

CHAPTER ONE

Introduction

Nepal is a sovereign, independent Hindu Kingdom. It has a long and glorious history and its civilization can be traced to thousand of years. Ancient Nepal consisted of many small autonomous principalities(MOL,1992:7). Before the integration of the nation by king Prithivi Narayan Shah, the Kathmandu valley was ruled by the Malla Kings, whose contribution to art and culture are indeed great and unique even today (DOT,1996:4). The revolution of 1950 brought an end to oligarchic Rana regime. Democracy was established in Nepal under the multiparty system in 1951.Since 1960; Nepal was governed under the party less Panchayat system. A popular People's Movement of 1990 reinstates the multi-party democratic system under constitutional monarchy.

Nepal is a land-locked mountainous country which lies on the southern flanks of the Himalayans, with a galore of the highest peaks in the world including Mount Everest (Sagarmatha). It lies between $80^{\circ} 4'$ and $88^{\circ} 12'$ East longitude and $26^{\circ} 22'$ and $30^{\circ} 27'$ North latitude. Nepal is situated in between two big countries –India and China. Its shape is roughly rectangular with the length of 885 kilometers east-west and its breadth varies from 145 to 243 kilometers north-south, the mean width of which is 193 kilometers. The total area of the country is 147,181 sq.km. (CBS, 1997:1).

Ecologically, Nepal is divided into three main regions, running east to west, the high Himalayan region, the mountainous region with long terraced slopes leading to fertile valleys and the low-land Terai region. The mountain region lies in the northern part of the country and the altitude of this region ranges between 4877 meters to 8848 meters from the sea level. This region consists of eight of the world's highest fourteen peaks each exceeding 8000 meters. The mountain regions comprises about the third (35%) of the land area of the land area of the country. The hilly regions located in between the mountain and the Terai region. It lies between the altitudes of 610 meters to 4877 meters above the sea level. This region comprises a number of valleys and basins. The Terai region lies on the southern part of the country. It has an average altitude of 305 meters and occupies 23 percent of the land area of the country. A part from the ecological divisions, administratively there are five Development Region, fourteen zones and seventy-five districts in Nepal(CBS,1997:i-ii). The geographical features of Nepal not only manifest the diversity but also reflect distinctive patterns of settlements, population distribution, culture and economics(Bajracharya,1996;i)

Nepal has a wide range of climate due to substantial topographical variations. Tropical to alpine climate exist in the country. Generally, tropical climate exists in the area up to an altitude of 1000 meter, in the mountain region between 1000m-2500m, sub-tropical climate prevails with cool temperate climate in the zone 2500m- 4000m region and above that arctic climate prevails. Heavy rainfall occurs during monsoon season from June to September and average rainfall in the country nibs about 1500 mm per annum (Bajracharya,1996:i). The Kathmandu Valley receive around 1300mm of annul rainfall with heavy concentration from June to August (MOL,1992:2). Nepal is a unique country inhabited by multi-lingual people. There are 70 spoken language and 40 ethnic groups (image Nepal,1998:9) in the kingdom of Nepal. Nepali, the national language, is the mother tongue of the majority of the people though many other linguistic groups exist like Maithili, Bhojpuri, Newar, Rai/Kirat, Magar etc; Ethnically, the largest groups are chettries,Brahmins, Magars,Tharus,Newars,Tamangs and so on. In terms of religion,Hinduism is predominant followed by Buddhism, and Islam. It may be interesting to note that Nepal is the only Hindus nation in the world.

Nepal is also called the country of non stop festivals, because festivals are a prominent aspect of Nepalese life in which all participate enthusiastically. About every week people celebrate a festival on local basis or national level in different parts of the country. The religious customs, life styles, festivals, food habits, clothing's and languages of different people differ as per geographical and ethnic variations. One remarkable feature of Nepalese cultures is the persisting harmony in the midst of these differences.

In terms of development, however, Nepal is one of the least developed countries of the world with a per capita of US\$ 653 (World Bank, 1996:1830). About 90 percent of the 21 million people of the country live in the rural areas. Population is growing at the rate of 2.1 percent per annum (CBS, 1997a; IV). The major economic activity is agriculture and the rest includes manufacturing, trade, commerce and services. The main sources if foreign currency earnings are merchandise export, services, tourism and Gorkha remittance from aboard; In general, Nepalese economy is characterized by slow growth, mass poverty and large-scale deprivations. However, development efforts have been initiated but the result has not been encouraging in many sectors. Thus, it is essential to have a clear vision of future destination. This would encourage utilization of potentials with competitive advantages like hydropower, agro-industry, tourism and other sectors (Bajracharya, 1996:2-3). In the economic area of Nepal, tourism plays a very important role.

1.1 Background of the study

Tourism has been a phenomenon established in this country ever since the dawn of human civilization and democracy in 1950. No records are available to explain how it went on during the course of past centuries except a few inscriptions that tell us about some historic visits of some monks from the friendly countries of north and south. Nevertheless, when we talk about the modern tourism, we have to refer to the early fifties of the last century when Nepal was officially made open for the foreign visitors. This was one of the taken places bringing an end to the autocratic regime of the Ranas.

The terms tourism has become a common parlance to most of the conscious people across the globe. It is to selling of dreams. How to make Nepal a tourist recreation destination (Pradhananga, 2054 B.S:1)? In the context of Nepal, where the people regard tourists as Gods (Atithi Deva Bhava) tourism is one of the most potential areas for the nation of development.

Tourism is an age old phenomenon. At present tourism is recognized as one of the chief industries in the world. Tourism is expanding industry throughout the world. Every country tries to get benefit from 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. Because of tremendous development in the field of science and technology as well as economy has led to the development of tourism one manifold aspects. Modern transportation and communication system have narrowed down the world.

The curiosity about distant land and culture, enjoying the natural beauty, pilgrimage, education, business trips, excursion, Seminars are the motives behind traveling from one country to another. A modern man can lead a modest living but he cannot forsake his interest of knowing something news.

According to the survey carried out by Nepal Tourism Board 1998, about 28% of the total visitors come to Nepal for trekking and adventure. These are the visitors who go out to the rural areas specially for trekking. All the major and popular trekking areas in Nepal are located inside the national parks. Even though protected, national parks are not immune to deterioration as a result of inappropriate management, pressure from the surrounding human population and over use by tourists. One of the most pressing problems of many national parks and other rural areas

receiving significant number of visitors today is how to cope with the increasing number of visitors seeking recreation in natural environments.

The tourism industry has fascinated the whole world. Most of the nations have recognized the economic advantages of tourism. Tourism is also one of the important sources for earning foreign currency and generating the employment. Tourism gives employment to both skilled and unskilled manpower. Tourism has played an important contribution in economic growth of Nepal. Tourism helps to make balanced rural development. Nepal is famous for its natural beauties or attractions. Like as Mt. Everest, snow peaked mountains, numbers of lakes, waterfalls and cultural heritages like Temple, Shrines and others. The home land of brave Gorkhas and the brave Sherpa's and hospitable people (Gurungs) so, Nepal has become attractive destination for tourists from all over the world.

The tourism industry makes tremendous contribution to the improvement of social and political understanding between people and the countries. Traveling in different places to promote better brotherhood relationship between different societies is a major aspect of tourism industry. Personal and international contact has always been an important way of sharing and spreading ideas about other countries. Thus the tourism is an important media to promote cultural exchange and international co-operation. So the tourism helps is revenue generation. Conservation and protection of natural resources or assets, poverty alleviation, employment generation, infrastructural development, human resource development and also encourages in entrepreneurs

Tourism is the world's fastest growing industry and it is anticipated to be the largest with in few years. It is recognized that tourism is the basic and very desirable activities deserving the basic and encouragement of almost all countries in the world. Nepal is one of the most beautiful country in the world with lofty snow capped, mountains and scenic, peaceful settings. It has verities of tourism resources, place of natural beauty, historical and cultural monuments arts, Architecture, festivals are the best attractions.

Etymologically the word gorkha is derived from the prakrit words "go rakkha" (Sanskrit gaurak Sa, literally, "cow-protector"). This was used by Guru Gorkhnath, the spiritual leader of the Gorkhas, the name given to his disciples (Wikipedia Encyclopedia).

Gurkhas claim descent from the Hindu Rajputs and Brahmins of Northern India, who entered modern Nepal from the west. Guru gorkhanath had a Rajput Prince-disciple, the legendary Bappa Rawal, born prince Kalbhoj/Prince Shailadhis, founder of the Royal house of Mewar,

who became the first Gurkha and is said to be the ancestor of the ruler Shah and Rana Dynasty of Nepal.

The majority of the early Gurkhas were from the Thakuri/Rajput (which includes the Shah and Rana), Chetri and Brahmin ethnic groups, whereas the modern Gurkha soldiers are mainly from the Limbu, Rai, Gurung and Magar ethnic groups.

In the early 1500s some of Bappa Rawal's descendants went further east, and conquered a small state in present-day Nepal, which they named Gorkha in honor of their patron saint. By 1769, through the leadership of Prithivvi Narayan Shah (1769-1777), the Gorkha dynasty had taken over the area of modern Nepal. They made Hinduism the state religion, although with distinct Rajput warrior and Gorakhanath influences.

Geographically the Gorkha district is divided into four categories. They are:

The Himalayan Region

The altitude of this region ranges from 5000 m to 8163 meters. This region comprises Manaslu, Buddha Himal, Ganesh Himal and Himchuli etc.

The Bhot and high Altitude Region

The altitude of this region ranges between 3000 m to 5000m. In this region; Bihi, Prok, Chumehet, Chhekar, Kerouja etc. This region accounts for about 50% of total land area.

The Hilly Region

This region accounts for about 40% of the total land area. This land ranges between 900m to 3000 m above the sea level. It includes headquarters of the district, Sulikot, Siranchowk, Barpak, Manbu, Lapu and Thimi including some business hubs like Arughat, Takukot, Sourpani and Jaubari etc.

The Besi and Thars

This region includes Budigandaki, Daraudi, Chepe, Marsyangdi and Trisuli that soars up to 900m and they represent palungtar Chhepetar, Mahatar, Pokhatar, Malltar, Thatipokhari etc. This region is suitable for agriculture and food production.

“Gorkha Municipality” is one of the most scenic tourists' destinations in Nepal. It is a land of monumental mountains which seems to touch the heaven. The natural scenery, the rich and diverse culture, the clean and fresh mountain air are the resources to attract visitors. The hilly natural landscape and panoramic view is the main characteristic features of Gorkha Municipality for the lovely attraction of tourists. The panoramic view and sightseeing make the destination for pleasure seeking and holidays making to many visitors.

1.2 Statement of the problem

Nepal has been endowed with diverse fauna and flora and beautiful pristine land escapes. The national park and the conservation area scattered in different parts of the country have become most potential site for tourism. These national parks symbolized natural paradise have diverse land masses containing in it only the unique and rare diversity but also here the religious and spiritual sites of high values of significance. Therefore many foreign tourists visit in Nepal. In 2005, 3, 75,398 total tourists visited, and from it country earned \$ 148.4 million. Several natural beauties are available in different parts of the country but due to the lack of tourism industry, tourism publicity, unexplored tourism spots, conceptual bottleneck and government's negligence so all the people of the country are not benefited.

Comparatively Gorkha is equally rich in tourism related products but lack of infrastructure, promotion and publicity, this region is lagging behind. Together with there are few studies regarding tourism in Gorkha. So this study tries to identify, why tourism industry of this district is lagging behind having tremendous properties? The present study also covers the prospects of tourism in whole district. The study will hence identify the problems and provide proper solutions and will help the tourism planner to frame appropriate policies in order to improve and promote the tourism industry in a planned way further.

Gorkha is one of the tourist destinations in Nepal. But a few numbers of tourists have been visited Gorkha districts and their average length of stay is estimated approximately 3-4 days only. The trends of tourist arrival in Gorkha municipality for last 5 to 7 years makes easy to think alarming situation. The numbers of arrival and the length of stay of tourists in Gorkha municipality need to be analyzed. The study helps to minimize problems and focus on suitable policies/programs to promote tourism industry at Gorkha municipality in future.

Gorkha Municipality (Former Prithvinarayan) is a destination for a number of tourists as well as gateway (centre way) to-Annapurna conservation Area and Mansalu Conservation Area. The Gorkha Bazaar has great potential for attracting tourists for natural beauties of Himalayan, cultural activities, hand skills, honey hunting, durbar and temples with heritages, and river site scène. Gorkha Municipality is one of the major tourism assets of the Gorkha District.

1.3 Objectives

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

The specific objectives of this study are as follows:

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 prospects and challenges of tourism industry in Gorkha district.

1.4 Significance of the study

Tourism has been one of the major business or economic activities in many countries including Nepal. It is most important sector of economy after agriculture and contributes to raise the quality of the people. In addition, it fetches a lot of foreign exchange, which strongly helps to economy of the country and created employment opportunities to some extent. It also enhanced increasing our gross domestic product. This is why study and development of tourism has a great significance.

The Gorkha Bazaar situated at the altitudes of 3500 feet from sea level seem to be in the lap of Annapurna and Manasalu Himalayan range. The guests are treated here with proper hospitality and are served with clean and delicious organic food. Highly facilitated Hotels and Lodges with well furnished rooms and clean toilets are available at Gorkha Bazaar. To promote sustainable tourism should be focused on responsibilities of local peoples, roles of political parties and leaders, conservation of cultural assets, awareness programs, tourism related activities, infrastructure development and other services well. Still there is not clear demarcation about roles and responsibility of the local people and Community Based Organizations (CBOs), Institutions etc. Unless the enforcement to participate local people for local development, it will be impossible to promote sustainable tourism.

Obviously the Gorkha municipality the main tourist attractions are Gorkha Durbar a history of Shaha Kings, Gorkhanath temple, Gorkha Kalika etc.. So the study to identify the problems and provide proper solutions that would help the tourism planners to frame sustainable or appropriate policies for further improvement of the tourism industry in Gorkha Bazaar. Thus it is also necessary to study the different aspects of tourism like socio-cultural, economic situation, social behaviors towards the tourists, environmental condition, guest-host relationships, benefits or disadvantages of tourism industry in Gorkha Bazaar. Such types of research is needed in tourism sector to find out main problems, prospects and implement such policies which help increase the

arrival of tourist as well as length of stay in Gorkha Bazaar. As a result the foreign exchange will increase which ultimately supports the nation's economy.

Gorkha has immense potentiality for development of tourism but still it is not developed. Together with, most of tourist destination has not explored yet, except some like: Uppalo kot, Pokharithok, Panche Chautara, Gorkha Musium, Ranipokhari, Raniban, Gorkha Palace etc. The people of foreign as well Nepali doesn't know about origin, natural beauties, socio-cultural believe uniqueness etc. of these areas. Few studies have been done about tourism in Gorkha district. In such situation, this study may be helpful; those who want to get knowledge and research about development of tourism in Gorkha. The planners and policy makers should make their report much authentic as well as suitable too. So the present study, the problems and prospects of tourism in Gorkha: A case study of Gorkha municipality is important as it may help for policy formation, implementation and regulation.

There are few studies regarding the states and problems of a particular tourists place. The study will identify the prospects and problems to promote tourism and also give proper recommendations in order to improve the tourism industry at Gorkha Munacipality. The study will also help to identify the constraints and problems of similar type of tourist places in Nepal.

1.5 Limitations of the study

The study has following limitation:

The present study covers only Gorkha Municipality of Gorkha district.

The interview and focus group discussion will be conducted at local level (interview was conducted with the Hotel Owners, Foreigners, Domestic Tourist, Tourism Expert, Government Service Holders etc).

Composition of the length of stay of tourist in Gorkha Municipality is based on the data available at hotel at Gorkha Bazaar.

The period of the data collection was from September.

Estimation of number of tourists available in Gorkha municipality is based on the entrance record and fee of the Gorkha Museum and Gorkhanath Temple.

The statistical data of tourist in Gorkha Municipality is not sufficiently available at the central level as well as study area.

Finally, the study is only applicable for the similar type of tourism industry.

CHAPTER TWO

Literature Review

As a rapidly growing including in the world numerous Books, Booklets, Articles, Bulletins are available about tourism mostly written by foreign as well as some Nepalese writers. In the course of preparation period, of this study, this chapter presents the review of available literature in tourism sector. First of all Theoretical concept has been presented.

2.1. Theoretical concept

The word “tourism” is derived from French word “Tourism” consists of all these aspects of travel through which people learn about each other’s way of life. In the conservative sense, she word “Tourism” means a journey and travel, a voyage, pilgrimage expeditions and so on Tourism is an industry. It is also called tourist industry .Its output are the tourist the human beings. “Tourism” also a known as word ‘tour’ which literally means trip or travel to new places the purpose of pleasure. Tourism means a journey a travel, a voyage, as pilgrimage and exclusions etc.

In general, tourism denotes the movement to of journey of human being from one place to another, whether it may be within one country or second countries, for various purposes. The popular world “Tourism” of the present day is derived from the French word “Tourism” which originated in the 19th century. Later, this word was popularized in the decade 1930s, but its significance was not fully realized until today when “Tourism” has a wider a meaning and significance derived from the root ‘atna’ which means going as leaving home for some other place. The three are (Negi, 1990:2)

Parent:-It means going out for pleasure and knowledge.

Desine- It means going out of the country primarily for economic gains.

Trichina- It means going out to place of religious merits.

It is said that tourist is derived from the word ‘Tour’ which is supposed to be derived from Hebrew word ‘ Torah’ which means learning, studying and search.(Kumar,1994;7)

In the Sanskrit literature, there are three terms for tourism derived from the root ‘atan’ which means going or leaving home for some other place. The three terms are (Upadhyay, 2003:5):

Paryatan: It means going out for pleasure and knowledge.

Desatan: It means going out of the country primarily for economic gains.

Tirthatan: It means going out to places or religious merits.

A traveler is define as “any person on a trip between two or more localities within his/her country of usual residence” (WTO, Framework for the collection and publication of tourism statisticd: 4)

WTO has defined ‘tourist’ in precise terms as “Any person who travels to a country in which he/she has his/her usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the country visited. This term includes people traveling for: leisured, recreation and holidays visiting friends and relatives, business and professional, health treatments, religion/pilgrimages and other purpose”(WTO 1996:24).

Gradually, the government of Nepal felt that the dependable source of foreign exchange earning would be from tourism industry keeping this fact in view, to promote the tourism sector in Nepal, a tourist development poured was established in 1957 and a tourist in formation center was established in 1957. Nepal further succeeded to get the membership of different international tourism development institutions such as International Union Of Official Travel Organization (IUOTO), South Asian |Travel Commission (SATC), the Pacific Area Travel Association (PATA) and the American Society of Travel Agents (ASTA).

Tourism is on expanding industry through at the world and there is now a growing recognition of its important. It is the main source of foreign exchange and an important factor in the development of industry and international trade. Besides its economic boom, international tourism may satisfactory encourage the growth of an international society with deep social and cultural understanding. The searing for travel is very ancient. Yeti tourism is often considered and presented as a contemporary phenomenon, inseparably attached to modern civilization by the name of ‘leisure time civilization’. They travel undertaken for pleasure, holiday, health, study, religion, sport or to accomplish a mission attend a conferences or as a business trip, is of somewhat recent origin.(Satyal,2000)

The world tourism organization (WTO) estimates that there were more than 663 million international travelers in 1999. Spending by there tourists was estimated at more that us\$453 billion. Tourist 4.4% a year over the next two decades, surpassing a total of on billion international travelers by the year 2010 and reaching 1.6 billion by the year 2020 (WTO,2000). Tourism is the world’s largest employer, generating, directly and indirectly, nearly 200 million jobs or some 10% of the jobs globally (Honey and Rome, 2000).

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Nepal attracted 338,132 tourists from abroad in 2003 (MOCTCA), an increase of 22.7% 45\$ 192.8 million in 2003 as compared to US\$ 106.8 million in 2002. In comparison to 2003, the tourism arrival in 2004 is also positive with an apparent growth of 10-15 percent (depending upon tourist arrival figures had decreased). The Nepalese tourism industry attributes this decline to market perceptions of political instability, increased security activity and negative publicity based on several mishaps in the past few years. (NES/MPN2004)

Tourism in Nepal is faced with three major challenges. First, to increase tourist inflows into the country and then divert that flow to various sites with tourism potential as opposed to the present pattern where visitors are concentrated in urban areas or in a few well-known and well-worn destinations. Secondly, to attract quality tourists who could better contribute to the local and the national economy while contributing to conservation of nature and natural resources. This can be done by developing ecotourism projects that could increase the flow of quality visitors to various parts of the country. Thirdly, to diversify tourism products and services by expanding activities such as mountain biking and bungee jumping that are not yet fully explored and developed in Nepal. (MOPE, 2004)

2.2 Tourism Defined

Tourism has been defined in different ways. The Australian Economist Herman Van Schaller gave the first definition of tourism in 1910. According to him, tourism is "The sum total operations mainly of economic nature, which directly related to the entry, stay and movements of foreigners inside and outside a certain country, city or regions" (Ghimire, 200:3).

In 1942, two Swiss Professors Walter Hunziker and Kurt Krapf define tourism as:

"Tourism is the sum of the phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity".

This definition is adopted by the International Association of Scientific Experts in Tourism (AIEST), which brings out the following three distinct elements of tourism.

Involvement of travel by non-residents.

Stay of temporary nature in the area visited.

Stay not connected with any activity involving earnings.

According to Burkart and Medlik, "tourism denotes the temporary and short term movements of people to destination outside the places where they normally live and work and their activities there destination" (Burkart and Medlik, 1970:5).

Similarly some author describes tourism as a system. Tourism as systems consist of four interrelated parts-market, travel, destination and marketing. Market is the customer or potential customer. The second segment of tourism is travel, which includes where, when and how to go. The third segment destination consists of attractions accommodation and amenities. These mix individually or jointly encourage traveling through the process of Marketing.

According to League of Nation (1937) "Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours".

According to William F. The bold. There are two different types of tourism definition each with its own rationale and intended usage:

Conceptual definition

Technical definition

Conceptual definitions attempt to provide a theoretical framework which identifies the essential characteristics of tourism.

Technical definition provides tourism information for statistical purpose. The various technical definition of tourism provides meaning or clarification that can be applied in both international and domestic settings (Upadhyay, 2003:7).

Finally, Leiper (1979) postulated that there are three approaches in defining tourism economic, technical and holistic. Economic definition view tourism as both a business and an industry. Technical definitions identify the tourist in order to provide a common basis by which to collect data. Holistic definition attempts to include the entire essence of the system.

From above all definition, we conclude that "tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering their needs and wants".

2.3 Motivation to Travel

People travel from place to place with different motives. “In course of history, motivation for most travel has been far obvious- religion, economic gain, war, escapes migration. What is left is travel for pleasure, which is the most common form of travel in the modern world”. Studies of tourist psychology and motivation show that individuals normally travel for more than one reason and for many, perhaps the majority, tourism is the outcome of a combination of motivations. The motivation for tourism conceived as a pleasure activity or holiday travel, are varied and numerous and not easily distinguishable. They tend to change frequently. People participate in tourism for different reasons. Lundberg has given 18 motivations under 4 groups and they are considered to be the most important in causing people to travel. They are:

Educational and Cultural Motives

To see how people in other countries live, work and play.

To see particular sights.

To gain a better understanding of what goes on in the news.

To attend special events.

Relaxation and Pleasure Motives

To get away from everyday routine.

To have a good time.

To achieve some sort of sexual or romantic experience.

Ethnic Motives

To visit places one's family came from.

To visit places one's family or friends have gone to.

Other' Motives

Weather (for instance to avoid' winter)

Health (Sun, dry climate, etc.)

Sports (to swim, ski, fishing or sail)

Economy (inexpensive living)

Adventure (new areas, people, and experiences)

Conformity (keeping with Jonneses)

One upmanship

To participate in history (ancient temples and ruins, current history)

Sociological motives (get to know the world).

However, basic travel motivators can be divided into four categories.

Physical motivators are those related to physical rest, sports participation, beach recreation, relaxing entertainment and other motivations directly connected with health. Additional motivators might be a doctor's order or recommendations and the use of health treatment activities. These motivations have one feature in common, namely, the reduction of tension through physical activities. These motivations have one feature in common, namely, the reduction of tension through physical activities.

Cultural motivations are identified by the desire to see and know about other areas-their food, music, art, folk love, dance, painting and religion.

Interpersonal motivations include a desire to meet new people, visit friends or relatives, escape from routine life or from family and neighbors, or make new friendships.

Status and prestige motivations concern ego needs and personal development. Within this category are trips related to business, conventions, study and the pursuit of hobbies and education. The desire for recognition, attention, appreciation, knowledge and good reputation can be fulfilled through travel.

According to Robinson (1976), main reasons for people to involve in tourism are:

Relaxation and refreshment of body and mind

Health

Pleasure

Curiosity and culture

Interpersonal reason

Spiritual purpose

Professional or business reason

2.4 Barriers to Travel

There are a number of reasons why people do not travel extensively or do not travel at all. Barriers to travel fall into six broad categories.

Cost

Consumers operate within monetary constraints, and travel must compete with other allocations of funds. Saying that travel is too expensive is an indirect way of saying that travel is not important, but even allowing this interpretation, costs are a principal reason for staying home.

According to a study on the subject, in the United States alone, over fifty per cent of the people cannot undertake holiday travel due to high costs. In India, it is 90 per cent.

Lack of time

Many people cannot leave their business, jobs or professions for vacation purpose.

Health limitations

Poor health and physical limitations keep many persons at home; especially old people can not travel due to poor health and physical limitations.

Family stage

Parents of young children often do not travel because of family obligations and inconveniences in traveling with children. Widows and singles sometimes do not travel because of the lack of a traveling companion.

Lack of interest

Unawareness of travel destinations that would bring pleasurable satisfaction is a major barrier.

Fear and safety

Wars, unrest and negative publicity about an area will create doubt and fear in the mind of a prospective traveler. Terrorism has reared its ugly head in the last decade and is a deterrent to travel. Incident of plane hijacking, violence at airports, explosion of flights have created sense of fear and safety on the minds of tourists. When the motivation to travel is sufficiently powerful, the barriers may be overcome, but these forces may still influence means of travel and destination selected.

History of tourism development in Nepal

General history

(As cited on DNPWC, TRPAP: 2005:1640) The recorded history of Nepal begins with the Licchavi who came to power in 400 A.D. with them the nation began to prosper in art, sculpture, painting, architecture and sculptures. The rulers who succeeded them gave a new turn to this prosperity by transforming the small kingdom of Katmandu, Patan and Bhaktapur into "An open air museum of art and architecture". Centuries later the democratic revolution in 1951 marked a new era in Nepal tourism for all foreign visitors. In short Nepal's tourism history can be shortened as follows:-

In 1949, Nepal applied for the United Nations.

In 1950, Usurpation of democracy after the fall of Rana regime.

In 1953, a private company 'Himalayan Airways' was established which operated internal flights.

In 29 may 1953, Mt. Everest was successfully ascended.

In 1954, Nepal Air Commercial Agency was established which operated flights in Katmandu, Simara, Pokhara, Bhairahawa and Biratnagar.

In 1956 may, Coronation of His Majesty king Mahendra marked the presence of more than 60 correspondents; chains of hotels were built for this event.

In 1957, the government formed the National Tourist Development Board (NDTB)

In 1957, Department of transport and civil aviation were formed under the ministry of communication and transport.

In 1958, Establishment of the then RNAC (Royal Nepal Air Corporation)

In 1959, Statutory regulation of the Civil Aviation Act.

In 1959, Nepal became a member of international Union of Travel Organization (IUOTO).

In 1960, Nepal became a member of International Civil Aviation Organization (ICAO), an intergovernmental UN body.

In April 1960, HM king Mahendra addressed the US senate and stressed the relevance of tourism.

In 1964, the Tourism Act came into force.

The advent of 60's also marked in hippie culture.

In 1972, Tourism Master Plan enacted.

In 1978, the government enacted Tourism Act 2035.

In 1989, March India imposed economic blockade, tourist arrivals witnessed a negative trend of 8.4 percent growth.

In 1995, Tourist policy 2052 was enacted under which NTB established.

In 1997, NTB Act 2053 was passed by the parliament.

Naturally Nepal-Once is not enough

"Naturally Nepal –Once is not enough" a new tourism brand launched by NTB in Berlin, Germany on 11 March 2006. Nepalese Tourism industry has felt necessary to reposition its image in the international tourism market with a popular brand amidst the stiff competition among destinations. This new brand was unveiled by state minister of Culture, Tourism and Civil Aviation Mrs. Yankila Sherpa on 05 March 2006. It is a contemporary approach of promotion that Nepal's Tourism Industry has taken so far to re-position the country in the competitive world of destination promotion (NTB Newsletters, April 2006).

The new brand has evolved with three major segments: weekend breaks, adventure holidays and lifetime experience. This new brand is first of its kind created with professional expertise in the tourism history of Nepal (NTB Newsletters, April 2006).

NTB has launched this new brand incorporating entire spectrum of tourism product / services which provides leeway to Nepal. To promote market its tourism product in a complete package. This brand will be adopted by all the travel trade and other concerned agencies that market Nepal nationally and internationally. This brand is expected to be instrumental in increasing the number of tourists to Nepal. Prior to this campaign, Nepal was solely dependent on the individual overseas tour operators to promote Nepal but now all been working together in a concerted, focused and centralized efforts to penetrate new segments of consume market also that has great potential (NTB Newsletters, April 2006).

Who are involved in Tourism in Nepal?

Ministry of Culture Tourism and Civil Aviation (MOCTCA) are responsible for policy planning licensing, regulations and overall monitoring of the Tourism industry in Nepal. NTB undertakes planning and product development, international and domestic promotions and Tourism research and advisory functions for MOCTCA. Other key government agencies are the National Planning Commission (responsible for national level planning on five yearly basis and the DNPWC) responsible for park management and park entry fees. The tourism industry in Nepal has formed itself into about 20 different industry associations which take an industry wide approach. Parts from these, there are many I/NOG's for instance, IUCN, KMTNC, KEEP, SNV, TMI, WWF Nepal program, etc, which are highly skilled with long experience.

The sustainable Tourism Network (STN) in an innovative and progressive organization in Nepal. It is an open and inclusive Network which brings together many of the key stakeholders such as IUCN, WWF Nepal, ICIMOD Aqua birds unlimited camp, Eco Himal, Park People program etc, but not exclusive to, those mentioned above. It includes participants from all this various stakeholders groups in order to share lessons learned, increase co-operation and partnership, create awareness, contribute to understanding, and encourage best parctices in the field of Eco-Tourism and Community based Eco-Tourism (CBET). This network, best in NTB, works as a catalyst body in National level and has been successful at increasing cooperation and partnership within the tourism industry in Nepal. (<https://www.vedamsbooks.com> June 2007).

The government is placing high priority to tourism sector in its economic development policy. In this regards, the government of Nepal launch a national tourism campaign" Nepal Tourism Year

2011) with a set target of capacity building for one million international tourists by the year 2011 with the badge of adventure destination glittering and the adage "Atithi Devo Bhava" (Guest are Gods) reflecting "Pahunako Swagat Satkar, Nepaliko Sanskar" (Hospitality is Nepalese Culture).

2.5 Review of Tourism in Nepal

An attempt has been made to review the available resource related to tourism in order to make more meaningful. This includes the review of published dissertation, thesis and reports.

Burger, Viet (1978) did the first doctoral studies on "Economic Impact of Tourism in Nepal: An Input, Output Analysis. The main objective of the study were to analyze the impact of tourism on Nepalese economy and to provide necessary information to the planners that will help them in making decision with regard to the contribution of tourism industry.

According to his study before 1950, in Rana regime, no foreigners were allowed to visit Nepal without permission of Rana rulers. After opening the door of tourism the tourist inflow in Nepal rapidly increased. He indicated that more than 1, 00,000 tourist's visitor the country in 1976. Since 1962 the number of tourists arrival have grown at an average rate 20 percent per annum and more than 80 percent of the total tourist arrived in the country by air and 20 percent arrived by road. The study pointed out that Europe had been the major tourist generator for Nepal in 1975 and majority of tourist come for pleasure and sight-seeing (Burger, 1978).

The Major findings of the study were: tourism plays an important role in the Nepalese economy. In Nepalese economy, tourism is effective and promising instrument for foreign exchange earning. Another most important findings were that only one out of six tourists who visited India also visited Nepal.

Pradhananga, Surendra Bhakta (1993) did the doctoral studies on "Tourist Consumption Pattern and It's Economic Impact in Nepal" aimed to study the changing pattern of tourist consumption and its economic impact an employment and national revenue. It analyzed the direct indirect and induced effect of the tourist expenditure on Nepalese economy. The study examines both forward and backward linkage of tourism, imports of goods and services and employment generation. He further concludes that linkage of foreign exchange earning, high import contents and seasonal fluctuation and season totality factors have been the major weakness of the tourism industry in Nepal (Upadhyay, 243:22).

The study significantly deals with the economic impact of tourism. He has observed that the multiplier was low due to high import rate. The import in tourism sector was 33.49 percent and

27.34 percent in tourism related sector of the total import. This shows the higher dependency in import in tourism sector. He also depicts that higher the propensity to import, higher would be the leakage of foreign currency. For raising the economic level of locals and reducing the import-dependency he has suggested "Tourism Agriculture Linkage Program" to be initiated.

To minimize the import content, local resources should provide food, fruits, meat vegetables and dairy products in one hand and furnishings on the other (Pradhanang, 1993).

Tudadhar, Gyanendra Ratna (1993) in his doctoral studies "Development of International Tourism in Kingdom of Nepal" aimed to study the development of international tourism from view of resources, level of exploration and utilization and possibilities of its improvement to achieve the objectives of the study, a systematic method of investigation in the theoretical scheme was used. His main finding was. Tourism is a subjective phenomenon and equally valid in resource management. He has given various suggestions to promote primary and secondary markets that directly affect tourism demand. He has suggested to promote charter flights with RNAC by tours operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for tourist 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 resort like suitable tourists 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 (Shrestha, 2000:58-59).

Khadka, Krishna Ram (1993) in his doctoral studies "Tourism and Economic Development in Nepal", has analyzed the outcome of tourism development in Nepal in the late 1980's. The analysis is concerned with two specific areas first is related to performance and efficiency of hotel investment in generating foreign exchange and the second is concerned with the economic impact or tourism under limited supplying capacity. The major finding of his study is the hotel bed occupancy rate, double bedroom place and marketing activities are found to be important for the performance of hotel industries (Aryal, 2005:24).

Poudel, Padma Chandra (1996) did the doctoral thesis on "Tourist Resource and Environment Appraisal in Pokhara Region, Nepal: A Geographical Analysis". His study attempts to explore the nature and cultural resource of tourism and impact of tourism on physical and cultural environment and to suggest measure sustainable tourism development tourism in Pokhara, Ghandruk and Muktinath. His study finds tourist arrival in Pokhara reveals high seasonality

marked by 40-45 percent recording in Oct-Nov and March-April months. Annapurna circuit route along the Marsyandi and Kali Gandaki valley most preferred routes of the region.

Paudyal, Soor Bir (1997) in his doctoral studies "Nepal's Tourism in the Context of SAARC Region". He has pointed out that there are many factors negatively affecting the tourism development in Nepal e.g. pollution problems, transport bottlenecks, skilled guide and low quality tourist products. This study suggests that government should implement suitable programs for the cleaning Kathmandu, to start a new airline as a joint venture between the private and public sector. His study further suggested, establishing some top standard international quality hotels to increase the number of tourists in Nepal.

Shrestha, Hari Prasad (1998) in his doctoral studies "Tourism Marketing in Nepal" has precisely highlighted the challenges of tourism marketing in Nepal. His main findings were that Nepal is extremely rich in tourism products and it exists all over the country. Natural wealth, cultural and monumental heritage bequeathed history are the principal tourism products of Nepal. Further he analyzed that tourism is a major source of foreign exchange of Nepal and it is playing an important role in the national economy. Tourism helps to promote balance of payment and balance regional development of the country as well. Hence, the contribution of tourism in the socio-economic development of Nepal is very significant. Sanjaya Nepal (1999), *Tourism Induced Environmental changes in Nepal*, Bern University, Switzerland.

Shrestha, Pushpa (1999) in her doctoral studies "Tourism in Nepal: Problems and Prospects" has analyzed various problems and prospects of Tourism in Nepal. The main aim of her study is concerned with the problems and prospects of tourism in Nepal. Her studies identify the basic problems and prospects of tourism in Nepal. Her study identifies the basic problems of tourism on the basis of its contribution to national economy, status of tourism infrastructure, review of the planning and policies of the government and as visualized by both tourists and the experts in the sample. She pointed out Nepal has not been able to introduce and diversify new tourism products.

Through this study, she has reached in the conclusion that, despite the various problems, the prospects of tourism are bright in generating employment, contributing to the national exchequer and also for overall development of Nepalese Economy.

Chand, Diwakar (2000) has studied on his book "Nepal's Tourism Uncensored Facts", has explained most conscientiously in different aspects of tourism in Nepal. The writer has explained the topic with photographs, it shows the reality of tourism in Nepal. He concludes that tourism in the

context of Nepal emerge as one of the Major economic sectors which unlike the other sectors has managed to sustain itself. It has covered half a century and therefore has accomplished a lot of maturity by now. Tourism has contributed to the overall growth of the economy therefore any measures that trend to negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has expanded tremendously and if better plans, more enduring support from the government and if more investment is ploughed into this sector it can further enhance its area of influence. This book is useful to policy makers, planners, researchers and also to student for whom sufficient materials have been added. Shrestha, Hari Prasad (2000) in his book "Tourism in Nepal Marketing Challenges" outlines the need to set up marketing efforts for the development of tourism in the country. As marketing is the prime motivator for attracting greater number of tourists, the writer has taken painstaking efforts in identifying the marketing requirement, the present status, problems and suggestions for the development to tourism in Nepal.

Dr. Shrestha has traced the historical development of tourism in Nepal which has been colorful despite the problems faced in the early days especially with the lack of infrastructure. The writer has also identified the tourism product and the existing infrastructure in Nepal. Moreover, the contribution of tourism to the country and its economy and the present trend of tourism marketing and promotional efforts too have come under comprehensive review.

Dr. Shrestha further suggests that Nepal must overcome its problems on a systematic and time-bound basis. Lack of co-ordination between the Government and the private sector seems to be one of the major factors that retard the growth of tourism in Nepal. Similarly, problems of inadequacy of access to the country, growing environmental problems, especially in the Kathmandu valley and poor preservation and development of tourist resources have to purpose fully addressed in order to preserve the mystique of the world's most cherished tourist destination.

Upadhyay, Rudra Prasad (2003) in his doctoral studies "Tourism as a leading sector in Economic Development in Nepal" has opined that Nepalese economy is moving gradually on the path of economic development. Recently there has been improving economic performance particularly in the last two decades. There has been structural change in the economy followed by the agricultural and industry. Pace of the agricultural sector has been slowed down whereas that of the industry and services gone up. The analysis has revealed that tourism sector has been

improving its significance in the economy. Foreign exchange earning from tourism has been found to be an important determinant of government's development expenditure and regular expenditure. However, due to lack of proper policy its effect on development expenditure has not been as strong (Upadhyay, 2003:246).

He has focused that Nepalese economy is moving faster and faster on the path of globalization. It implies that tourism sector has the potential link to backward and forward linkage to Nepalese economy with the world economy. In this way, he concluded that tourism sector could be considered to play the role of leading sector in the economy.

Maharjan, Nirmal (2004) in his doctoral studies on the topic "Tourism Planning in Nepal" has precisely highlighted tourism planning practice in Nepal. His study found that the importance of tourism planning and especially strategic planning has not yet been fully realized even by the tourism planned or private tourism institution. The form of planning is a new phenomenon to the Nepalese private sector. Thus activities are not forwarded in the desired direction. The study also conclude that the strategic planning has only been done by quarter of the tourism institutions that shows that the institutions lack a long term vision and strategic thinking the planning decision making and the practice of tourism planning has been highly dominated by the bureaucracy and politics, similarly an absence of strategic planning the public sector tourism planning has remained ineffective.

Majupuria, T.C. (2005) has studied "Wildlife and Protected Areas of Nepal" deals with wildlife in Nepal and other countries of the world. Specially, he deals in details of mammals. Further the writer deals with the salient characters of the mammals together with their distributions and also deals in the protected areas of Nepal including National Parks, Wildlife Researches. Hunting Reserves and Buffer Zones. Besides the book also deals with the ecological distribution of wildlife and major problems in protected areas. The new concepts of trans-boundary biodiversity conservation and corridor have been assimilated. List of threatened vertebrates together with extinct and vanishing mammals of Nepal are also included.

However, the book lacks in detail description of ecotourism which is included in the curriculum of various levels, especially description in rural tourism, environment science and for tourism promotion. Similarly the contribution of various INGO's and NGO's Viz KMTNC, IUCN, ICIMOD, UNDP and WWF should also have been reflected (Upadhyaya, 2005:125).

Upadhyaya, Rudra Prasad (2006) in his book "Tourism and Economic Development in Nepal" has opined impact of tourism growth on various aspects of the Nepalese economy. This book

explores the role of tourism on globalization of this landlocked economy of Nepal situated in the lap of Great Himalaya. This book incorporate important studies undertaken in context of tourism in Nepal and the fresh opinions of leading experts on tourism promotion and economic development. Besides, this book highlights constitutional and legal framework for tourism sector and analyze the pattern of tourism development in Nepal. Therefore, this book is well document in terms of source of tourism information, intuitions and chronological highlights etc.

However, this piece of work would be of immense use to policy markers, planners, researchers, practitioners and also to student for whom sufficient materials have been added.

Review from the Master level Thesis

Tiwari, Shasi (1987), in his thesis on the topics "Prospects and Problem of Tourism in Nepal", he deals the prospects of tourism development, its economic value and development trend. The study indicated that tourism is a fastest growing industry rather than any other industries in Nepal (Tiwari, 1987).

Ghimire, Dipak Chandra (2000) in his thesis on the topics "Role of Tourism in Nepalese Economy" states that the contribution of tourism sector in overall national development has been quite significant. It's contribution significantly to the balance of payment situation through foreign exchange earning and in the creation of employment opportunities. However, there are many problems to avoid the growth of tourism also.

From his study, we found that the number of tourist inflow is smoothly increasing from 1962 to 1998. However, the annual rate of increase is fluctuating.

A total of 4, 63,684 tourist inflow in Nepal in 1998 which represents 9.9 percent increase over 1997. The largest number of tourists visit Nepal in October (13.47 percent) followed by November (10.27 percent) during the year.

Aryal, Bhanu Raj (2002), in his thesis on the topics "The problems and Prospects of Tourism Development in Nepal", he found from his study the total tourist arrival is in increasing trend. Mainly tourists arrived in Nepal for six purposes such as: pleasure, Trekking and mountaineering, Business, official, Pilgrimage meeting and Seminar and others. And he further found that the young tourists are very much interested to visit Nepal.

He suggests that through his study, there should more and more tourists' spots for more tourists. For this long term infrastructure development programmers should be implemented.

Sharma, Om (2003), in his article entitled "Effects of tourism of Economic Development of Nepal" he found that tourism earning is one of the factor which effects on the development

indices like tax revenue, government internal revenue and real gross domestic product of Nepal. The impact of tourism earning on per capital income remains insignificant

Aryal, Dipak (2005) in his thesis on the topic, "Economic Impact of Tourism in Nepal" States that tourism is a leading sector for making the national economy prosperous. Because tourism sector generates foreign exchange earning, creates employment opportunities and also diverting people from agriculture to industry. Therefore it is essential to develop tourism facilities within and outside the country.

He further deals that foreign exchange earning dependent on number of inflow tourist. If more number of tourists arrives into the country more will be foreign exchange earning means more contribution to the national economy and vice-versa. So for that government have to solve a lot of physical problems together with political conflict also.

He suggests that from his study for the development of tourism, publicity through booklets, photographs, posters, sliders, Maps, Magazines, newspapers, TV films, post cards, should be made available in different languages in international level. He further suggests that which is most important for Now a days, frequent strikes, violence and 'Nepal Banda' tourism sector has been adversely affected the political instability in the country has brought many problems in this sector so the government should pay special attention to the problem and search for remedies to provide security and peaceful environment for the tourist (Aryal, 2003:123).

Upadhyaya, Rudra Prasad (2005), in his article entitled "Tourism and Regional Development" analyzed that there is a positive impact of tourism on economy of Nepal. And in his article he concluded tourism sector's contribution to GDP, foreign exchange earnings, revenue to government and employment generation is increasing.

Gautam and Ahdikari (2005), in there article on topic "Village Tourism Prospects and Problems" states that village tourism is important to lengthen tourists staying which becomes vital if the industry is to sustained.

They identified the following problems of village tourism:

Lack of publicity and marketing

Lack of infrastructure also hurdles in development of village tourism.

No provision of hotels on the one hand and on the others, the high price tourists have to pay for scarcely available goods, discourages them.

The traditional mentality of rural peoples is too an obstacle to overcome.

They suggested that to solve village tourism problem government institution or non-government institutions have to follow in this way.

Training and loan facilities should be provided at local level.

To provide basic knowledge about tourism and its benefit to rural people is also considerable fact in the context of tourism promotion.

Basic requirements for tourism promotion viz. access accommodations activities and altitudes should be expanded through different programs.

Tourism is the second most important source of foreign exchange for Nepal after agriculture and it will remain central to the economic sustainability and protection of biodiversity (HMG/MFSC,2002). Travelling and tourism is the largest industry in the world in terms of employment. Governments of developed or developing countries of the modern world have realized the importance of tourism and are giving top priority to this industry. They have realized the importance of tourism as a means to generating employment and income. SAARC countries including Nepal. Cannot be an exception. The benefit of tourism are not to be judged in terms of economic benefits, but also social, cultural and educational benefits as well.

Sustainable tourism in present age is the new paradigm of tourism which includes ecotourism, community based tourism and village tourism. The agro- products are the basic products of sustainable tourism. The Tenth plan (2002-2007) of HMG-Nepal focuses poverty alleviation through tourism which mainly includes the policies and programs for expansion and diversification of tourism products with integrated and programs for expansion and diversification of products with integrated and institutional development. The planners and policy makers in Nepal are presently conscious about the relative advantages of developing tourism and emphasize development of rural tourism sector for reducing regional disparities, poverty and unemployment through proper strategy in a dynamic framework (Upadhaya, 2005). The development of sustainable tourism has become an approach to promote and to develop tourism product to benefit the local communities and to implement tourism activities in a participatory way, minimizing the negative ecological, social and cultural impact and generating a positive economic impact (STN, 2004). Sustainable tourism development is the need to have a strong network to advocate environmental conservation and sustainable development(Dangi,2004).

The number of visitors to Nepal in the calendar year 2007 had increased by 37.2 percent while their number decreased by 5.0 percent during the same period in 2008. In the number term,

526,705 tourists had visited Nepal during 2007 while the number decline to 500,277 in 2008. On average days of stay, it has marginally decreased from 11.96 to 11.78 days. Despite the fall in tourist arrivals in FY 2008/ 09, this sector earned foreign exchange worth Rs.16.82 billion in the first eight months as compared to the earning of RS. 18.65 billion the sector made in the whole duration of FY 2007/08. Nevertheless, the growth rate of foreign exchange earnings during the first eight months of 2007/08 was 76.3 percent as compared to the growth of 54.5 percent achieved during the review period of this fiscal year. (Economic Survey- Fiscal Year 2008/09) while the achievement of the 9th plan are not encouraging in Nepal's tourism, the 10th plan had come up with future strategies/ thrusts to accelerated the growth in tourism sector and there by generate more convertible foreign currency from these service sector, this included, but not limited to, an increase of the number of tourists by over five hundred thousands annually. To this end, the policy, document, intended to qualitatively promote tourism and make it a sustainable one preserve, conserve and protect the historical, cultural, religious, heritages as well as the art and architect of the country in to practical use and make air transport more accessible, safe and a reliable one. This plan envisaged both qualitative and quantitative target while it remained silent on the issues accountability.(Tenth five year plan)

Important events and Campaigns of NTB

Establishment of Nepal Tourism Board (NTB)

NTB was established on 31st December 1998 as per tee tourism policy of HMG of Nepal through an act of parliament as an autonomous body. It started functioning as a National Tourism Organization (NTO) from 31st December 1998 onwards. NTB as an NTO has been entrusted primarily with two broad functions namely (1.Tourism Marketing and Promotion and 2) Tourism product and Resource Development (DNPWC, TRPAP, 2005).

Visit Nepal Year 1998

A national campaigns for the development of the tourism sector under the banner of "Visit Nepal Year 1998" was launched various programs to generate awareness of tourism attract local investment to tourism related areas, recognizes new probable tourism sites, promote effective communication in the international implemented (DNPWC, TRPAP, 2005).

Destination Nepal Campaign (2002-03)

As cited in (DNPWC,TRPAP, 2005); The tourism council with representation from the government as well as the travel trade sector, at its 5th meeting held on 2056.08.03 decided to launch Destination Neal Campaign 2002-03. NTB was the secretariat for this campaign.

Objectives of DNC

Create massive tourism awareness inside the country.

Promote Nepal effectively and internationally by repositioning its image as a reliable, safe and attractive destination.

Tourism in Gorkha

Tourism has become one of Nepal's most important development sectors, as well as one of the country's largest and most reliable sources of foreign exchange earning. The gross foreign exchange earning in convertible currencies in 2008 reached USD 351.968 million that is equivalent to 24,802.195 million Nepalese rupees with an increase of 52.6 % (Nepal Rastra Bank 2008, Annex 2ab). However, the tourism industry in Nepal, which includes Gorkha, is highly fragmented with diverse participants, ranging from single man operations selling home-made souvenirs, tea-house, to guided tours and million-dollar airlines.

Gorkha offers excellent tourist sports in the district. Gorkha, situated at 140 km. west of Kathmandu at an altitude of 1,135 meters, is the ancestral hometown of the Nepal past ruling royal family. It is only 18 km. away by highway. A brief visit on the way to or from Pokhara would provide more insights into Nepal than one is likely to get at lake side in Pokhara. Gorkha's small town is perhaps the most important historical town of Nepal. The British term "Gurkha" evolved from the name Gorkha, referring to the Gorkha's centerpiece is the magnificent Gorkha Durbar with a fort, a palace and a temple with excellent views of the surrounding valleys and the Manasalu range.

The district began to receive tourist infrastructure development ever since the 1972 Master Plan. The numbers of foreign as well as domestic visitors were growing yearly. Since there is no proper recording system in the district or in municipality; it is difficult to establish tourism flow and trekking around the region. However, some 806 foreigner visitors in Gorkha Durbar were recorded in 2001 and around 8917 domestic visitors in 2058/59 were recorded in Gorkha Palace (GDDC; 2059/60)

Gorkha Municipality carries on its own identity in the tourism sector. By conserving and promoting the various means of tourist tools which are available in Gorkha Municipality, we can make it one of the most attractive tourist destinations of the country.

CHAPTER THREE

Research Methodology

The research design is case study type. Data, information and Facts are used both primary and secondary types. The primary data and information is taken by questionnaire and interview method from local tourist hotel, tourist visitors and related government and private agencies or organizations. Sampling survey method is applied. Table, graphs, picture rate value of average, percentage and mean and linear correlation, regression models and statistically tests are used. Approaches of analyses are both qualities and quantitative type.

3.1. Research Design and Types of Study

Table No.3.1. General Introduction of Gorkha District

Latitude	270.15''-280.45'' North
Longitude	840.27''-840.27''
Total area	345600Ha(3610sq.km)
Development Region	Western
Zone	Gandaki
Number of VDC	66
Number of Municipality	1(Gorkha Municipality)
District Headquarter	Gorkha Pokharithok (altitude 1135m)
Road	34km black topped nearly 200km uncreated rural roads
College	5
High school	72
Higher Secondary School	12
Model VDCs	4
Hospitals	2
Health Post	65
Ayurvedic Center	4
Transport	Bus service from all the major city of country
Airport	Palungtar Airport (not in use)
Literacy rate	61%
Communication	Telephone, Internet etc. facility available
Cultivated area	44302 Hectors

Upland	29536 Hectors
Area under forest	115119 Hectors
Area under perennial irrigation	5059hectors
Meteorological Station	One Pokharithok
Average rainfall	1734mm
Maximum Temperature (average)	250 ⁰ c
Minimum Temperature (average)	140 ⁰ c
Altitude variation	228-8163m (Manaslu)
Total Population	288134(M-134407,F-153727): 258
Economically Active Population	In agriculture- 91.54%, Non- agriculture- 8.46%
Ethnic Groups	Newar, Bhraman, Chhetri, Tamang, Lama, Ghale, Magar, Gurung, Bishwokarma, sarki,Sunar, Pariyar,Gandarava, Chepang and others.
Major mountain	Manaslu,(8163m),HimalChuli(7429m),Nyagdi Chuli(7871m), Buddha (6672m), Shringi(7187m).
Major river	Trisuli, Marsyangdi, Budi-Gandaki, Daraudi, Chepe.
Major Lakes	Dudh Pokhari, Bhul-Bhule Khar(Tatopani), Prok Tal, Birendra Tal, Narad Pokhari and Kalchuman Tal.
Main Monasteries	Namla, singhi, Rachau and karguchering
Main Temples	Kalika, Gorakhanath, Manakamana, Krishna mandir, Shiva Mandir, Radha balldeveshwor, Kamadhenu, akala Mai, Annapurna.
Main caves	Gorakhanath(Gorkha Municipality), Siddha Sita and bakreshwor.
Castle	Gorkha Durbar, Tallo Durbar
Ridge	Lig-Lig kot, Upallo kot, Ajir kot, Taku kot, Bung kot, Shree nath kot etc.
Boundaries	East –Dhading(Budhi Gandiki), West-Lamjung,Manang, (Marsyangdi, Chepe), South- Chitwan, Tanahun(Trishuli, Marsyangdi), North-Tibet.

Source: Visit Gorkha-Tourist Guide Book, 1997;GDSE-NEPAL,Gorkha District Profile-2064.

Gorkha is a picturesque hill- town that is has a rich history of its own. The place is situated on a small mountain at the height of 3500 feet and offers a magnificent view of the Himalayan Peaks. King Prithvi Narayan Shah, who unified the Kingdom of Nepal during eighteenth century and got an upper hand over the Ranas, was born here. Actually king Drabya Shah founded this kingdom in the year 1560 and since then, the place has acted as the den for the Shah dynasty. In the war of throne with Ranas, the Gorkhas had the last laugh as the Gorkha soldiers succeeded in conquering the Kathmandu valley. The capital of the Nepal was shifted to Kathmandu since then. But this beautiful township has always remained as the center of attraction for many Nepalese as well as foreign visitors.

Prithivi Narayan is a municipality in central Nepal created in 1996 out of the former towns of Gorkha. It is named after King Prithvi Narayan Shah, who was born in Gorkha and united and founded modern Nepal. Prithivinarayan is the name of the municipality. It is the only one municipality of Gorkha district. However, recently the name "Prithibhinarayan municipality" has been changed to "Gorkha municipality".

The old royal palace (Gorkha Durbar), Gorakhnath and Kalika (temple of Goddess Kali) are the main attractions, the lower palace (Tallo Durbar) and a modern Park is other major attractions of Gorkha Municipality.

It is also the starting point of Mount Ganesh trekking route. Gorkha Hospital and Aama Ba Hospital are the two hospitals and Drabya Saha Multiple Campus and Gorkha Campus Gorkha are the two campuses serving the population.

The Gorkha municipality of Gorkha is purposively selected for this study is because this area is prominent a tourism centre of Gorkha district. The future prospect of the area is bright from several prospective. The diverse cultural heritage and natural attraction have equipped this area as one of the potential area tourism of centre in Nepal



3.2. Nature and Source of Data:-

This study is both descriptive and exploratory in nature. Adequate efforts have been made together information from various relevant sources and field.

3.3. Selection of the Study Area:-

This study is based on primary and secondary data and information. Primary information collected from fieldwork. The tools of the data collection are questionnaires, interview and discussion are applied. The source of primary information obtained by using structured questionnaires with.

Hotel and lodge owners of Gorkha Bazaar

Tourists: Foreign & Domestic

Local peoples

Office of District Development committee

Office of Gorkha Museum

Tourism Expert

Government Service Holder

The respondents are done through purposive sampling in the area. The respondents also selected to find pattern, main purpose, destination and satisfaction level of visitors.

Further more additional information has been taken from the following source for secondary information.

NRB, Quarterly Economic Bulletin

CBS, statistical year book of Nepal

MOF, Economic survey

Ministry of Tourism

T.U central Library

Gorkha District Profile

Tourist Guide Book

GDSE-Nepal

CEDA Library

News papers/Magazine

Different research articles

Official records

Ph.D. Thesis and Books , Seminar Papers

The secondary data has been analyzed by using quantitative and qualitative methods. Figures and tables are included as requirement.

Other information consulted from ministry of Tourism, National annual statistical report of Tourism department, report of Tourism department, National Planning Commission and Ministry of finance, Office of District Development Committee. Gorkha Profile of DDC and VDC, local intellectuals and professionals.

3.4. Population and Sampling Procedure

The universe of the study has been sampled in Gorkha municipality where shown problem and prospect of tourism in Gorkha municipality. The simple random sampling and quota method were used for this survey. The study is mainly based on primary data. The sampling respondents different types of questionnaire tools like: 10 respondents from local people, 14 respondents from domestic tourist, 5 respondents from foreign tourist, 6 respondents from Hotel/lodge owners, 4 respondents from tourism experts/service holders and others. The total 39 sample size of the respondents were taken from 5 different categorize who have involved in tourism profession in directly and indirectly in the study area.

3.5. Techniques and Tools of Data Collection

The data will be collected from the hotel employee, officials of Gorkha and local people by visiting different places of Gorkha Bazaar. The required detail information also will be collected through the use of observation, interviews and the systematic analysis will be prepared by using quantitative and qualitative techniques.

Simple observation

Interviews

Focus group discussion

Questionnaire

3.6. Data analysis and interpretation of Finding

Data and information obtained from the field have been thoroughly reviewed to avoid the problems and ambiguities. Both qualitative and quantitative information are analytically presented. The data are presented in table. For analysis using simple statistical tools such as average, percentage frequencies etc. In order to analyze the trend values, the linear regression

model has been used. The regression lines are expressed algebraically by means of equation known as regression equation.

The regression equation Y on X is given by

$$Y = a + bx$$

Where,

Y = Dependent variable

X = Independent variable

a, b = Regression parameters

To determine the values a and b the following normal equation have been used.

$$\sum Y = Na + b \sum X \quad - (1)$$

$$\sum XY = a \sum a + b \sum X^2 \quad - (2)$$

Solving the equation (1) and (2) gives the value of a and b.

Then, a trend line $Y = a + bx$ has been found. The trend line gives the trend of foreign exchange earning in Nepal.

3.7. Experiences during the field work

Reliable primary information could not obtain without field visits. In the field works creates opportunity to feel live reality of concern sector. Field works no easy task. To get required information properly needs to create a favorable situation, mood of sport and respondent by researcher attitude and efficiency. Researchers should be succeeding to take helps and support of respondent and concern stakeholders.

The researcher experienced both happiness and difficulties in the field visits. When researcher visit hotel owner with that purpose they were very positive and helpful. They were eager to discuss about the sector and sincerely tried to provide available information experience and opinions. They help to motivate tourist respondent to fill up the prepared questionnaire. Some visitors denied filling up that feeling farness. They filled questionnaires forms. Some information was no cleared. Hotel managers and staffs also were helpful for that. There are very difficulties not only to get primary information. When researchers reached to concern agency, there was not available expected information, adequate and up to date data. Often they used to refer to another agency for but they were also referred.

CHAPTER –FOUR

Growth of travel through the age

4.1. Travel an Ancient phenomenon

Travel is an ancient phenomenon. Man has traveled from the very earliest times. Much of the travel in the beginning was a simple affair. Complex procedures as we witness in travel today were not to be found in olden day. No travel formalities (visa, passport, foreign exchange etc.) existed. Traveler of the past was a merchant, a pilgrim, a scholar in search of ancient texts. Trade and commerce made people travel distant land in order to seek fortunes. Gradually, opening of the new trade routes gave a big boost to travel. Travelers started moving in large numbers of visited many places for the purpose of commerce. With the opening of trade routes travel becomes easier and more regulated. At the market places travelers made contact with each other resulting in increased flow of trade and commerce. Trade relation matured into cultural relations and better understanding of each others way of life. As civilization developed conscious travel in order to explore and see the world began. The invention of money by the Babylonia and development of trade and commerce, beginning about 4000B.C.Perhaps marks the beginning of the modern era of travel. Early travel in the ancient orient particularly in India and China was also largely based on trade and commerce. Travel to China and India was undertaken by travelers from all over the ancient world. China and India enjoyed the reputation of being the Christian., travelers visited China and India in search of fortune May foreigners. Arabs and Europeans alike came to establish trading post ports.

4.2. Account of Famous Travelers

The great explorer Columbus set out to find a new route to India and in process discovered the new world. Young Marco Polo left Venice in the year 1271 with his father and uncle .They traveled through Persia and Afghanistan to the “roof of the world”, the then unknown Pamir Plateau. After crossing Gobi desert, he reached Kublai Khans palace and remained in China for over twenty years. On his way back home, he stopped in Sumatra, Java, India and Ceylon. The first middle age traveler to reach the orient was probably Behjamin of Tudela, a Jewish Scholar who left Saragossa in the year 1160 A.D. He wrote a detailed account of his 13 years journey through Europe, Persia and India giving information about the geography of the various places

he visited. Another famous traveler Barua was born in 1304. In 1325, he left home, and traveled through Africa and west Asia. The travel took him as far as Indonesia and China. Of the total more than 17000 miles he covered more than 14000 miles in course of his travel through India, Maldives and Ceylon. There is also account of some European travelers who visited India and China during the period described above. The expeditions of these great travelers returned with new ideas along with fabulously rich treasures from rich and highly advanced civilizations of Asia and other areas of the world. Actual number of individuals who participated in various explorations as travelers in search of knowledge however represented only a small proportion of efficient of the total population. Travel was considered to be hard and not things of pleasure, the transport and communication system as we know now were non-existent. The land migrations were done by foot and on horseback, elephant and craft in Europe, Asia and Africa.

4.3. Pleasure Travel

The concept of pleasure travel as it existed in the west can be associated with the Roman Empire. Romans probably were the first pleasure travelers. Romans were able to travel over a hundred miles in a day using relays of horses. They journeyed primarily to see famous temples in the Mediterranean areas particularly monuments and the famous pyramids of Egypt. The Romans also traveled during holiday occasions, particularly the famous Olympic Games. “Spas” and seaside resorts which developed during this period may be associated with pleasure travel. Gradually both the spas and seaside resorts paved the way for the modern pleasure travel all over the world where millions of people visited various seaside resorts each year. Thus the concern of pleasure travel as it existed in the west can be associated with the Roman Empires. Industrial Revolution (1760-1840) caused all great technological change and also effected related change in the field of social life, politics, art, literature and morals of the rise in UK the first country to be industrialized. Generally speaking, this industrial revolution produced the economic and social change arising out of change from industries with power driven machinery. Such happening led to a big change in travel pattern and behavior.

4.4. Motivation to Travel

“People travel from place to place with different motives.” In course of history, motivation for most travel has been far obvious religion, economic gain, war, escape, migration, what is left is

travel for pleasure, which is the most common form of travel in the modern world.” “Studies of tourist psychology and motivation show that individuals normally travel for more than one reason and for many, perhaps the majority, tourism is the outcome of a combination of motivations. The motivation for tourism conceived as a pleasure activity or holiday travel, are varied and numerous and not easily distinguishable. They tend to change frequently. People participate in tourism for different reasons. Lunberg has given 18 motivations under 4 groups and they are considered to be the most important in causing people to travel. They are:

Educational and Cultural Motives

To see how people in other countries live, work and play.

To see particular sights.

To gain a better understanding of what goes on in the news.

To attend special events.

Relaxation and Pleasure Motives

To get away from everyday routine.

To have good time.

To achieve some sort of sexual or romantic experience.

Ethnic Motives

To visit places one's family came from.

To visit places one's family or friends has gone to.

Other Motives

Weather (for instance to avoid winter)

Health (sun, dry climate etc.)

Sports (top swim, ski, fishing or sail)

Economy (inexpensive living)

Adventure (new areas, people, and experiences)

Conformity (keeping with Joneses)

One upmanship

To participate in history (ancient temples and ruins, current history)

Sociological motives (get to know the world).

However, basic travel motivators can be divided into four categories:

Physical motivators are those related to physical rest, sports participation, beach recreation, relaxing entertainment, and other motivations directly connected with health. Additional motivators might be a doctor's order or recommendations and the use of health treatment activities. These motivations all have one feature in common, namely, the reduction of tension through physical activities.

Cultural motivations are identified by the desired to see and know about other areas-their food, music, art folk love, dances, paintings and religion.

Interpersonal motivations include a desire to meet new people. visit friends or relatives, escape from routine life or from family and neighbors, or make new friendships.

Status and prestige motivations concern ego needs and personal development, within this category are trips related to business, conventions, study and the pursuit of hobbies and education. The desire for recognition, attention, appreciation, knowledge and good reputation can be fulfilled through travel.

According to Robinson (1976) the main reasons for people to involve in tourism are:

Relaxation and refreshment of body and mind

Health

Pleasure

Curiosity and culture

Interpersonal reasons

Spiritual purposes

Professional of business reason

4.5. Barriers to travel

There are a number of reasons why people do not travel extensively or do not travel at all.

Barriers to travel fall into six broad categories.

Cost: Consumers operate within monetary constrains, and travel must complete with other allocations of funds. Saying that travel is too expensive is an indirect way of saying that travel is not important, but even allowing this interpretation, cost are a principal reason for staying home. "According to a study on the subject, in the United States alone, over fifty percent of the people can not under take holiday travel due to high costs. In India, it is 90 percent".

Lack of time: Many people cannot leave their business, jobs or professions for vacation purpose.

Health limitations: Poor health and physical limitations keep many persons at home, especially old people can not travel due to poor health and physical limitations. Family stage: Parents of young children often do not travel because of family obligations and inconveniences in traveling with children. Widows and singled sometimes do not travel because of the lack of a traveling companion.

Lack of interest: Unawareness of travel destination that would bring pleasurable is a major barrier.

Fear and safety: wars, unrest and negative publicity about an area will create doubt and fear in the mind of a prospective traveler. Terrorism has reared its ugly head in the last decade and is a deterrent to travel. Incidents of plane hijacking, violence at airports and explosion of flights have created sense of fear and safety on the minds of tourists. When the motivation to travel is sufficiently powerful, the barriers may be overcome, but these forces still influence means of travel and destination selected.

4.6. Reasons showing the extraordinary growth of tourism during the last 50 years

The extraordinary growth of tourism during the last 50 years and fact that instead of small groups of privileged people, great human masses have come to practice it are due to several reasons.

ILO took the initiative of drawing up a convention of paid holidays which required the member states to grant a paid holiday of a minimum paid holiday at six weeks per year. Thus industrial Revolution in the 19th century gave birth to a large and prosperous group in western society. Industrialization grew and trade and commerce developed and as a result prosperous group became richer. Increasing Industrial activities in turn gave rise to new settlements. Towns and cities were built to accommodate increasing number of labor force engaged in industries. Population increasingly began to concentrate in town and cities. Introduction of Railways system first in England and then other parts of Europe and America provided cheap and quick means of inland travel. The steamship met the need of individual travel. Large steamship companies both in Europe and America helped much too increased International travel. Roads and cars, big hotels and other accommodations were built to cater the needs of the tourists. Travel organizers, Tourist literature and certain other travel services emerged simultaneously.

Thus tourism has grown significantly since the creation of commercial airlines industry and the advent of the Jet airplane in the 1950s. In 1992 it had become the largest industry and the largest

employer in the world. The origin and derivation of travel and tourism definitions are provided and the major development that occurred between 1936-1993. Travel means the movements of people from one place to another. It is common practice to use the words “travel” and “tourism” either singly or in combination. There is a growing trend and consensus in recent years towards greater use of the word ‘tourism’ or in combination with travel. During 1970’s the US preferred to use the term travel but later considered by many that the area should be described as Travel and Tourism. Thus these major development factors increased the wealth of industrial society by the means of transport and organization of travel. This was first witnessed in England and America. However, their influence soon spread across into other countries in Europe and else. Which caused extra ordinary growth of tourism during the last 50 years through out the globe? The study of tourism has become a subject of considerable interest for many scholars from various disciplines. Many scholars have enriched it with literature for the development of tourism as a discipline making contributions to theoretical concepts, empirical investigations and various aspects of tourism.

4.7. Approach to sustainable action programmed in travel and tourism

On the occasion of 33rd annual general body meeting of hotel association, Nepal, held on 25 January 2000 in Kathmandu Prof. Kurt Luger, University of Salzburg. Austria, presented the following “**Ten R’s approach**” to sustainable action programme in travel and tourism:

Recognize: Recognition of the nature underlies awareness and understanding and comes before action.

Refuse: The simplest of all action programmes is to refuse environmentally damaging activities.

Replace: Environment friendly measures can replace toxic materials. Resources like water can be used again if they are systematically collected.

Reduce: Reduction can bring easy cost saving.

Re-use: Resources like water can be used again, if they are systematically collected.

Recycle: Recycling can create the pressure on the environment for supplies of nature materials; even food waste can be recycled for organic composts.

Re-engineering: Re engineering means introducing change to tradition, corporate management structures and operations to reduce costs and achieve growth under environmental sensitive criteria.

Retrain: Retraining the staff can help to make employees to information agents of environment awareness.

Reward: Doing business in more sustainable ways generates job satisfaction for many employees and creates it's own rewards.

Re-education: Changing behavior is the focus of the last of the R words. Reduction of all involved in travel and tourism to handle natural resources with more care.

Thus, Prof. Luger is of the opinion that the above ten R's are not a form of guaranteed success but can be used as watchwords to promote better environment practices.

CHAPTER – FIVE

Data Analysis and Interpretation of Study

Only the huge amount of data does not have any special meaning so they should be analyzed and presented in an appropriate way. This study has collected primary and secondary data which are presented in this chapter. To make data comprehensive tables, graph and charts are used in simple way. The data are collected from local people, hotel/lodge owners, domestic and foreign tourist, tourism experts, government service holders and others of view that are presented in different sections. This chapter deals with the status of tourism in Gorkha District.

5.1. Distribution of respondents by sample from different category

The respondents are classified into five different categories such as local people, domestic tourist, foreign tourists hotel/lodge owners and tourism expert (government service holders, others). The following table describes the status of the respondents.

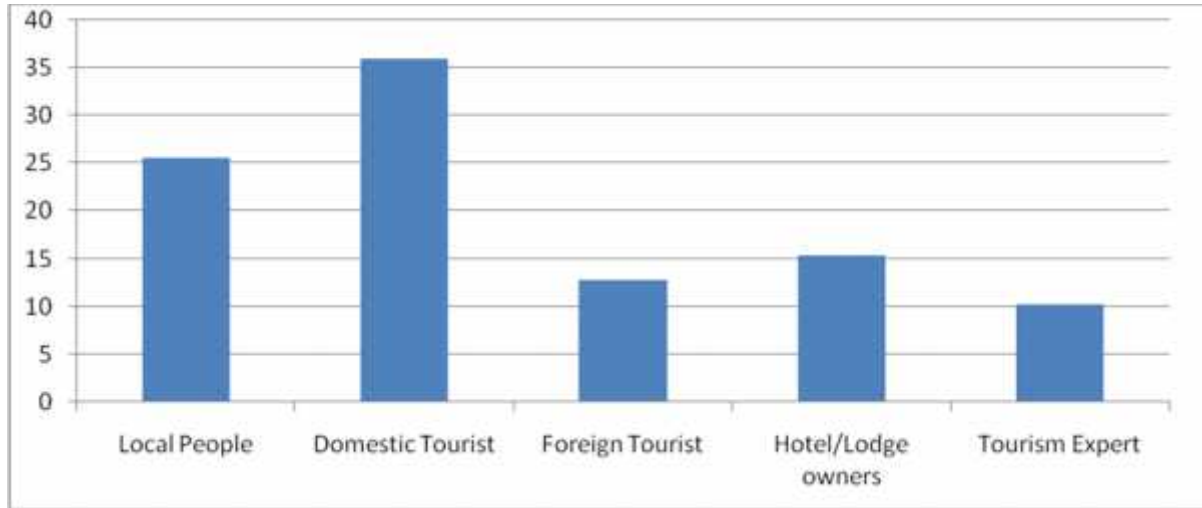
Table No.5.1. Distribution of respondents by different category:

S.N.	Status	Sample Respondents No.	Percentage
1	Local People	10	25.64
2	Domestic tourist	14	35.90
3	Foreign tourist	5	12.82
4	Hotel/ lodge owners	6	15.38
5	Tourism Expert(govt. service holders, others)	4	10.26
Total		39	100

Source: Field survey, 2013

The above table shows that there are total of 39 respondents out of which 25.64% are local people which are 10 in numbers, 35.90% are domestic tourist, 12.82% are foreign tourists, 15.38% are hotel/lodge owners and 10.26 % are tourism experts, government service holder and others.

Figure No. 5.1: Distribution of respondents by sample from different category



Source: Table No. 5.1 Classification of Respondents

5.2. Assessment analysis of the questionnaire survey of local people

In this section an analytical interview has been conducted with local people in November 2009 of major attractive places in Gorkha municipality area. The components of interview included follow of tourists, important of the study area problem and prospect of tourism. Ten respondents of the local people were interviewed in course of this study. The out come of the study, which has been presented to calculate in simple percentage were analyze the views and response of the local people.

5.2. Age and Gender of the local respondents

Out of the total sample respondents, 25.64% are carried out from local people by using random sampling method local respondents by Gender and Age group that is given below:

Table No. 5.2. : Distribution of local respondents by Age and Gender.

Age	Gender				Total	
	Male	Percentage	Female	Percentage	Number	Percentage
Below 20	2	20	1	10	3	30
20 – 40	2	20	1	10	3	30
40 – 60	2	20	1	10	3	30
Above 60	1	10	-	-	1	10
Total	7	70	3	30	10	100

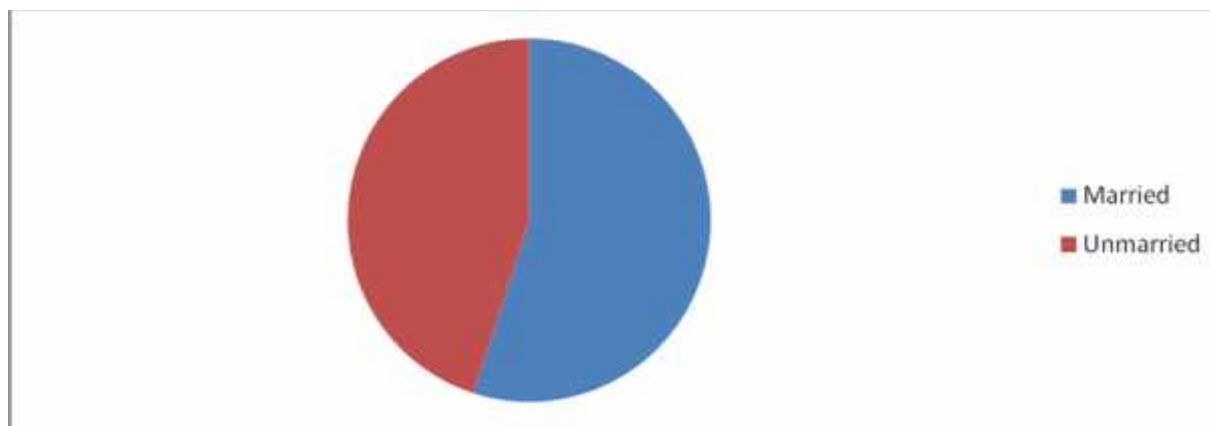
Source: Field Survey, 2013

The above table shows that Age group and Gender of local respondents. All together 7 respondents were taken as sample of the study. Out of them, 70% are male and 30% are female. According to the table equal in 30% are in the below 20 years, (20 – 40) years and (40 – 60) of Age group and least 10% are over 60 Age group.

5.3. Marital status of the local respondents

The marital status of the respondents was divided in two categories. In which 55% respondents are found married but 45% are unmarried. The details marital status of respondents presented in figure.

Figure 5.2 : Distribution of respondents by Marital Status.



Source: Field Survey, 2013

5.4. Occupation of the local respondents

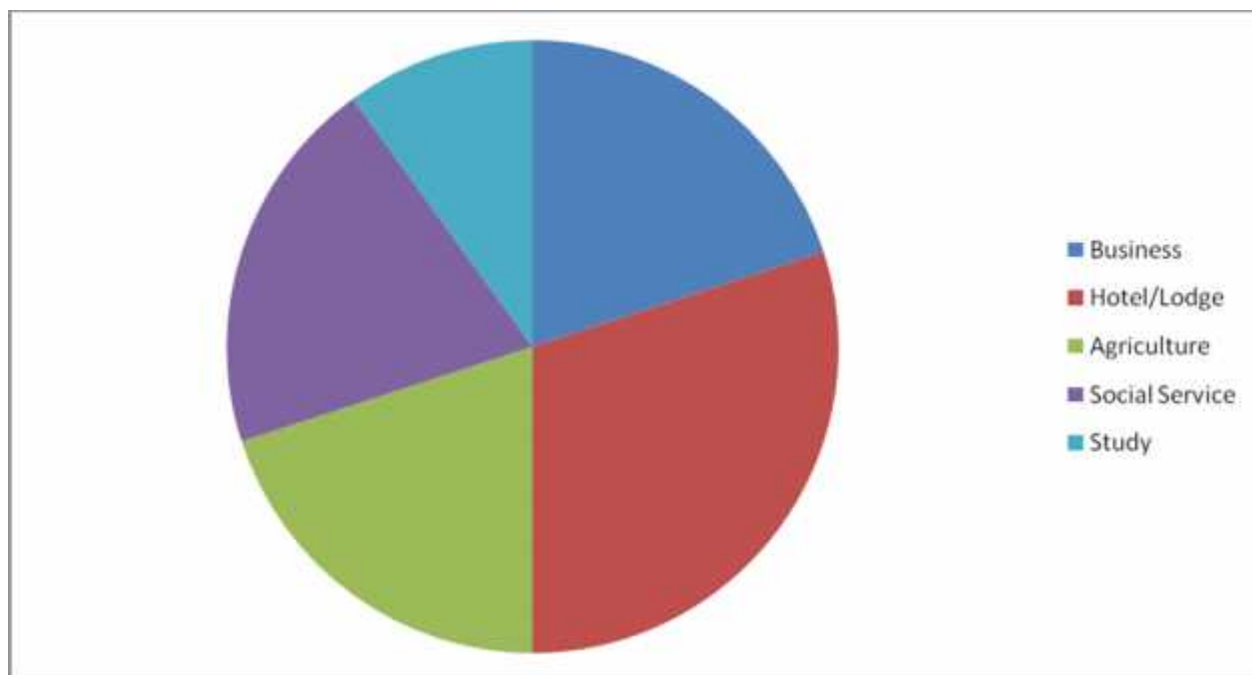
Most of the 20% respondents of this study area involved on Business, 30% are involved in Hotel/Lodge, 20% are involved in agriculture, 20% are involved in social service and 10% are involved in study. The occupation status of the respondents are presented in table no. 5.2.3.

Table No.5.3: Distribution of respondents by occupation

Occupation	No. of Respondents	Percentage
Business	2	20
Hotel/Lodge	3	30
Agriculture	2	20
Social Service	2	20
Study	1	10
total	10	100

Source: Field Survey, 2013

Figure No. 5.3: Distribution of respondents by occupation



Source: Field Survey, 2013

5.5. Types of Visitors in the study area

In study area there has found two types of visitors: Domestic and international. International tourist has divided in two categories. SAARC tourist and Foreign tourist. According to the respondents view, the type of domestic visitors has shown high. Out of total sample respondents 30% are says domestic, SAARC and Foreign tourist visit Gorkha municipality. The status of tourist type is present in table 5.2.4 below.

Table No.5.4: Distribution of Respondents by flow of visitors.

Types	No. of Respondents	Percentage
Domestic	6	60
SAARC	1	10
Foreign	3	30
Total	10	100

Source: Field Survey, 2013

5.6. Flow of Tourist in study area

Most of the visitors are come from foreign country: England, France, Japan etc., in SAARC Indian and China and in domestic East Terai, Chitwan, Lamjung, Pokhara, different area of Gorkha etc. Tourist also visit Gorkha municipality regularly for different purpose.

According to the table 5.2.5 maximum 40% respondents say that average (50 – 60) visitors visit Gorkha municipality per day. But only 25% say average above 30% visitors visits in this area. The details flowing status is presented below.

Table No. 5.5: Distribution of respondents by flow of visitors in study area.

Flow of Visitors	No. of Respondents	Percentage
30 - 40	3	30
40 – 50	2	20
50 – 60	4	40
Above 60	1	10
Total	10	100

Source: Field Survey, 2013

5.7. Impact of Tourism in Local People

In study area most of the visitors stay one day. In Gorkha municipality they spend much more time by visiting temple, observing Gorkha Museum, watching Sight seeing and cultural dance and folk music, roaming different attraction of this area. They are not only visiting the places but also buying and selling different goods of their local productions. Table 5.2.6 indicated that tourism has brought positive change in overall aspects of human development. Only 20% respondents feel negative impacts by the flow of tourist in the study area. The impact of tourism in study area is presented below.

Table No. 5.6: Distribution of respondents by the impacts of tourism.

Impact	No. Respondents	Percentage
Positive	8	80
Negative	2	20
Total	10	100

Source: Field Survey, 2013

5.8. Survey results of Hotel/Lodge owners

In this section an analytical interview have been conducted with hotel/lodge owners in March, 2013 of the major objectives. The components of interview included facilities of hotel/lodge tourist flow in hotel, visitor expenditure in hotel and other related. The detail outcomes of which has issues been presented below. To calculate this, simple percentage were computed to percent and analysis the views to response of the hotel owners.

5.9. Structure and Employer status of Hotel/Lodge

Most of the Hotel and Restaurant are found in Gorkha Bazaar area. There has been above 15 restaurants and lots of Hotels. Besides Hotels some of tea shops are opened near visiting spots. In this study, the sample hotel/lodge owners structure and employer status is presented below:

Table No. 5.7: Status of employers in sample Hotel/lodge owners

S.N.	Name of the Hotel	Structure Room No.	Employers
1	Hotel Gorkha In	15	8
2	Hotel Bishauni	19	16
3	Hotel Satyam	14	11
4	Gorkha Hill Resort	22	30
5	Hotel Gorkha Prince	10	7
6	Hotel Himalayan	9	4
Total	6	89	76

Source: Field Survey, 2013

The above table 5.3.1 shows that maximum 30 persons are employer in Hotel & the Hotel is running by Hotel owners there has been found maximum 22 bed room manage hotel & maximum 9 bed room manage hotel opened to stay for visitors, other facilities STD/ISTD phone, Fax, T.V. hot and cold water sawar, attach toilet bathroom also provided them to the visitors.

5.10. Expenditure of Visitors in Hotel

Table 5.3.2 has explained the expenditure of visitors in Hotel of Gorkha Bazaar. The majot expenditure in Gorkha Bazaar Hotel by visitors for one day were noted below Rs. 100(16.67%) followed by Rs.100 to Rs.200(66.67%) & above 200 has 16.66%. The details status of expenditure is presented table no. 8 below.

Table No. 5.8: Expenditure of visitors in Hotel

Expenditure (in per day Rs.)	No. of Respondents	Percentage
Rs. Below 100	1	16.67
Rs. 100-2000	4	66.67
Rs. Above 2000	1	16.66
Total	6	100

Source: Field Survey, 2013

According to the above table, to increase of visitor & hotel facility, security, length of stay & production of local cultural products should be developed the visitors will buy the local cultural products & the locals will be benefited.

5.11. Types of visitors in Hotel

Out of sample respondents of Hotel owners there has found domestic, SAARC & Foreign tourist who are visit in Hotel. Table no. 5.3.3 shows that 50.00 percent has found visit in hotel by domestic tourist, 33.33 % has Foreign but only 16.67 % were visit in hotel by SAARC tourist. It is very low status & it is because of the lack of security & comfortable hotel. The table 9 shows the types of visitors in hotel in the study area.

Table No.5.9: Distribution of Respondents by types of visitors.

S.N.	Types of Visitors	No. of Respondents	Percentage
1	Domestic	3	50
2	SAARC	1	16.67
3	Foreign	2	33.33
	Total	6	100

Source: Field Survey, 2013

5.12. Survey Finding of Visitors

Domestic

During the Field survey, domestic tourists who visit Gorkha municipality were asked about different topics along with the prime attractions that can attract the tourist. Most of them gave more preference to the historical & Religious place, Scenic Beauty, cultural show etc. Similarly, the purpose of visit, expenditure of tourist, influence factor of Gorkha municipality modern facilities & services, culture & the prospect of tourism in study area are the other aspects

about which structured questions were asked. The result of the survey of different aspects & domestic tourist occupation age group stay period & expenditure are given below.

5.13. Age & Gender Distribution of Domestic Visitors.

According to the field survey in study area, the age group & gender wise visitors of domestic tourist status is given below.

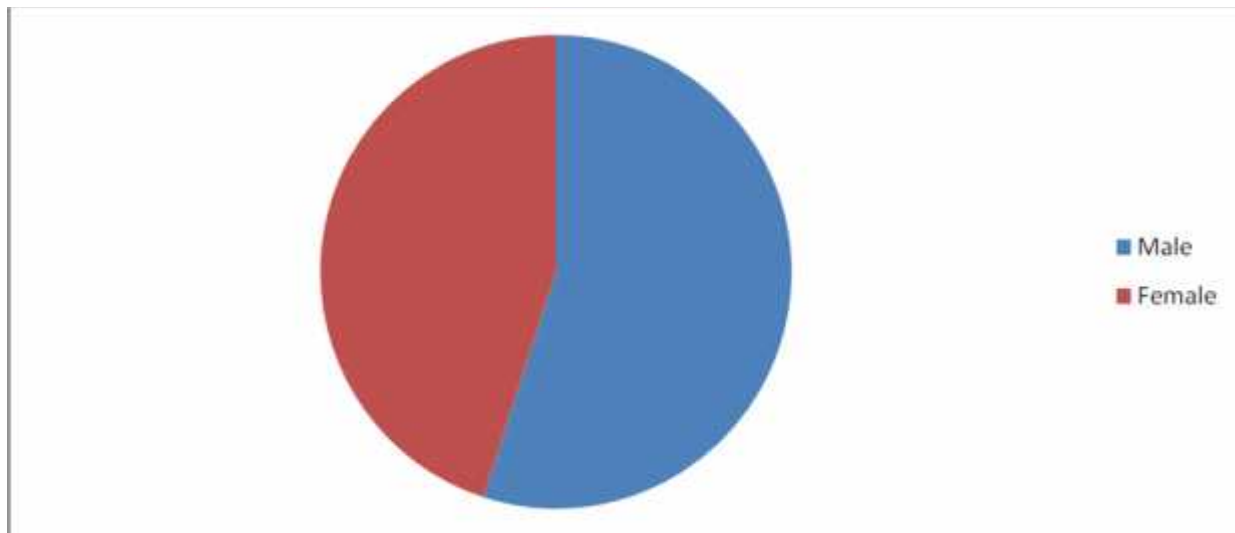
Table No. 5.11: Distribution of Domestic Visitors by age group.

Age group	No. of Respondents	Percentage
10 – 20	1	7.14
20 – 30	3	21.43
30 – 40	4	28.57
40 – 50	2	14.29
Above 50	4	28.57
Total	14	100

Source: Field Survey, 2013

The above table shows that 28.57 percent respondents age group in 30 – 40 and above 50. The respondents age group 10 – 20 were found only 7.14 percent. The age group of 20 – 30 has found 21.43 & 40 – 50 has 14.29 percent. It shows that maximum number of domestic visitors are youth & old people; they are visit with the purpose of recreation & Religious aspect.

Figure No. 5.4.1: Gender of Domestic visitors



The above figure shows that the gender status of the domestic visitors or respondents. All together, 39 respondents were taken as sample of the study in which 14 respondents were taken

from domestic visitors in Gorkha municipality out of them 55 percentage are male & 45 percentage are female respondents.

5.14. Occupation of Domestic Visitors

Visitors of this study area consisted in different occupation. The table shows the different percentage of visitors who are sample of this study in Gorkha municipality. 21.43% of visitors are Businessman, 35.71% are students, 7.14% are agriculture and housewife, 14.29% has found government service holder and 14%29 percent are related in teaching profession. The detail status of occupation of the visitors are present below.

Table No 5.12: Distribution of respondents by Occupation

Occupation	No. of Respondents	Percentage
Business	3	21.43
Students	5	35.71
Agriculture	1	7.14
Teaching	2	14.29
Housewife	1	7.14
Govt. service holders	2	14.29
Total	14	100

Source: Field Survey, 2013

5.15. Purpose of Visit

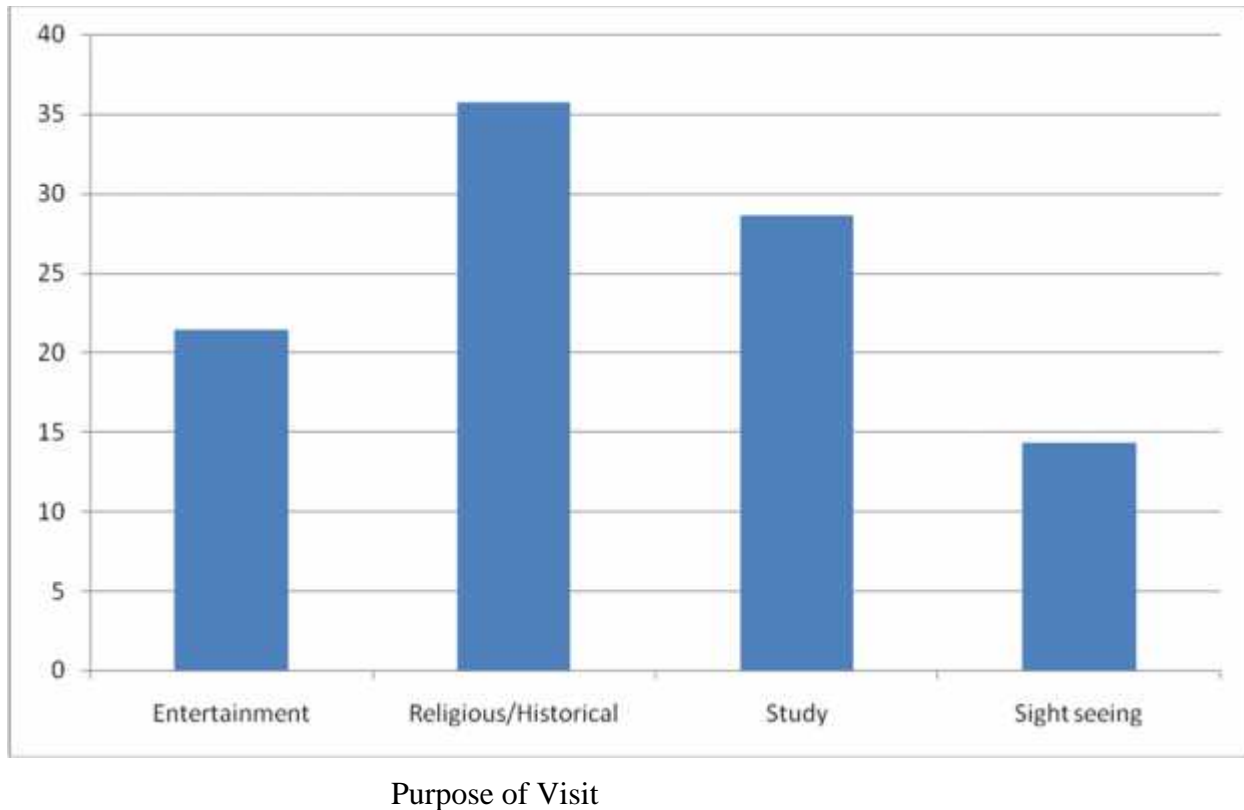
There is high motivation in tourism as a result all the tourist do not have the same purpose of visit. If there is more than one attraction in a destination area, obviously, different types of tourist visit for different purposes. The tourist coming in Gorkha municipality have different purposes of visit because of individual differences. The information of purposes of visit are given below.

Table No5.13: Distribution of Respondents Purpose of visit in Gorkha municipality

Purpose of Visit	No. of respondents	Percentage
Entertainment	3	21.43
Religious/Historical	5	35.71
Study	4	28.57
Sight seeing	2	14.29
Total	14	100

Source: Field Survey, 2013

Figure No. 5.4.3: Respondents by Purpose of visit in Gorkha municipality



5.16. Length of Stay

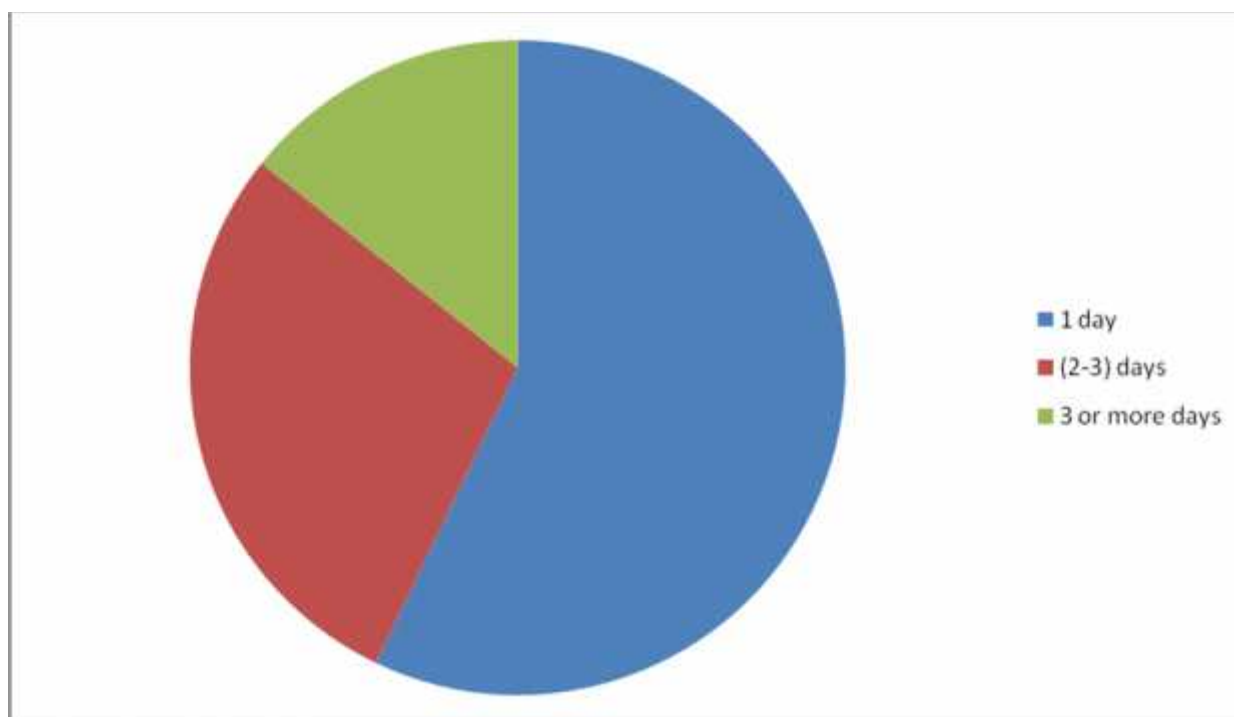
The length of stay of the tourist is an important factor for the promotion of tourism in any area as it is directly related to the economic. So, it is necessary to increase the number of tourists along along with their length of stay that various from tourist to tourist and depends upon the time, money and desires of tourist. The duration of stay of domestic tourist in Gorkha municipality is given below.

Table No. 5.14: Domestic tourists stay in Gorkha municipality

Stay period	No. of Respondents	percentage
1 day	8	57.14
(2-3) days	4	28.57
3 or more days	2	14.29
Total	14	100

Source: Field Survey, 2013

Figure No. 5.4.4: Domestic tourists stay in Gorkha Municipality



The above figure shows that the duration of visitors in Gorkha municipality who visited Gorkha bazaar during the field survey was found one day-57.14%, 2-3 days -28.52% and 3 or more days only 14.29% to stay. It is shows that the one day stay tourist are more than others. It is because of the lack of Hotel/ lodge, Dharmasala (a small house made for the pedestrians to stay), comfortable accommodation, security and other essential facilities.

5.17. Expenditure of Domestic visitors

Expenditure of tourist's plays an important role for the promotion of tourism in any place. More expenditure of the tourist more will be the income to the local people. The expenditure pattern of the tourist visiting in the Gorkha municipality is given below.

Table No. 5.15: Expenditure of Domestic tourist in the study area

Expenditure (Rs.)	No. of Respondents	Percentage
Below 1000	5	35.71
1000 – 2000	7	50
Above 2000	2	14.29
Total	14	100

Source: Field Survey, 2013

Above Table has explained the expenditure pattern of domestic visitors in Gorkha municipality. The major expenditure of this area by the visitors were noted below 1000(35.71%) followed by is 1000- 2000 (50%) & above 2000 (14.29%). To increase the expenditure of visitors in cultural marketing, entertainment, hotel facility, transportation and production of local cultural product should be developed. The visitors will buy the local cultural product and locals will be benefited.

5.18. Influence factor of Gorkha municipality

Gorkha Municipality is a beautiful place in the point of view of tourism. It is popular in natural beauty, good climate, historical place, religious place, sight seeing, bio diversity, good relationship and other sunrise etc. So, the tourism potentialities are high than other places because of it also a founder place of modern Nepal. According to the field survey in the study area of Gorkha Municipality the influence factor of this area id given below.

Table No. 5.16: Distribution of visitors by influence factors of tourism.

Influence factor	No of Respondents by priority						Total
	6	5	4	3	2	1	
Natural Beauty	4	2	1	3	2	2	14
Good climate	2	5	2	1	2	2	14
Sight seeing	4	3	2	2	2	1	14
Historical & Religious	6	2	2	1	1	2	14
Good Facilities	2	3	3	2	2	2	14
Extra Culture	3	2	2	3	2	2	14

Source: Field Survey, 2013

The above table shows maximum number of respondents give high priority to the historical and religious, natural beauty, sight seeing. Here, priority is given by number. 6 is high priority and 1 is lower priority of this study.

5.19. Survey finding of visitors

Foreign Tourist

In this section an analytical interview have been conducted with foreign/SAARC tourist who are visiting in Gorkha Municipality. The component of interviews included the purpose of visit of the visitors, length of stay in Gorkha Municipality, expenditure of visitors and influence factors

of visit in this area taken interviews with 5 respondents. To calculate and analyze the views to response to the tourist.

5.20. Age group of Foreign Tourist

Foreign tourist of different age group visit Gorkha Municipality that is given below. Who are visit in study area.

Table No. 5.17: Foreign tourist by different age group:

Age group	No of Respondents	Percentage
Below 30	1	20
31-45	3	60
45-60	1	20
Above 61	-	-
Total	5	100

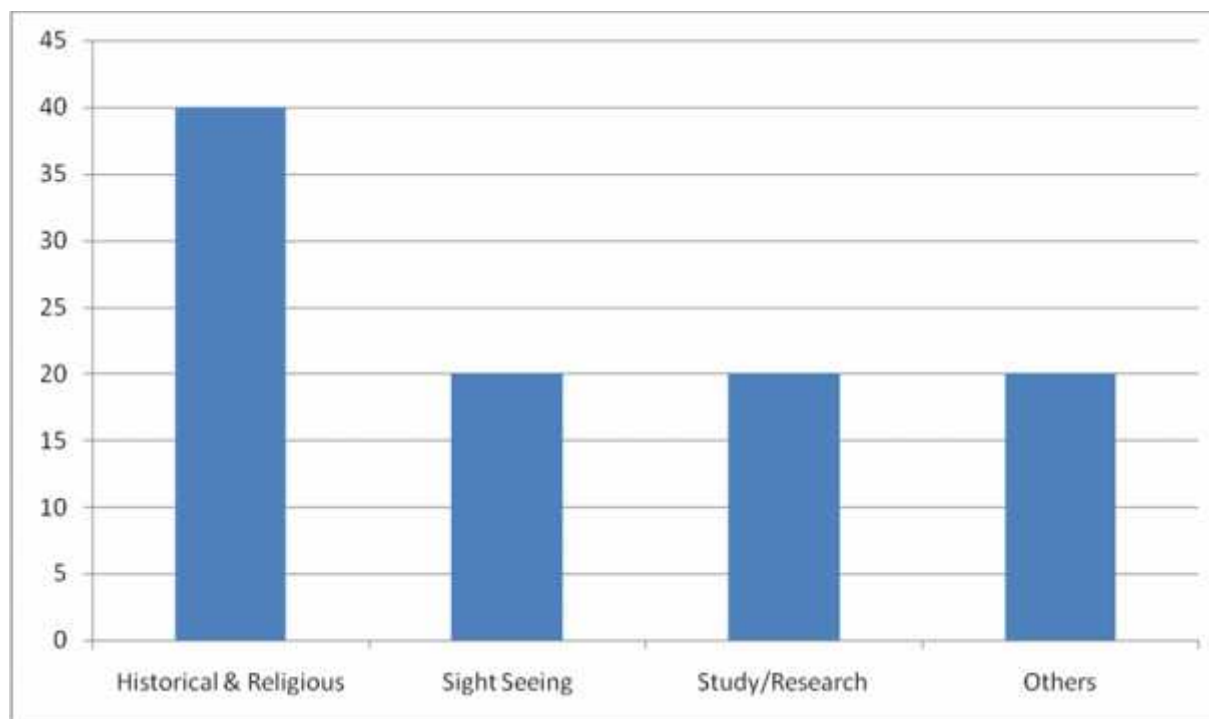
Source: Field Survey, 2013

The above table shows that the age group of the foreign visitors. The age group is divided in below 30,31to 45,46to 60 and above 61.Here no one has found above 61 years old man visit Gorkha Municipality. Other age group 20% in below 30 and 45-60 and 60% in 31-45 in sample respondents, who visit Gorkha Municipality.

5.21. Purpose of visit

Foreign Tourists also seemed to visit Gorkha Municipality for different purpose. The figure shows that 40% historical and religious, 20% are visit this place to sight seeing, Research/study and other social ,cultural aspect of local people, Entertainment. The purpose of visit in study area is given below.

Figure No. 5.2.2: Foreign visitors by purpose of visit



Source: Gorkha Museum, Gorkha- 2013

5.2.2. Length of Stay of Foreign Tourist

The length of stay of the foreign tourist is an important factor for economic development of study area. To sustain living period of Foreign tourist in Gorkha Municipality is necessary for the promotion of tourism. So it is necessary to increase the number of tourist along with their length of stay that varies from tourists and depends upon the time, money and the desires of the tourists. The duration of stay of tourists in Gorkha Municipality is given below.

Table No. 5.18: Distribution of Respondents by duration of stay in study area.

Length of Stay	No of Respondents	Percentage
1 day	1	20
2-3 days	3	60
3 or more days	1	20
Total	5	100

Source: Field Survey, 2009

From the above table it is clear that most of the foreign tourists stay in Gorkha municipality for 2- 3 days. Similarly only 20% tourists have spend 3 or more than 3 days in this area.

5.23. Influence factors to attract foreign tourist

The inflow of tourist in any place is highly affected by the different factors of that place. Here in Gorkha municipality features most linked by the tourist according to the natural beauties, historical and religious factors etc. Which is given below.

Table No. 5.19: Distribution of respondents by influence factors of tourist in study area.

Influence factor	No of Respondents by priority						Total
	6	5	4	3	2	1	
Natural Beauty	2	2	-	1	-	-	5
Good climate	2	3	-	-	-	-	5
Sight seeing	-	-	3	-	1	1	5
Historical & Religious	3	1	-	1	-	-	5
Good Facilities	1	2	1	-	1	-	5
Extra Culture	-	-	-	3	-	2	5

Source: Field Survey, 2009

The above table shows that maximum number of foreign tourist visit Gorkha municipality to the influence of historical and religious aspect. Most of the visitors give first priority to the historical and religious factors in this area.

5.24. Early Arrival of tourists (2009 – 2011)

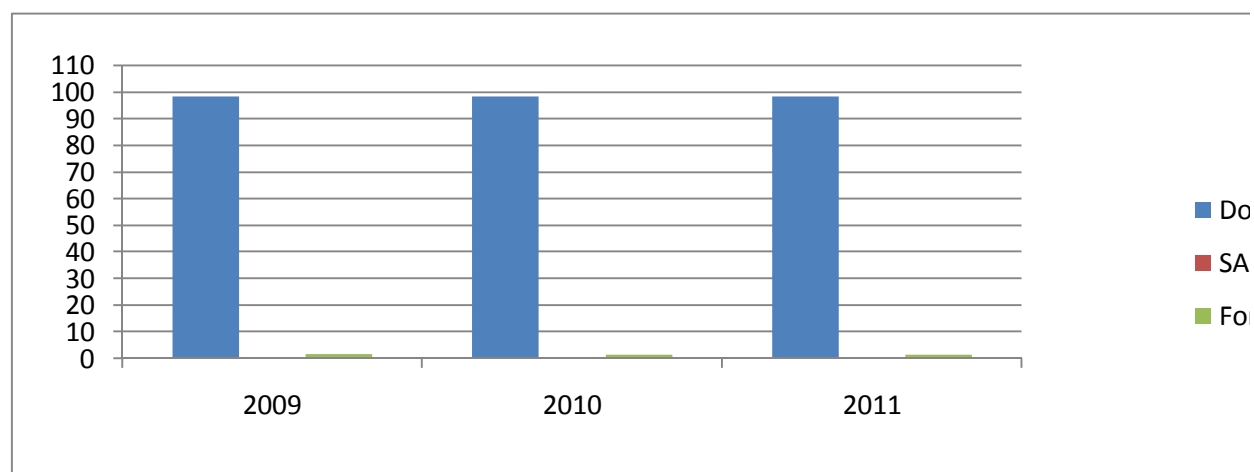
Table No.5.6 shows the arrival of tourist for the last three years (2009 – 2011) from the different part of the world. The table shows that the total enrolment of domestic tourists are 100800, SAARC tourists are 63 and foreign tourists are 1485 during the year of (2009 -2011)

Table No. 5.20: Flow of Domestic and International Tourist (2009 – 2011)

year	2009	%	2010	%	2011	%
Domestic Tourist	29300	98.37	35000	98.53	36500	98.54
SAARC Tourist	18	0.06	20	0.05	25	0.06
Foreign Tourist	470	1.57	500	1.40	515	1.39
Total	29788	100	35520	100	37040	100

Source: Gorkha Museum, Gorkha-2013

Figure No. 5.6: Flow of Domestic, SAARC and Foreign tourists (2009 – 2011)



The figure shows that the number of domestic tourist is very high compared to foreign and SAARC tourists. We can see in the figure that the arrival of domestic tourists are increase than the previously year. Generally domestic tourists are students, Teachers, Businessman, Health worker, social worker etc. Similarly from the other countries tourists mostly from Holand, UK, France, Japan, USA etc. then SAARC countries tourists mostly from India and Bangladesh.

5.25. Monthly arrivals of Tourist (1st. January to 30th. December 2013)

Monthly arrivals of tourist is important aspect of tourist to access the variation in tourist flow through time. Table shows the arrivals of domestic SAARC and foreign tourist in Gorkha municipality of Gorkha for each month. The table shows that Jan.1st. to Nov. 30th. 2009 the total arrivals of domestic tourist, SAARC tourist & Foreign tourist was 31970, 12 and 519 respectively.

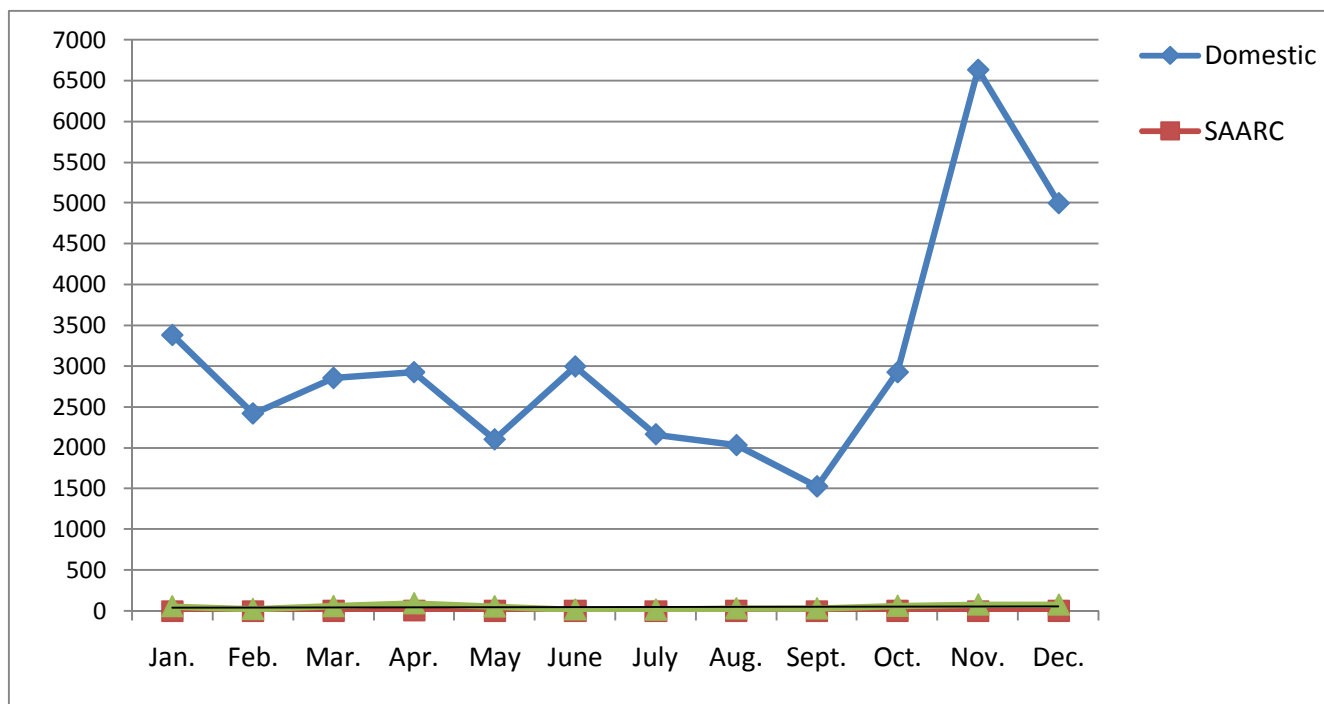
Table No. 5.20.

Monthly flow of Domestic, SAARC and Foreign Tourist (1st. January to 30th. November 2012)

Month	Jan	Feb	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Domestic Tourist	3383	2421	2855	2926	2104	2996	2164	2033	1527	2926	6635	5000	36970
SAARC Tourist	-	-	1	5	1	1	-	2	-	2	-	3	15
Foreign Tourist	56	23	59	94	54	16	14	31	31	63	78	60	579

Source: Field Survey, 2013

Figure No. 5.7: Monthly variation of Tourist Arrivals (1st. January to 30th. December 2012)



Month

5.26. Access to the information & publicity (Sampling in Domestic & Foreign Tourist)

Table No.5.21: Access to the information & Publicity

Categories	Number	Percentage
Travel Books	5	26.32
Media	4	21.05
Magazines	2	10.53
Friends	5	26.32
Others	3	15.78
Total	19	100

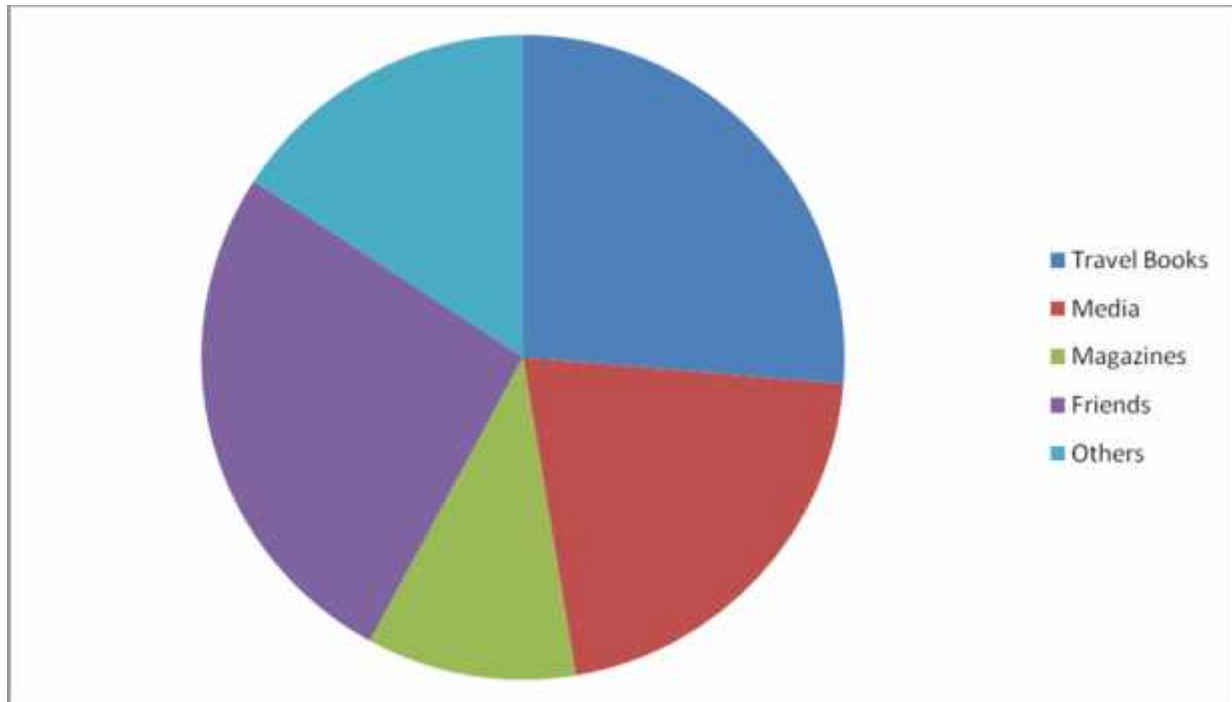
Source: Field Survey, 2013.

For the increasing number of tourist the publicity and advertisement are very necessary. It is found out that the 26.32% of the information is disseminated through travel book and friends. Followed by media(21.05%), others (15.78%) and the lowest (i.e. 10.53%) is through magazines. The above table depict that there should be given more stress to the magazines for

publicity and mainly travel agency is quite slag in comparisons of travel books and media. This is because there are insufficient travel agents. This shows that the Gorkha municipality of Gorkha

district tourism information and publicity is still poor condition which has to be developed for the promotion of international as well as national tourism in the state.

Figure: 5.8: Access to the information and publicity



Source: Field survey:2013.

5.27. Overall Result of survey upon Experts, Government Service Holder & Other Involved in Tourism

An attempt was made to present the survey findings of tourism experts, Govt. service holders & others tourism related persons here under. An in depth interview was conducted with tourism experts, who included tourism professional govt. office and business man to identify resent tourism weaknesses and other effort made by Gorkha municipality.

5.28. Involvement of various Agencies

Central Level

Major Government Institutions:

National Planning Commission (NPC)

NPC a national level institution responsible for formulation of tourism policy & plan. Both in Tenth & three years plan tourism is a priority sector for national economy. Therefore, the NPC plays a national role in formulating national policy on tourism as a poverty alleviation/reduction strategy that includes Gorkha district which come in regional unit.

Nepal Tourism Board (NTB)

NTB is charged with the responsibility of destination marketing, radical promotion of destination, products & human resources developments in the country. Therefore, the role of NTB is to render support towards the product development through skill human resources & it undertakes international marketing activities by explaining opportunities for participation in expo, trade fairs, road shows, carnivals commercial exhibitions familiarization trips, sales mission media publications etc.

Ministry of Local development (MLD)

MLD is mainly responsible for formulating & implementing policies & strategies with regards to decentralization. It is related to strategies related to tourism development plan & programs to be initiated at the level of local development body.

Other Government Agencies

Included in tourism related activities in one way or other include Immigration office, ministry of women, children & social welfare, Department of agricultural development, Department of Health, Ministry of education, Ministry of Industry, commerce and supply.

Private Sector Association

Private sectors involvement is quite interest in tourism industry. It involvements range from a single handicraft shop to marketing and advocating culture, Natural resources of the country to providing various facilities in terms of accommodation and travel services. Private sector involvement in tourism sector is greater important for the development of tourism. The major tourism concerned private sector institution or organization are:

Hotel Association of Nepal(HAN) including HAN- Gorkha as daughter concerned.

Nepal Association of Travel and Tour Agencies (NATTA)

Nepal Association of Tour Operators (NATO)

Trekking Agencies Association of Nepal (TAAN)

Nepal Association of Rafting Agencies (NARA)

Tourist Guide Association of Nepal (TURGAN)

Local Level

Gorkha District Development Committee (GDDC):

GDDC is the government authority, lies under the line ministry of MLD. It is supreme body of the gorkha district for its development.

The GDDC undertakes development plan and programs relating to infrastructure, conservation of forest and environment utilizing the Local Self

Governance Act (LSGA) 2055:

It has responsibility to protect, promote, expand and utilize the nature, culture, historical and heritage sites in the district, which are primary concerned for the tourism development in Gorkha district. Under the necessary, the GDDC authorized to use the right of imposing taxes, fees, charges and duties for the internal sources. The GDDC maintain data of the tourism amenities such as hotel, restaurant and other tourism related services.

Gorkha Municipality

Gorkha Municipality is the government authority of urbanized area lies under the GDDC and that under taken municipality plans and programs relating to physical infrastructure, water resources, environment, sanitation, education, culture, transport, health and industry including tourism activities within the Gorkha municipality is responsible to protect and promote the culturally and religiously important places. It prepares plans of roads, bridges and culverts as needed, utilizing the LSGA 2055. It also arrange bus parks and parking places, prescribes the upper limit of pollution etc in consideration of transport requirement and register. The municipality acts as a motivator to the promotion of cottage, small and medium industries, under that the tourism amenities such as hotel, restaurant, tea-shop, souvenir shops and communication services are registered. The responsibility of the municipality included protet,promote, expand and utilize natural, cultural and tourist heritage within the Gorkha municipality, which are the primary objectives of tourism.

Local Community Organization and Private Sector Association:

There are several local communities which are actively involved tourism sector advocating development programs. Some of the committees which are involved are:

District Chamber of Commerce and Industry (DCCI)

DCCI is umbrella organization of the district private sector (trade, commerce, industry) within the district, promoting business, industry and tourism while protecting the rights and interests of

business and industrial communities. GCCIs play a key role in promoting tourism activities in the district. It provides inter alia, information, advisory, consultative, promotional and representative service to tourism related business and government and organizes various training/workshop/seminar on tourism. It creates awareness and support for activities, business and industry efforts on issues affecting tourism like environment, quality, social responsibility, corporate governance, HIV/ AIDS, child labour etc.

Gorkha Tourism Council (GTC)

GTC is likely a unit of GCCI that consisting a member of hotel, industry & transport companies. It is the active private sector that playing a key role in promoting tourism in the district. The council advocate with regard to tourism activities like quality, social responsibility, corporate governance, environment etc. GTC also conducts several training programs on tourism management in the district. As per the council chairman. It has conducted a several hospitality management & cook training within the municipality & Gorkha Bazaar.

Other Associations

Other Association represents community Based organization (CBOS) like naturalist Guide Association, cultural program Associates, Adibasi- Janajati Mahasangh, women's organization, mother's group, branches of WEAN & many others CBOs that also play important roles, participating from planning to implementation in development & promotion of tourism in this region.

CHAPTER SIX

The Prospects and Problems of Tourism in Gorkha District

Nepal opened up to the rest of the world only during the early fifties. In the early days tourism in Nepal was mainly concentrated in the Kathmandu Valley and only a few mountaineers visited the Everest and Annapurna region that are still major attractions today. With the increase in tourist members, Nepal developed the necessary infrastructure to support tourism development: an international airport in Kathmandu, a full fledged hotel sector, construction of domestic airstrips, establishment of public and private tourism institutions and travel and trekking agencies. All became instrumental to the growth of the tourism industry in the country. As the result of all these endeavors, tourist numbers started to soar from merely 4017 in the 1960s to over 162,870 by the 1980s and 254,885 in the 1990s. By 2000, with the joint efforts of government and a well established private sector, arrivals registered a sharp drop during 2001 to 2002 (MOCTCA, 2002) numbers had reached about half a million.

Like wise in the concept of rural tourism every part of Nepal has found tourism potentially by the cause of environment, Himalayan sight, religion, culture, geographical, historical, temperature and different kinds of beauties. Nepal is one of the most beautiful countries in the world with lovely snow capped mountains and scenic, idyllic, peaceful settings. The tourism potential of the country is yet to be tapped to the full the tourism industry is still in the doldrums of sadness, but there has been a slight increase in tourist arrivals in the country largely due to the improved security condition. The rural areas in Nepal are inhabited by some of the world's most beautiful people. The tourism entrepreneurs should cash in this and devise plans to promote tourism in rural areas; which is daily in need of development infrastructure. The building of facilities for tourists would assist in developing the rural areas.

Gorkha District is the founder place of modern Nepal which is located at 27°48'N-28°43'N Latitude and 83°26'E-85°48'E Longitude which occupies 345,600 ha (3610 Sq.km.) area.

6.1. Overall introduction of Gorkha district and Gorkha Municipality

Gorkha has taken more possibility of tourism among the seventy five districts of Nepal and lies in the western development region. It is surrounded by Tibet autonomous region of China to the north, Dhading to the east, Lamjung and Manang to the west and Chitwan and Tanahun to the south.

The district with Gorkha as its district headquarter, covers an area of 3.619 kilometre square and has population(2001) of 288.134 resulting population density 80persons per square kilometer. It is one least developed district as it came in 66 out of 75 in Human Development Index Rank(HDI = 0.450,2001). This district comprises of one municipality(Gorkha municipality) 66 VDCs, 13 Ilakas and 3 constituency areas. The urban population is very low with just 8.95% of its total population. There is just 87.43 males for 100 female population and has huge percentage(18.21%) of old age population. Socio-economic condition of Gorkha is remarkably poor, literacy rate is just 54.3% and population per health service facility is 4176. Other basic services(toilet, drinking water, electricity, communication, transportation, market etc.) available to the people are also very low.

Gorkha offers the widest topographical and climatic variation ranges from 228 meters in southern Daraudu valley to the eight highest peaks of the world, Mt. Manasalu,(8163m),besides Manasalu there are more four peaks Himchuli(7893m), Nyagdi(7817m), Sringi(7193m) Ganesh(7163m). Similarly it has enormously wealthy in water resources too. Chepe river, Marshyandi river, Daraudu river, Budi Gandaki river, Trisuli river, Pokhari river, Narad Kunda, Kalchuman lake, Birendra pond and Tato pani are major water bodies in the district. Gorkha is not only rich in natural resources it is equally famous for historical and religious place. Siranchok Kot, Taku Kot, Liglig Kot, Gorkha palace, Manakamana Kot, Tall palace, Mir Kot, Bhir Kot, Ajir Kot and Barpak Kot are historically importance places where by Manakamana temple, Kalikasthan temple, Goraknath temple, Mandev temple, Ram temple Shiva temple, Bhimsen temple, Rajen Gumba, Samdo gumba, Jhyalla Namrunthan are some significance religious palaces. Similarly Gorkha exhibit ecological, Biological, climetic, cultural, ethnic diversity. Agriculture profession(about90% of total population) dominated district contains only 8.64% of total area is agricultural land where as about half of the total land belongs to Ice- rocks(29.86%) and forest(27.86%). Gorkha is also the Gurkhas-the well –known brave soldiers who fought with khukuri against guns.

6.1: Map of Gorkha District

Figure of Gorkha District

Gorkha is quite rich in cultural heritage, arts and artifacts. Northern Gorkha particularly Tsum and Nubri valley is quite rich in Buddhism cultural heritage with numerous monasteries, stupas while the Gorkha bazaar it self is ancient historical place with age-old temple. Manakamana Mandir is the one of the identity of Gorkha district. It is famous for goddess (Bhagawatee) of Hindu Culture. This is the popular religious place of the Hindu. Manakamana is regarded as a Goddess responsible to achieve the internal wishes of human beings. The area is very easy to get through cable car. So the flow of pilgrimages around Mankamana is quite high than other holly area of Nepal.

6.2. Major Tourist Attraction in Gorkha Municipality

Historical and Pilgrimage sites:

Gorkha district offers numerous historical and pilgrimage sites for tourism attraction of them Gorkha Bazaar. Tallo Durbar area, satipal, Manepani, Upalokot that expander to 140 hectors of

land and is declared as Heritage conservation Area. The conservation area include Gorkha Palace, Kalika Mandir, Rangamahar, chaughera palace, Dhunipati, Shitalpati, Damaipati, Panditpati, Hanuman Bhangyang, Tallokot, Upalokot, Foot Palm of Gorkhanath, Ram shah Chautara, Thinhara, Raniban, paslang Chautaro, Rameshwor Mandir, Bishnu panchayan, Rajganesh, Ranipokhari, Bhimshen Mandir, Gorkhanath Mandir and Radhavallaveshwor Mandir. Gorkhnath God is in the cave near old royal palace on the top hill. The God originator and the promoter of the famous Hath yoga in the ninth century.

Figure No. 6.2: Historical and Pilgrimage sites.



There is managing to worship daily.

Among the sites to visit, Gorkha Durbar tops the list. This historical palace is a one-hour walk from the downtown Gorkha. The palace is strategically located over a fortified hillock. On the southwestern side of palace lies the temple of Goddess Gorakhkali. A cave that claims to shelter the statue of Gorakhnath, the Tantrik sage, adjoins it. The place is picture-perfect to have a view of Mansalu and Himalchuli peaks of Himalayas. Nevertheless, the best place to have a view of the palace and peaks is Upalokot, a viewpoint made on a pedestal over the hill at the height of some 5000 feet. The other important site is Manakamana Temple. The place lays on a beautiful ridge southeast of the township of Gorkha. The temple, a famous pilgrimage for Hindus, is dedicated to Manakamana, the holy goddess of aspirations. It is a four-hour uphill walk from a place called Anbu Khairani on Kathmandu-Pokhara Highway.

Gorkha Durbar is situated high above Gorkha on a knife-edge ridge. To reach Gorkha Durbar, go north from the bus station and follow the main cobbled streets through the bazaar. Then you have

to climb a 1500 stone step stairway, which starts just before the post office. The Durbar which a palace, fort and a temple all in one has a spectacular view of the Trishuli Valley and the soaring peaks of the Annapurna range and Ganesh Himal.

Gorkha Durbar is the birth place of the great King Prithvi Narayan Shah, who unified many small kingdoms into a larger Nepal. Gorkha Durbar was the official residence of King Prithvi Narayan Shah.

Gorkha Durbar carries a lot of religious and historical significance. So visitors should follow strict rules. Shoes, leather belts and other leather items are banned inside the Gorkha Durbar complex. Taking photographs is also strictly prohibited. You can leave your shoes and cameras at the guard-house.

Gorkha Durbar opens from 6 am to 6 pm. There is no admission fee to go inside the Durbar.

Gorkha is a scenic hill- town with great historical significance. King Prithvi Narayan Shah, who unified the kingdom of Nepal during eighteenth century, was born in the township of Gorkha. Situated on a small hillock at an attitude of about 1000 m, Gorkha offers panoramic view of snow-fed mountain. Then the small kingdom of Gorkha, founded by king Drabya Shah in 1560 A. D. became famous during the dynasty of Ram Shah (1604-1641 A.D.), who earned the reputation of being just to his people. There was a famous proverb in those days which said that one should go to Gorkha if he were looking for justice. In the middle of eighteenth century there were hundreds of small kingdoms and principalities in what is today's Nepal. The great Prithvi Narayan Shah took the mammoth task of unifying Nepal in the eighteenth century. The Gorkha soldiers under his dynamic leadership eventually succeeded in conquering the Kathmandu valley. The capital of greater Nepal was shifted to Kathmandu since then. But this beautiful township has always remained as the center of attraction for many Nepalese as well as foreign visitors.

GORKAHA DURBAR:

Figure No. 6.2: Gorkha Durbar



The Gorkha durbar is one of the most magnificent tourist attraction situated on the top of a fortified hill above the township about 45 minutes walk uphill from the bus station.

The gorkha durbar is the most ancient palace of Nepal and of course the ancestral home of countries present day monarch. Where the founder of modern Nepal king PRITHIVI NARAYAN SHAH, The great was born. It is one of the most outstanding examples of Nepalese architecture. This has a very close relation with that of malla kings durbars of Kathmandu. The durbar has no information regarding its date of construction, it is however believed that it was constructed by king ram shah. King Rudra shah's inscription at the entrance upon the completion of the stair case in 1723 Bikram era proves that the magnificent palace was made before him. It has been renovated from to time since the 18th century. The stones steps number about 2000 from the bazaar up to the palace.

Gorkha durbar is also a holy shrine for goddess kali, the goddess of valour. The worship of goddess kali was allowed only for royal member and selected village people of gorkha in the past, but since 1978 B.S people have been allowed to worship goddess kali. Inside the durbar, there is a scared room of goddess kali which no one is allowed to enter except his majesty the king, her majesty the queen and his royal highness the crown prince. Gorkha durbar has a collection of ancient arms and ornaments of goddess kali. These are taken outside for cleaning once in a year before the Dashain Festival.

The durbar includes the royal room where king Prithivi Narayan Shah the great was born, the throne of the said king can be seen from a window. It also has a special room designed for the festival of Dashain which is observed twice in a month on the day of astami (sept. - Oct.). This tradition was set by King Girwan Yuddha Bikram shah. Goddess kali is placed at the Dashain room from kailash on the astami day of chaite Dashain (April). Similarly in case of bada Dashain festival, goddess kali is placed in the room right from the first day of ghatasthapana to the 10th day of dashami. On the 7th day of Bada-Dashain (fulpati), the flower offerings are brought from here to Hanuman Dhoka palace in Kathmandu and then begins the festival in full swing all over the kingdom. On the day of fulpati, the Royal priest and other crew members called *kalseni* and *mauleni* are sent from the royal palace, Kathmandu for the procession. The fulpati procession occurs in the afternoon. Before the journey of the *kalseni*, *mauleni*, a group of 10 members the *Nissan* group goes to the satipal chautara located near tallo kot (fort). They then decorate their Nissan with colorful flags yak's tails etc. and also dress in formal. The procession of fulpati starts from Gorkha durbar with fulpati doli (sedan –sitter) accompanied by royal priest, *mauleni*, *kalseni* (the women who carries “kalas”) and others. They are accompanied by traditional musical bands. They finally reach at sati papal through the ways of Ganesh Mandir, Ram Shah chautari, tallo kot. The Nissan group also comes to the spot in silence. The two groups get back to Gorkha Durbar. On the way, the people worship the Fulpati Doli and take into the Dashain Ghar of the durbar with ritual ceremony. Before and after the procession as well as during it guns are fired to mark the occasion. One of the main centres that witness the animal sacrifices in a large scale on the Astami (8th day) is where the SPOUT MAULO (sacrificial post) is located. More than 84 he buffaloes and 200 goats are sacrificed here on that day. A giant ho buffalo called “SATAR” is sacrificed by strikes of khoads (long khukuri) with a group of 3-4 strikers. The meat of the he buffaloes and the goats are distributed as a Prasad (blessing of goddess kali).

In the eastern most part of the hill, the statue of Lord Pashupati Nath is located. Just below it lies chaughera house. At present it is used by a crew during different functions. In the western side of the durbar there is a small parade ground from where the majestic view of Annapurna range can be observed. In the past military was given there. Currently it has been used as a helipad. Also located at the side is the ancient house “shital pati” for traditional music lovers and bag pipers where century old musical instruments like kahal, bijuli, veri, kahal sikar, ohayaya, ohayal has been kept. Two big copper drums made in 1666 B.S. during the region of king chhatra shah can be seen at the ground floor of the Rang Mahal.

A Metal cannon of historical significance can also be seen near the historical copper drums. It was made in the year 1771 B.S. by prince Chandrarup Shah during the reign of his father king prithivi pati Singh. In an inscription dated 1769 B.S. Chandrarup shah the maker of cannon, has introduced himself as a minister. The cannon is worshiped by people, these days. Just below the durbar there is a small Pari (house) named “Damai pati” from where the traditional musical instruments are played on different occasions.

Figure No. 6.2: **Gokhanath’s cave**



The beautiful Gorkha hill also includes the Gokhanath’s cave from whom Gorkha is supposed to derive its name. In the east of the Gorkha durbar, Gokhanath’s cave is situated. Legend has it that while constructing the Gorkha palace its foundation broke down from time to time. A religious ceremony was performed in dedication the Gorkhanath and the dream of King Ram Shah’s shifting his palace from upallo kot to the Gorkha hill came true. Legend says it that until the performance of the religious ceremony, the materials for making the palace would be lost from the gorkha hill each day. Since the time, the worship of Gorkhanath began the priest for the ceremony has been a selected kanpatha yogi (hermit).

Ear rings worn by kanpatha yogi is of great importance. Legend has it that ear rings were left behind for the ancestors of the kanpatha yogi by lord Shiva, the great ascetic. The descendants of the yogi perform religious puja daily.”ROTA”(rice and wheat baked in the fire as well as fires in ghee) is given to visitors and pilgrims as Prasad. The Gorkhanath cave has included as inscription dates 755 b.s of king Shiva dev II, of lichavi period, a golden period in our history.

Hanuman Bhanjyang

Hanuman bhanjyang lies just below the eastern side of the Gorkha hill where the stone image of hanuman (monkey god) has been placed. The Gorkha hanuman is exactly at a distance of 52 miles from the kantipur hanuman at Kathmandu durbar square. The images of different gods and goddess are also found around hanuman Dhoka. Also located in the place the historical inscription dated 1769 B.S. of the then minister Chandra roop shah with his contribution and works.

Siddhi Ganesh

In the west of the Gorkha Durbar, on way to Racm Shah's Chautari there is a temple of Lord Siddhi Ganesh. There is a standing idol of lord Ganesh located inside the temple everywhere in the country idols of Siddhi Ganesh to be found. But standing Ganesh is rare. It is said that the Ganesh idol was built in part of the prince Chandra Roop Shah's residence. From here the panoramic view of the Himalayan range can be seen in the north as well as the green valley of Daraudi; villages and hamlets etc. The spot has been used it as a picnic spot these days.

Ram Sha's Chautari (Open platform)

An open platform known as Panche Chutari is located at a distances of few minutes walk from the west of the Gorkha Durbar. It is the place where king Ram Shah used to finalize different cases of the people. The open platform is situated at the naturally safe place which offers a view of all directions. The king was noted for his justice.

Upallo Kot

The top most part of the hill known as Upallo Kot (Upperfort-1522m.) is an attractive sightseeing hill with a tower from where Fulchoki hill, one of the hills that surrounds the valley of Kathmandu, can be viewed. The hill commands a breath taking view of Himalayan Range, beautiful scenes of villages and hamlets, fascinating scenes of green vally of Daraundi etyc. Once upon a time it is said that king Ram Shah's palace was situated on the top of the hill. According to the historians, the palace was later made at the famous Gorkha hill. On the way to the top of the hill there is a statue of Bhairab; the god of power. On the way of Upallo Kot there is a statue of Bajrabharai which has inscriptions of Lichhavi Period.

Tallo Durbar(The lower palace)

Located at the heart of old Gorkha city, the palace represents the art and architecture of the Malla period. The peacock windows are also found in the palace. On the premises lies the statue of king Prithvi Narayan Shah the great. In near future the palace will be utilized as historical

museum under the name of Prithvi Sangrahalaya. The foundation of the durbar was laid in 1895 B.S. during the ruling period of king Rajendra Bikram Shah Dev. The palace was originally built as a residence in exile for the crown prince Surendra Bir Bikram Shah Dev whom the queen, his step mother, unsuccessfully tried to banish, in order to enthrone her own son.

Mahadev Mandir

It is a rear dome shaped temple prevailing in the country. Also called Ramessor Mandir was made by king Ram Shah in 1693 B.S. in the year of 1737 B.S. Prithvi Pati Shah, the son of king Rudra Shah palaced his gold knotted brass statue in the act of worship on a stone pillar facing the temple. Legend has it that the statue was made by the influence of king Yog Narendra Malla a legendary king of Patan City.

Muralidhar Narayan Mandir (Krishna Mandir)

Located at the heart of Gorkha Bazaar, near by Rani Pokhari was built by king Ram Shah in 1671 B.S. A Guthi has been established in order to conduct various religious activities at the temple. The temple has its own remarkable significance on the festival day of lord Krishna's birth day (August), the image of lord Krishna is placed on a chariot and taken to Joshi's family house called "Bihar Ghar" at Tholo Aagan, Gorkha. People from different parts of Gorkha come to perform pooja at the need of the day after the performance of religious pooja by Joshi's family and procession starts from Bihar Ghar and the chariot is carried to Gorkha Durbar. It is accompanied by a musical band, many people and priests of Gorkha Durbar perform religious ceremony according to the Durbar's rules. The chariot is taken back to the temple. Joshi's family of Gorkha's has got the title "Chaudhary" and are closely related to the religious activities of this temple and Gorkha Durbar.

The Ganesh Mandir

Near the Muralidhar Narayan Mandir, a dome shaped Ganesh Mandir built by king Damber Shah is located. The temple has a great historical significance. Right from the reign of the said king the Gorkhalis have been found to be warriors to the outside world.

Bhimsen Mandir

Located at the centre of Gorkha Bazaar near the lower palace (Tallo Durbar), this single spired temple is worshiped by the Newar community. On the eve of Janai Purnima (The festival of Sacred Threads) Bhimsen Jatra is performed. The image of Bhimsen is placed on Rath (Chariot)

which is drawn through out the city of Gorkha. At the time of Rath jatra, a member of Joshi's family performs religious ceremony as priest.

Baldevesor Mahadev Mandir

Located at Chhepitole bazaar which is on the way to Dhara Pani. It was established by the then Royal priest Radha Ballav Aryal. Still there is a gong with in the temple premises which was placed on the name of Royal Priest after his death in 1869 B.S.. Till now the date of the construction of the temple is not known. The Acharya's of Chhepitole have been working in the temple as a priest.

Hatiya Thok

It is located just below the Gorkha Durbar which happeds to be a historical place. It is said that king RamShah brought some merchants from Patan for merchandise who sattlev down here. But later on when king Prithivi Narayan Shah left Gorkha the settlement of this place was transfer to the present Bazaar area of Gorkha city.

Rani Pokhari

It is Located near the Mahadev Temple and Muralidhar Narayan temple, this Rani Poakhari(Pond) was also made by king Ram Shah. Near the pond there is sorkhute Pati(sixteen columns rest house) which is annex with Muralidhar Narayan temple. This historical palace is situated on the top of the fortified hill above the township, about one hour's walk uphill from the bus station. On the west side of palace is the temple of Goddess Gorakhkali. There is also a famous cave sheltering the statue of Gorakhnath Baba (sage). It is believed that the name of Gorkha was derived from the name of this sage, whose blessings inspired King Prithvi Narayan Shah for the unification of Nepal. From the top of the hill above Gorkha palace and from a saddle east of the bazaar, the view of Manaslu and Himalchuli is spectacular.

Gorkha Bazaar

It is primarily a cobbled street market place where by people from neighboring hill dwellings come to trade. There are a few temples near about, but not much. Yet, it is worth a visit as it provides a very good vista of the quiet charm that soaks a typical hill village of Nepal.

6.2: Upalokot : (Bajra Bhairab)



It is situated at a 20 minutes walking distance from Gorkha palace. There is a viewing platform at an altitude of 1520 meters in Upalokot from where the spectacular view of Gorkha palace and the sliver shining snow-fed peaks can be enjoyed.

Prospect of tourism development in Gorkha is determined by different physical, cultural religious, historical factors.

The physical factors are- location, landform, climate, natural sceneries etc. The cultural factors are-cultural landscape, customs and traditions of different community groups, accessibility, accommodation, catering etc.

The religious and historical factors are- Gorkhanath temple, Muralidhar Narayan temple ward no. 1, Rameshwor temple ward no. Dhansibas, Bhimsen temple ward no 1, thuloaagan, Raj Ganesh Mandir ward no. 1 pokharithok, Radha Ballabheshwor temple ward no. 2 dharapani , Gorkha Durbar, Tallokot, Chaughera Bhawan, Garnel Dhara pipalthok etc.

Prospect of tourism development in any destination areas is highly controlled by different geographical elements.

These geographical components of tourism are:-

Accessibility and location

Space

Scenery-

Landforms. e.g., mountains

water, e.g. river, ponds

vegetation, e.g., forests

Climate: sunshine, clouds, temperatures, conditions, rain and snow.

Animal life: Wildlife, e.g. birds, tiger & Hunting and fishing

Settlement features: town/market, villages

Historical remains and monuments: Archeological remains

Culture: Ways of life, traditions, folklore, arts and crafts.

Religious: Hindu, Buddhist, Christian , Muslim etc.

Gorkha has its own scope for tourism development. The fundamental attractions of tourism in here are- natural sceneries, pleasing weather, colorful different communities such as Newar, Brahman, Chhetri ,Gurung, Magar and Dalit community their customs and way of life, terrace landscape and curio village, peaceful environment, origin place of the Nepal and Shah kingdom, place of justice, lots of temples and Gumba and so on.

More over some of these tourist attractions are given below:-

6.2: Pleasant Climate



Climate is a basic primary element for the development of tourism in any tourist destination. Gorkha is very pleasant climate is ideal for holiday. There are Four well define seasons, springs(March to May),summer(June to August), Autumn (September to November), and Winter(December to February).In winter particularly in late December or early January, Frost-free night and fogless morning and misty evening are almost the rule in the up hill of Gorkha. In mid- summer Gorkha is less hot. It is stated that Nepal is blessed with one of the favorable climate compared with the other tourists receiving countries.Travellers to both study areas were more satisfied with the test of pleasant, Fresh, hilly climate. Tourists want fine weather and

warm sunshine. A good weather is important because it plays an important role in making a pleasant.

Figure No. 6.2: Cultural Attraction



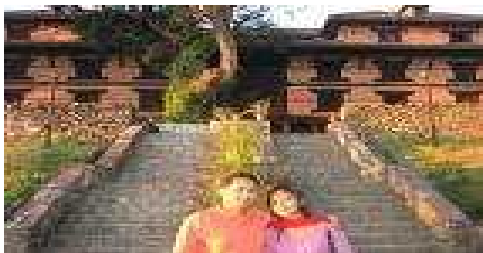
Brahman, Cheetri, Newar, Gurung, Magar, Damai, Kami are the main dwellers of Gorkha municipality.

The religious customs and traditions and the way of life is very from one community group to another. The diversified cultures, the curious village, and terraced farmlands of both study areas are sightseeing attractions of tourists.

An observation of the trend in tourist inflow in the past five years indicates that during the next decade tourism is expected to experience significant boost in Gorkha. It has been increasing becoming popular, as the ideal destinations for holiday making and nature tourism.

New hotels are coming up to cater to the demand of increasing tourists in Gorkha Bazaar. Hotels are competing among themselves to provide better facilities to the tourists .Hotel industry certainly has pivotal/vital role to play in the expansion and promotion of national and aerial tourism.

Figure No.6.2: **Gorkha Sightseeing**



Among the sites to visit, Gorkha Durbar tops in the list. This historical palace is one hour walk from downtown Gorkha. The intricately designed palace is strategically located over a fortified

hillock. On the south Western side of palace lies the temple of Goddess Gorkhakali adjoining with a Cave that claims to shelter the statue of Gorkahnath famous as the Tantrik sage. The location of this place is perfect to have beautiful and several other mountain peaks of Himalayan Range. In the centre of Gorkha Bazaar lies the museum transformed from Tallo Durbar built in 1835. The museum boasted a wide array of artifacts dating back to the days of Prithvi Narayan Shah and his descendants. Inside the museum you can find cannons, rifles, arrows, spears, the traditional "Panas", "Panche Baja", Chaityas and other ancient relics with several painting depicting the shah king and countries. Gorkha can be reached by surface from Katmandu, Pokhara and almost from all the borders between Nepal and India. It is situated about 137 km. from Katmandu and 85 km. from Pokhara. Gorkha Bazaar accommodates every range of hotels, guest houses, lodges and restaurants.

Scenic Attraction

Gorkha is a great natural catchments area out standing scenic beauty and graceful charm. The top of Gorkha municipality which called Uppalokot commands exhilarating views in all directions, a place of enduring loveliness with in all directions, a place of enduring loveliness with remarkable blends of scenery. The hills, mountains and Himalayan ranges, rivers, sunshine, sunset, forests, tallodurbar, Gorkhanath temple, siddha paila, Gorkhakali temple, Rangamahar, different settlement of different V.D.C., daraudi river etc. are strong forces attracting tourists.

Gorkha is a vast natural amphitheatre natural beauty exerts a strong designation for the tourists .Percipitous Himalayan peaks like Manaslu Himal,Ganesh Himal are also seen here. The natural beauty of Gorkha Uppalokot varies time to time. In the early morning 6:30-7:00 a.m. sunshine from the eastern mountain is the main attraction. The sun spreads orange color over the sky and getting its light the northern Himalayan peaks become started. At noon, the land becomes warm with daylight. In the evening, the view of sunset becomes another attraction. In the western horizon dim red color causes top of the Gorkha Kalika temple, Gorkha Durbar squar and Gorkha bazaar to become bright. The magnificent vivid natural sceneries provide an atmosphere of peace of tranquility.

Gorkha Ayurveda Company (P) LTD:

Gorkha Ayurveda Company was established a decade ago as a joint venture with CIDR (Centre International development et de Rechere) France in Gorkha to maximally utilize the locally

ayurvedic and herbal medicines to help in the countries health care. Gorkha was selected for the purpose because the district extends in the south from the subtropical regions in the north to the Tibetan border and is very rich in herbal resources. In fact Gorkha is an important trading centre of Himalayan herbs.

The production of Gorkha Ayurveda Company have become quite popular in the country for their effectiveness and one of the products Guduchi tea is exported to several European countries such as Italy, Germany, France,Swedan and the Ozech Repulic in considerable quantities. It is prepared from an indigenous common plant *Tinospora cordifolia* and is marketed in Europe as Himal herbal tea.

The factory is located in Gorkha Bazaar and employs about 40 local people. The company has a turnover of about 7 millions Nrs of which exports constitute more than half of the revenues. The company is in the process of reorganization and expanding to meet the growing demands of its product in the domestic and international parts.

Gorkha Palace

Visit the Gorkha palace here to begin your sightseeing of the region. Climb the palace steps from the bottom of the hill, all the way to the top, climbing about one thousand seven hundred steps (1700), in about two hours. That's some hiking to do! If you get tired sit down on a step or think how much easier the trip down will be! You will be glad you got to the top. On a clear sky day, you can view Himalayan range including spectacular view of Manaslu and Himalchuli Mountains, and panoramic views of the valleys.

Also view the palace building, one of Nepal's historical landmark, some buildings have interesting wood carvings portraying various romantic scenes. Also viwe the temple of Goddess Gorakhkali residing on the west side of the palace. To view sunrise from the palace, climb very early in the morning.

King Prithivi's Birthday Celebration

On King Prithivi's birthday, which is a national Nepali holiday known as Prithivi Jayanti, various celebrations are held throughout Nepal, one of which is held in Gorkha bazaar located at the foot of the hill. So if you happen to visit Gorkha on that day, observe that event as well. Prithivi Jayanti is on 27th of January.

The King's statues are found in many places in Nepal which many visitors find of interest to observe. Many places are dedicated to his name, for example Prithivi Chok (Cross Road) in Kathmandu, Prithivi Chok in Pokhara, Prithivi Chok in Bharatpur, and the Highway connecting Kathmandu with Pokhara and then to Baglung are called Prithvi Highway. Photos and Portraits of the King have his right-hand's first finger pointing up, signifying that Nepal is one kingdom (or in Nepali, the meaning is `We all come together as one). His statues have that characteristic.

Dashain Jamara Procession

During Nepal's popular festival Dashain, Jamaras are brought from the Gorkha palace to the modern Narayan Hiti Palace in Kathmandu. The King Prithivi Narayan Shah had moved the capital of Nepal from Gorkha to Kathmandu, and he is the founder of the Shah dynasty. Jamaras from Gorkha are used by the Royal family as a blessing from the King and above! On the Dashain Fulpati Day, there is a Royal Army parade, Fulpati procession to Gorkha Durbar and other activities of religious and cultural interests which visitors may find interesting to observe. Although there is rich in beautiful mountains, natural rivers, adventurous sports & activities; wild lives as well as diverse socio-cultural structures & heritages. Gorkha municipality is in poor in tourism development. Due to the lacks of resources, limited infrastructures, security, tourism is in Gorkha municipality is in serious problem.

6.3. Identification of Main Problems

One of the main purpose of this research is to identify the problems which has benn main abstraction for the development of tourism in Gorkha municipality. It is widely accepted that Gorkha municipality with its historical & religious factors got high potential for the development of tourism industry. Gorkha municipality has got lot of favorable factors which are required for the development of tourism in a country as Historical, Religious, natural beauty, rich Sight seeing etc. There are several serous problems which are obstruction in the path of developmental sectors.

On the other hand, Gorkha municipality excels in tourism but much of its vast prospect still awaits exploitation. Much remains to be done for its improvement. Tourism hare a pureky seasonal activity, shows & economic weakness because the people are one of employment

during the slack season. Therefore, needs a proper policy & planning for fullest & explanation of the existing tourism industry.

The facilities and services deteriorate sharply during the peak season, as the amenities available can not cope up with the huge rush. There are shortage of electricity cut, deterioration transportation & lack of accommodation all these lending to a chaotic condition. Not only the visitors are in convinced & put to unnecessary tensions when the local inhabitants get separated.

Demand for more tourist accommodation & provision of services industry associated with tourist activities need more spaced. Mushroom growth of hotels, shops & restaurants, has defaced much of the positive glories.

From the different studies & survey of Gorkha Municipality tourism shows that during the peak seasons, the visitors are greatly inconvenienced by soaring prices. Thus the tourism go with a bad impression & sometimes lead to social tensions & occasional crimes & vices. There are so many problem in Gorkha municipality. They are as follows:

6.4. Lack of Recreational Facilities

In Gorkha municipality, major of tourist are coming for recreational purpose. It also includes clubs, dancing theaters, cinema etc.

6.5. Lack of Good Quality Hotel

In Gorkha municipality there are only 5/6 standard hotels. That is the main problem of tourism sector.

6.6. Lack of well-Trained guides

Well trained guides are only one, with when tourist make contact for the information & importance of our cultural & historical places. So, a guide should be able to explained & express the importance of our cultural & historical places in an attractive way. If a guide is not well trained & uneducated he may give misinformation about the cultural & historical places in his own way, which will make the way they influence the tourists through proper guiding explanation about our unique social cultural antiquities.

6.7. Lack of Travel & Trekking Agencies

Tourism can be developed through travel agencies if they perform their task smoothly. Travel agencies play significant role in generating tourist from tourist originating countries making reservation for hotel accommodation, organizing travel & tour for a tourist etc. But due

to lack of well organized travel agencies, it could not provide substantial contribution in the development of tourism sectors. Besides these problems one state travel agencies do not have their branches in foreign countries, which is also affecting development of tourism in our country i.e. state(Gorkha: Gorkha Municipality)

6.8. Lack of trained Manpower

The trained manpower is always in high demand particularly in tourism business for it's development like trained guide, tourism policy who can provides a total information of various tourist sports within state. At peak tourist Seasons there is always a lack of proper trained guided & trained manpower in a state which create a big burden in the development of tourism.

6.9. Lack of Resources

The state/nation is still facing many problems in resources mainly lacking an economic & human resources in tourism. There has many plans & visions which can not be achieved due to the lack of economic capability (Gorkha Municipality)

6.10. Lack of Advertisement & Publicity

For the development of tourism advertisement & publicity play important role. Advertisement & publicity are only means to attract tourist from its organizing country. To attract tourist, culture & architecture, historical & religious, natural beauty etc through pamphlet, booklets, short documentaries, films, post cards, international magazines & other possible means.

The respondents mentioned many weakness. There are lack of visions among the policy makers, from the local to the highest levels, is the greatest drawback. The bureaucrats are neither sensitive nor serious on the matter. The lack of awareness among the local people is the second major hindrance.

The lack of attention paid by HMG/N to maintain standard in small hotel.

Government step towards tourist individual are still unsatisfactory.

Manpower trained by training centre (HMTTC) are still limited in number.

The lack of clear cut and comprehensive national tourism policy.

Finally, an absence of improved, effectiveness and co-ordinate administration unit are another remarkable problem for its rapid development of Tourism in Nepal.

CHAPTER SEVEN

Summary of Findings and Suggestions

Tourism is an age old phenomenon. At present tourism is recognized as one of the chief industries in the world. Tourism is an expanding industry through out the world. It's the world's fastest growing industry and it is anticipated to be the largest within few years. It is recognized that tourism is the basic and very desirable activities deserving the praise and encouragement of almost all countries in the world. Nepal is one of the most beautiful country in the world with lofty snow capped mountains and scenic, peaceful settings. It has varieties of tourism resources, place of natural beauty, historical, religious and cultural monuments. Art-Architecture, festival are the best attraction to the visitors. Among such attraction; Gorkha municipality is one of the most historical and religious tourist destination. It 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 diverse culture, the clean and fresh mountain air are the resources to attract visitors. The hilly natural landscape and panoramic view in the main features of Goprkha municipality for the lovely attraction of tourism. The panoramic view and sight seeing make the destination for pleaser seeking and holydays making to many visitors.

The universe of the study has been sampled from the Gorkha municipality in Gorkha district. The local people, domestic tourist, foreign tourist, hotel owners, tourism expert, Government service holder etc were the sample and the sample size is 39 for the study. The study entitled 'Problem and Prospect of Tourism in Gorkha- A Case Study of Gorkha Municipality' is to analyze potentialities of tourism in the study area.

Finding of the study revealed that there is high potentiatives of tourism in Gorkha municipality because it has numerous sight seeing spots, tourism interested place such as Gorkha Dubar, Gorkha Bazaar, Ram Shah's Chautari, Gorakh Nath Temple, Gorakh Nath Cave, Ranga Mahal, siddha Cave, Uppallo Kot etc. Besides this Gorkha municipality have several attraction which will be great interest for the tourist. This place looks attractive for both domestic and International tourist. In the view of its prospect for the tourism development of the local community and local bodies must be interested and be aware on the development of this area mainly as tourism destination. Visitors are found to visit this place mainly for observing natural beauty, historical and religious places and local culture. It is found that most tourism spend one day and generally spend Rs. 1000 to 2000 . The number of foreign tourist in the study area seems

very low due to lack of comfortable accommodation, security and facilities. From the study it is also found that people of Gorkha municipality also 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.

In conclusion it can be said that Gorkha municipality deserves the high prospect of becoming one of the best tourism destination of the country therefore, to develop Gorkha municipality as tourist destination package programmes and more advertisements are necessary.

Suggestions

Publicity and Advertisement

For the development of tourism, advertisement and publicity is very necessary. A well planned well coordinated and systematically integrated publicity campaign is required for effective promotion of tourism. Publicity about Gorkha, outside the world with various historical, cultural heritage, traditional, religious, photos of panoramic scene new tourism activities and required facilities must be published in time in the different parts of the world.

Expansion of all round facilities and service basic tourist facilities are however essential and must be continuously provided. These include construction and maintenances of roads, regularity in the supply of electric power and water, sanitary disposal service at all our tourist canters, improvement of travel facilities, adequate supply of telephones, installation of telex system, internet , health service and security services etc.

Good Quality Hotels

As a result of introduction of highly improved technology, now tourists want something more greater touch of sophistication. In view of this new development hoteliers will have to reorient their plans. They should emphasize more upon introducing new innovations to meet the requirements of modern tourists, such as creation of more varied entertainment and recreational facilities, maintaining libraries and small miniatures of our very ancient and important monuments,

temples, new sight seeing attraction, history and culture of particular region could be displayed in the hotels. This will create a sense of desire to pay visit these outskirt places and there is a possibility that they could prolong their stay another state.

Second category hotels of the town should be well equipped with more facilities. Various types of food have to be made available in these hotels. It would be better to furnish the bedrooms comfortably. Clubs should be developed to conduct cultural programmes in hotels and other places. Such programmes can be helpful to exchange the local culture between visitors. Moreover, it also helps to preserve the cultural wealth like songs and dance.

Tourism and Travel Agency

The basic facilities of travel agency are to create effective demand in the market and in the same way to provide satisfactory services to the tourists. Therefore it is necessary to find out as to what makes an individual to become a traveler or tourist to a destination. And recording should be done of those tourists who visited more than once. Most of the travel agency is confined only to the capital. So every tourism centre must have a travel agency and should be able to disseminate proper and accurate information regarding tourists. And also the rampant dissatisfaction among our clients from any particular area, who may have visited our state earlier. Endeavor has to be made to overcome complaints such as unfair dealing by taxi drivers' beggars, unscrupulous dealers of curios, souvenirs etc.

Trained Manpower

Basic tourist training should be given to those employees who are employed in tourism related activity as hotels, restaurants, transportation, trekking guide etc. Tourism being a service business, a developing destination must take the necessary steps to build a pool of efficiently trained people to fill various jobs, which will be created subsequently. A programme should be established to train prospective employees so that they could acquire both attitudinal as well as technical skills.

Encourage Private Investment

The government may take the initiative in project development but it will expect private investment support. This can be done by creating a favorable climate for investment and by offering special financial inducement such as tax concessions, credits, special facilities for purchase of land etc. All these investment incentives in some form or the other encourage private investment in the tourism sector.

Education

It is equally important to include tourism along with its other component as subjects of training and study is our education program. Education programming will help us in creating awareness among the people to value our tourist resources and understand the impact of tourist influx. Further it would also help to make the people realize their basic responsibilities of being in the host country. The subject course should be so designed as it could effectively provide sound knowledge about our main cultural historical and other types of resources.

An information centre, which has been very necessary for the visitors, must be established soon. In Gorkha District, there is not any record keeping system of the visitors. Therefore, visitor's record keeping system should be developed.

Program should be initiated for the preservation of local cultures, arts, environment, and natural resources, historical and religious of the study area.

Awareness programs and market management program for tourism development should be conduct among the Gorkhali people.

Awareness program about the tourist activities and benefits of tourism industry should be conducted among the people of this area.

Local people must play a vital role for the promotion of tourism.

Security is also another main theme of increasing tourist so Government of Nepal and the local people should manage the suitable environment for the tourism industry.

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Annexes:

Questionnaires for local peoples:-

1. Personal information:

Name:

Age:

Education:

Address:

Sex: Male /Female

Marital status: Married/Unmarried

2. What is your main source of income?

- a. Agriculture ()
- b. Tourism ()
- c. Business ()
- d. Other ()

3. How much money do you have saving?

4. Are any members of your family involved in tourism related activities?

- a. Yes ()
- b. No ()

5. Are you ready to cooperate with tourist in Gorkha Bazaar?

- a. Yes ()
- b. No ()

6. How many tourists per day do come here?

- a. Few ()
- b. 10-20 ()
- c. 20-50 ()
- d. above 50 ()

7. Would many like to arrival of tourist in your area?

a. If yes why?

b. If no then why?

8. Would you like to develop this place as tourist destination?

a. Yes ()

b. No ()

9. If yes, what kinds of help can you provide?

a. Trekking tourist at home ()

b. Behaving hospitality ()

c. Guiding tourist ()

d. Others ()

10. What will be the benefit for local people if this place developed as tourist destination?

11. Before how many years are you staying in this place?

a. One generation ()

b. Two generation ()

c. five generation ()

d. More than five generation ()

12. Have you faced any kind of problem due to tourism?

a. Yes ()

b. No ()

If Yes, specify

13. What you think about the future of tourism in Gorkha Municipality?

14. Can you suggest for the development of tourism in Gorkha Municipality?

15. In your opinion what are the main attractions of Gorkha Municipality?

16. What types of tourist visit Gorkha Durbar?

a. Domestic ()

b. Foreign ()

17. How long do they live?

a. Domestic ()

b. Foreign ()

18. What should be done to develop tourism in Gorkha Bazaar?

19. Do you think that tourism could improve the socio-economic condition of the people to Gorkha Municipality?

a. Yes ()

b. No ()

Thank You

12. What types of accommodation facilities do you have in your hotel/lodge?

13. What is your hotel/lodge investment pattern?

Is yours

a. Own investment () b. Lone from bank ()

14. What do you think why the tourist visit this place?

a. For study () b. For natural beauty ()

c. For Historical & religious place () d. Others ()

15. What are the attractions of the tourism to come here?

16. Which means of transportation are used tourists for site scene?

17. What type of extra activities do your guests prefer?

a. Site seeing () b. Trekking () c. Mountaineering ()

18. From which country do more tourists come?

19. From which place of Nepal do more people come here?

Thank you

Questionnaire for the visitors:

Domestic Tourist:

1. Introduction:

Name:

Sex: Male /Female

District:

Marital status: Married/Unmarried

2. You are in which age group?

- a. below 30()
- b. 31-45 ()
- c. 45-60()
- d. above 60()

3. Why did you come here?

- a. Sight seeing ()
- b. Entertainment ()
- c. Business ()
- d. Study/ research ()

4. Is your first of visit?

- a. Yes ()
- b. No ()

5. If no how many times did you visit?

- a. 1-15th time ()
- b. 15th -30th ()
- c.30th - 45th ()
- d. 45th above ()

6. What did you get different between your place and this destination?

7. How long do you stay here?

- a. 2 hrs ()
 - c.1-3 days ()
 - d. more than 3 days()
-

8. What is your average expenditure per day in destination?

- a. 200 ()
- b. 200 – 5000 ()
- c. 500 -1000 ()
- d. above 1000 ()

9. What should be improved to make you spend few days in this place?

- a. Security ()
- b. facility of entertainment ()
- c. Accommodation ()
- d. Others ()

10 Have you ever consult with any tourism organization?

a. Yes ()

b. No ()

11. If so, then what kind of response did you get from them?

a. Key information ()

b. satisfactory ()

c. positive ()

d. negative()

12. Would you write some suggestions to promote the tourism in this area?

Thank You

11. Would you tell me the sources from which you know Gorkha is the one of the tourism area of Nepal?

- a. Travel Book & Agents ()
- b. Means of communication ()
- c. Friends ()
- d. Other ()

12. In your views, what are the problems to develop this place as tourist destination?

13. In your view, what sort of infrastructures should be developed to make this area as more attractive tourist destination?

Thank You

Questionnaire for Tourism Experts/Government service holders/Social workers:

Personal Introduction:

Name:

Age:

Education:

Post:

Organization:

1. In your opinion, what kind of tourist visits this place?

- a. Domestic () b. International ()

2. Would you like to develop this place as tourist destination?

- a. Yes () b. No ()
-

3. If yes, what are the possibilities to attract the tourist?

4. What will you do to develop this place as tourist destination from your site?

- a. making good plan() b. improving in infrastructure()
c. advertising tourist products() d. others()

5. Are there any places which can develop as tourist destination in the surrounding your locality?

- a. Yes () b. No ()

6. If so, would you mention some places?

7. Any more possibilities to develop the tourism in your locality?

8. In your views, what are the problems to develop this place as tourist destination?

9. In your view, how can we solve this problem?

10. How can we develop this area?

11. How can you conserve and promote this area as a highly demanded tourist area?

Thank You