

A STUDY OF PROBLEMS AND PROSPECTS OF TOURISM IN GORKHA

(A CASE STUDY OF GORKHA)

A THESIS SUBMITTED TO
CENTRAL DEPARTMENT OF
FACULTY OF HUMINITIES AND SOCIAL SCIENCES
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF ARTS IN
RURAL DEVELOPMENT

T. U. KIRTIPUR

SUBMITTED BY

RUDRA MAN SUNAR

EXAM # 282354

T.U. Regd. # 9-2-29-28-2003

August, 2013

RECOMMENDATIONLETTER

This Thesis entitled *A STUDY OF PROBLEMS AND PROSPECTS OF TOURISM IN GORKHA* (A Case Study of Gorkha District) has been completed by Mr. Rudra Man Sunar under my guidance and supervision. I therefore recommend this Thesis for final evaluation and acceptance.

.....
(Prof. Uma Kant Silwal, Ph.D.)
Supervisor

APPROVAL LETTER

This Thesis presented by Mr. Rudra Man Sunar entitled PROBLEMS AND PROSPECTS OF TOURISM IN GORKHA (A Case Study of Gorkha) has been approved by the following evaluation committee.

Evaluation Committee

Prof. Uma Kant Silwal, Ph.D.

Head

Central Department of Rural Development

External Examiner

ACKNOWLEDGEMENTS

I am highly obliged to my research supervisor **Prof. Uma Kant Silwal, Ph.D.** who is the Head of the Central Department of Rural Development in Tribhuvan University for his inspiring and encouraging forward and invaluable guidance provided throughout the research period in spite of his busy schedule. Without his support and supervision, this work would not have taken the present form. Hence, for all his kind deeds, I would like to express my sincere gratitude to him.

I am extremely thankful to **Mr. Damodar Gautam**, the Head of Gorkha Museum of Gorkha for his valuable suggestions and for providing me with some necessary materials related to my research. I also express my sincere gratitude to **Mr. Ram Babu Joshi**, the President of Gorkha Chamber of Commerce and **Mr. Badri Maskey**, the President of visit Gorkha for their valuable suggestions and encouragement during my field work.

I would like to express my heartiest thanks to my friend **Mr. Hem Bahadur Rai** for his constant help, valuable suggestions, typing and designing my thesis despite his extremely busy schedule.

I would like to extend thank to **Mr. Raj Kumar Gurung** for his cooperation during my field survey period.

Last but never the least, my deep appreciation is extended to my father **Mr. Durga Bahadur Sunar**, mother **Mrs. Ganga Devi Sunar**, wife **Hira Maya Ghatani** and all my family members who carry up to this level to me by providing suitable environment, full cooperation, understanding, encouragement and moral support throughout my this research work.

At last, but not least I would like to express my gratitude from the core of my heart to those personalities, who helped me during this thesis writing but I missed here to mention.

Rudra Man Sunar

Abstract

The term tourism has become a common parlance to most of the conscious people across the globe. It is to selling of dreams. Tourism is an age old phenomenon. It has been a phenomenon established in this country ever since the dawn of human civilization (1950). At present tourism is recognized as one of the chief industries in the world. Tourism is an expanding industry throughout the world. It is the world's fastest growing industry and it is anticipated to be the largest within few years.

Every country to get benefit from this industry in the world. In many countries it is the major source of foreign exchange and employment and has in many ways contribution to the development of trade and industry. Besides this tourism has encouraged the growth of an international social and cultural attributes to much extent. The tremendous development in the field of science and technology, as well as economy has led to the development of tourism in manifold aspects. Modern transportation and communication system have brought about a revolutionary change in the world.

Nepal is one of the most beautiful countries in the world with lofty snow capped mountains and scenic peaceful settings. It has varieties of tourism resources, places of natural beauty, historical and religious and cultural monuments. Art – Architecture, festivals are the best attraction to the visitors. Among such attractions Gorkha is one of the most historical and religious tourist destinations. Gorkha Municipality is the land of monumental mountain which seems to touch the heaven. The natural scenery, the rich bio-diversity, peaceful environment, the ethnic simplicity, the rich and diversity culture and the clean and fresh mountain air are the resources to attract visitors. The hilly natural landscape and panoramic view are the main features of Gorkha District for the lovely attraction of tourist. Present study entitled “ A Study of Problems and Prospects of Tourism in Gorkha – A Case Study of Gorkha” is an attempt to analyze potentialities of tourism in the study area.

The general objective of this study is to describe Gorkha as one of the most important tourist destinations for domestic as well as international tourists in Nepal. The specific

objectives of this study are: to analyze the trend of tourist arrival at Gorkha the historical place; to estimate the foreign currency earning and employment generation due to tourist activities at Gorkha; to analyze the socioeconomic impact of tourism at Gorkha and to analyze the prospects and challenges of tourism industry in Gorkha district. The Finding of the study reveal that there are high potentialities of tourism in Gorkha. From the study it is also found that the people of Gorkha District are very much interested and enthusiastic for promoting tourism in their area but the co-ordination among the government authorities and local promoters seems to be lacking.

It can be concluded that Gorkha desires the high prospect of becoming one of the best tourism destination of the country. Therefore to develop Gorkha District as a tourist destination, package prograammes and more advertisements are necessary.

TABLE OF CONTENTS

Recommendation Letter

Approval Letter

Acknowledgements

Contents

List of Tables

List of Figures and Charts

Abstract

Acronyms and Abbreviations

Chapters	Page No.
Chapter One	1-8
Introduction	1
1.1. Background of Study	2
1.2. Statement of the problem	5
1.3. Objectives	6-7
1.4. Significance	8
1.5. Limitation of the Study	8
Chapter Two	9 - 27
Review of Literature	9
2.1. Theoretical Concept	9
2.2. Tourism Defined	11
2.3. Motivation of Travel	13
2.4. Barriers to Travel	14
2.5. Review of Tourism in Nepal	18
Chapter Three	28 - 33

Research Methodology	28
3.1. Research Design and types of study	28
3.2. Nature and Source of data	31
3.3. Selection of the study area	31
3.4. Population and sampling procedure	32
3.5. Techniques and tools of data collection	32
3.6. Data Analysis and Interpretation of Finding	32
3.7. Experiences during the field work	33
Chapter Four	34- 39
Growth of travel through the age	34
4.1. Travel an Ancient phenomenon	34
4.2. Account of famous travelers	34
4.3. Pleasure travel	35
4.4. Motivation to traveler	35
4.5. Barriers of travel	37
4.6. Reasons showing the extraordinary growth of tourism during the last 50 years	38
4.7. Approach to sustainable action program in travel and tourism	39
Chapter Five	41 - 61
Analysis and Interpretation of Study	41
5.1. Distribution of respondents by sample from different category	41
5.2. Assessment analysis of the questionnaire survey of local people	42
5.3. Age and Gender of the local respondents	42
5.4. Marital status of the local respondents	43
5.5. Occupation of the local respondents	43
5.6. Types of Visitors in the study area	44
5.7. Flow of Tourist in study area	44
5.8. Impact of Tourism in Local People	45
5.9. Survey results of Hotel/Lodge owners	45
5.10. Structure and Employer status of Hotel/Lodge	46
5.11. Expenditure of Visitors in Hotel	46
5.12. Types of visitors in Hotel	47

5.13. Survey Finding of Visitors	47
5.14. Age & Gender Distribution of Domestic Visitors.	48
5.15. Occupation of Domestic Visitors	49
5.16. Purpose of Visit	49
5.17. Length of Stay	50
5.18. Expenditure of Domestic visitors	51
5.19. Influence factor of Gorkha municipality	52
5.20. Survey finding of visitors	53
5.21. Age group of Foreign Tourist	53
5.22. Purpose of visit	53
5.23. Length of Stay of Foreign Tourist	54
5.24. Influence factors to attract foreign tourist	55
5.25. Early Arrival of tourists	55
5.26. Monthly arrivals of Tourist	56
5.27. Access to the information & publicity	57
5.28. Overall Result of survey	58
5.29. Involvement of various Agencies	58
Chapter Six	62-81
The prospect and Problems of Tourism in Gorkha Municipality	62
6.1. Overall introduction of Gorkha District and Gorkha Municipality	62
6.2. Major tourist attractions in Gorkha Municipality	64
6.3. Identification of Main Problem	79
6.4. Lack of Recreational Facilities	80
6.5. Lack of Good Quality Hotel	80
6.6. Lack of Well Trained Guides	80
6.7. Lack of Travel & Trekking Agencies	80
6.8. Lack of Trained Manpower	81
6.9. Lack of Resources	81
6.10. Lack of Advertisement & Publicity	81
Chapter Seven	82-85

Conclusion and recommendation

References	86-87
Annexes	88-98
Questionnaires	

List of Tables

Table No.	Page
3.1. General introduction of Gorkha District	28-29
5.1. Distribution of respondents by sample from different category	41
5.2.1. Distribution of local respondents by Age and Gender	42
5.2.3. Distribution of respondents by occupation	43
5.2.4. Distribution of respondents by flow of visitors	44
5.2.5. Distribution of respondents by flow of visitors in study area	45
5.2.6. Distribution of respondents by the impacts of tourism	45
5.3.1. Status of employers in sample Hotel/Logde Owners	46
5.3.2. Expenditure of visitors in Hotel	47
5.3.3. Distribution of respondents by types of visitors	47
5.4.1. Distribution of domestic visitors by age group	48
5.4.2. Distribution of respondents by occupation	49
5.4.3. Distribution of respondents purpose of visit in Gorkha municipality	49
5.4.4. Domestic tourists stay in Gorkha municipality	50
5.4.5. Expenditure of domestic tourist in the study area.	51
5.4.6. Distribution of visitors by Influencing factors of tourism	52
5.5.1. Foreign tourist by different age group	53
5.5.3. Distribution of respondents by duration of stay in study area	54
5.5.4. Distribution of respondents by influence factors of tourism in study area	55
5.6. Flow of Domestic SAARC and International Tourist(2006 – 2008)	55
5.7. Monthly variation of TouristArriavals (1 st . January to 3 rd . November 2009)	56
5.8. Access to the information and publicity	57

List of Figures and Charts

3.1.	General introduction of Gorkha District	30
5.1.	Distribution of respondents by sample from different category	42
5.2.	Distribution of respondents by material status	43
5.3.	Distribution of respondents by occupation	44
5.4.	Gender of Domestic visitors	48
5.5.	Respondents by purpose of visit in Gorkha municipality	50
5.6.	Domestic tourist stay in Gorkha municipality	51
5.7.	Foreign visitors by purpose of visit	54
5.8.	Flow of Domestic, SAARC and International Tourist(2006 – 2008)	56
5.9.	Monthly variation of Tourist arrival (1 st . January to 30 th . November 2012)	57
5.10.	Access to the information and publicity	58
6.1.	Gorkha District	64
6.2.	Historical and Pilgrimage sites	65
6.2.	Gorkha Durbar	67
6.2.	Gorkhanath's Cave	69
6.2.	Upalokot (BajraBhairab)	72
6.2.	Pleasant Climate	74
6.2.	Cultural Attraction	74
6.2.	Gorkha Sight Seeing	76

Acronyms and *Abbreviations*:

ACA	:	Annapurna Conservation Area
ASTA	:	American society of Travel Agents
CBET	:	Community Based Eco-tourism
CBOs	:	Community Based Organization
CBS	:	Central Bureau of Statistics
CDC's	:	Conservation and development Committees
DDC	:	District Development Committee
GDDC	:	Gorkha District Development Committee
DNC	:	Destination Nepal Campaign
DPPC	:	District Planning and Development Commission
GDP	:	Gorkha District Profile
GON	:	Government of Nepal
GSDC	:	Gorkha Studies and Development Centre
GTC	:	Gorkha Tourism Council
HAN	:	Hotel Association of Nepal
MLD	:	Ministry of Local Development
MOCTCA	:	Ministry of Culture, Tourist and Civil Aviation
MOF	:	Ministry of Finance
NGO	:	Non-Governmental Organization
NPC	:	National Planning Commission
NTB	:	Nepal Tourism Board
SAARC	:	South Asian Association of Regional Cooperation
TAAN	:	Trekking Agents Association of Nepal
TRPAP	:	Tourism for Rural Poverty Alleviation Program
T.U.	:	Tribhuvan University
UNDP	:	United Nation Development Program
U.N.	:	United Nation
V.D.C.	:	Village Development Committee
WB	:	World Bank
WTO	:	World Tourism Organization