities to learn many things from the tourist. Most of visitor who come to Lumbini are Buddhist, But the villager around Lumbini are Hindu and Muslim. They can exchange their view about the religion. Tourism is a very important source for foreign exchange earning. It is an unrisky procedure for transfer of real resources form industrially capital surplus developed countries to developing countries.

The basic infrastructure to tourism i.e. roads, public awareness, sanitation, communication transportation, water supply, airport, public utilities and accommodation units provide jobs for thousands of workers.

The promotion of tourism can be a great encouragement to economic development. Cultural motivation has always been an essential medium for broadening the limits of human knowledge. When mass of people travels to foreign countries to entertainment through custom, festival, art, food and drinks of the host country then its change the social and cultural development. Tourism also promoting lasting goodwill and friendship among the nations of the world.

Tourism industry provides direct and indirect benefit to the people of this region. Pilgrimage, cultural, nature, mass, sustainable, endemic and domestic tourism can promote the lifestyle of the people in Lumbini and its outskirts.

In Lumbini, LDT generate income from the tourism. In fiscal year 2064/65 LDT generate income from the tourist can show as below:

Table 5.8
Fee Structure

S.No.	Components	Rs. (in thousand)
1	Maya Devi Temple entrance	3275
2	Camera fee	1600
3	Ashok pillar	1202
4	Museum entrance fee	150
5	Picnic fee	10
6	Maya Devi temple (A deed of gift)	873

5.13 The Main Attraction of Lumbini Area

The most interesting thing in Lumbini to the visitors was the Mayadevi complex. Out of the total visitors of their view the most interesting things to them was the Mayadevi complex. The international monasteries constructed by different countries were most interesting things to the visitors. Other most interesting things to the small number of visitors included peaceful environment, co-operation of people and staff village walks and culture, meditation, wild life and bird watching Lumbini international research library, Ashokan pillar, Shanti deep museum, prayer flag, peace pagoda, scanned garden and sarash presentation center.

5.14 Problems of Tourism in Lumbini

Being the potential site of tourism Lumbini is not developed lack of network of communication, transportation and other infrastructure needed for healthy tourism. Therefore, some problems have been pointed below:

5.14.1 Hospital Facility

Thousand of local people as well as pilgrims come here for the purpose of tourism and daily activities. There is need a hospital with good doctors to provide health facilities to the local people and foreign delegates. The health service of international Buddhist society, cross flow project is not sufficient at vast area.

5.14.2 Drinking Water

Drinking water is directly provided from the boring-system. It is not purified with the use of proper chemicals and problem of arsenic.

5.14.3 Toilet

Toilet facility should be provided near the temple monastery and vihar to the visitors without charge. Otherwise open toilet-tradition will create great problem of pollution.

5.14.4 Tourism Information Center

There is no proper tourism information center especially for the motivation to Lumbini, it should be operated soon.

5.14.5 Tourist Materials

Cheap and reliable informative tourist materials viz. pamphlets, booklets, cassette, maps, VDC, tape recorder and photographs are not available in proper sites.

5.14.6 Transportation

Qualitative rickshaws and bi-cycles should not be provided as preferred means of visiting sites at reasonable rate at this complex.

5.14.7 Trained Tourist Guides

Here tourist-guides should not be carried out integrated programs for the development of Lumbini and its out skirts for long times. Their

action plan and programs are duplication lack of proper co-ordination among them.

5.14.8 Co-ordination

LDT, DDC, VDCs, TRPAP, NGO and INGOs cannot carried out integrated programs for the development of Lumbini and its out skirts for long times. Their action plan programs are duplication lack of proper co-ordination among them.

5.15 Experts' View

Dr. Gitu Giri, the Campus Chief of Bhairahawa Multiple Campus, T.U. In his view, pilgrimage tourism as a non-smoky industry is developing in the western terai region of Nepal. In modern trend mass tourism, cultural tourism, pilgrimage tourism and nature tourism are very useful in the promotion of the local people as well as to generate national income as the holy site for the Buddhist.

To play an active role in the overall development efforts of this region Lumbini is main center to generate income in the promotion of life style. In this context we felt the dearth the informative bulletins and other materials on Lumbini that could boost tourism even though the sacred complex is noted as a major tourist attraction.

Dr. Keshavman Shakya vice-chairman of LDT in his view, master plan should be completed very soon and Lumbini should be declared as peace city of United Nations.

Bishnu Gautam, secretary of Siddhartha Hotel Association Nepal (SHAN) in his view an international airport should build in Bhairahawa for the development of tourism in Lumbini. Should be given focus to Indian tourists also. If we attract more Indian tourists, we can increase length of stay of tourist.

Pradeep Basnet, Incharge of NTB Belhiya, in his view low use of the services of travel company by the visitors, NTB in co-operation with the travel agent should organize the package tour to the visitors.

Rajendra Man Shrestha a properties of Lumbini Guest House, Lumbini in his opinion; need to control Indian guide form guiding in Lumbini, we have sufficient local guide who had well knowledge than idioms. Which helps the tourist for actual knowledge regarding the Lumbini as well as Nepal.

The view of local people of Lumbini area is that the policy maker should focus to increase the education status of the villagers at any cost and management which is the foremost of uplifting the socio-economic of the people. The additional facilities and services should be increased like telephone, electricity, drinking water and toilet etc.

CHAPTER SIX

FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.1 Findings

Tourism industry play the vital role in economic development of Nepal. Tourism has its diversity affect on the other economic sector of the country. It is important not only the source of foreign currency earning but also it is a major employment generating industry. From the study we find out that there is the positive relationship between total foreign currency earning the number of tourism arrivals and employment. It is seen that tourists arrive in Nepal mainly six purpose like pleasure trekking and mountaineering, business, official, meetings and seminars.

The survey and research of Lumbini visitors has explored various aspects of the visit. The research has revealed many important facets of tourism in Lumbini. The analysis of various aspects of the visit are:

- religious trip was the main purpose of visit of majority of visitors,
- majority of the visitors use air route for their visit,
- length of stay of about 90 percent visitors was up to 2 days with their average length of stay of merely 1.44 days, which is too short compared to 7.9 days of average length of stay of the tourists in Nepal in 2007,
- on the whole, the average daily expenses incurred by a visitor for accommodation, food, traveling, souvenirs, purchase and donation to monasteries were Rs. 3500.
- almost all visitors have been satisfied from the visit of Lumbini,
- majority of the visitors from all countries responded that they would again like to visit Lumbini,

- the most interesting thing in Lumbini to the visitor was the Mayadevi complex,
- the main least interesting thing to the visitors was beggars and fake monks,
- only few local people are satisfied from LDT.

The above major findings of the study suggest that the visitors attitude towards Lumbini is very positive and they would like to visit the place several times. However, the main point to note is that the present length of stay of the visitors is too short resulting in low expenditure. As mentioned earlier in the WTO definitions of tourism, length of stay of the visitors is a more important indicator of tourism's value than their number of arrivals. Therefore greater efforts should be made for this.

6.2 Conclusion

Nepal is known in the international arena as a prime destination for tourists due to its natural beauty, unique culture and cultural heritage and innumerable special tourist destinations. Through developments in culture and tourism sectors, the country can benefit by generating foreign currency and employment opportunities hence contributing to overall development in the economic sector. The development and extension of tourism not only creates new employment opportunities but also helps in creating a steady regional balance and poverty alleviation. Different institutions have also been created to develop and support tourism in the country. Tourism industry is regarded in world biggest and faster growing industry. Tourism is important sources of contributing the additional development generation.

Tourism is a fundamental and desirable human activity, worthy of the commendation and encouragement of all people and authorities,

prosperity, leisure, coupled with the quest for pleasure which sustain the development of mass movement of people all over the world.

Tourism is a very important source for foreign exchange earning. It is an unriskey procedure for transfer of real resources from industrially capital surplus developed countries to developing countries. The promotion of tourism can be a great encouragement to economic development. Cultural motivation has always stood as a unique vehicle for the cultural propagation through the process of tourism. Tourism is an important medium of social and cultural development and is also of promoting lasting goodwill and friendship among the nations of the world. Tourism industry plays the vital role for the development of country.

Lumbini is one of the most important religious and tourism place. Many tourists come to visit Lumbini for their various purpose such as religious faith traveling, trekking part in the conference and pleasure.

The flow of tourist is flexible. Sometimes the flow of tourist is high and sometimes low. The main factor of decreasing tourist arrival is the political instability.

The value of Lumbini has been recognized both at a national and an international level and it leaves no doubt that the proper development and conservation of the area is a big challenge. Many tourists visit our country Nepal from different parts of the world. Some of them come from Europe, Australia, and Asia. Mainly the tourists come to Lumbini for the religious purpose. They feel that Lumbini is a peaceful area of a world. Tourism is taken as an industry. It has good economic impact for the development of the country.

6.3 Recommendations

Based on the above major findings, some recommendations are made here which are expected to attract more tourist (visitors) to Lumbini with their length of stay.

- Though, the master plan was completed in 1978. While doing my research I have found that most of the task which are included in master plan have not completed till now. So, it should be inebriated on time for the development of the Lumbini from an economic point of view. Such as NTB, LDT and government of Nepal has to complete this master plan as soon.
- Since majority of the visitors are depending upon the informal source for visit to Lumbini, the formal sources of information such as NTB, LDT, travel/tour operators need to be more active in providing information to the visitors. For this, various information campaign through various media needs to be launched.
- In view of low use of the services of travel company by the visitors, NTB in co-operation with the travel agent should organize the package tour to the visitor. This will not only increase the use of services of the travel company but will also increase the length of stay.
- Coordinate the efforts of government, local village development committees, municipalities and district development committees for construction of second international airport in the vicinity of Lumbini.
- Improve roads to Lumbini and all related Buddhists sites including Tilaurakot, Niglihawa, Sagarhawa, Kudan, Gotihawa, Devdaha and Ramgram and maintain them at international standards to

encourage increased visitations to these sites. It must be maintained by LDT and NTB.

- Either being unaware of other attractions or these attractions being not compelling enough to attract the visitors, most of the Lumbini visitors visit Lumbini just to see the birthplace of Buddha i.e., Mayadevi Temple. In view of this, other attractions need to develop. For this, focus should be given to develop the lord Buddha related products. Development of archaeological sites related to lord Buddha and equality museum, Library, Auditorium, about Lumbini Buddhism should be highly emphasized as most of the visitors have shown interest in these products. This is more important because the visitors mostly visit Lumbini for religious purpose.
- A part from the above prime products, other products such as evening cultural show with music and dance, purchase of locally made crafts, and touring Lumbini by rickshaw have also potentiality to attract the visitors. Development of these products also should be given the consideration. So LDT should be maintained this.
- Since a number of least interesting things such as beggars and fake monks, poor management, dirty environment, noise of picnic etc. being related to the management of LDT, the LDT should be more cautions to improve its management. The beggars should not be allowed to hang-around everywhere by making provision to stay in a fixed place, identity cards could be issued to the genuine monks, proper attention should be given to keep the area clean, and isolation fixed place should be developed as the picnic sport.

The policy maker should focus to increase the education status of the local villagers at any cost and management, which is the foremost of uplifting the socio-economic of the people and the additional facilities and services should be increased like telephone, electricity, drinking water and toilet etc.

The signage system should not only name the spot or object the archaeological historical or cultural importance, it should also give a brief but clear account of what it is. Both Devnagari and English scripts should be used for signage side by side. So that the government of Nepal has to complete this things of Nepal soon.

If we do above activities, we can welcome the huge number of tourists and we can increase the duration of stay of tourist in Lumbini. If we increase the length of stay of tourists, obviously per capita expenditure is also increase. For the achievement of quality tourism in this area, we should address the major issues in and around Lumbini, which I have already mentioned above. Tourism industry has to be developed in Lumbini for some essential work is needed.

BIBLIOGRAPHY

- Acharya, Sita (2008), *Role of Tourism Industry in Economic Development of Nepal*. An Unpublished M.A. Thesis, CEDECON, T.U., Kirtipur, Nepal.
- Arya, Ramesh (1999), *Planning Models for Tourism Development with Reference to Nepal*, Ph.D. Thesis, Submitted in Barasad Hindu University, Banaras.
- Burger, Viet (1978), *The Economic Impact of Tourism in Nepal: An Input Output Analysis*, Ph.D. Thesis, Cornell University.
- Chand, Diwakar (2000), *Nepal's Oturism: Unscored Facts*. Varanasi, India: Pilgrims Publication.
- Dahal, Ram Hari (2007), *Tourism and Development Plans in Nepal*, Nepal Rastra Bank, 52nd (Anniversary Special Issue).
- DDC Rupandehi (2005), *Participatory District Tourism Development and Management Plan (2005-2009)*, Rupandehi.
- Dhungel, Ramesh (1981), *Economic of Tourism in Nepal, Development Research and Communication Group (DRCG)*, Kathmandu.
- Economic Survey (2007/08), *A Survey Prepared by Ministry of Finance*, GON, Singhdurbar, Kathmandu, Nepal.
- Ghimire, Himlal (2006), *Lumbini Present Status and Future Challenges*, Published by United Nations Educational, Scientific and Cultural Organization.
- Giri, Gitu (2008), *Lumbini the Buddhist Word*, Published by Lumbini Academy, Lumbini, Nepal.
- Karkee, Upendra (2005), *Lumbini: A Rural Tourism Model*, Published Nepal Travel and Trade Reporter.
- LDT (2004), *Introducing Lumbini the Fountain of World Peace*, Lumbini, Nepal.

- NPC, 1956. *The First Plan (1956-61)*, Kathmandu.
- NPC, 1962, *The Second Plan (1962-65)*, Kathmandu.
- NPC, 1965, *The Third Plan (1965-70)*, Kathmandu.
- NPC, 1971, *The Fourth Plan (1970-75)*, Kathmandu.
- NPC, 1975, *The Fifth Plan (1975-80)*, Kathmandu.
- NPC, 1981, *The Sixth Plan (1980-85)*, Kathmandu.
- NPC, 1986, *The Seventh Plan (1985-90)*, Kathmandu.
- NPC, 1993, *The Eighth Plan (1992-97)*, Kathmandu.
- NPC, 1998, *The Ninth Plan (1997-2002)*, Kathmandu.
- NPC, 2003, *The Tenth Plan (2002-2007)*, Kathmandu.
- NPC, 2007, *The Three Years Interim Plan (2007-2010)*.
- Neupane, Anjan (2007), *Attitude Survey of Tourist: A Case Study of Bhairahawa/Lumbini*, An Unpublished M.A. Thesis Rural Development, T.U., Kirtipur.
- NRB (1989), *Income and Employment Generating from Tourist Sector in Nepal*, Kathmandu.
- NTB, *In Focus 2008*, On the Occasion of 10th Anniversary, Kathmandu.
- Pradhan, Yeera (2007), *Tourism Industry Why a National Industry*, NTTR, July 8.
- Pradhananga, Surendra Bhakta (1993), *Tourist Consumption Pattern and Its Economic Impact in Nepal*, Ph.D. Dissertation, T.U.
- Shrestha, Pushpa (1999), *Tourism in Nepal: Problems and Prospects*, (Ph.D. Thesis), Submitted in Banaras Hindu University, Vanarasi.
- Tuladhar, Gyanendra Ratna (1933), *Development of International Tourism in Kingdom of Nepal* (Ph.D. Thesis), Development of Economics and Organization of Tourism Economics University, Veina, Bulgaria.

Upadhyay, Rudra (2003), *A Study of Tourism as a Leading Economic Sector of Nepal*; Unpublished Ph.D. Thesis, Submitted to Lackhanawa University, India.

Upadhyay, Rudra Prasad and Agrawal Manoj Kumar (2006), *Tourism and Economic Development in Nepal*, Northern Book Center, New Delhi.

Magazines:

Lumbini The Buddhist World, 2008, Lumbini Academy.

Vision of Ecosystems 2005, 2006, CEDECON.

Websites

www.welcomenepal.com

www.lumbinitrust.org/traveltrends.htm

www.worldtourism.org

ANNEX-I

STRUCTURED QUESTIONNAIRE FOR THE VISITOR SURVEY

1. Personal information:

Name:

Address:

Age:

Sex:

2. What is your purpose to visit Lumbini?

Sight seeing Recreation Study/research Pilgrimage

3. Which mode of transport you used to come Lumbini?

Bus Tourist coach Aero plane Others

4. How long will you stay in this area?

.....

5. What do you think about?

a. The cost of lodging/food

Expensive Moderate Cheap

b. The standard of lodging/food

Excellent Average Unsatisfactory

6. How did you find Lumbini?

.....

7. Are you visiting Lumbini in group or independently?

.....

8. What type of problems did you faced during your stay in Lumbini?

.....

9. What was your daily expenses while at Lumbini?

.....

10. Do you think you will revisit Nepal?

Yes No

b. If yes, why?

c. If no, why?

11. Do you have any program to visit other area of Nepal?

.....

12. Have you any suggestions for the promoting of tourism in Lumbini?

.....

ANNEX-II

STRUCTURED QUESTIONNAIRE FOR THE HOTEL/LODGE OWNERS

1. Name of hotel/lodge:

Class:

Established year:

Location:

2. What is your permanent address:

3. Is this your own hotel/lodge or rented?

Own Rented

4. If rented how much rent you pay per month?

a. Number of rooms

b. Number of beds

5. What is the occupancy rate?

.....

6. How many employees have been employed by you?

.....

7. What is the employment patterns of your hotel/lodge?

Total	Male		Female	
	Executive	Non-executive	Executive	Non-executive

8. What is being spent on salary only?

.....

9. For how long do the tourists stay in your hotel/lodge?

.....

10. Why did you choose Lumbini for your business?

Because many tourists visit this place

I see better prospect in tourism industry

It is my home place

11. In which month do you have the highest number of visitors?

.....

12. Is there any difference in the charge for foreign and domestic tourists?

.....

13. Are you satisfied with government and NTB for their support to promote in Lumbini?

Yes No

14. If not what do you suggest them to promote tourism in and around Lumbini?

.....

ANNEX III

**STRUCTURED QUESTIONNAIRE FOR THE HOTEL/LODGE
MANAGER/GUIDE AND SOCIAL ELITES**

Name:

Qualification

Age:

Sex: Male Female

1. Does your family benefit form tourist visiting Lumbini?

Yes No

2. What present do you sell for?

Hotel Tourist

Local people

3. What type of goods do you sell to tourist?

Handicraft Historical goods Others

4. What are you major complaints against tourism in Lumbini?

Lack of guide

Lack of standard lodge

Disturbance of politics

Problem of advertise

Problem of immigration office

No suitable environment

Lack of travel office

Lack of international airport

5. Have you any suggestion for the improve of tourism is Lumbini?

.....
.....