

CHAPTER - I

INTRODUCTION

1.1. Background of the Study

Tourism refers to the temporary, short-term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations. Most of these movements are international in character. Tourism is major element in the balance of payments of many countries, which has grown faster than the trade in goods. Tourism generates employment and income. It makes use of resources, which may not be used otherwise, in particular of unemployed labor in developing countries with few alternative sources of employment. It can directly influence living standards and quality of life which lead to the satisfaction of the visitors and multiple benefits to the destination visited i.e. employment generation, economic growth, conservation of natural and cultural heritage, culture exchange etc. Tourism has always helped the local economy by improving living standards, education, health care, social awareness and infrastructure (Pant, 2014).

Nepal opened its door to the world tourist market after the great political changes in 1950, the Rana rulers were overthrown and democracy was restored. After that, there was no looking back, as tourism accelerated in Nepal after establishment of Nepal Tourism Committee in 1970 and Nepal Tourism Master Plan was prepared in 1972, followed by establishment of Ministry of Tourism by Government in 1973 (Smith, 1998).

Nepal is one of the richest countries in terms of bio-diversity, which can be easily reflected by its physiographic, climatologically and wide altitudinal variations. Tourism reaches into the varied aspects of Nepalese life and thousands of people from diverse sectors benefit from it directly and indirectly. It generates employment opportunities and also helps in the preservation and conservation of the art and architecture, culture and natural resources (Shrestha, 2012).

Nepal is known all over the world as the Himalayan Country. The existence and viability of multi-ethnic and multicultural communities are the major cultural tourism attractions. Tourism industry has played major role in Nepalese economy. The arrival of tourists in Nepal every year is directly or indirectly beneficial to the Nepalese people. It is the major source of earning valuable foreign exchange. Due to its great natural beauty and unique and multi-cultural features, Nepal has become an attractive destination for tourists from all over the world. Considering the historical background, geographical situation and socio-cultural wealth there are enormous tourist potentialities in Nepal and the tourism industry has been playing a significant role in the country's economy. Considering these facts, it is essential to conserve and preserve its natural and cultural beauty. People from both east and west are attracted to visit Nepal due to having all important ingredients for tourism development. Nepal's natural attraction, resulting from physical, historical, cultural monuments and temples, art treasures and festivals and its wildlife are the best attractions for the foreign visitors. Cultural, religious and natural resources are the three major attractions of Nepal which have eight cultural and two natural World Heritage Sites (Shrestha, 2013).

Among them, Boudhanath is one of the attractive cultural heritage sites which was listed in the UNESCO World Heritage Monument List in 1979. It is in the heart of capital city Kathmandu in Boudhanath Stupa. Boudhanath area with its old temples epitomizes the religious and cultural life of the people. The founding of the Boudhanath Stupa dates back to Licchavi times. With considerable renovations by Malla rulers and later the Ranas, construction was accomplished progressively over many centuries. Most parts of the temple premise are open for tourists throughout the year (Kunwar, 2007).

Tourism has been defined in different ways by various authors and concerned organizations and yet there is not universally accepted definition of tourism. Hermann V. Schullaid, an Australian economist gave one of the earliest definitions of tourism in 1910. According to Schullaid, tourism is "the sum total of the operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside or certain country, city or region" (Satyal, 1998).

Meyer has defined tourism as, "A collective term for human movement and its attendant activities caused by the exteriorization and fulfillment of the desire to escape that is more or less latent in everybody" (Upadhyaya, 2010). This definition received the first prize by Academic International de Tourism at Monte Carlo in 1952. However, this definition does not seem to be broad enough. Another definition of tourism given by the Swiss professors Waiter Hunziker and Kuet Krapf in 1942, is more phenomenon arising from the travel and stay of strangers, provided that stay does not imply the establishment of permanent residence and is not connected with a remunerated activity" (Bhatia, 1994).

The tourism society in Britain had also attempted to classify the concept and in 1976 defined tourism as: "Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations; it includes movement for all purpose, as well as day visits or excursions" (Bhatia, 2009).

1.2. Statement of the Problem

The contribution of tourism sector in the overall economic development of Nepal has been quite significant; however Nepalese tourism sector has not been developed as expected. Despite great potentials and promising prospects, there are lots of problems to expedite the growth of tourism in Nepal. In spite of huge investments and continuous efforts of the government as well as private sector, this sector has just contributed less than four percent of GDP in the economy. Although the number of tourist has been increasing over the years, the length of the stay of tourists has changed very little over the period. Moreover, the exploration of available tourism potential is limited in Nepal. Although there are many potential tourist destinations at the remote villages of Nepal, till date tourism has not been expanded throughout the whole country. Among the majority of 85 percent Nepalese people who live in the village are still far from entertaining the benefits of tourism. So, there are challenges of developing and promoting tourism industry by means of exploring new tourist destinations in the remote villages, increasing the number of tourist arrivals, extending their duration of stay and encouraging quality tourism. As the flow of international tourists into the country increases, different facilities

like accommodation, transport, communication, good hotel and trained guide etc. also have to be increased side by side.

In this context, many researchers have already studied about the Nepalese tourism industry and recommended various measures to develop this sector. Despite the vital role of tourism in the economic development of Nepal as a whole, all of the studies have expressed concern over the development of tourism in Nepal saying that it is not so satisfactory as anticipated and the problems still exist through out these years. So, this study attempts to address or assessing the impacts of Tourism in Nepalese economy in general in local people for particular and trace out the major problems being faced by this sector along with the policy recommendations. This study deals with the following issues. So the research questions of the study are following:

-) How tourism has contributing to the local people for their employment and entertainment?
-) What are the socio-economic impact of tourism in Boudhanath area?

1.3. Objectives of the Study

The general objective of this study is to assess the socio-economic impact through tourism at Boudhanath area. Following are the specific objectives:

-) To examine the tourism status in the study area
-) To analyze the socio-economic impact of tourism in Boudhanath area.

1.4. Significance of the Study

Scope of this study is significant as tourism is playing a vital role in the economic development through employment generation in Boudhanath area. Thus, this study focuses on analyzing trend and the foreign currency earnings. This also highlights the role of tourism in government revenue and employment generation in Nepal as well as Boudhanath area. This study further discusses the problems being faced by Nepalese tourism sector in general and Boudhanath in particular thereby submits the suggestions to overcome those problems. In overall, this study explores the significance of tourism

sector in Nepal as well as Boudhanath and highlights some of the policy measures for the development of this sector.

1.5 Limitations of the Study

- i) Information is totally based on both primary and secondary data.
- ii) Due to time limitation and resource constraints, the study could not be a comprehensive one.
- iii) This study could not include the experiences of tourists visiting Nepal as they are not consulted during the study.
- iv) This study has only focused on the positive side of the tourism in Nepal but there may be some negative aspects also.
- v) This study will be carried out in Boudhanath Area of Kathmandu Metropolitan City.

1.6. Organization of the Study

The study has been divided into five chapters: The first chapter is introduction which include background of the study, statement of the problems, objective of the study, significance of the study and limitation of the study. The second chapter is review of literatures which includes theoretical concept and empirical review. The third chapter is research methodology which consists of research design, nature and sources of data, sampling design, data collection method and data analysis. The fourth chapter is data presentation and analysis which include trend and structure of tourist arrival in Nepal, purpose of visit in Nepal, status of the foreign exchange earning and contribution of earning from tourism sector and revenue generated from tourist sector. The fifth chapter is summary, conclusion and recommendation. Besides these chapters bibliography and appendices have been included in the last of this thesis.

CHAPTER - II

REVIEW OF LITERATURE

Review of related literature is an essential part for every research. The objective of this chapter is to review some of the basic literature on impact of tourism in Nepalese society. As far as the impact of tourism is concerned, various scholars made studies focusing mainly on economic aspects. Social and cultural values are often ignored in such studies. In fact, the trend of sociological and anthropological studies in this subject matter still needs stimulation. Some of the useful literatures have been reviewed as per the need of the study.

2.1 Conceptual Review

Scullerd (1999) defined the word 'Tourism' is derived from the French word 'Tourisme'. It literally means to travel and travel related jobs. The word 'Tour' means journey from place to place. Tourism has been defined in different ways. The Oxford dictionary defines tourist as 'person travelling or visiting places of interest'. This definition implies tourist as a person travelling for recreation'. This definition is not enough, as a tourist one must be non-residential not earning and must generate economic activities.

Scullerd also defined the word 'tourism' carries different meaning as per different scholars. "The sum total of operations, mainly of economic nature, which is directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or origin, is tourism". Around these definitions given by different scholars, we can say that tourist is the visitor of different new places for entertainment whereas tourism is the business of providing the different survives to the visitors. Through the operation of tourism business, a tourist gets service, an unemployed person gets job and the nation collects revenue. Therefore, tourism is the main sources of revenue collection for a nation.

The management of different sectors such as hotels, travel agencies, trekking agencies and social servicing industries is essential because these provide maximum facilities to

the tourists. Therefore, all the economic activities performed with the purpose of providing pleasure and comfort to the tourist can be regarded as tourism industry.

Pearce (2006) said that tourism is considered to be the largest industry in the world which is influenced directly by real disposable personal income, price of foreign travel services, publicity, cost and conveniences of means of transportation, tourist attraction such as sea resorts, mountain resorts and places of historical or natural interest. In this connection, the IMF staff paper writes "Tourism may be influenced by real disposable personal income, price of foreign travel services abroad and at home, publicity cost and conveniences of means of transportation, location of home country and neighboring countries with such tourist attraction as sea resorts, sunny skies, mountain resorts and places of historical or natural interests.

Smith (2008) in his book 'Tourism analysis: A handbook', explained the practical methods of studying and analyzing tourism. He says that Samuel Pegge reported the use of 'tour-ist' as a new word for traveler in 1800; England's Sporting Magazine introduced the word 'tourism' in 1811. He later adds that tourism research and policy analysis utilizes two major units of study: the person and the trip. Defining the two terms i.e. person or tourists and trips will define tourism itself. Accordingly, a person may be a domestic or an international visitor (international tourist or excursionist). There were distinctions drawn in 1963 by the Conference on International Travel and tourism, between tourists who stayed for more than 24 hours, and visitors, who stayed for less than 24 hours. On the other hand, a trip is generally considered to occur each time an individual or groups leave their place of residence, travel at least a specified distance, and return home involving several destinations, usually less than one year.

Burger (2009) explained that tourism is perceived as an economic activity which accrues to the recipient countries at definite source of foreign exchange and national income, creates jobs to reduce unemployment, fosters entrepreneurship, stimulates production of food and local handicrafts, speeds of communication facilities, cultural exchanges and above all, contributes to a better understanding of the host country. Some of principal changing dimensions of the vast expanding tourist industry are bringing into sharper

focus the global concern over the cultural, ecological, environment, socio-economic and political effects of tourism.

Pollaco (2010) explained that tourism has become one of the world's largest and fastest growing industries, over the period 2001-2010. International tourist arrivals grew at an average annual rate of 5.4 percent i.e. exceeding the 1000 million tourists. The outstanding performance can be attributed to several factors including the following: rising level of disposable income; improvement in transportation and the introduction of low-cost airline services; easier access to destination by tourist from traditional source markets and the emergence of new source market; and the diversification of the industry with new market riches, such as cultural tourism and adventure tourism.

Tourism is recognized as an important sector in the development agenda of most of the countries. This recognition seems to be based on perception that development of tourism has potential for the expansion of income and employment opportunities in the economy. It has potentiality to enhance foreign exchange earnings through international tourism, which of course is vital for strengthening import capacities of the economy to support the development process.

Satyal (1998) explained the cultural heritage in Kathmandu Valley. The study illustrated the seven groups of monuments and buildings which display the full range of historic and artistic achievements for which the Kathmandu Valley is the world famous city. The seven sites include the Durbar Squares of Hanuman Dhoka (Kathmandu), Patan and Bhaktapur, the Buddhist stupas of Swayambhu and Baudhdhanath, and the Hindu temples of Pashupati, Changu Narayan and Lumbini . Nepal's national parks included in the World Heritage Sites list are exceptional areas with dramatic mountains, glaciers, deep valleys and undisturbed vestiges of the 'Terai' region. Several rare species, such as the snow leopard, lesser panda, single-horned Asiatic rhinoceros and the Bengal tiger are found in Chitwan National Park and Sagarmatha National Park.

Tuladhar (2005) studied the socio-economic impact of Tourism in Nepal. This study explained the background of the overall conditions and its development including natural

and anthropological resources, economic development of the country, tourists' demands, and tourist supply. To achieve the objectives of the study, a systematic method of investigation in the theoretical scheme was used. The study concluded that the use of dispersion as a basic for the balancing of prognoses may promote foreign visitor's quality and the possibilities to attempt and contribution for the future development of international tourism in Nepal. Tuladhar had given various suggestions in the study such as; to promote charter flights with Nepal Airline by tour operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for the tourist travel to Nepal, to provide more cultural shows and other types of suitable entertainment, to increase the length of stay of tourists and to increase their expenditure, to establish summer resorts like suitable tourist hotels and villas on the banks of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education.

Rajbhandari (2007) analyzed the changing pattern of tourist's consumption and its economic impacts on employment, exports and national revenue. The basic objectives of the study were to examine the consumption pattern of tourist, to analyze the use of local resources in tourist consumption and their effects on employment, to probe into capacity utilizations of hotels in relation to the tourist's number and length of stay and to examine the change in government revenue resulting from the tourist export. This study deals with different tourism aspects i.e., hotels and lodges, airline, travel agencies, trekking agencies, carpet and garment industries and transport agencies working in Nepal. According to him leakage of foreign exchange earning, high import contents, seasonal fluctuations in demand for tourism and over dependence on seasonality factor have been the major weaknesses in the tourism industry. He suggested that different tourism related policies and sectors like infrastructure, open-sky policy, planning of new tourism project, opening of a new destination in the country, tourism marketing strategy, management of travel agencies, full capacity utilization of hotels etc., should be planned properly.

Kunwar (2007) explained that "temporary visitors staying, at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the

following headings: (a) leisure (recreation, holiday, health, study, religion and sport); (b) business (family mission, meeting)".

Singh (2009) highlighted the significance of tourism by quoting that many countries that have seen their natural resources depleted and their cities polluted with heavy industries. See tourism as a clean way to economic prosperity. They see tourism as a way to increase foreign exchange, improve the economy, provide employment, Generate revenue, promote other industries, such as retail sales, decrease reliance on natural resources and polluting industries, tourism can benefit the quality of life in local committee as well, helping to modernize utilities and transportation, providing employment, raising the educational level of local people and broadening the in world view and reviving interest and pride in community's cultural heritage and the arts. In case of Nepalese tourism sector, tourism has received a unique place in Nepal. It has been a definite source of income for the country since its inception. Tourism has been playing a vital role in strengthening the national economy of Nepal. Nepal has been becoming a center of attraction and is being developed as a tourist destination due to its natural beauty, diversified cultural heritage and the world famous pick 'the Mount Everest'. The religious and cultural diversity, traditional life-style of people have also added to the attraction of Nepal as a tourist destination.

Upadhyaya (2010) said that many countries have made efforts to promote tourism as a means of economic development. This development in various countries remains confirmed to local and regional level or helped the national economy as a whole. It is because tourism is considered as an inexhaustible industry that has potential to improve further as the tourism industry is developed gradually. As W. W. Rostow has made it clear that in the process of economic development of a backward country some sectors must play the role of a leading sector. So that not only the sector(s), in question, grow rapidly but also have the capacity to move other sector of the economy forward. This process leads the entire economy on higher growth path. He has depicted the fact that the tourism sector has been improving its significance in the economy. It has been estimated that the activities related to tourism sector has strong inducement effect on the other activities of the economy. Beside foreign exchange earning, it is equally important to

employment. Further, he argued that, no doubt, Nepalese economy is moving faster and faster on the path of globalization.

Although tourism is important for a developing country like Nepal, there is a dearth of literature relating to marketing and promotion of tourism. . In view of the importance of marketing and need for Nepal to go for extensive promotion, the present study about the marketing strategies taken by Nepal Tourism Board has been initiated.

2.2. Review of Previous Studies

Baskota and Sharma (2006) studied that the tourism sector has become important sector in Nepalese economy for a long time to come. Although there is growth in tourist arrivals over the past two decades, the length of stay and real expenditure per tourist has not increased. In fact, the real expenditure has fallen over this period. The import leakage from this sector is very high which implies the low level of development of import substitution industries in the economy. They assert that although the growth of tourism or desirable or say indispensable for Nepalese economy but first of all it must identify how this growth should be made conducive for Nepal i.e. through attracting more tourists or increasing their stay or making tourists to spend more in real terms or by minimizing import leakage. The growth rate in this industry can be expected to be high if it affects overall economy through the multiplier, direct, indirect and induced effects. The specific objectives of the study are to identify and assess the impact of trekking and mountaineering tourism on the local environment, income and employment. The other objectives are to examine policies related to trekking and mountaineering tourism and to identify and analyze the main problems in mountain tourism. The mountain tourism should involve the participation of the local people, their institution and their social and cultural values. Unless tourism benefits the local people, development of mountain from tourism cannot be expected. At the same time, the tourists should be able to enjoy goods and services for which they pay and mountain environment including the different ecosystems, wildlife, plants, etc. The tourists should never put the mountain environment to stress. There is no disagreement and development of the mountain tourism is necessary, as poverty is chronic and rampant in that area. Rich in natural environment but unable to

use these resources for the benefit of the people, thus, tourism could be the avenue for mountain development. The study has, thus, suggested the action programs such as to quantify the volume of tourists for trekking according to seasonality, use of alternative fuel for organized groups, to have lavatory facilities and a regular system of garbage collection and disposal.

Burger (2009) studied the economic impact of tourism in Nepal. In this study he remained that tourism in Nepal is of rather recent origin. Before 1950 no foreigners were allowed to visit Nepal without permission of Rana Rulers. After opening door to tourism, the tourist inflow of Nepal rapidly increased. He indicated that more than one hundred lakhs tourist visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate of 20% per annum and more than 80% of total tourist arrived in the country by air whereas about 20% arrived overland excluding Indian tourist. One of the most findings of the study was one out of six tourists who visited India also visited Nepal. The study concluded, “Although tourism is a recent phenomenon in Nepal, it has grown at 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”.

National Tourism Promotion Report 1983 was prepared by National Tourism Promotion Committee in 1981. It re-emphasized the need for promoting Nepal Style Tourism as mentioned in Nepal. Tourism Master Plan which would include sightseeing, trekking and wildlife adventure would promote Nepal as a primary destination. The major suggestion given in this report is to develop resorts in the mid mountains to encourage tourists from India during the hot Indian summer season, promotion in Europe be stepped up, special programs be designed for Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed Buddhist pilgrims from Asian countries and that similar pilgrimage packages be designed for Hindu pilgrims from India, depute a person in the Embassies of Nepal for promoting tourism, participate in various important trade fairs and to promote convention tourism.

Chhetri (2010) studied on the effects of tourism on culture and environment, A case study of Chitwan. The study expressed that after the establishment of Royal Chitwan national

Park in 1973, there has been considerable activities on the social and economic fronts in an around the village of Sauraha which has brought a lot of transformation in the socio-economic and cultural life and activities of the villagers. The study also declared that the Royal Chitwan National Park is the third important destination of tourists visiting Nepal. There were 374 hotels or resorts operating outside that park in and around Sauraha in April 1993 and roughly 23,000 visited Sauraha in the year. Their study also mentioned that the total number of guides are advancing among them 'Tharu' tribe also has opportunity on it. And the bullock carts and elephant riding have been replaced by jeeps. The study concluded that the surrounding people having been benefited from several employment opportunities. The importance of domestic tourism does not seem to have been properly established in the tourism industry in Nepal. Due to low level of earning and savings, the Nepalese generally do not travel away from home unless unavoidable. At the same time, there is no promotion and advertisements for domestic tourism in Nepal. In this context, 'Study on Domestic Tourism in Nepal' in 1997 was conducted with the initiation being taken by the Partnership for Quality Tourism Project and the Visit Nepal Year 1998 to promote domestic tourism in Nepal. The basic objectives of the study were: to identify the overall nature of current domestic tourism, to analyze the detail movement of domestic tourists, to identify destinations, places of interest, festivals, events relating to movement of domestic tourism in Nepal, to assess the potential for its growth and development, to assess the investment potential in domestic tourism and to present innovative recommendations for the future development of domestic tourism in Nepal.

Tiwari (2010) has studied on prospect and problems of tourism in Nepal. This study deals with the prospects of tourism development, its economic value and development trend. The study indicated that tourism is the fastest growing industry than any other industries in Nepal. Analyzing the year 2005-2010, the number of tourist visiting Nepal increased by 6.0 percent than that of 2005/06, But during the year 1997-98 there was an increase of 9.9 percent (491504 in numbers), Giving upon a glance to the average length of stay, in 1998 it was 10.76 but in 2005 it was around 12.28. It shows that the average length of stay was 13.50 in the year 2006 it was around 12.28. It shows that the average length of

stay was 13.50 in the year 2006. For it the political, environmental and economical situations of the country were good. Even in the special tourist year “Visit Nepal ‘98” the average length stay was not satisfactory.

Gurung (2010) studied on environmental management on mountain tourism. The study deals on the pattern of tourism activities, environmental impact of tourism, carrying capacity of trekking routes, etc. This study has identified that deforestation in mountain is caused because of over grazing, conversion to arable land and fuel wood extraction. So Gurung thinks that poverty of people is basically responsible for the negative effect on environment. He has also paid his view over the toilet paper, packaging materials, plastic, tin and non-degradable materials which are commonly found around popular trekking routes i.e. Lobuje, Sagarmatha base camp, etc. Gurung has suggested employing the local people to clean these disposals from human settlement and trekking routes. While discussing the carrying capacity of trekking routes, he has analyzed the problems of deforestation and environmental pollution of different trekking and mountaineering routes. To solve these problems of over crowded route, three environmental protection measures are suggested. In his first suggestion Gurung has advised to increase the entry fee in over crowded routes. In the next suggestion he has advised to increase the flow of trekkers in less crowded routes i.e. Pokhara-Jomsom and Pokhara-Manag. More over, he has suggested opening new trekking routes as well as mountain peaks in western Nepal. Lastly, he has also given stress to provide kerosene oil in trekking routes to preserve the forest.

Pollaco (2010) studied Cultural Tourism. The study stated that all good marketing begins with the customers and ends with the customers. All good tourism marketing therefore, should begin with the visitor (tourist) and see through to the end, that we have met all reasonable expectations of that visitor. We must ensure that he or she returns with as much as a positive feeling as possible, about Nepal and its people." In fact, the good image and memories of tourists are more beneficial for the country than the promotional activities like, international advertisement, brochures, newspaper article etc., So far Nepal is concerned as a tourist destination it offers a unique product and unparalleled opportunities for marketers who want to take on the challenge. It just means that both

Nepalese operators and their partners in Asia need to work harder and be innovative if they are to achieve yields that Nepal's tourism operations deserve. For Nepal "USA, Australia and the Pacific and other European countries, specially the Scandinavian countries- are very potential future markets. South East Asia is emerging to be an economic giant. But as our marketing resources are not so big, we have to select only a few countries.

WTO (2011) explained that according to the World Bank, eco-tourism (along with adventure travel and cultural travel) is one of the three types of tourism most amenable to community based initiatives. These niche markets provide especially desirable "Customers" for culturally or environmentally spend more and stay longer at a destination than the average tourists, generating a higher yield but with less impact to the life of the community and on local culture and environment. Community based tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets (e.g. archeological ruins, historic sites, traditional crafts production.

Shrestha (2011) studied on tourism in Nepal: problems and prospects. The study mainly aimed to concern with the problems and prospects of tourism in Nepal. The study identified the basic problems of tourism on the basis of its contribution to national economy status of tourism infrastructures, review of the planning and policies of the government exports in the sample, and also analyzed the trend of foreign exchange earnings and share of tourism receipts to gross domestic product. The study pointed out that Nepal has not been able to introduce and diversify new tourism products. On the other hand, the experts are of the opinion that the problem of the air accessibility, lack of proper marketing and promotional strategy, pollution, lack of required infrastructure, lack of co-ordination, frequent, frequent change in government as well as lack of political commitment are the short coming of tourism industry in Nepal. Despite the various problems, she added, the prospects of tourism are bright in Nepalese economy in generating employment, contributing to national GDP and also for over all development of the economy.

Poudel (2011) conducted a research on implication of tourism business on revenue collection in Pokhara. The objective is to highlight the role of tourism business in revenue collection. He used both primary and secondary data to complete the research. He opined that tourist arrival is largely affected by National Policy as well as political stability. Most of the respondents were not satisfied with the present scenario of tourism in Nepal. Majority of the respondents pointed out to implement some marketing efforts such as media promotion, destination promotion, personalize promotion etc. Government policy, plans and marketing efforts towards tourism business were not satisfactory. There is positive association between tourist arrival and revenue collection. Nepal has to penetrate in the entire region i.e. SAARC region, North America, West Europe, East Europe etc.

Tripathi (2011) undertook a study on impact of tourism industry in Nepal economy and pre-feasibility study on developing model tourism village at Palpa district. In this study, Madan Pokhara, Tahoan, Arghali and Bhairabsthan village development committees were selected on the basis of their potential tourism product. The major task designated to the study team was to identify a particular village to promote as model village for tourism development. Based on the comparative advantages/strengths as historical and cultural significance; natural attraction; vicinity to Tansen and other villages; economic benefits to the local people; village setup; enthusiastic community; and the basic infrastructure being available the study team decided to suggest Tahoan village to be developed as model tourism village in the Palpa district.

Shrestha (2011) undertook a study on regional tourism-need to Move Forward. In her doctoral work she has tried to investigate the problems on the development of international tourism in the kingdom of Nepal at macro level. The study aimed to develop international tourism in Nepalese as against the background of natural and anthropological resources, economical development of the country, tourist demand and tourist supply. The basic goal of investigation in the development of international tourism from the view point resources, level of exploration and utilization are possibilities of its development. To achieve these objectives, a systematic method of investigation in the theoretical scheme and statistical methods are used. The concerned finding of the study

reveal that as the country offers huge potential of natural and anthropological resources developing international tourism is a boon but it still lacks conditions to maintain the tendencies of international tourism. Shrestha has given various suggestions to promote primary and secondary markets that directly and indirectly affect tourism demand. It has been suggested to create charter flights, in such a way, tour operators can offer their package tours to Nepal assuring low cost. Expenditure on advertisement and publication in foreign countries according to motives and requirements in each market. She has also suggested providing more cultural shows and entertainment to increase length to stay and expenditure of tourists. For this purpose, multipurpose offers should be initiated such as low price in remote areas, low price during off seasons and offering the package tours to different parts of the country according to the tourist's motivations. The study has given the directions for the elaboration of tourist supply for the development of international tourism. Some of them as suggested by the researcher are necessity to group the tourist region in Nepal, necessity to stimulate and concentrate foreign investment in Nepal, necessity to develop infrastructure for tourism, necessity to specialize the tourism products such as city, hobby, shopping, cultural, professional interest, to expand the basis for sports and entertainment services, to develop summer recreation tourism and necessity to work out the national concept for the development of tourism.

Shrestha (2013) study on role of tourism in economic development. The study identified that tourism play important and crucial role for the economic development of Nepal. It is taken as emerging sector for the foreign exchange earnings and has shown high potential for development. The following specific objectives had been set for study in his research; to study role of tourism for economic development and to find out the economic impact of tourism on country development. The major findings of the study are:

The role of tourism is to be perceived from its share in the national development. The earnings of foreign currency from tourism play significance role for the balance of payment. The highest share of tourism receipt as percentage of merchandise export earnings was recorded in 1982/83, registering 74.3 percent and in 1988/89 by 65.0 percent, respectively. Tourism receipt as percentage share of total value of merchandise export was noticed to be erratic with declining trend. The year 2001/2002 has the lowest

share with only 16.4 percent. Similarly, in 2001/2002 tourism receipts as the total value of export of goods and services was also lowest with only 10.2 percent. The contribution of tourism to total foreign exchange earnings was lowest in 2002/03, which declined to 7.0 percent from 19.5 percent in 1990/91.

Acharya (2013) found that Nepalese tourism sector is the major industry in Nepal as the major foreign exchange earner. The contribution of tourism sector in the overall national development is quite significant. Specially, this sector has helped in improving the balance of payment situation. It has also helped to solve our unemployment problem as it generates attractive job opportunities. Nepal has been the member of World Trade Organization; therefore, it has to develop itself from different perspective. It has to develop its infrastructure properly so that all the interested people could visit the places she/he desired. Tourism has been an important business worldwide. At present for Nepal also, growth of tourism is a great resource of income of foreign currency. It has been played a vital role in strengthening the economic condition of a nation. Difficulties may arise in tourism development due to the lack of finance and infrastructure development and other facilities. Some of the obstacles of tourist attraction are environmental pollution, serious exploitation of tourism resources and lack of skilled manpower as tourist guide etc. Except these, the development of tourism also depends on the various social and cultural attributes. For the tourism development, resources are not usually enough, beside this; the various man made resources are necessary. Some of the man made resources are luxurious and comfortable hotel; classic bar, restaurant and associated prerequisite etc. These are qualified elements that attract the host number of tourist. Being very rich in natural and cultural resources, Nepal could be the world's most popular tourist destination through which it can gain its hold on poverty alleviation, forming various job opportunities, which can bring changes in economic, cultural, educational and social sector of the country.

Shrestha (2013) undertook a study on entrepreneurship in international hospitality and tourism industries in Nepal. The study identified that tourism industry plays a vital role in the country's economic development. In a developing country like Nepal tourism industry is one of the main sources of foreign exchange earning. Tourism potentiality due to

Nepal's cultural values and other natural & archaeological beauties is very high in Nepal. These are the factors that has given rise to entrepreneurship in Nepal with the advent of tourism has been the growth of entrepreneurship in Nepal. The study has shown that lack of co-ordination among the government and the private sector is well pronounced. One of the major problems to entrepreneurship development is lack of managerial skill as well as entrepreneurship in the country. Unless Nepal addresses these issues, sustained development of entrepreneurship will not be possible. Ultimately there will always be lack of entrepreneurship development in the country. So, Nepal must overcome its problems on a systematic and time bound basis and develop industry on professional lines. The single most important experience satisfying the tourists visiting Nepal and development of entrepreneurship in hotel industry have been the hospitality, friendliness, helpfulness, humbleness, honest, welcoming attitude of the Nepalese people, natural sites and scenery specially the majestic Himalayas.

The whole tourism industry needs to be developed on a professional basis since, in this industry one has to compete at international level. Therefore, strategies must be opted to inculcate state of art technologies. The study has clearly shown the paucity of marketing efforts of Nepal. In this respect Nepal must break the shackles of complacency and make efforts to market Nepal's advantages on an appropriate and sound manner as per the needs and potentials of the market. Only then Nepal can emerge as a vibrant and popular destination. Otherwise, Nepal will lag behind in the international competition and despite the product strength; it may have to yield ground to others. So, requisite attention to develop and sustain the industry must be provided immediately. Platitudes are not enough and the government must make serious efforts with the private sectors to position and promote Nepal.

Dahal (2014) stated that village tourism is coming up as a new concept for promotion and development of tourism in Nepal and it can give an appropriate momentum to the tourism sector. This concept is more relevant in the context of a country like Nepal, which is made up of villages and diverse ethnic groups with typical and unique culture and traditional life styles. Apart from this, village tourism is possible with out building up any concrete infrastructure. So, it is a meaningful position, which can give a boost of the

Nepalese tourism. According to the study, more than 60% of the total tourist arrivals in the country are found interested in visiting different villages of Nepal. Most of the villages in Nepal are outlying areas where the local people have preserved their traditional cultures and they can also be found adopting occupations like farming, fishing, weaving, knitting, pottery, basketry, and such other traditional occupations. This occupation has been handed over to those people from their forefathers.

The living picture of Nepal is given by the village tourism since village life is far from hustle and bustle of city life. The visitors in village tourism can feel relaxed in the fresh environment. They are very interested in seeing the culture and the way of life of the people rather than polluted scenes in the urban areas. They naturally come to have experiences in the new place. Many villages like Tashis of Sankhuwasabha, Ghandruk and Sirubari in Kaski district are promoted and developed as sites for village tourism.

Some research studies have conducted on “Tourism in Nepal” to find out impact of tourism on national economy. But a very limited research has been carried out on Impact of Tourism Industry on Government Revenue and Foreign Reserve of Nepal. Thus the present research fills this gap. It is no doubt that findings of different researchers discussed above can provide an effective way to finalize this research. However, they could not provide the guideline about the linear relationship between selected variables such as microeconomic and macroeconomic indicators like total foreign exchange earning, earning from tourism, gross domestic product, total investment and so on with their degrees and significance. Therefore, current research devotes to fulfill this research gap. So, this study will be fruitful to those interested person, parties, scholars, students, businessman and government both academically as well as at policy level.

Hirachan (2014) studied on e-marketing used by travel agencies and presented the effectiveness of e-marketing used by travel agencies to promote tourism industry. In order to find the perception of travel agencies regarding e-marketing prospect practiced in tourism sectors. In his study, to determine the objective of research Hirachan had conducted a field survey. In which 25 were complete out of 30 responses. The majority of the survey respondents reported that the current situation of travel and tourism is poor (80

percent), only 12 percent respondents seem satisfied with the current situation of travel and tourism industry of Nepal. There was comparative view about the region from where most tourists used to come. 56 percent respondents believed from Europe and 40 percent believed to be from Asia. As regards to the promotion medium which the respondents' prefer, it seems that 56 percent prefer personal contact for promotion whereas website, e-marketing and magazines are preferred by 28 percent, 24 percent and 4 percent respondents respectively. Similarly the study has presented that most travel agencies (84 percent) do have websites published on web, whereas only (16 percent) do not have websites and reason for having websites is for promotion (71.42 percent) respondents responded but 28.57 percent responded kept websites for providing information.

Finally the study concluded that most of the travel agencies know the importance of internet as marketing tools, due to the fact that most of them have a website and using e-mail on regular basis but due to lack of knowledge, fund and ignorance they are not utilizing e-marketing in professional way or seriously. If the correct methods of promotion are used on internet to popularize travel agencies sites definitely it will contribute to promote tourism sector in Nepal to great extent.

Sharma (2014) studied on tourism marketing in Khumbu area and presented the tourism of Khumbhu area with respect to marketing, policy and legal provision. He has found that tourism in Solukhumbu has ensured significant improvement in educational opportunities and health care provision (which has led to improved family planning), water and electricity supply, access to material goods and levels of mobility. There positive aspects of tourism in Khumbhu. Tourism development has certainly contributed to a widening of the gap between the rich and poor with regard to the culture, local people are very much aware of outside interest in the Sherpa people. Most of the people are claiming that they are loosing their cultural tradition poor people are preserving their cultural tradition because they have been able to attract tourists' interest towards maintaining and developing the old and new monasteries in the region. It shows that less wealthy people and women are more in touch with their culture and wealthy people have new work patterns and new life styles.

The trekking and mountaineering tourism are about intensive activities that provide unparalleled opportunities for employment and income generation. Tourism related incomes have allowed literally thousands of households in Khumbhu area. They have improved their standards of life. Most important to the success of the local; economy are the high numbers of locally- owned lodges, restaurants and trekking agencies.

Pant (2014) undertook a study on Impact of Tourism in Nepalese Economy. He identified tourism as a crucial, critical and emerging sector of the Nepalese economy and has shown high potential for development. The following specific objectives had been set for study in his research; to study present situation of tourism industry, to find out the economic impact of tourism on national economy, to examine the trend of tourist arrivals in the country and forecast its trends.

Subedi (2014) studied the economic impact of tourism in Nepal. The study made an attempt to analyze the economic impact of tourism in Nepal. The study found that politico-economic crisis in the country as well as in the region has been found affecting the number of tourists visiting Nepal. Country-wise concentration of international tourists has been found to be decreasing. Seasonality factor has been found most prominent in Nepalese tourism. Relatively higher negative correlation has been detected between length of stay and the average per capita per day expenditure of tourists. In Mountain tourism, Annapurna, Khumbu and Langtan became over exposed causing increasing pressure on their scarce natural resources. Other regions with comparable attraction were not developed because of the failure of the government to open and regulate and control tourism. International pilgrimage tourism is still in the incipient stage of development despite the presence of world renowned heritage site like Lumbini and Janakpur-Dham. Wildlife tourism has been limited to the Chitwan, after many years it has been to extend to the Bardia and Sukla Phant reserve.

Shrestha (2016) studied the impact of tourism in Nepalese economy and its problems and prospects of tourism in Nepal. The study identify the basic problems of tourism on the basis of its contribution to national economy status of tourism infrastructures, review of the planning and policies of the government exports in the sample, and also analyzed the

trend of foreign exchange earnings and share of tourism receipts to gross domestic product. The study pointed out that Nepal has not been able to introduce and diversify new tourism products. On the other hand, the experts are of the opinion that the problem of the air accessibility, lack of proper marketing and promotional strategy, pollution, lack of required infrastructure, lack of co-ordination, frequent, frequent change in government as well as lack of political commitment are the short coming of tourism industry in Nepal. Despite the various problems, she added, the prospects of tourism are bright in Nepalese economy in generating employment, contributing to national GDP and also for over all development of the economy.

Thus, various studies have been undertaken mostly confining to enquire the economic impact. Although tourism is important for a developing country like Nepal, there is a dearth of literature relating to marketing and promotion of tourism. In view of the importance of marketing and need for Nepal to go for extensive promotion, the present study about the marketing strategies taken by Nepal Tourism Board has been initiated. Tourism is a planned and balanced industry. Its dimension is very broad. Benefits are shared by all in an equitable distribution pattern. In tourism the people are not left as creatures but always graded as superior beings of their own circumstances. Tourism are still unknown, village tourism is the best form of tourism. Therefore, this study is conducted mainly to find out the impact of tourism in Boudhanath Area. So, this study will be fruitful to those interested person, parties, scholars, students, businessman and government both academically as well as at policy level.

CHAPTER - III

RESEARCH METHODOLOGY

Research methodology is the most important aspect of research work. Reliable and relevant study can be made possible only by applying scientific method. Hence the primary purpose of this chapter is to discuss and design the framework for the research. This research is based on both qualitative and quantitative. Information was therefore collected through different qualitative and quantitative methods at different levels.

3.1. Research Design

This study is based on descriptive as well as explorative research designs. The study initiate with collecting data and information from primary as well as secondary sources and making use of references related to the topic. The study has also attempt to find out the perception of street vendor, local people and tourism entrepreneurs of the study area.

3.2. Nature and Sources of Data

This study is based on primary as well as secondary sources. The primary information is collected through field survey, i.e. questionnaire survey, and interview. The secondary data is collected from tourism related organizations, libraries, literature, publications, published and unpublished papers and articles. This study contains both qualitative and quantitative information. Quantitative data are collected to know about the tourist arrival in Boudhanath area, revenue generation and social economic status of local people. Qualitative data's are gathered for the analysis of impact of tourism in Boudhanath area, international visitors and small sized entrepreneurs.

3.3. Universe, Sample and Sampling Procedure

Research does not reach to everyone who are related to the subject matter directly or indirectly. So, small portion has been selected as a representative sample for data collection and analysis and from which conclusion can be drawn out. 45 respondents have been selected through purposive sampling method. The respondents have been

provided questionnaire to obtain the required information. The sample design for the research is as follows:

Table 3.1: Sample Size of Respondents

Respondents	Sample Size
Local People	30
Entrepreneurs	15
Total	45

3.4. Data Collection Techniques and Tools

Research is conducted with the help of various references. The gathering of the subject matter can be found with the help of library, which provide the authentic information on the subject matter. Therefore, the researcher has studied literatures available in the library and other sources to collect information required for the research. Following methods of data collection were used in order to collect data:

3.4.1. Questionnaire Survey

Questionnaire survey is the most commonly used tools in the survey of tourism industry. This method is used to collect primary information from people who answer questions about themselves, their knowledge of a particular subject and their opinion. The questions in the questionnaires should be simple and to the point with various options so that the respondent answer in exactly the same way. In this process, researchers can enable to compare the answer of each respondent, with the help of table. The format of questionnaire survey is in annex –I.

3.4.2 Observation

Participant observation is the main source for obtaining primary data. This helps to explore more information about the respondents which they do not want to reveal. The researcher is already familiar with the research area, settlement patterns, location of the place and socio economic condition of people. This long interaction with the local people

provided the researcher with abundant knowledge about the people and study area. The format of observation checklist is in annex –II.

3.4.3 Key Informant Interview

To understand the process followed, impact made and their perspective toward the tourism development, key informants interview was carried out separately with local leader, business person and ward secretary of Kathmandu Metropolitan City-3. A checklist was developed for the group discussion qualitative information was generated through the group discussions with key informants. The key informant interview guidelines is in annex –III.

3.5. Data Analysis and Interpretation

Social, economic, cultural and environment impact have been collected and analyzed descriptively. Collected information is presented in appropriate tables. For the purpose of data analysis simple statistical tools such as percentage, average, etc. are used. Bar graphs, pie charts, tables etc can be used wherever deemed necessary.

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

4.1. Features of Boudhanath Area

Boudhanath is the one of the largest Stupa in the world, located in northeastern outskirts of Kathmandu, about 20 minute drive from heart of Kathmandu. Boudhanath Stupa (or Bodnath Stupa) is the largest stupa in Nepal and the holiest Tibetan Buddhist temple outside Tibet. It is the center of Tibetan culture in Kathmandu and rich in Buddhist symbolism. The stupa is located in the town of Boudha, on the eastern outskirts of Kathmandu.

Boudhanath Stupa was probably built in the 14th century after the Mughal invasions; various interesting legends are told regarding the reasons for its construction. After the arrival of thousands of Tibetans following the 1959 Chinese invasion, the temple has become one of the most important centers of Tibetan Buddhism. Today it remains an important place of pilgrimage and meditation for Tibetan Buddhists and local Nepalis, as well as a popular tourist site.

From above, Boudhanath Stupa looks like a giant mandala, or diagram of the Buddhist cosmos. And as in all Tibetan mandalas, four of the Dhyani Buddhas mark the cardinal points, with the fifth, Vairocana, enshrined in the center (in the white hemisphere of the stupa). The five Buddhas also personify the five elements (earth, water, fire, air and ether), which are represented in the stupa's architecture.

There are other symbolic numbers here as well: the nine levels of Boudhanath Stupa represent the mythical Mt. Meru, center of the cosmos; and the 13 rings from the base to the pinnacle symbolize the path to enlightenment, or "Bodhi" - hence the stupa's name.

At the bottom, the Stupa is surrounded by an irregular 16-sided wall, with frescoes in the niches. In addition to the Five Dhyani Buddhas, Boudhanath Stupa is closely associated with the Bodhisattva Avalokiteshvara (Padmapani), whose 108 forms are depicted in

sculptures around the base. The mantra of Avalokiteshvara - *Om Mani Padme Hum* - is carved on the prayer wheels beside the images of Avalokiteshvara around the base of the stupa.

The base of the stupa consists of three large platforms, decreasing in size. These platforms symbolize Earth, and here you can look out at the mountains while listening to the chants of the devout doing *kora*, walking around the stupa praying.

Next come two circular plinths supporting the hemisphere of the stupa, symbolizing water. As at Swayabunath, Boudhanath is topped with a square tower bearing the omnipresent Buddha eyes on all four sides.

Instead of a nose is a question-mark-type symbol that is actually the Nepali character for the number one, symbolizing unity and the one way to reach enlightenment—through the Buddha's teachings. Above this is the third eye, symbolizing the wisdom of the Buddha.

The square tower is topped by a pyramid with 13 steps, representing the ladder to enlightenment. The triangular shape is the abstract form for the element of fire. At the top of the tower is a gilded canopy, the embodiment of air, with above it a gilded spire, symbolic of ether and the Buddha Vairocana. Prayer flags tied to the stupa flutter in the wind, carrying mantras and prayers heavenward.

The main entrance to the upper platform of Boudhanath Stupa is on the north side. Here Amoghasiddhi, progenitor of the future Buddha, presides. Below Amoghasiddhi is the Buddha Maitreya, the future Buddha.

Surrounding Boudhanath Stupa are streets and narrow alleys lined with colorful homes, Tibetan Buddhist monasteries, and street vendors. During the festival of Losar (Tibetan New Year) in February or March, Boudhanath hosts the largest celebration in Nepal.

4.2 An Overview of Tourists in Boudhanath Area

The total numbers of tourist arrivals from SAARC countries were 3955 (3.44%) and others countries were 110843 (96.56%) in the year 2010. It shows the increasing trends in the tourist arrival from both SAARC and others country during the year 2007 to till date.

Table 4.1

Tourist Arrivals in Boudhanath Area

Fiscal Year	Number of tourist arrival from SAARC countries	Percent	Number of tourist arrival from others countries	Percent	Total Number of tourist arrival
2005	2980	2.83	102370	97.17	105350
2006	3075	2.86	104100	97.14	107175
2007	3187	2.90	106563	97.10	109750
2008	3280	2.94	108100	97.06	111380
2009	3450	3.06	109120	96.94	112570
2010	3955	3.44	110843	96.56	114798
2011	5546	3.93	135543	96.07	141089
2012	5317	4.23	120127	95.77	125444
2013	5130	4.10	119907	95.90	125037
2014	12502	7.22	160497	92.78	172999
2015	4601	4.00	110429	96.00	115030
2016	14007	7.96	162002	92.04	176009
2017	16017	8.90	164012	91.10	180029

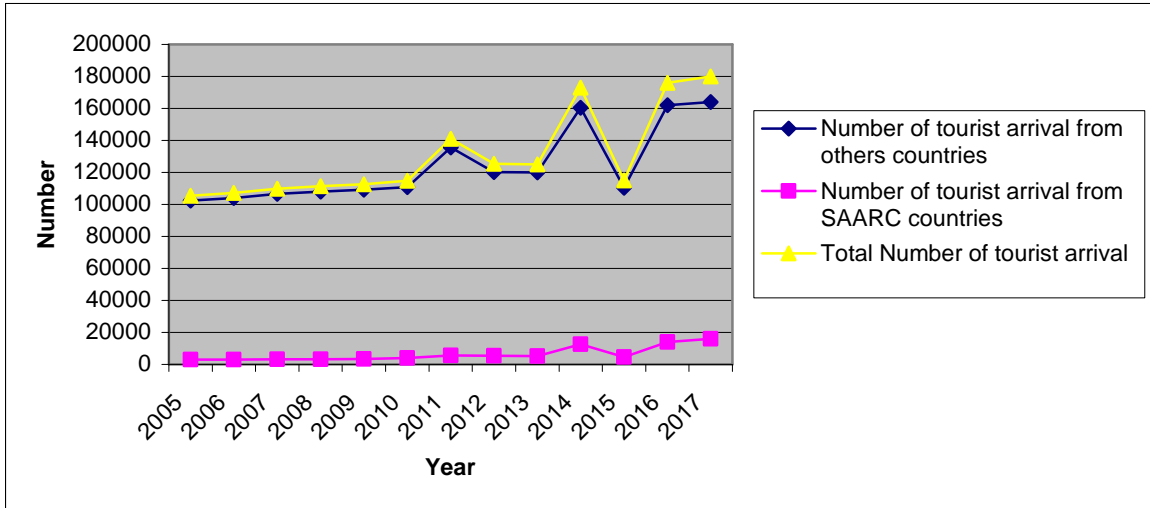
Source: Nepal Tourism Board, 2005-2019

The table 4.1 shows tourists from SAARC countries are increasing from 2005 to 2011 to visit Baudhanath, not only from SAARC but also in total number of tourist visit in Baudhanath. The highest tourists visit in 2014 i.e. in total 172999, from SAARC 12502 & from other places 160497. But the lowest tourist visit in 2015 because of earthquake in Nepal. The increasing trend of tourist from 2005 to 2011 and slightly decline in the year 2012 & 2013 and reach pick in the year 2014.

However there is slightly decrease in the year 2008 in the tourist arrival from SAARC countries, there was increasing trends in the tourist arrivals from other country. The number of tourist visited in this area is 12502 (7.22%) from SAARC countries and 160497 (92.78%) from others country in the year 2014. Whereas the number of tourist visited in this area is 4601 (4.0%) from SAARC countries and 110429 (96.0%) from

others country in the year 2015. The decrease in number in 2015 is due to earthquake in Nepal and which made damages this place.

Figure 4.1
Tourist Arrivals in Boudhanath Area



4.3 Socio-Economic Impacts of Tourism in Boudhanath Area

Tourism industry does not only bring change in economic atmosphere but it brings a number of social, cultural and environment changes in the local community. Tourism in Boudhanath area has brought a number of remarkable changes. Number of impacts of tourism upon local society could be observed. These impacts have been categorized into economic, social, cultural, and environmental impacts are mentioned below.

4.3.1. Economic Impact

According to recent statistics, tourism provides about 10% of the world’s income and employs almost one tenth of the world’s workforce. Tourism’s actual and potential economic impact is outstanding. Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade, an “industry without chimney” - in short, manna from heaven. Tourism has helped in uplifting the economic condition of the local people to some extent and created employment opportunity in the area too.

As with any type of economic development, tourism creates changes that threaten the quality of life. Changes in the host community's quality of life are influenced by two major factors: the tourist-host relationship and the development of the industry itself. Many studies on tourism have mainly focused on the economic aspect of tourism such as foreign exchange earnings, employment creation and infrastructure development without giving any attention to the negative social cultural impact and also the ecological impacts of tourism.

The tourism industry generates substantial economic benefits to many countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. Some of the positive impacts include:

-) Foreign exchange earnings
-) Contribution to government revenues
-) Employment generation
-) Stimulation of infrastructure investment
-) Contribution to local economies

Economic and social impacts on the local community depend on how much of the income generated by tourists go to the host communities. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers.

According to Satyal (1998), tourism as an economic force secures in income and employment and improves national balance of trade. There are various economic benefits of tourism which are as follows.

-) Tourism as a source of foreign exchange earner.

-) Tourism as a growth industry.
-) Tourism as a spur to employment.
-) Tourism as a development-dispenses.
-) Tourism as a factor in environmental protection.
-) Tourism as a factor roadway to better understanding etc.

Tourism has important activity for many countries for both developed and developing. It attributes contribution of foreign exchange thereby creating situation for favorable balance of payment, contribution to government revenues, development activities for employment and income generation (Satyal, 1998). It has also social, cultural, recreational and environmental activities which too have economic and financial implications. These factors stimulate investment, in tourism sector particularly for creation of various facilities like hotel, motel, transport, recreation, various infrastructure and superstructure. The creation of all these facilities entails a huge investment which consequently generates further economic activities thereby growing the economy.

Tourism and economics are very intimately related because the relationship is always expressed by means of tourism's contribution to economic development. Economics is generally identified as a subject by whom human beings satisfy their wants for scarce goods and services with socially organized ways.

As mentioned above by different scholars, tourism is often considered as a factor bringing in the multiplier effect in income; its economic impact is also seen in this area. Few decades ago, there were only few numbers of cottage industries (souvenir shops, wood carving etc.) associated with tourism but now it has been increased rapidly for the production of the indigenous tradition and cultural material for the tourists. These industries have given employment to the several numbers of local people which uplifting their economic level in a dramatic way.

The gradual shifting of occupation towards wood carving and tourism entrepreneurship, growth of handicraft shops are the evidences of impact of tourism in this area. The major products which tourists buy from this area, is handicraft, woodcarving and pashmina clothes. Besides this, the raw materials of these products are brought from other places and the products prepared here for selling them to the tourists. Similarly, a few numbers of females are also involved in tourism business, i.e. by assisting their family business of woodcarving and handicraft; and involving as ownership of coffee and bakery shop and restaurant.

Tourism has thus helped in uplifting the economic condition of the local people to some extent and created employment opportunity in the area too. Tourism has helped in gradual increment of the local economy. While considering negative impact dependency and economic inequalities may overwhelm the local people if concept of sustainable tourism is ignored. The changes which are found in Boudha Nath Area can be analyzed through economic perspectives which are as follows.

Income: Income is the main source which uplifts the living standard of the people. Tourism business is also one of the main source from which not only country but also the people of that country can earn large amount of money and maintain their living standard. According to the local people before tourism, the almost all the people of Boudha Nath area engaged in agriculture and this was subsistence agriculture. Only few people used to sell their product in the market but they did not get the profit as much as their expectation. Some people were also engaged in handicraft like making image of god, utensils etc. but these products were only for their own purpose. But after tourism, tourists are interested in the local products and eager to buy these products as a result the local people are encouraged to make and produce these things.

Tourism has helped in gradual increment of the local economy. While considering negative impact dependency and economic inequalities may overwhelm the local people if concept of sustainable tourism is ignored. The changes which are found in Boudhanath can be analyzed through economic perspectives which are as follows.

4.3.1.1 Average Earning of Different People in Season and Off- Season

Income is the main source which uplifts the living standard of the people. Tourism business is also one of the main source from which not only country but also the people of that country can earn large amount of money and maintain their living standard. According to the local people before tourism, the almost all the people of Boudhanath area engaged in agriculture and this was subsistence agriculture. Only few people used to sell their product in the market but they did not get the profit as much as their expectation. Some people were also engaged in handicraft like making image of god, utensils etc. but these products were only for their own purpose. But after tourism, tourists are interested in the local products and eager to buy these products as a result the local people are encouraged to make and produce these things.

Generally local people of Boudhanath area were engaged in tourism business like hotel, restaurant, trekking office, curio shop etc. They do these businesses for self employment with the purpose of earning money. The situation of average earnings of the local people can be elaborated from the given table.

Table 4.2
Average Earnings of Different People

Respondents	Monthly Seasonal income average (in Rs.)	Monthly Off- Seasonal income average (in Rs.)	Monthly average income (in Rs.)
Manager	50000	30000	40000
Office Secretary	40000	25000	32500
Cook	35000	20000	27500
Waiter	20000	15000	17500
Clerk	20000	15000	17500
Total	165000	105000	135000

Source: Field Survey, 2019

Figure 4.2
Average Earnings of Different People

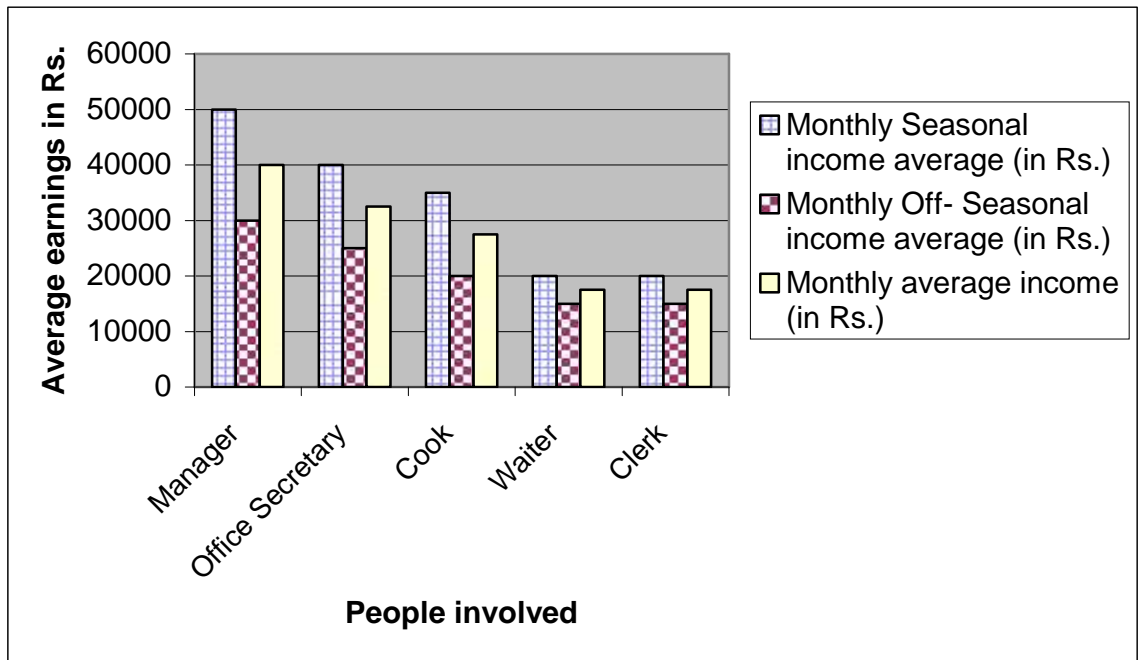


Table 4.2 and Figure 4.2 displays the average earning of the local people involved in different profession in monthly seasonal average income, monthly off-seasonal average income and yearly average income. According to the table out of 12 months there are four months September, October, November and December as seasonal months and respondents have highest income in these months. Whereas respondents have lower income in other months than seasonal months. The average yearly income of manager, office secretary, cook, waiter and clerk are Rs. 40000, Rs. 32500, Rs. 27500, Rs. 17500 and Rs. 17500 respectively. Whereas the average monthly seasonal income of manager, office secretary, cook, waiter and clerk are Rs. 50000, Rs. 40000, Rs. 35000, Rs. 20000 and Rs. 20000 respectively. To sum up, it becomes evident from the data that the respondents have higher income in season and lower income in off-season. So they become successful to earn much money from September to December as compared to the rest of the months. From study it is found that economic status of local respondents residing in Boudhanath area has enhanced and their monthly income is higher than general public. Hence there is positive economic impact of tourism in Boudhanath area on entrepreneur and local people.

4.3.2. Change in Occupation

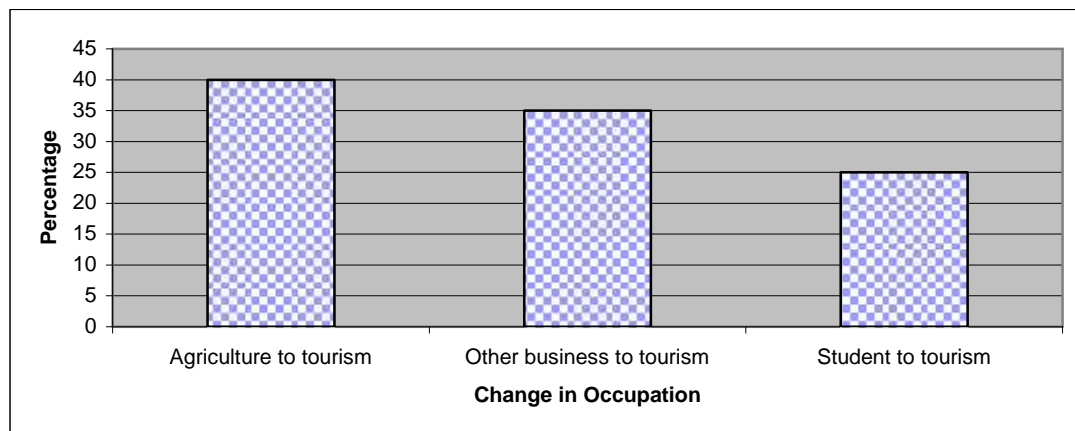
Occupation as already mentioned that before tourism people were engaged in agriculture and their ancestral occupation but after tourism when the people knew about the benefit of tourism business they change their traditional occupation and started tourism business as their main profession. Not only the local people but the people from other places also come here to do tourism related business. In this way it can be said that after the influence of tourism, people change their occupation too.

Table 4.3
Change in Occupation

Change in Profession	Percent
Agriculture to tourism	40.0
Other business to tourism	35.0
Student to tourism	25.0
Total	100

Source: Field Survey, 2019

Figure 4.3
Change in Occupation



As already mentioned that before tourism people were engaged in agriculture and their ancestral occupation but after tourism when the people knew about the benefit of tourism business they change their traditional occupation and started tourism business as their main profession. Not only the local people but the people from other places also come

here to do tourism related business. In this way it can be said that after the influence of tourism, people change their occupation too.

Table 4.3 and Figure 4.3 show the change in profession of different people residing in Boudhanath area. The table shows that 40 percent people change their profession from agriculture to tourism, 35 percent change their profession from other business to tourism and 25 percent change their profession from student to tourism. The trade of handicraft business and other local products are not only sold in the internal market to the tourists but also these products are exported to foreign country. Thus, after the development of tourism the areas of these products are broadening. Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole.

Table 4.4
Employment Status in Tourism Industry at Study Area

Tourism Industry	Number	Total employed	Manager	Office Secretary	Cook	Waiter	Clerk
Five Star Hotel	1	40	4	2	5	19	10
Four Star Hotel	2	18	2	2	3	4	7
Three Star Hotel	2	12	2	2	2	2	4
Two Star Hotel	2	35	2	2	5	14	12
Non-star hotel	12	84	12	12	12	24	24
Restaurant	11	66	11	11	11	11	22
Curio Shop	6	15	6	0	0	0	9
Trekking Offices	4	12	4	2	0	0	6
Temples and Gumba	5	22	4	3	0	0	15
Total	45	304	47	36	38	74	109

Source: Field Survey, 2019

Regarding occupational status, the highest proportions (84) were engaged in tourism business like in non-star hotel and other were hotel, restaurants, curio shop etc and only 12 were engaged in other form of occupation such as trekking offices and 22 in Temple

and Gumba. 12 to 84 members were engaged in different tourism related business from sampled respondents in study area. They were working as manager, office secretary, cook, waiters and clerk.

Table 4.4 shows the different positions of employment in tourism industry at study area are given. There are 304 employees working in different tourism related industry in Boudhanath area. They were working as manager (47), office secretary (36), cook (38), waiters (74) and clerks (109).

Different education of employment in tourism industry at study area are given in table 4.5.

Table 4.5
Employment Status in Tourism Industry by Education

Education	Manager	Office Secretary	Cook	Waiter	Clerk
Up to SLC	0	0	20	25	102
Higher Secondary	2	4	26	45	7
Bachelor	39	20	7	4	0
Master	6	12	5	0	0
Total	47	36	38	74	109

Source: Field Survey, 2019

Table 4.5 shows that there are 304 employees working in different tourism related industry in Boudhanath area. Among manager, higher numbers have passed Bachelor level (39), in case office secretary the higher number are Bachelor passed (20). Similarly in case of cook, waiter and clerk, the higher numbers are below SLC passed they are 20, 25 and 102 respectively.

4.3.3 Social Impact

Socially tourism has a great influence on the host societies. Tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity, and authenticity.

Here are possible positive effects of tourism:

- Developing positive attitudes towards each other
- Learning about each other's culture and customs
- Reducing negative perceptions and stereotypes
- Developing friendships
- Developing pride, appreciation, understanding, respect, and tolerance for each other's culture
- Increasing self-esteem of hosts and tourists
- Psychological satisfaction with interaction

So, social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on.

Socially and culturally, tourism is a product which encourages intellectual curiosity amongst peoples and nations, and develops a healthy respect for another's beliefs and customs. Most importantly, it teaches tolerance towards cultures different from one's own (Satyal, 1998). Thus it becomes a powerful factor in social achievement and for peaceful relations between nations.

Socially it is believed that tourism has a great influence on societies, especially the cities in question. Tourism can be both a source of international amity, peace and understanding. The positive effects of tourism socially include but are not limited to, developing positive attitudes towards each other, reducing negative perceptions and

stereotypes, friendships, learning about each other's culture and customs, pride, appreciation, understanding, respect, and tolerance for each other's culture. Social contacts between tourists and local people may result in mutual appreciation and understanding, which is a main goal of tourism and the community.

The social impact of tourism can also be analyzed while visiting this area. The status of health and education is also getting well due to the raising of economic condition of locals and consciousness aroused among people. People are more conscious about health and hygiene now due to tourists. The municipality is effectively involved in maintaining the clean environment around the area. The Kathmandu Municipality has provided mobile toilet to the tourists and toilet in each house is due to the public awareness. Due to the public awareness, the women are also involved in tourism business. Similarly, people go to hospital, clinic and health post when they suffer from different disease. Similarly, tourist's demand on mineral water, cold drinks, packet foods and continental food items has been fulfilled by local shops, hotels& restaurants. That's why we can see that many industries are established in Nepal for fulfilling the demand of tourists. These industries play an important role for providing the employment opportunities to the local people. The changes in social aspects can be analyzed as follows:

Modernization: Modernization theory effected very much to this town as well. The youths and the youngsters have been found running after the western fashions; hip-hop, pop songs, so-called modern style, and drinking alcohol has become the new fashion. Due to the influence of the modernization, all have been changed. Even the housing patterns, belief system, customs, religion and many more have been changed. The local people who have been educated or professionals don't enjoy the local tradition and follow the western culture and tradition. Visiting temples, participating in Jatras, participating in local carnivals have been the subject of conservative feeling and old fashion.

Education: Education is a vehicle which plays a vital role in overall development of the country and society. Impact of tourism is also found in education. When they came in contact with tourist they felt the necessity of education. As a result, people started to send

their children to school. They also have given priority to English language. As a result, some of the people speak English even without knowing alphabets a, b, c, d etc.

Believe: Before the development of tourism, in Nepal there was strong belief in *Dhami, Jhakri, Bokshi, Bhut, Pret or Lago Lagne etc.* Because of these conservative beliefs, the so-called upper caste people blamed to the lower caste people as *Bokshi*. When people came in contact with tourist, they started to send their daughter to the school and women are also engaged in tourism business and other business as well. It can be said that tourism is also a major factor to bring change in human thoughts.

Table 4.6
Respondents by Sex

Respondents	Number	Percentage
Male	24	53
Female	21	47
Total	45	100

Source: Field Survey, 2019

Table 4.6 shows that among the 45 respondents 53 percent were male respondents whereas 47 percent were female respondents respectively.

Table 4.7
Respondents by Age Group

Age Group	Number	Percentage
15-24	34	76
25-44	6	13
45-64	2	4
65above	3	7
Total	45	100

Source: Field Survey, 2019

Table 4.7 shows that out the total respondents 76 percent were of 15-24 age group, 13 percent were of 25-44, 4 percent were of 45-64, and 7 percent were of 65 above respectively. Among 15-24 age group (76 percent) 90 percent were businessmen and 10 percent were related with other profession.

4.3.4 Cultural Impact

'Cultural tourism' is the subset of tourism concerned with a country or region's culture, especially its arts. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world.

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'.

One type of cultural tourism destination is living cultural areas. For an indigenous culture that has stayed largely separated from the surrounding majority, tourism can present both advantages and problems. On the positive side are the unique cultural practices and arts that attract the curiosity of tourists and provide opportunities for tourism and economic development. On the negative side is the issue of how to control tourism so that those same cultural amenities are not destroyed and the people do not feel violated. Other destinations include historical sites, modern urban districts, theme parks and country clubs, coastal or island ecosystems, and inland natural areas.

According to Ratz (2000), socio-cultural change relate to local quality of life and sense of place. The changes in the quality of life could be as follows; personal income increases, helps to improve living standards for those more directly involved in industry, supports the diversity of restaurants and other cultural entertainment, revitalizing local culture and traditions, enriching local understanding and interest in history and culture, a sense of pride in local heritage, celebrations/festivals can become tourist attractions, crafts promotion and production in large scale etc.

Tourism has the power to affect cultural change. Successful development of a resource can lead to numerous negative impacts. Among these are overdevelopment, assimilation,

conflict, and artificial reconstruction. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it generates both give income and creates respect for the local tradition and culture.

Socio-cultural impacts of tourism results from the interaction between 'host' or local people, and 'guest' or tourists. As Drucker (1976) puts it, socio-cultural impacts are the 'people impacts' of tourism, with the focus on changes in the day to day quality of life of residents in tourist destinations, and cultural impacts concerned with changes in traditional ideas and values, norms and identities resulting from tourism. Choegyal (1994) state that while it has been recognized that tourist-host interactions not only have an effect on the hosts and hosts society, but on the tourists and the tourists societies, most studies are concerned with negative impacts on hosts and hosts' society. This limitation in research is recognized by Choegyal, who state that much of the literature on socio-cultural impact of tourism is biased in that, it focuses attention upon the determinant impact of tourism on host population.

As part of the cultural role of tourism the incentive to local crafts and industries and artistic skills of the people is increased because of the demand of local products. Folk fore, traditional ceremonies, art and industry are revived because tourists are interested in them.

Tourism is one of the effective media through which the cultural revitalization is possible in any parts of the world. Tourism has aroused the essence of the culture among the local people of this area too. The renovation works of the temples, monuments and other heritages that carries cultural values are the steps for cultural revitalization.

Besides this, tourism brings about changes in life styles i.e. clothing and food habits. The change is not noticed among the older in dressing style as they were seen in the area in traditional dress. But the changes in the behaviors and language can be observed.

The younger use the modern dresses like shirt, paint, half paint and frock, Kurta-Surwal etc. instead of traditional dresses like Daura-Surwal, Gunyo-Cholo etc.

Some traditional industries like wood carving, metal idol making, clothes and paper painting etc. are still continuing as the major cottage industries associated with tourism.

Along with positive changes, it has also brought negative changes in attitude and behavior of some people like begging, stealing, hawkers, etc. The old people have kept their old traditional cultural music and songs alive which can be demonstrated while visiting this area.

As already mentioned above (local culture/feast and festivals) , before 1950s, when Nepal was totally closed for the foreigners no any new practices, culture was seen but after 1950s the new practice, culture, belief, new life style are practiced here. For instance, anyone could notice and can study in the books and the articles that before tourism people used to take only Nepalese food in their lunch, breakfast and dinner. Different caste/ ethnic group used to take their food according to their culture and tradition; and according to the geographical diversification. Now people are interested in foreign foods like pizza, burger, momo, chowmin, cold drinks, mineral water, coffee etc.

Similarly the national dress of Nepal is Gunyo and Cholo for ladies and Daura Surwal for gents. But after the influence of the tourists the younger used the modern dresses like shirt, pant, half pant and frock, Kurta Surwal etc. instead of traditional dresses like Daura-Surwal, Gunyo-Cholo etc.

Different types of handicrafts like image of god made up of brass, metal and silver and other paper paintings can be found here. Before tourism these arts were used to make for their own purpose like for the home decoration, for worshipping god and so on. But after the development of tourism, these arts and artifacts are manufactured for business purpose. In this way they have changed their other occupation and are making handicraft as their main occupation.

English language is become a universal language in all over the world. Now people are interested to learn English because people feel that it is useful in every sector of life. Before introduction of tourism the local people used to talk especially in Newari language but now mostly young people speak in English too.

4.3.5 Environmental Impact

The traditionally built environment is often replaced when locals are forced to adapt tourist demands for standardized and modern accommodations and amenities. Adaptation to tourist demands can have a costly impact on the environment. Tourists often look for modern facilities in an unfamiliar environment, like well known fast food restaurants and hotel chains. This can have a positive impact on a country economically for a short time. The industrialization and commercialization of land in a haphazard manner can destroy the natural system of land. Conflicts between developers and local can arise over land use, because the local usually do not welcome the dramatic changes brought about by the construction of foreign fast food restaurants and shopping centers. The local people usually lose this battle, because on the opposing end is the argument that tourism brings in money which is the extreme importance to the community. The economic value of the natural resources which, as a result are lost.

The quality of the environment, both natural and man-made, is essential to tourism. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources. Tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. Here are a few examples.

Air pollution and noise: Air pollution in Kathmandu is also causing damage to many historical buildings that represent the cultural heritage of Kathmandu valley. Acid formed as a result of various sulphurous and nitrous oxides reacting with water can damage fine wood carving, marble and metallic exteriors common in many historical buildings in Kathmandu. The damage to cultural heritage not only deprives the residents of a proud past, it also can negatively impact on tourist trade, an important contributor to Valley's economy.

Due to allowing the vehicles in this area looks noisy and crowded all the time. But in long term, acid which comes from vehicles will affect & degrade the manmade attraction of this area. Also it causes annoyance, stress, and even hearing loss for its habitants. Due to improper management of this area we can see lots of garbage, litter, plastics in this heritage sites.

Aesthetic Pollution: Often tourism fails to integrate its structures with the natural features and indigenous architectural of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design. Due to shortage of material sometimes antique has to be reconstructed through modern materials and equipment. The mobile toilet which is kept in front of *nautalle* durbar creating negative impact to the tourist, though it has given the facility to the tourists. The mobile toilet should be kept in the proper site not in front of tourist attraction. More than 90% of the respondents opined that people involved in tourism business have sound and improving economy.

After the development of tourism, it was found that people had changed their occupation. Most of the people are engaged in tourism related business. Before tourism they made image of god, pot, handicraft for their own purpose. Likewise people were involved in the agriculture. But after tourism they started to make these things for the business purpose. Now they gave up agriculture and make tourism related business as their major occupation. Some respondents are migrated from other places for the business. They are engaged in restaurants, hotels, cottage industry, and other jobs too.

Table 4.8
Opinion about Boudhanath

Activities of local body	Number	Percentage
Satisfied	15	30
Unsatisfied	30	70
Total	45	100

Source: Field Survey, 2019

Table 4.8 shows that most of the local people (70 percent) expressed that they are not satisfied with the activities done by Kathmandu Metropolitan City (KMC) and they also said that KMC does not cooperate with them in conserving and preserving the local heritage. Only 30 percent of the total households are satisfied with the KMC.

Table 4.9
Opinion on Kathmandu Metropolitan City Activities

Activities of KMC	Number	Percentage
Conservation and Preservation	27	60
Promotion	9	20
Others	9	20
Total	45	100

Source: Field Survey, 2019

Table 4.9 shows that when asked about activities carried out by KMC 30 percent said they are satisfied on the activities done by KMC. As respondents expressed 60 percent on conservation and preservation, 20 percent on promotion and 20 percent on others.

Table 4.10
Information on Environment Effects of Tourism in Boudhanath

Environmental effects of tourism in Boudhanath	Number	Percentage
Air pollution	25	55.5
Noise pollution	35	77.7
Dust particles pollution	15	33.3
River pollution	30	66.6

Source: Field Survey, 2019

Table 4.10 shows that the respondents were asked about environmental effects of tourism in Boudhanath. Among 45 respondents, 55.5 percent respondents said they have seen environmental effects of air pollution, 77.7 percent respondents said noise pollution, 33.3 percent respondents said dust particles pollution in study area and 66.6 percent respondents said river pollution which have destructed the originality of historical monuments.

Table 4.11
Information on Socio Cultural Effects of Tourism in Boudhanath

Socio-cultural effects of tourism in Boudhanath	Number	Percentage
Yes	6	13
No	39	87
Total	45	100

Source: Field Survey, 2019

Table 4.11 shows that among the respondents 87 percent household said they have not seen any socio-cultural effects of tourism in this area but 13 percent said that due to tourism young people are influenced toward western culture and also engaged in illegal business like crime, hawkers and prostitution. Also due to tourism people are more commercialized in terms of culture and tradition.

Table 4.12
Information on Economic Effects of Tourism in Boudhanath

Economic effects of tourism in Boudhanath	Number	Percentage
Yes	9	20
No	36	80
Total	45	100

Source: Field Survey, 2019

Table 4.12 shows that regarding the economic effects of tourism in this area, the highest proportion (80 percent) said that they have not seen any economic effects of tourism in this area (in terms of negative effects) but 20 percent household said they have seen economic impact from tourism in their area.

4.3 Advantages and Potential Threats of Tourism in Study Area

Tourism has many advantages. For the host countries, towns and heritage sites, tourism provides jobs, brings in foreign currency, and sometimes leads to an improvement in local infrastructure (e.g. roads, communication equipment, and medical care). The travelers can admire the wonders of the world and learn more about other countries, their environment, cultures, values and ways of life and hence promote international

understanding and solidarity. We often learn much more about ourselves from learning about others.

Tourism can, however, have negative effects. For example, millions of tourists visit the World Heritage site of the Borobudur Temple Compounds in Indonesia which is located in a very hot and humid region. In order to ensure the comfort of the tourists, the tour-bus drivers sometimes keep their engines running with the air-conditioning on while waiting for tourists to return from visiting the site. The carbon monoxide fumes are likely to damage the stone temples.

Automobile traffic is becoming a major threat to many other World Heritage sites. The road close to Stonehenge in the United Kingdom has threatened the integrity of this site. The proposal to build a highway close to the Pyramid fields from Giza to Dahshur in Egypt was stopped by the Egyptian authorities at the request of UNESCO.

Similarly, in the context of Boudhanath area problems like street vendors and traffic are most. Night market operating from 5: pm onward is one of the major threats for conservation of Boudhanath. Moreover, vehicle entering in the Boudhanath area is also becoming threatens for the manmade attractions. Most of the temples & monument have lost their authenticity due to acid coming from modern vehicles.

CHAPTER - V

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1. Summary of Findings

Tourism refers to the temporary, short-term movement of people to destination outside the places where they normally live and work, and their activities during the stay at these destinations. The objective of this study is to assess the impact of Tourism in Nepalese economy. The specific objectives are to examine the tourism status in the study area and to analyze the socio-economic impact of tourism in Boudhanath area.

This study is based on descriptive as well as explorative research designs. This study is based on primary as well as secondary sources. The primary information is collected through field survey, i.e. questionnaire survey, and interview. The secondary data is collected from tourism related organizations, libraries, literature, publications, published and unpublished papers and articles. Qualitative data's are gathered for the analysis of impact of tourism in Boudhanath area. 45 samples have been selected with entrepreneurs through purposive sampling method.

The growth of tourism in Boudhanath area can be witnessed by increasing numbers of tourist arrivals and gaining of its popularity among outsiders for its typical cultural heritage. Moreover, the gradual changes in traditional occupation is found due to tourism intervention and has provided employment opportunity to the local people particularly in restaurant, woodcarving and handicrafts entrepreneurship since tourist visiting here, buy these products and it has further helped in their export too. This has undoubtedly helped income generation and uplifting educational as well as health status.

Boudhanath Stupa (or Bodnath Stupa) is the largest stupa in Nepal and the holiest Tibetan Buddhist temple outside Tibet. It is the center of Tibetan culture in Kathmandu and rich in Buddhist symbolism. The stupa is located in the town of Boudha, on the eastern outskirts of Kathmandu.

Socially tourism has a great influence on the host societies. Tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity, and authenticity. The possible positive effects of tourism are: Developing positive attitudes towards each other, Learning about each other's culture and customs, Reducing negative perceptions and stereotypes, Developing friendships, Developing pride, appreciation, understanding, respect, and tolerance for each other's culture, Increasing self-esteem of hosts and tourists and Psychological satisfaction with interaction.

So, social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on. Socially and culturally, tourism is a product which encourages intellectual curiosity amongst peoples and nations, and develops a healthy respect for another's beliefs and customs.

The social impact of tourism can also be analyzed while visiting this area. The status of health and education is also getting well due to the raising of economic condition of locals and consciousness aroused among people. People are more conscious about health and hygiene now due to tourists.

In brief, it can be said that the major achievement of tourism or the positive impacts are that people are economically benefited, are much more concerned in protecting their fragile heritage, aware in health and hygiene. But by the impact of tourism our own culture is converting into the western culture, should be checked to keep alive our originality and means of attraction. Similarly, several modern advertisement mechanisms should be used to make known to all inhabitants of the world about the beauty of nation.

5.2. Conclusion

Income is the main source which uplifts the living standard of the local people. Generally local people of Boudhanath area were engaged in tourism business like hotel, restaurant, trekking office, curio shop etc. They do these businesses for self employment with the purpose of earning money.

It was found that before tourism people were engaged in agriculture and their ancestral occupation but after tourism when the people knew about the benefit of tourism business they change their traditional occupation and started tourism business as their main profession. Not only the local people but the people from other places also come here to do tourism related business. In this way it can be said that after the influence of tourism, people change their occupation too. The trade of handicraft business and other local products are not only sold in the internal market to the tourists but also these products are exported to foreign country. Thus, after the development of tourism the areas of these products are broadening.

5.3. Recommendations

Following recommendations are made for the optimum benefits to the local people and conservation and preservation of Boudhanath area.

-) This study has been focused on impacts of tourism in Boudhanath area. Although this area is rich in its cultural heritage, there is lack of parking facility, water supply and repairing and maintenance of historical monuments, well-managed public toilets, dust bins, restaurants and lodges with modern facilities, recreational facilities etc. These are essential for the tourist and tourism business. As these facilities help to meet the minimum tourist requirements.
-) The more services is provided to tourists, the more will be benefiting. In case of environmental impact, we can see garbage, litter, and excessive movement of vehicle all around this area. Yet the danger of adverse effects brought upon by tourism like pollution, economic and social inequalities, loss and damage of

resource base and traditions etc should not be underestimated and they should be checked on time.

-) There should be good communication and cooperation between locals and KMC for effective preservation and conservation of world heritage sites. Various stakeholders like travel agencies, NGO's, INGO's and local tourist entrepreneurs should be coordinated for the same purpose.
-) It is strongly recommended to explore various old temples and palaces. And renovation and maintenance work should be immediately carried out without altering the originality of old architectural monuments.
-) There has been haphazard and random growth in the traffic hence government should impose regulation to control the problem. Local people awareness is most for the conservation and development of any area in the country. So, they should be made aware about the importance and benefits of preserving these historical and architectural monuments. Waste disposal problem also exist in the durbar square. For instance, there should be sufficient dustbin available in the durbar square.
-) Tourist hawkers should not harass to the tourist though they don't want any goods because it irritates them and make bad impressions. So it should be controlled. There should be sufficient tourist information board so that they can be informed about the heritage site.

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Annex-I

Interview Schedule

Questionnaire for Entrepreneurs (Local People)

Dear Sir/Madam, 'Namaste!'

I am Rishab Kuikel, student of Central Department of Rural Development. For the partial fulfillment for the Requirements for the Degree of Master of Arts in Rural Development, I am launching a research on "Socio-Economic Impact of Tourism at Boudhanath Area, Kathmandu." Therefore, I request you to co-operate me by answering the questions as stated. I assure you that the data will be used only for research

1. Profile of the Respondents

Name of the respondents:

Address:

Gender:

Male Female

Education:

Number of family:

Age group:

15-24 yrs 25-44 yrs 45-64 yrs 65 and above

Occupational Status

Name of Employer	Respondents
Five Star Hotel	
Four Star Hotel	
Three Star Hotel	
Two Star Hotel	
Non-star Hotel	
Restaurant	
Curio Shop	
Trekking Offices	
Temples and Gumba	
Others	
Others	

1. How many members of your family have involved in this business?

No.....

2. No. of total employment generation.....

3. How much money do you earn per month from this profession?

Average earning in Season Rs.....

Average earning in Off- Season Rs.....

5. How much money can you save per month? Rs.....

6. Are you satisfied with the activities done by government and local body?

Yes No

Opinion on Activities of KMC	Respondents
Conservation and preservation	
Promotion	
Others	

7. What type of environmental effects of tourism do you perceive in this area?

Air pollution Noise pollution Dust particle pollution River pollution

8. Do you perceive any socio-cultural effects of tourism in this area?

Yes No

If yes please specify

.....

9. Do you perceive any economic effects of tourism in this area?

Yes No

If yes please specify

.....

10. If you have any suggestions to conserve and preserve this area please feel free to write

a.....

b.....

c.....

Thank You!

Annex-II
Observation Checklist

Questionnaire for the Key Informants Interview

- 1) Number of business (hotel/ shop) in Boudhanath Area.....
- 2) Types of facilities provided for the tourists in Boudhanath Area.....
- 3) Special fair held in Boudhanath Area in a Year
- 4) Name of fair or months Maximum tourists come in Boudhanath Area.....
- 5) Environmental effects of tourism in this area

Annex-III

Key Informant Interview Guidelines

Questionnaire for the Key Informants Interview

General Information.

Name : _____ Age : _____
Nationality : _____ District : _____
Municipality : _____ Occupation : _____
Religion: _____
Education : _____

- 5) What do you think about the present situation of business (hotel/ shop) in Boudhanath Area?
.....
- 6) Which types of facilities are provided for the tourists in Boudhanath Area?
.....
- 7) How many times the special fair held in Boudhanath Area in a Year?
.....
- 8) In which fair or months Maximum tourists come in Boudhanath Area?
.....
- 9) How many people get the employment in your business?
.....
- 7) In your opinion, how tourism can be developed in Boudhanath Area ?
.....
- 8) Do you perceive any environmental effects of tourism in this area?
.....
- 9) Do you perceive any socio-cultural effects of tourism in this area?
.....
- 10) Do you perceive any economic effects of tourism in this area ?
.....
- 11) Are you satisfied with the activities done by Kathmandu Metropolitan City?
.....
- 12). If you have any suggestions to conserve and preserve this area please feel free to write
.....