



**LAUREA**  
UNIVERSITY OF APPLIED SCIENCES  
*Together we are stronger*

# Sustainable Tourism Development of Kathmandu

## Case: Kathmandu Valley

Khadka, Kishor  
Rayamajhi, Sovit

2016 Kerava

**Laurea University of Applied Sciences**  
Kerava

**Sustainable Tourism Development of Kathmandu**  
**Case: Kathmandu Valley**

Khadka Kishor, Rayamajhi Sovit  
Degree Programme in Tourism,  
Bachelor's Thesis  
November, 2015

Khadka Kishor, Rayamajhi Sovit

**Sustainable Tourism Development of Kathmandu**

Year 2016

Pages 43+7

---

This Bachelor's thesis was prepared for the fulfillment of the educational standard of Laurea University of Applied Sciences. This thesis is aimed to achieve a main goal which is to explore Sustainable tourism development , products & services with its local environment in Kathmandu valley, Nepal. The empirical study material was collected at three major cities of Kathmandu valley. In addition, this thesis describes the current situation of sustainable tourism development of the Kathmandu valley.

The research was accomplished with the help of the structured interview, e-mail questionnaire and questionnaire surveys . The empirical study material was collected from different websites and sources that were related to tourism of Kathmandu valley. This thesis presents the significance of sustainable tourism in a whole life approach. The study introduced the theory of sustainable tourism and its principles, sustainable tourism in Nepal and the concepts of ecotourism and sustainable tourism. Moreover, this thesis has explained the valuable culture, traditions, norms and values of Kathmandu Valley. The secondary data and literature were used in theoretical framework. To support the theory present in the theoretical part of this thesis, writers used qualitative and quantitative research method in which theme interview and questionnaire surveys were conducted.

The interview was taken from the experts working in tourism industry. Similarly, the quantitative data was collected from different parts of the Kathmandu valley. The collected data were then analyzed using SPSS tool to find out the solutions of sophisticated problems related to sustainability. Furthermore, this thesis facilitates to build up the social inclusion, independence, equity and dignity. In order to strengthen the potentiality of sustainable tourism in Kathmandu valley, this thesis gives an innovative idea and a solution to improve sustainable tourism products and services in Kathmandu valley.

Keywords: ecotourism, sustainable tourism, renewable energy, Kathmandu valley

## Table of Contents

1. Introduction .....	1
1.1. Tourism in Nepal .....	1
1.2. Sustainable Tourism Development .....	2
1.2.1. Ecological aspect.....	3
1.2.2. Economic aspect .....	4
1.2.3. Social Cultural aspect .....	5
2. Tourism in Kathmandu Valley .....	6
2.1. Kathmandu City.....	6
2.2. Bhaktapur City .....	7
2.3. Patan city.....	7
3. Current Tourism Situation in Kathmandu Valley .....	9
4. Kathmandu as Tourism Prospective .....	11
4.1. Eco tourism.....	11
4.2. Cultural and Festival Tourism.....	11
4.3. Pilgrimage and Spiritual Tourism .....	12
4.4. Village Tourism .....	12
4.5. Adventure Tourism .....	12
5. Future of Tourism in Kathmandu valley .....	14
6. Impacts of tourism .....	15
6.1.1. Economy .....	15
6.1.2. Employment.....	16
6.1.3. Social cultural & Infra structural development.....	16
6.1.4. International Understanding .....	17
6.2. Negative Impacts .....	18
7. Strategies for Sustainable Tourism Development in Kathmandu .....	19
7.1. Proper Tourism Planning and Implementation .....	19
7.2. Product Development .....	19
7.3. Environmental protection.....	20
7.4. Empowerment of local communities.....	20
7.5. Protection and Management of Cultural, Religious and Natural Heritages .....	20
7.6. Proper management of solid wastes .....	21
8. Research Methods .....	22
8.1. Research method used .....	23
8.2. Analysis of the Survey .....	23
8.3. Result of the surveys .....	38
8.4. Analysis of Interview.....	38
8.5. Realibility of the result .....	40

8.6. Analysis of Interview.....	40
9. Conclusion .....	42
References .....	44
Graphs .....	47
APPENDIX .....	48

## 1. Introduction

Tourism industry is one of the largest industries in the world. It generated US\$ 1.5 trillion in global receipts in 2014. It is the most important part of the global economy. International tourism is the fourth largest industry in the world. According to World Tourism Organization the rate of international tourists has been increased by 3-4 percentages in 2015. (UNWTO 2015). In Nepal, tourism is the largest income to the country after agriculture.

The direct contribution of Travel & Tourism to GDP of Nepal in 2013 was estimated to NPR 68.8 billion (3.9% of GDP). It was forecasted to be increased by 9.8% to NPR 75.6 billion in 2014 (World Travel & Tourism Council 2014). Tourism has become one of the largest and the most growing industry in Nepal. Even though Nepal is rich in its cultural and natural diversity it has not been able to achieve good results from tourism industry. Despite the economic growth of the country mainly sustained by the tourism sector the country is still affected with low literacy, poor infrastructures, under-equipped health and education system and political instability. As a result Nepal ranked 10<sup>th</sup> poorest countries in the world (Hudry & Cecile 2012). The government of Nepal has not been able to pay enough attention to the rural poor areas. But fortunately there are several different non-governmental organizations such as NGO and INGO in the country through which it has been able to improve the living conditions and lessen extreme poverty of people by providing them opportunities of income, education and health facilities. Moreover, tourism is an useful tool to be benefited in this issue (Ashley & Mitchell 2005). Tourism activities done with the concept of sustainability can be worthwhile for every sector.

### 1.1. Tourism in Nepal

Though tourism in Nepal is a recent phenomenon, the trend of the growth of visitors in Nepal is significant. There has been rapid growth of tourists arrivals from mere 6,179 in 1962 to 735,932 in 2011 with 118 fold increase in a period of five decades (NTB 2012). The number of tourists have been increased continuously since the time Nepal was opened to the external world for the first time in the year 1962. Tourism demands have continuously increased since 1962 except for three notable setbacks in Nepalese tourism in the past. Such setbacks were during the civil unrest for pro-democracy movement in 1990, unstable political condition in the post democracy era in 1993 and the peak (2000-2005) of the Communist Party of Nepal (Maoist) armed conflict (1996-2006). Such setbacks were due to the lack of peace and instability caused by various immediate and external environments.

Nepal is unique in the tourism map of the World. It has immense large opportunities for economic prosperity and the post-conflict peace building through tourism due to its potentiality to achieve comparative advantages in national and local economies. Nonetheless, there are several challenges related to external and immediate environment such as lack of responsible and sustainable tourism indicators, practices, monitoring and evaluation and sporadic political instability. Social conflicts such as frequent demonstrations, vandalism, strikes and some international conflicts with neighbouring countries and growing labor unions has also created several disputes within tourism sector. Tourism can be sustainable only if the beneficiaries are encouraged and empowered to take the leadership in formulation of policies and plans and their command in implementing those policies and priorities in actions (Dhakal 2003). Introduction to Sustainable tourism and aspects of sustainable tourism are defined in following chapters.

## 1.2. Sustainable Tourism Development

Sustainable tourism in its absolute sense is an industry which attempts to make a lowest impact on the environment and local culture while creating an healthy situation to generate income, employment and conserve local ecosystems. It is a responsible tourism that can be both ecologically and culturally sensitive. Thus, sustainable tourism have minimal impact on the environment and culture of the host community. According to Our Common Future the concept of sustainable development is based on the principles of equity, ethics and quality of life. Sustainable tourism is also a process to meet the needs of the present generations without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development 1987).

WTO (1993) defines 'Sustainable tourism' as a tourism activities which improves the quality of the life of the host communities by providing a high quality experience to the visitors and maintains the quality of the local environment on, which both host community and the visitors are benefited (Butler 1993,29). Sustainable tourism development is also a process that seeks to enhance the quality of life of local people and maintain the quality of tourist experience at destination areas through the promotion of economic developments. It also helps to conserve local natural, cultural and built resources (Hunter & Green 1995).

The sustainable tourism strategy of Levi resort in Finnish Lapland, for example, presents us that the goal for social sustainability is 75% of the total workers working in the resort are the local people. Compared to rest of the other destinations in Finnish Lapland, however, it is not

a remarkably rational number. Thus, the question is: does it represent the sustainability or is it the limit to set its level?

Sustainable development is comprised of three different Dimensions. These are the economic, social and environmental dimensions. All of these dimensions should be considered equally and taken into account that they are all inextricably linked. Many organizations and actors in tourism industry however tend to place one particular dimension at the forefront of their definition of sustainable tourism (Parkyn & Tyumeneva 2015). Dimensions of Sustainable tourism development are described below.

#### 1.2.1. Ecological aspect

The ecological aspects of sustainable tourism means the complex relationship between tourism and environment. Long term maintenance of the components of ecosystem is known as environmental sustainability. When it comes to environmental sustainability, the preservation of natural vegetation and wildlife should be done in a proper way. Proper management of natural resources should be done in such a way that the future generations are not deprived to fully use those resources. Energy consumption can be carried out by using renewable sources such as electricity, solar energy and wind energy rather than using coal fuels and other petroleum products. The impacts of tourism can be very harmful to any environmental aspects. A few examples to show how tourism can be harmful are mentioned below.

1. Tourists make use of a range of natural resources, for example, water resources for bathing and swimming pools. Excessive amounts of water is consumed where water resources may be scarce. Garbages and sewages can also pollute the sea and other sources of water if it is not adequately treated.
2. Over exploitation of biological resources, trampling and damaging of vegetation for the purpose of tourism activities can be very harmful to the natural areas. Moreover excessive emissions of smokes from vehicles can cause air pollution.
3. Tourism also has negative impacts on the built environment. These impacts may include disproportionate number of infrastructure or pressure on existing infrastruc-



ture, changes in the character of built areas through urban expansion and traffics. Wildlife can be harmed due to the destruction of habitats, which in turn can result in damage to feeding habits, disruption in breeding patterns and woodland (Swarbrooke 2002). Environmental aspect of sustainable tourism can be classified into:

#### 1.2.2. Economic aspect

Tourism plays an important role in economic development at communal/regional, national, and global levels. Economic interest generally means large scale development. It also gives the information related to the the number of tourists visiting to a specific destination. Global economists forecast continuing international tourism growth. As one of the world's largest and fastest growing industries continuous growth of international visitors might place a great stress on biodiversity and cultural diversity on which mass tourism relies upon. Increment in tourist arrivals leads to increase in revenue of the place by selling local products available in local community which creates employment opportunities to the local people. Local people can be benefited directly or indirectly from tourism businesses.

Tourism can contribute to government revenues directly through the taxes collected from tourism businesses taxes and tourism employment and indirectly from the taxes levied on goods and services used by tourists (Parkyn & Tyumeneva 2005). As being part of the local economy tourism can broaden the economic base of the host country. The economic aims of sustainable tourism are:

- To optimize tourism economic benefits while minimizing its costs even the distribution of all of the tourism benefits as widely as possible throughout the host community.
- To make sure that a tourist pay fair price for their holiday experience.
- To try and share the costs and benefits of tourism fairly between the tourism industry and the government agencies in the destination. To make sure the needs of the tourist are being met.
- To protect locally run businesses from unfair competition from larger foreign owned enterprises which do not bring many benefits to a destination
- To reduce leakages from the local economy (Swarbrooke 2002 ).

### 1.2.3. Social Cultural aspect

The mutual dependence between tourism and culture has become more evident. Cultural heritage of a certain place can attract tourists since tourists are curious to visit and experience a unique place and culture. At the same time locals can share their culture, traditions and customs to the tourist by which mutual understanding of local people and tourists can be maintained. In addition, the culture and traditions of that place are promoted globally through the national and international visitors. Beautiful landscapes, accommodation facilities and other infrastructures such as transportation and built facilities for tourists should be sufficient to meet the needs and expectations of a tourist. Satisfying a tourist's needs with a familiar and comfortable facilities which are usually of European standard is slowly leading to the standardization of cultural conduct.

Social cultural aspect leads to commercialization process that will sooner or later change the local customs and traditions. Demonstration of behavior, dress and customs alter the corresponding behavior, dress and customs of the local residents. The socio-cultural impacts of conventional tourism are the effects on host communities which are directly or indirectly caused by the interaction between tourists and the host communities. For various reasons host communities are often weaker party in interactions with their guests and service providers. The impacts arise when tourism brings about changes in value systems and behavior thereby threatening indigenous identity. Furthermore, changes often occur in community structure, family relationships, collective traditional lifestyles, ceremonies and morality (Coastlearn 2015).

## 2. Tourism in Kathmandu Valley

Kathmandu valley is located in Nepal .It lies between the latitudes 27° 32' 13" and 27° 49' 10" north and longitudes 85° 11' 31" and 85° 31' 38" east and is located at a mean elevation of about 1,300 meters (4,265 feet) above sea level. It is located at the crossroads of ancient civilizations of Asia, and has at least 130 important monuments including several pilgrimage sites of Hindus and Buddhists. There are seven World heritage sites within the valley. Kathmandu valley consists of three main cities namely Kathmandu, Bhaktapur and Lalitpur. The Kathmandu valley has sub-tropical cool temperature with maximum of 35.6°C in April and minimum of -3°C in January and 75% annual average humidity. The temperature in general is 19°C to 29°C in summer and 2°C to 20°C in winter. The average rainfall is 1400 millimeters most of which falls during June to August (Pant & Dangol 2012).

It is the most developed and most populated place of Nepal. The majority of headquarters are located in Kathmandu valley, which makes economic hub of Nepal. Different architecture, pagoda styles temples including golden shrine on the top are very popular. Kathmandu valley is also known as the place of Jatras (street carnival festival), which are considered as one of the major tourist attractions.

This valley represents a UNESCO World Heritage Site with seven preserved locations: the centers of the three primary cities; Kathmandu Hanuman Dhoka, Patan and Bhaktapur, the two most important Buddhist stupas, Swayambhunath and Boudhanath and two famous Hindu shrines; Pashupatinath temple and Changu Narayan. Kathmandu city is also known the cultural and economic hub of Nepal. From the tourism point of view economy and cultural heritage, the sister cities of Patan(lalitpur) and Bhaktapur are inter-related to Kathmandu. It is the gateway to Nepal Tourism since tourist arrives first to Kathmandu as Nepal has only one International Airport (TIA). Thus, it is also the nerve center of the country's economy (Tourism Kathmandu.com 2012).

### 2.1. Kathmandu City

Kathmandu is the capital and the largest metropolitan city of Nepal. Kathmandu as the gateway to Nepal Tourism is the nerve center of the country's economy. The city is rich in its history. It is nearly about 2000 years old as inferred from an inscription in the valley. Most of the people follow Hindu religion followed by Buddhism. People of other different religions also lives in Kathmandu. Nepali is the common language of the city although many people speak Nepal Bhasa (Newari) as it is the center of the Newar people and culture. Whereas, Most of

the educated people of Kathmandu valley can speak English Fluently (Kathmandu Metropolitan city office 2015).

Around Kathmandu there are many temples, shrines, interesting buildings, traditional villages and beautiful scenery and trekking areas. One of the main places to visit is the Buddhist sites of Swayambhunath which has a great setting on top of a hill. The most important Hindu temple is Pashupatinath which is situated on the eastern side of Kathmandu nearby the Tribhuvan International Airport. (Kumar & Raj 2005).

## 2.2. Bhaktapur City

It is a place which lies at an altitude of 1,401 metres and also known as Bhadgaon. Literally, it is the City of Devotees and is a city rich in ancient handicrafts and sculptures carved on woods or stones. The amazing ancient 'Durbar Square' with its Golden Gate and extraordinary Palace of Fifty-Five windows attracts significant number of tourists. The Golden Gate reflects the golden days of the Malla Dynasty (Medieval Period). This ancient city is a place of Newar community who have their own culture and traditions. This place is also famous for pottery and woodcarving. (Tourism Kathmandu.com 2012).

Bhaktapur is also renowned globally for its colorful festivals, traditional dances and the typical indigenous Newar lifestyle. It has reflected as Nepal's Cultural Capital showing its traditional music and ritual dances. Due to its precious monuments and long history of craftsmanship of the native people this ancient city is also known as the 'Living heritage'. Since it is one of the historical cities within Kathmandu valley most of the foreigners enjoys visiting to Bhaktapur during their visit to Nepal. Bhaktapur has also other beautiful sightseeing. Nagarkot, Changu Narayan temple and Dhulikhel are other popular tourist destination of Bhaktapur. (Bhaktapur Tourism Development committee 2014 ).

## 2.3. Patan city

Patan city, also known as Lalitpur lies about 5km in the southeastern side of Kathmandu. It is known for the home of the valley's talented craftsmen who preserve ancient arts and techniques. This city includes old charm with its narrow streets, brick houses and the multitude of well-preserved Hindu temples and Buddhist monasteries (Vihars), which are considered as the main attractions for visitors (Tourism Kathmandu.com 2012).

Visitors can have an opportunity to see beautiful works of religious art and architecture in Patan city . Moreover, other travelers can go for trekking, mountain biking, water rafting, mountaineering and aerial exploration of the Kathmandu Valley. The four Ashoka Stupas marking the four corners of Patan are the symbol of the Buddhist Wheel of Righteousness ('Dharma-Chakra') which are located at Pulchowk, Lagankhel, Ebahi and in Teta. These are the ancient monuments that were built by the Indian Emperor Ashoka India in 250 B.C. Each of them are different. In the heart of Patan lies Patan Durbar Square which includes ancient palaces, pagoda temples, stone baths, Hindu and Buddhist statues, bas relief and engravings and bronze carvings. These ancient values of Patan attracts large number of visitors. (Patan.com 2015).

### 3. Current Tourism Situation in Kathmandu Valley

Holidaymakers in Nepal are helping to rebuild the country after the deadly earthquake of April 12, 2015. Besides the Himalayas, the historical sites of Kathmandu valley are the Country's major tourist destinations which draws significant amount of visitors. Many of the local temples, Newar town houses, pilgrims and old monuments built in 17th and 18th century were destroyed during the earthquake. The country's most important Hindu shrine Pashupatinath (enlisted in World heritage site by UNESCO) is also partially damaged. The historic towns of Bhaktapur and Patan were also ruined. Old houses and temples were collapsed in these areas (Vater 2015). Trekking and other adventure activities occupy 40% of Nepal's visitors and the rest of 60% is occupied by stunning cultural and religious heritage which were also badly damaged by the earthquake. Almost all of the World Heritage Sites in the Kathmandu valley are now reopened to welcome tourist again.

Among 75 districts of the Nepal, only 14 were suffered from earthquake, Including all three districts of the Kathmandu valley. Many of the ancient historical buildings of Kathmandu valley were destructed in recent devastating earthquake. The "Dharhara", a 60 meter & 9 stored man made tower, built in 1832 was totally collapsed. Nepal's only international airport in Kathmandu remained open after a week followed by earthquake. Other famous sites in the valley, including Kathmandu's Durbar Square and Swayambunath were badly affected. So tourist who came to visit Valley can't see such ancient historically importance buildings at the present situation, although government has already brought plans to re-construct and to rebuilt , such ancient monuments of the Kathmandu Valley. But effective works hasn't been done by any sector's to till date. Most of the historical sites has been reopened and operating normally, after the deadly earthquake. The only World Heritage Sites in Kathmandu still remained closed is the temple of Changu Narayan (Gurdain 2015). Though some of the old temples and monuments in Kathmandu were destroyed World Heritage Sites enlisted by UNESCO inside Kathmandu are marked safe for visit. The government of Nepal has formally opened the sites for both internal and outbound tourists.

As the tourism sector of the country is trying to recover from a devastating earthquake, tourism areas has been totally hit by another fuel crisis and shortages including Kathmandu valley. The fuel crisis was caused after Nepal's first long process of constitution writing, which was passed successfully on September 20. However, some political ethnic groups like as, Madhesi and Tharu, minority groups that live in southern Part of the Nepal, were still not satisfied with newly made Constitution by the Nepalese Constitutional assembly. As a result, they are on process of strike at the moment , which was started about 4 months ago raising their demands and agendas to be fulfilled by the Nepal government. When their demands were ignored by the Nepal government , they blocked the borders with India , as a result the

Kathmandu valley is facing fuel shortage and crisis. Nepal's economy is totally down at the moment ,as a result of fuel crisis and country has no Option besides India for a fuel supply, because of this tourism of the Valley has been effected badly ( Aljazeera 2015). Due to fuel shortage many restaurants and hotels of Kathmandu has been effected badly, as there is also shortage of LPG cooking gas and there is no proper electricity facilities all the time. Many restaurants has been closed, Whereas, Star hotels of Kathmandu valley are using firewood for cooking purposes.

Nepal political conflict is also on process to be solved, as Nepalese government is engaged busy on meeting and delegation with several political parties about arisen agendas to find suitable solution. Government is also appealing with Indian government about ,un-announced broders blockade. Positive scenario can be seen in tourism sectors, because Indian government is positive to open their broder's ,with Nepal for its trade as soon as possible. Kathmandu is getting numbers of tourists, as tourism activities is functioning normally after deadly earthquake, besides at period of fuel shortage. While Kathmandu valley is getting lots of tourist as ,there is high peak very busy seasons of tourism at the moment. Whereas, some of the broders with ,India has been operating normally. There is seasonal tourism flows ,as numbers of tourist arrives from India and China to the Kathmandu valley.

#### 4. Kathmandu as Tourism Prospective

Nepal is rich in its unique nature, culture, geographical locations and climate. The elevation of the country ranges from 60 meters above sea level to the highest point (the Mt. Everest) at 8848 meters on earth. Kathmandu is the capital city of Nepal. It is one of the most densely populated cities. Kathmandu is regarded as the top tourist destination compared to other tourist destination in Nepal since the only international airport of Nepal lies in this place. Moreover there are significant number of historical places, natural structure, temples and other historical building or King's Palace. It is also rich in cultural diversity. Kathmandu includes all kinds of facilities and services including stars hotels, casinos, resorts, restaurants, and lodges which are essential for the tourists. Out of ten world heritage sites seven of them lies in Kathmandu valley. Tourists have an opportunity to see complete view of mountain range during the Kathmandu valley trekking. Tourist can visit rural culture life style without any expensive tools and equipments (Himilayaban 2011). The detail information of the prospectives of Kathmandu valley is below:

##### 4.1. Eco tourism

Tourists can experience eco-tourism in Kathmandu valley. Many hotels and restaurant provides eco services. Travel agencies and local people of Kathmandu also promote eco-tourism.. Kathmandu valley is surrounded by mountains on all sides due to which there are many possibilities of activity related to nature tourism such as trekking, hiking, canyoning, camping, fishing and cycling. Bio-diversity has made Kathmandu one of the most beautiful tourist destinations in Nepal. Shavapuri Nagarjun national park is located in Kathmandu. This national park consists diversified flora and fauna. The attractions of this national park are golden jackal, Himalayan black bear, jungle cat, Chinese pangolin, Himalayan and squirrel. Nagarkot is another nature base tourist spot of Kathmandu valley. From Nagarkot tourist can have an opportunity to experience a wonderful view of sunrise and the enumerable mountains including Mount Everest and other snow-topped peaks of the Himalayan range of eastern Nepal. Nagarkot is located about 32 KM far from the Kathmandu city and situated at an altitude of 2100 m above the sea level. (Business management and gadgets 2010)

##### 4.2. Cultural and Festival Tourism



Nepal is a multi-ethnic and multi-linguistic country. There are 125 ethnic groups speaking 123 different languages and following more than 10 different religions. There are all people of ethnic groups living in Kathmandu valley but majority are Newars which comprise 29, 6 % followed by Tamang 20% and rest are of other groups (according of 2011 census). Every ethnic group has their own cultural beliefs and customs. Majority of people follow Hinduism and Buddhism in Kathmandu valley. Festivals are another attractions of Kathmandu valley. It has all-year-round festivals and celebrations connected to various religions, customs and traditions of Nepalese Society. The main festivals are Dashain (celebration of victory), Tihar (celebration of light and brother-sister), Holy (celebration of color), Indra Jatra and Kumari Jatra (biggest street festival), Shivaratri and Buddha Jayanti.

#### 4.3. Pilgrimage and Spiritual Tourism

Pilgrimage/spiritual tourism is another popular tourism in Kathmandu since it has numerous ancient pilgrimage sites. The Kathmandu valley consists significant number of Hindus temples and Buddhists stupas. Pashupatinath Temple, Swayambhunath stupa, Bouddhanath stupa, Dakshinkali and Bhadrakali are some famous temples and stupas of Kathmandu. Tourists comes Nepal for spiritual process. Some of the temples and Gumbas (Buddhist temple) provides the place for tourist to meditate in peace place. There are also yoga centers which provides spiritual lecture about life, death and liberation from Guru (spiritual teacher).

#### 4.4. Village Tourism

Village tourism is the way to know the lifestyles of rural people which includes village life, foods, customs and festivals . There are significant number of villages consisting different ethnic people. Basically, in village tourism local people provide accommodation and other facilities and tourist spend his/her time with them. Tourist can found home stay in city but the difference between village and city life is very different. A traveler can experience the two way of life which has not been changed even at the advent of modern science and technology. Village tourism gives opportunity to the local people to strengthen their economic conditions and living standard. It is also cheap for traveler since rural places are cheaper than the cities.

#### 4.5. Adventure Tourism

Another attraction of Nepal is adventure tourism Kathmandu has only short trekking routs for example Nagurjun-Swyambhunath, Dakshinkali-Nagarkot and Sundharijal-Shivapuri are famous

trekking routes in Kathmandu valley. Kathmandu has high potentiality of adventure activities such as sky diving, boating, fishing and angling. The one and only very popular Bhoti koshi bungee jump is only 100 KM far away from Kathmandu. Kathmandu is old and historical city. It is very rich in culture and historic building and architecture. Tourist can found various kind of activity to do in Kathmandu valley. (Himalayan glacier 2015)

## 5. Future of Tourism in Kathmandu valley

Every moment a tourist spent can be a new experience in Kathmandu. The Valley has something to offer new for everyone and is considered as a popular tourist destination. It can provide high quality of product and services in tourism industry which in turn can attract more general and special holidaymakers in future. Statistics shows that a high percentage of visitors wish to visit this place more than once. At present the image of Valley for future tourist seems to be bright if the political problems are solved and proper plans are being introduced to develop sustainable tourism. Concerning on available quality of services, unique culture, climate, history, natural environment and friendly people the Kathmandu valley could be identified as tomorrow's top multifaceted tourist destination. The Kathmandu Valley can be a top tourist destination for world class cultural tourism and special interest tourism products. It can also be a popular destination for pilgrimage and those people who seek a suitable place for meetings, conventions and events, business and sport and adventure tourism. (Guni & Amar 2005).

Rebuilding and repairing old structures and building which are of cultural importance are on process that were damaged during the deadly earthquake of April 25, 2015. Government is also working on reliable and standard public transport infrastructures. Public transport are going to be equipped with metro rail, light rail and trolley bus along with new satellite centers. Thus, it is going to be more convenient & easier for the visitors to travel through valley in the future. Global Environment Facility (GEF) has confirmed \$2.8 million in grants and 27.9 million in co-financing for a Sustainable Urban Transport (SUT) project in Kathmandu.

It is the first transport project implemented by the Asian Development Bank (ADB). This \$30.7 million project can ensure to improve the quality of life in Kathmandu by developing a sustainable urban transport system with upgraded transportation services, increased public safety, better local air quality and planting trees and making greenery parks (Global Environment Facility 2013). Kathmandu is mainly depended on fossil fuels for petroleum products as energy source. But Nepalese government is concerned to implement other sustainable sources of energy such as solar energy, hydro- electricity and wind power to replace the use of non-renewable source of energy. In the same way, concerned organizations are planning to manage solid wastes of Kathmandu and produce energy from them. Thus, Kathmandu can be a very beautiful and charming city for tourist in the future as necessary plans are going to be implemented for sustainable environment management. This could be an essential factor for future Sustainable tourism development of the Kathmandu.

## 6. Impacts of tourism

Tourism is regarded as smokeless industry and most fruitful industry in the world. There is no coin that has single face. In the same way tourism has also both positive and negative impacts. Tourism is one of the largest growing industry in the world and it has more economic importance especially for developing countries. It plays vital role in generating income to developing Nations by providing employment opportunities, eliminating poverty, education opportunities and by increasing life standards of the local people. It also helps in improving infrastructure to promote development and economic growth (Khan, 1997:989).

The high Himalayas are the highest rubbish dumping sites on the earth which are directly connected to pollution and deforestation problems in Kathmandu valley, Pokhara valley, the Everest, Langtang, Chitwan and Annapurna regions. Besides, in recent years tourism has contributed to the environmental protection programs. It is also helping to improve living conditions of uneducated and less skilled people. (Guni & Maharjan 2005). The positive and negative impacts of tourism are described briefly in following sub headings.

### 6.1. Positive Impacts

Tourism contributes to economic and regional development rapidly. It is one of the world's most significant sources for income generating and employment providing industry. It plays vital role for development in socio-cultural, economic, and political development of the state or the country. However, well managed tourism leads to take more benefits than unmanaged structure of tourism. (UNEP 2015), There are plenty of other positive impacts that are described as below:

#### 6.1.1. Economy

The tourism plays vital role in international foreign exchange which has been well established across the world. Even developed nations such as Canada derived over 11% of its gross domestic product from international visitors in the year 1989 rely heavily on the income from tourism (Bhatia,2001: 448-449). Kathmandu's economy from tourism was accounted only about 3.8% of the GDP in 1995-96. It was declined since then due to political unrest but has picked up again (Kathmandu Metropolitan city office 2015). Nepal caters more than half million tourists and earns foreign currency equivalent to about NRs. 16,825 million. Tourism sector provides employment to about 20% of economically active population and contributes about 3.0 percentage on gross domestic product (Gautam 2011).

According to Nepal Rastra Bank (NRB), foreign exchange earnings from tourism sector during the first 10 months of the current fiscal year was increased by Rs 6.32 billion. However, tourism industry is second hardest hit area by the deadly earthquake of April 25 on 2015 after housing and human settlement with damages and economic losses faced by the tourism sector amounting to a massive Rs 81 billion. (Travel news Nepal 2015), Similarly, Nepal earns revenue from fiscal year (2014/2015) was NRS 34,313,300 i.e US\$ 348,005. (Ministry of culture & Tourism and Civil Aviation 2015) From this statement we can understand that “economy of Nepal along with Kathmandu is mostly dependent upon tourism sector in terms of economy”. It also states that it will effect few the economy of Nepal for several years. Thus, tourism is considered as the backbone for the growth of economic condition of Kathmandu valley as well as national economy.

#### 6.1.2. Employment

Travel and tourism industry is a service industry that provides significant number of employment opportunities to the people in different levels. In Kathmandu valley only Service industry has created around 53 % of employment of total number of employees working in tourism industry in Nepal. (Nepal Tourism statics 2014), Tourism industry is gradually picking up in Nepal. It is believed that more than 1.50 million people are employed directly or indirectly in this industry. In 2014 travel and tourism directly created 487,500 jobs (3.5% of total employment of county). This has been expected to rise up to 4.0 % in year 2015 and rise up by 3.0% per annual to 681,000 jobs (3.9 % of total employment) in 2025. Whereas, in 2014, the total contribution of travel and tourism in employment including jobs indirectly supported by the industry was 7.5% of total employment (1,059,000 jobs). This is expected to rise by 4.4% in 2015 (i.e 1,105,000 jobs) and rise by 3.1% per annual to 1,494,000 jobs in 2025 (8.5% of total employment) (WTTTC 2015).

Thus, tourism industry plays leading role in uplifting the life of the local people and to improve the economic condition of country Including Kathmandu valley.

#### 6.1.3. Social cultural & Infra structural development

The benefit of tourism cannot be measured only in terms of economic benefit but it has social benefits such as socio-cultural, educational, political significance as well. Tourism has helped

local people to be conscious about their culture as their culture is unique and determine their identity. Due to which large number of tourists are attracted towards local people's culture to understand their culture and tradition of that place.(Guni & Maharjan 2005), Similarly Kathmandu valley has also its socio-cultural importance, for example, Newar the ethnic people of Kathmandu has their own culture and tradition. They have their own traditional dress and own unique culture.

Handicrafts and wood carving are other attractions of the Valley. Tourism has also helped to increasing the education level of the valley. Social status is increasing along with the tourism. Through proper education people are aware of their authentic culture and tradition which in turn it helped them to preserve and protect it. Education is only the way that can help people to remove bad superstitious beliefs and misconception . Thus sustainable tourism is necessary for continuation of the healthy culture and traditions.

Development and improvement of infrastructures is another advantage that tourism bring upon the society. The investment on building new infrastructure benefits in various sector such as airports, roads, water supply and other public utilities, thus, benefiting local people, tourists and government as well. (Guni & Maharjan 2005). While building and repairing various infrastructures the most important thing to consider is, to make sure that other ancient monuments and historical things are protected and preserved with concept of sustainability.

#### 6.1.4. International Understanding

Tourism plays a vital role in increasing international understanding and keeping peace in the world since it brings diverse people to get to know and understand each other. It has been recognized as a major contributor to international goodwill and as a means of developing social and cultural understanding between people living in different corners of the world. People belonging to different nationalism following different culture, lifestyle and speaking different languages can come together to make a good relation among each other ( Guni & Maharjan 2005).

Thus, tourism helps to develop international understanding of the people from different part of the world. Kathmandu valley was suffering from massive earthquake that took place on 25 April 2015. International people were able to understand the pains and trouble of Nepalese people. Many tourists were travelling to Kathmandu at this time to help the local people.

## 6.2. Negative Impacts

Tourism has created many new demands for goods and services. It has also created new pressures on scarce resources particularly, forests and wildlife, thus, affecting old monuments, local environment and vegetation. Such resources and vegetation are polluted and destroyed when more hotels and resorts are built to fulfill the demands of the increased number of tourists. Besides, tourism helped in promoting western culture due to which local people learnt to follow western dress and culture. As a result, authentic local culture and traditions are in threat. The demands of foreign life-styles market goods are much higher than that of the native people which might bring imbalance in the demand and supply of local goods and services.

Tourist can pay much more than the local people due to which price of the local goods and services are increased. Growing attention of local people towards western lifestyle, socio-cultural life and adopting them Growing the attention of local population towards the western life style and socio-cultural life and adopting them helps to increase in the number of drugs user and criminal activities could increases , locals been linked to a western tradition & culture helps to modernization of local cultural programs might causes depletion of local culture, norms , values & traditions. With the introduction of tourism, Kathmandu valley has seen very drastic adoption of foreign culture. Local culture is getting disappeared rapidly with demonstration of foreign culture is dominating rather than the local ones . It has adverse effects on the lifestyle of the local people such as in fooding and drinking and dressing habits of the people of Kathmandu (Guni & Maharjan 2005 ).

The massive earthquakes that recently hit Nepal destroyed world heritage cultural sites. However, strange twist some of the ancient holy statues survived after the two quakes and their aftershock were stolen and smuggled abroad (Davies, 2015).Though, Nepal government is working for their immediate return. There is still not any statement from Nepal government authorities for the numbers of missing statues and monuments. Therefore, tourism has also negative impacts that can influence local's culture, heritage and traditions. However, well managed tourism with the concept of sustainable tourism principles helps to minimize the negative impacts of tourism. It increases public awareness which helps to minimize the negative impacts of tourism. Similarly, afforestation programs and preservation and identification of the cultural and heritage could be best ideas to minimize the negative impacts of the tourism.

## 7. Strategies for Sustainable Tourism Development in Kathmandu

Development of tourism sectors leads to overall development of national economy and generates foreign currencies. It also helps in the development of hilly and mountainous regions by creating employment opportunities to the local people. Prosperous tourism development plays vital role in developing tourism. Therefore, proper planning and special research projects are essential factors for the sustainable tourism development of a particular place. Similarly, to achieve aims of sustainable tourism development in Kathmandu various kinds of strategies are necessary which are described in following sub-headings.

### 7.1. Proper Tourism Planning and Implementation

Proper planning and implementation is required in order to achieve overall objectives of the tourism development. There should be well managed planning of tourism activities through studying the possibilities and local environmental resources. Proper planning is needed for the development of tourist infrastructures, management of tourist attractions, accommodation facilities, marketing and promotion of tourism attractions. Institutional coordination and community involvement in the entire process of tourism planning and Implementation is very essential (Guni & Maharjan 2005). Without proper planning it may harm the local surroundings and environment, ancient and traditional monuments, ancient temples & monasteries. Similarly, implementation of planning is very essential in order to achieve the aims of sustainable tourism development of Kathmandu valley.

### 7.2. Product Development

Visitors want to experience new products and services. New products and packages should be identified and developed to meet the expectations of visitors. There are several unexplored places in Kathmandu which can be developed as new package and product. Local communities should be involved in identifying of new products so that they can provide homestay services to the guests and promote local products such as organic tea, coffee, vegetables and foods. Similarly, other existing products and packages related to old trekking routes inside the valley should be preserved and improved. The old monuments should be repaired and renovated as soon as possible so that the authenticity of old structures and buildings are not destroyed. The packages and products relating new destinations can be promoted as village tourism, pilgrimage tourism and sport tourism.



### 7.3. Environmental protection

One of the main problems faced by Nepalese tourism industry is difficulties in preserving the environment. To protect environment the concerned private sectors, tourism organizations, governmental and non-governmental organizations should give priority to conduct the programs such as environmental protection, garbage and waste management, alternative energy, employment generating and public awareness activities. Special monitoring should be done in protected areas such as trekking routes, mountaineering, and environmental sensitive areas. Old vehicles should be banned strictly in order to control pollution. There are many industries in Kathmandu that are leading pollution to air and environment. They dispose harmful chemical sewages nearby the water resources which led water pollution and gradually land pollution. Such factories and industries should be banned from the valley and it should be shifted to the non-residential areas. Environmental awareness should be increased by making people aware of the effects of tourism in environment. Providing information to the tourist about scarcity of natural resources also helps to protect environment.

### 7.4. Empowerment of local communities

Tourism should be developed with the cooperation of the local community. Community-based participation is a key factor in making tourism sustainable. Therefore local people need to be informed so that they can participate in tourism development programs. They can also involve in planning and decision-making of the tourism projects. This leads to local people participation which covers their ideas, opinions, effectiveness, self-reliance, coverage, sustainability and equity. It provides employment opportunities for local people and they will also learn the purpose and benefits of the sustainable tourism development which in turn increase their support in saving environmental resources. This kind of participation helps local people to develop their skills and ability to work in groups to achieve overall empowerment. It also encourage them to promote their traditional cultures and preserve their culture. In order to empower local communities proper educational trainings and income generating programs should be done.

### 7.5. Protection and Management of Cultural, Religious and Natural Heritages

Positive attitude of people towards cultural tourism can be helpful to support tourism service industry. There should be implementation of necessary plans and guidelines in order to protect and preserve the world heritage sites and the other sites which are of archaeological im-

portance. There should be participation of the local people, non-governmental and private sector in the protection and promotion of the cultural heritage sites to make such activities sustainable.. Religious site should be kept clean. Proper security should be provided to those areas so that old valuable statues and religious things can be preserved.

#### 7.6. Proper management of solid wastes

Solid waste management is another significant problem of Kathmandu valley. Nepal government should addressed the problems of solid waste management in Kathmandu to avoid pollution. To solve the problems related to solid wastes use of alternative broad designs and implementation of solid waste treatment programs should be done. Waste processing and recycling equipment should be used. Proper measurement and study of the solid waste treatment should be done by government and concerned private sectors to improve the overall management of the existing solid waste. The processing and packaging systems for recovery operations including composting should be done properly. Bio-waste can be composted to organic manure. ( Guni & Maharjan 2005).

Waste collection from households, public areas and commercial sites is improved in recent years inside the valley. There is sufficient effort from municipalities, non-governmental organizations and the private sector in reducing pollution in Kathmandu. Locals are aware of collecting and disposing households garbages in proper place.

## 8. Research Methods

This research is related to sustainable tourism in Nepal. The research project was conducted during the year 2015. It is based on the concept of understanding of the sustainable tourism by the local people, government and non-governmental agencies such as NGO's and their practices for development of sustainable tourism development in Kathmandu valley. This thesis frames three main goals related to the concept of the sustainability. The question to be answered by this research is "How far the governmental and non- governmental agencies reached to the planned goals when it comes to sustainable development? The goals were:

1. The first goal was to know about environmental consideration in tourism sector and communities by the local people and governmental agencies and tourism services providers. What kinds of practices has been done by government and tourism services providers? How waste management has been done by municipalities and what kinds of activities are being done to control deforestation?
2. The second goal was to know the participation of the local people. How were they trained in several ways to be a part of the tourism Industry? How far trained persons are working in hotel and restaurants ? Also to know either they have sufficient knowledge to run small lodge or hostel to the visitors or if they have knowledge to prepare healthy foods for the tourist.
3. The third goal was to know how far local people are benefiting from tourism. What kind of development projects has been done to develop tourism sectors? Also to know the role played by different tourism service providers to develop tourism. It was done by studying trekking routes and other major tourist attractions of Kathmandu Valley.

The overall aims of the research project was to find out elements that were required to create better environment for sustainable development in tourism. The concepts and theories of ecotourism, rural tourism and sustainable tourism played the key roles while conducting the research.

### 8.1. Research method used

As per the planning of thesis the authors of the thesis has done quantitative as well as qualitative research. Quantitative is a research method in, which questionnaires are designed for the participants of the survey for particular project areas. Participant has to choose the options as an answers from the each questions to give their views. It can be described as methods to measure the objectives by the Statistical ,mathematical, or numerical analysis of data collected through polls and questionnaires as a survey projects. Quantitative research deals in numbers, logic, and an objective stance. Quantitative research focuses on numeric and unchanging data and detailed (Muijs 2010). For the quantitative research ,authors had conducted a survey with the help of friends ,who were staying in different parts of the Kathmandu valley and it was difficult for authors to go there and collect data ,because of lack of budgets.

Qualitative data collection method is used normally in project based researches. With help of the qualitative data researchers can go very depth of the project based researches. Researcher can see or find suitable reasons for why certain changes appears on the case of study. Qualitative research methods are generally used to support the thesis and give it better framework for supporting the reasons, why or how. The participants of the research are choosed carefully to be suitable for the research, as they should be related with related sectors of the researchers. Usually the data is collected by the methods of interviews and observations. The qualitative research is always non-hypothetical; the hypotheses are always done after the study (Lodigo et al. 2006). For the qualitative research, the authors had conducted an interview with with executive Manager of Chhahari travels &tours Mr Bhakta Gurung. He was highly professional and had been working in tourism business for more than 5 years. Interview was conducted by the emails because there was difficulties for conducting interview by Skype ,as internet over there was not so good .

The data analyzing technique supports the reason why to use both quantitative and qualitative data collection methods. To give better framework to support the thesis and to make professional , the authors had used both quantitative and qualitative researchs method for the data collections of the thesis.

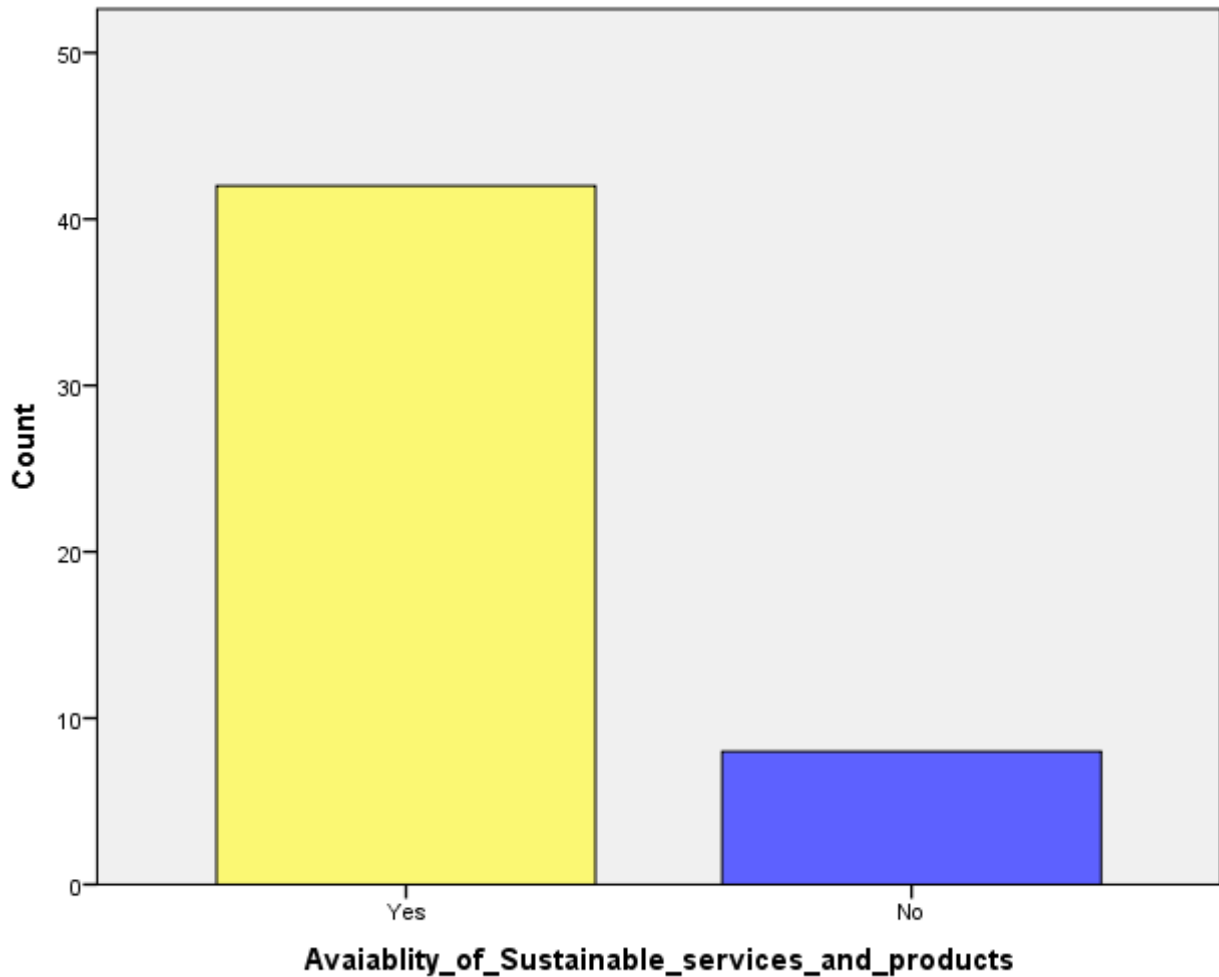
### 8.2. Analysis of the Survey

For the quantitative research method the author had planned to do a survey within tourist who were travelling to the Kathmandu valley, which also includes inbound tourists. Altogether 50 questioners had been distributed among 50 surveyees. Computer software programme called SPSS was used for statistical analysis of the responses got from surveyees. All the data

collected from different sources are an important assets of the thesis, different news articles and different data from related travel agencies were used to do Analysis of the thesis.

Case study is used when studying closely a particular individual, group and program. Case study starts with the defining of the research problem or question. These are framed through experience, observation and review of similar research. After conducting the questions for thesis tutor, questionnaire were then send for surveys and for interview after, getting final approvement by the thesis tutor. Whereas, statistical datas and graphs from the quantitative research methods are obtained by the Computer programme called SPSS are described as below:-

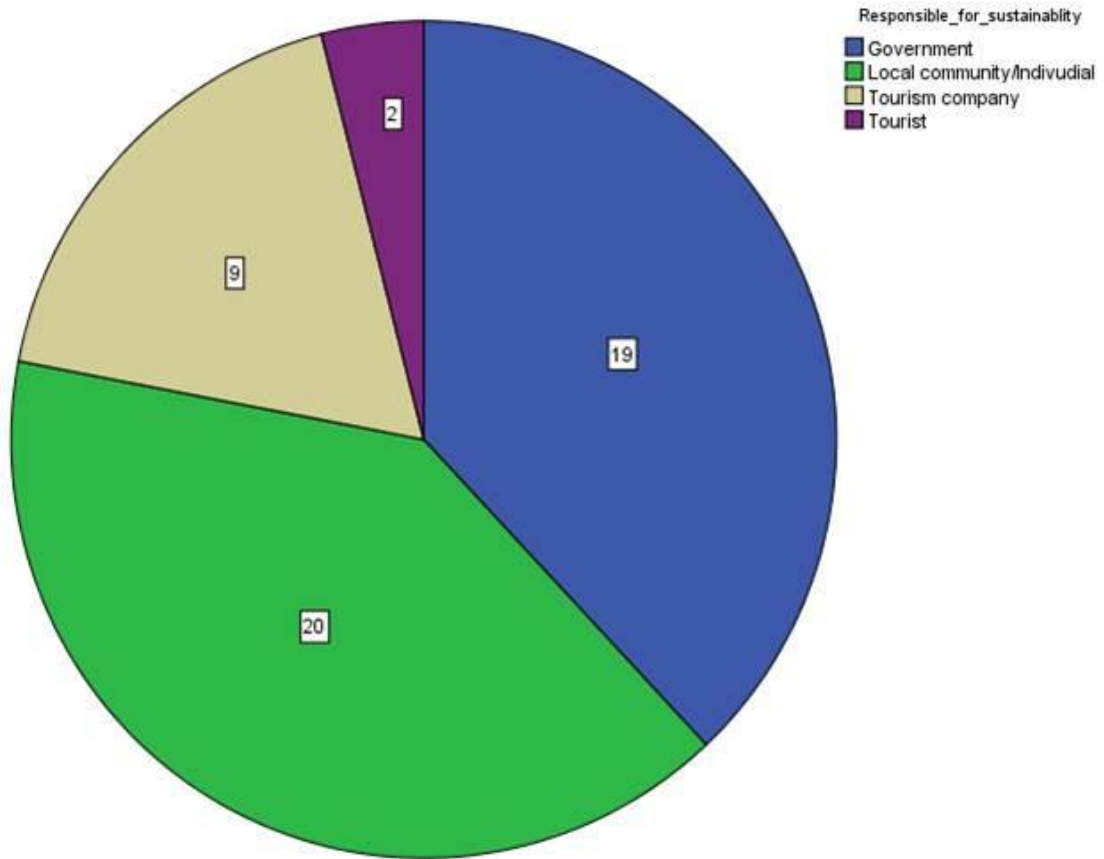
## 2. Availability of sustainable services and products



Graph 1: Availability of Sustainable products and services

The above bar chart illustrates the availability of sustainable services and products on surveys. Among 50 surveyees selected for the survey, 42 selected for (yes) and 8 of the participants say (no) for the availability of sustainable products and services in Kathmandu valley. It shows that most of the tourists get available sustainable services and products.

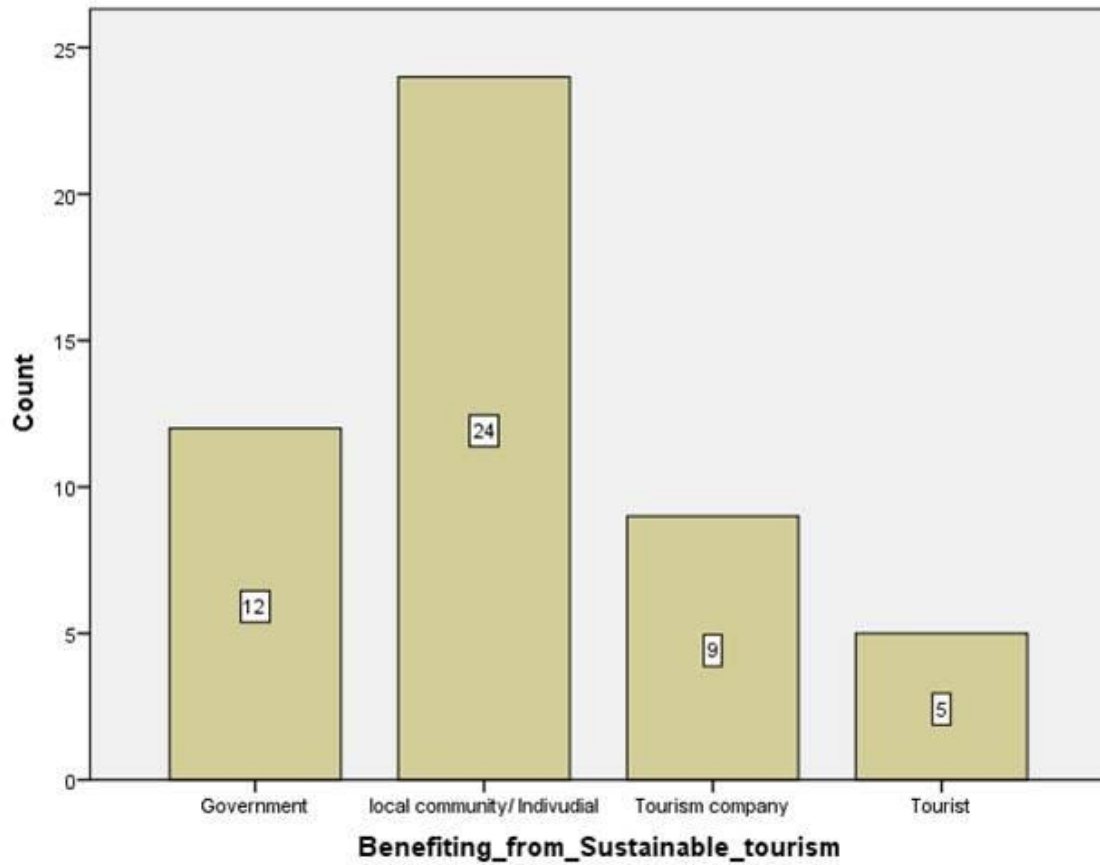
### 3.Responsible for the sustainable products and services



Graph 2 : Responsible for the sustainable products and services

The above Pie chart illustrate the responsible sector for sustainable product and services. Among 50 surveyees , 19 selceted for government, 20 selected local community or Individual. Whereas ,9 participant selected tourism company and 2 selected tourist respectively. This figure shows that local people and government are almost equally responsible for the sustainable products and services.

#### 4. Benefitting mostly from sustainable tourism

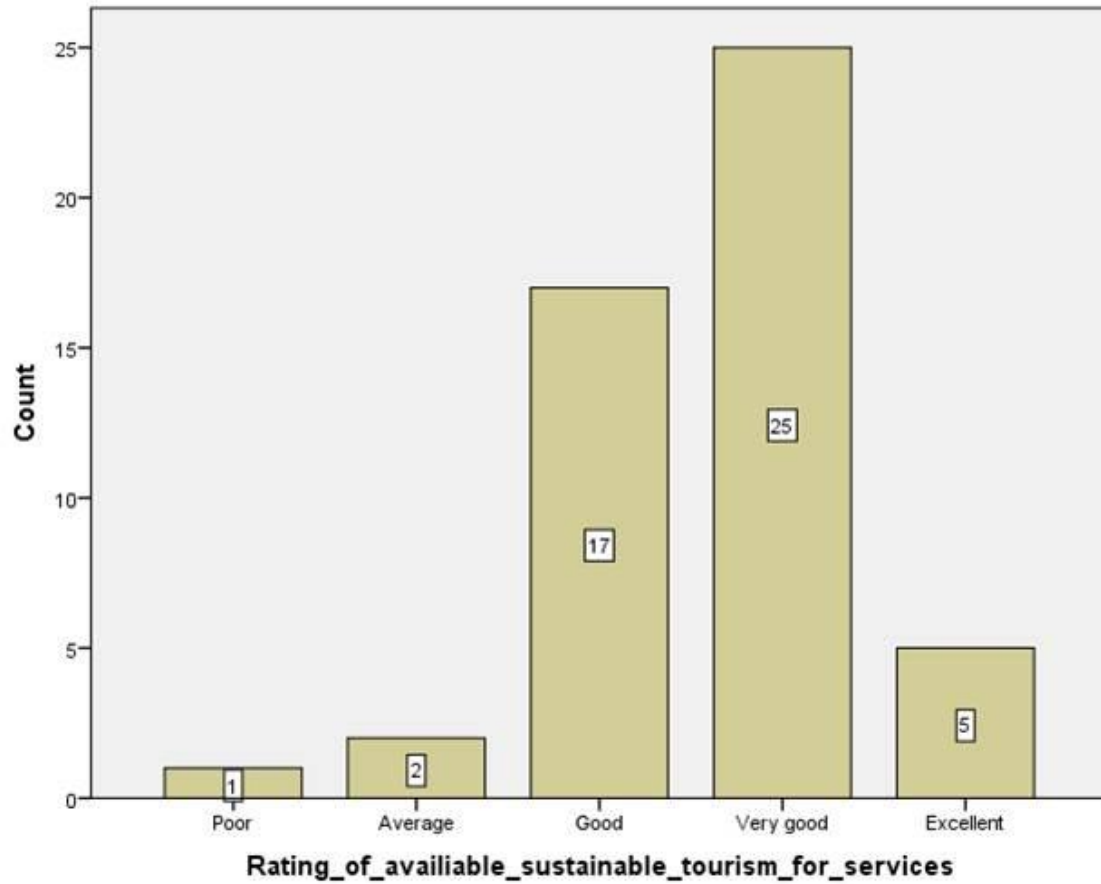


Graph 3: Benefitting mostly from the sustainable tourism

The above graph chart illustrate mostly benefiting sectors from the sustainable tourism. Among 50 surveeys, 12 selected Government, 24 selected Local community/Individual,9 selected tourism company. Whereas, 5 participant selccted tourist. This figure shows that local community & Individual are most benefiting from sustainable tourism.



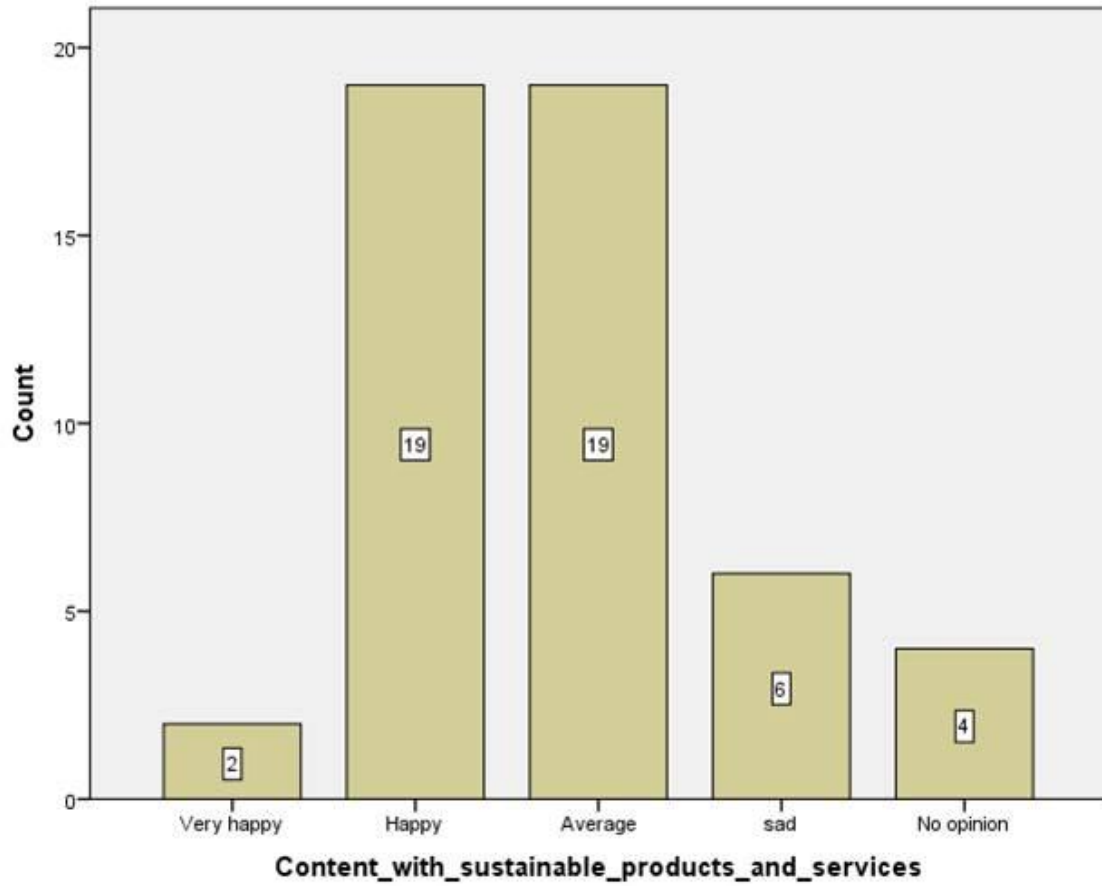
### 5. Rating of available sustainable tourism for services



Graph 4: Rating of available sustainable tourism for services and product

The above graph illustrate the ratting of available sustainable tourism for services and products. Among 50 selceted surveys ,1 select Poor , 2 selected Average, 17 selected Good , 25 selected Very good and ,5 participant selected for Excellent.

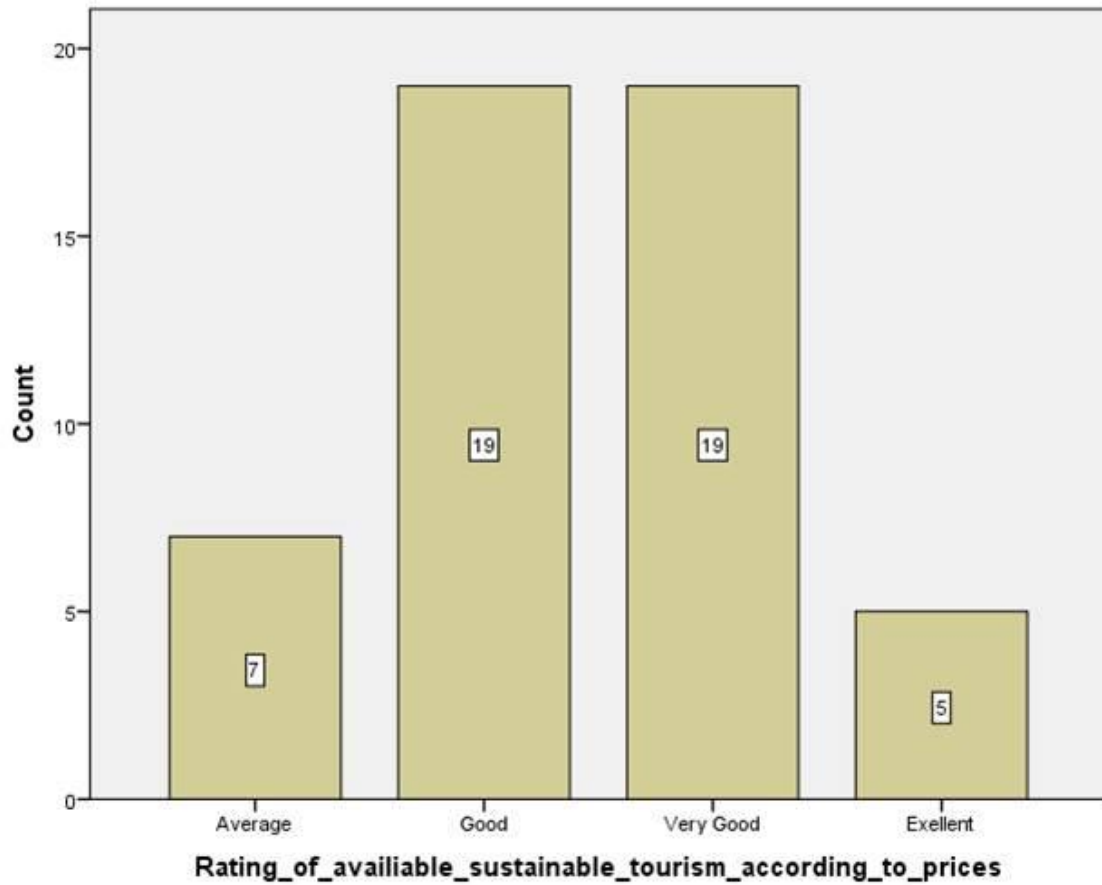
## 6.Content with sustainable products and services



Graph chart 5 : Content with sustainable products and services

The above graph chart shows surveys for Content with sustainable products and services. Among 50 participants ,2 were very happy, 19 were Happy and Average respectively. 6 were sad and 4 participant did not give any opinion this matter.

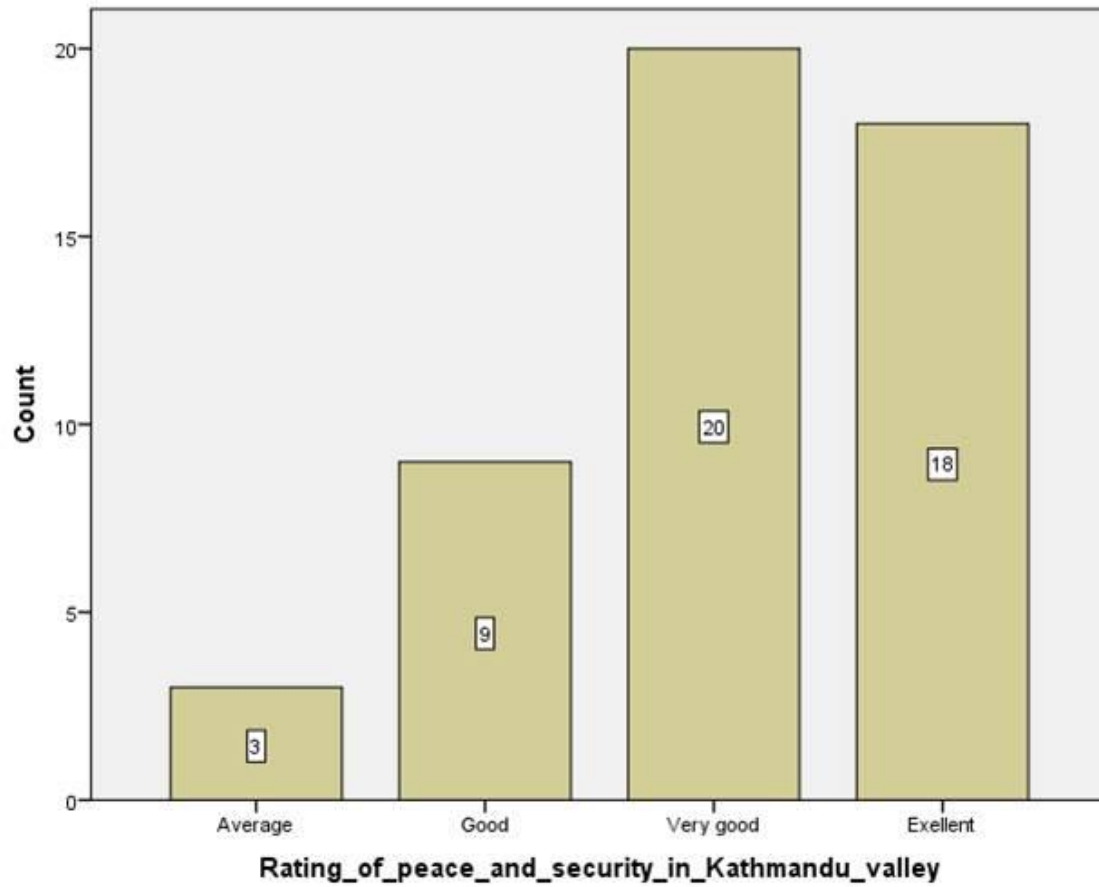
## 7. Rating of available sustainable tourism & services according to the prices



Graph 6: Rating of available sustainable tourism according to prices

Above given graph chart shows the rating of available sustainable tourism according to prices among 50 selected surveyees, 7 rated for average, 19 rated for good & Very good respectively. While 5 rated for excellent.

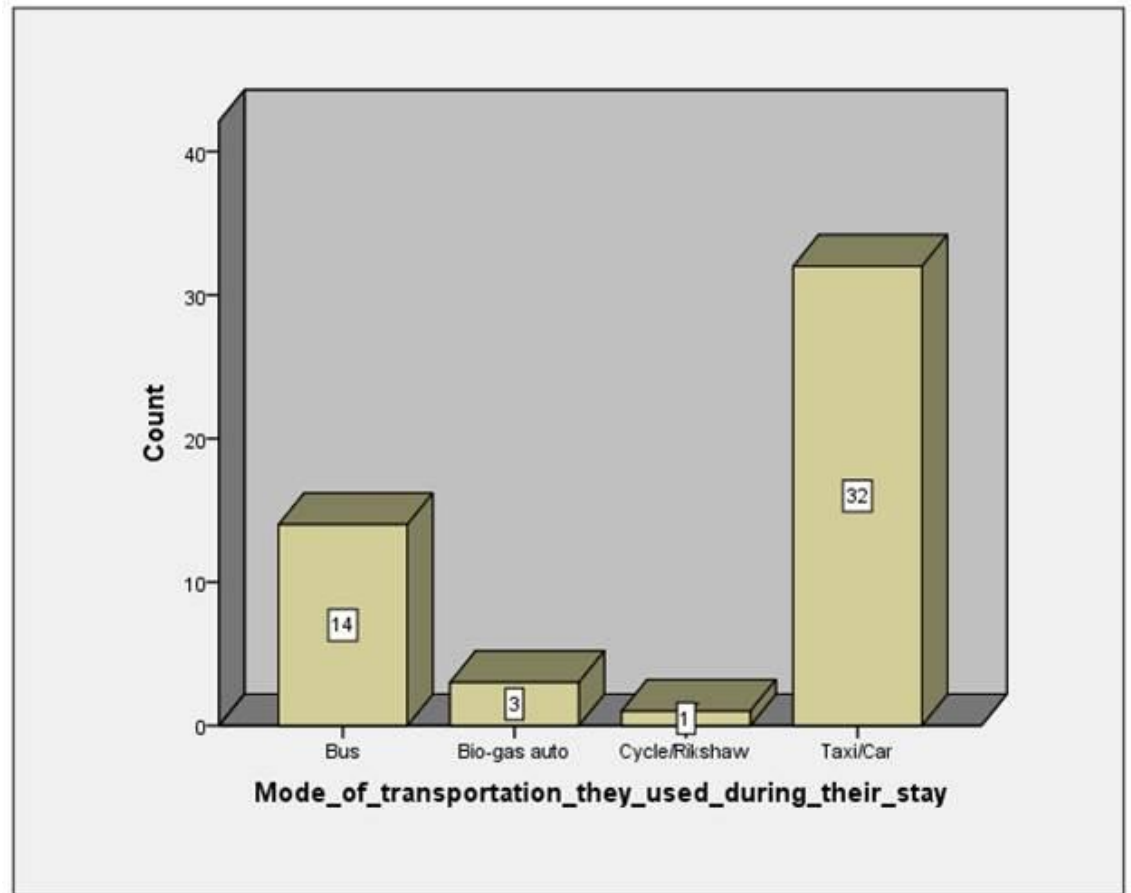
## 8. Rating of peace and security in Kathmandu Valley



Graph 7: Rating of peace and security in Kathmandu valley

Above graph illustrate rating of peace and security in Kathmandu valley. Among 50 participant 20 tourist rated for very good, which is the highest in number, 18 rated for excellent and 3 tourist rated for average which was lowest in number.

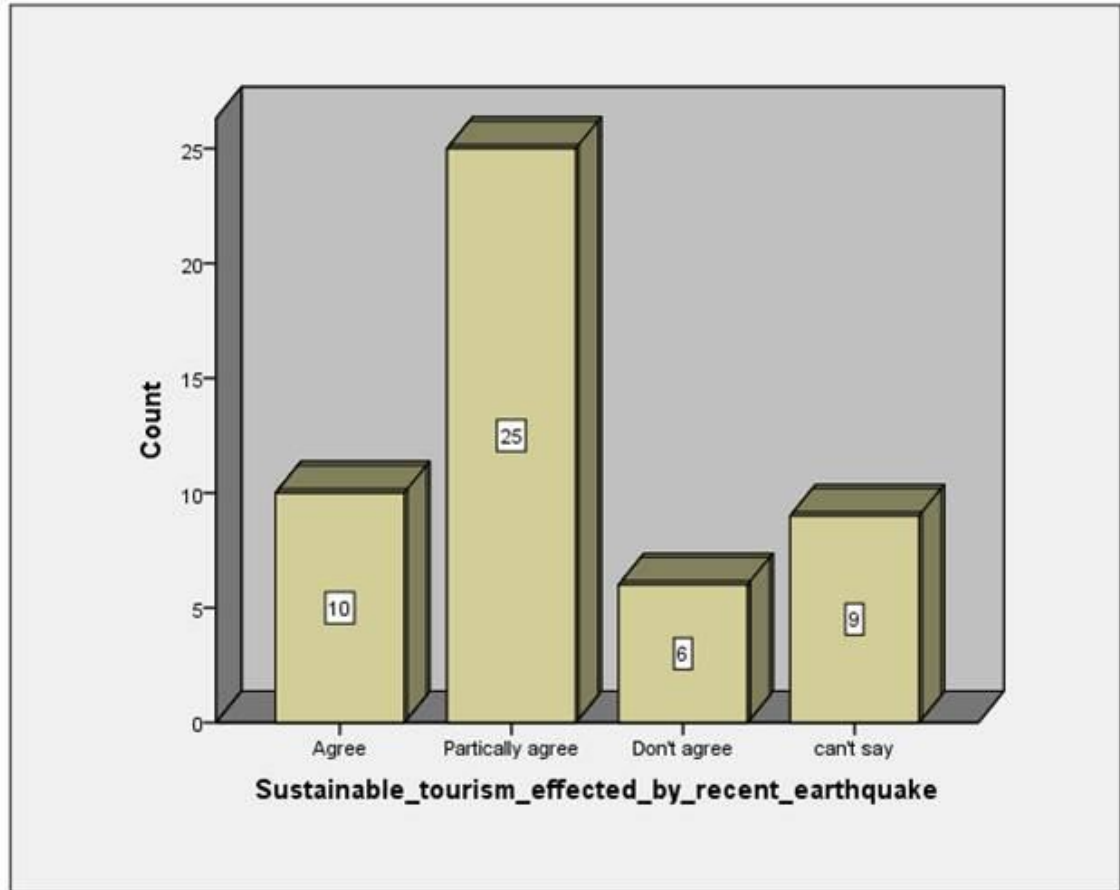
### 9. Mode of the transportation they used during their stay



Graph 8: Mode of transportation during their stay here

Above graph illustrate the mode of transportation used by tourist during their stay In Kathmandu valley. Among 50 participant 32 says they used taxi/car, 14 says they used Bus , 3 says they used Bio-gas auto and 1 says he used cycle/Rikshaw during their stay at Kathmandu valley as mode of transportation.

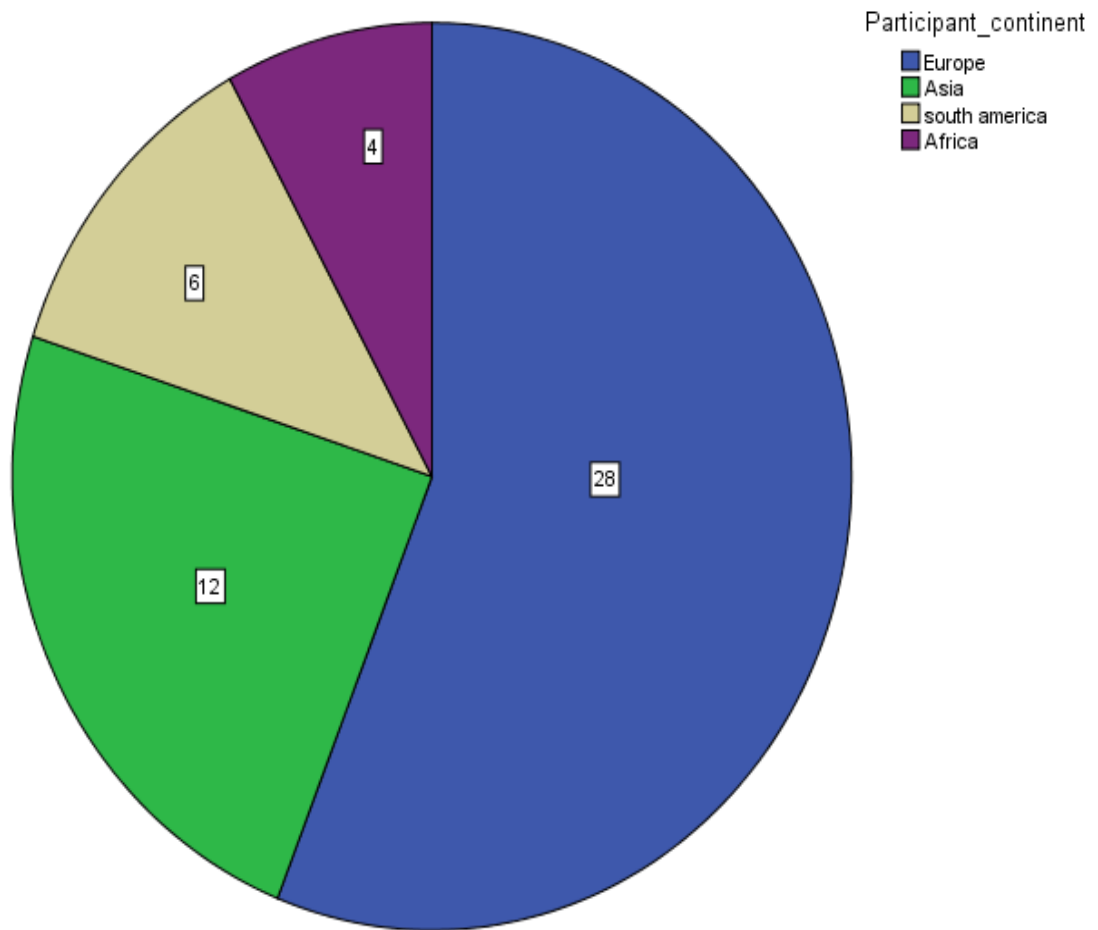
## 10. Sustainable tourism effected by recent earthquake



Graph 9: sustainable tourism effected by recent earthquake

Above graph shows the opinion of tourist for “sustainable tourism of Kathmandu valley has been effected by recent earthquake”. Among 50 participant, 25 tourist partially agrees, 10 tourist agrees. Whereas, 6 tourist don’t agreed and 9 tourist didn’t give their opinion on this issue.

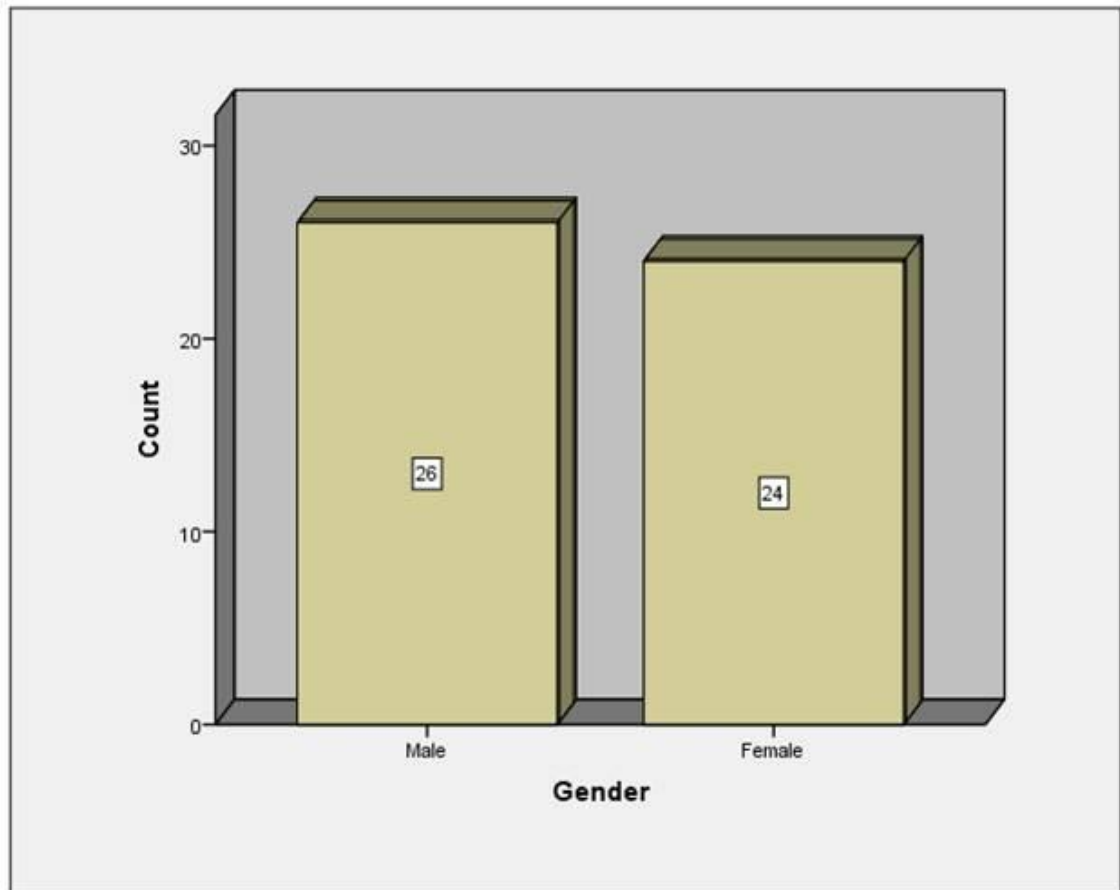
## 11. Participant continent



Graph 10: Participant Continent

Above pie chart graph shows Participant continent. Among 50 participant of the survey, 28 were from Europe, 12 were from Asia, 6 were from South America and 4 participant were from Africa. This figure shows that most of the tourist's were from Europe.

## 12. Gender

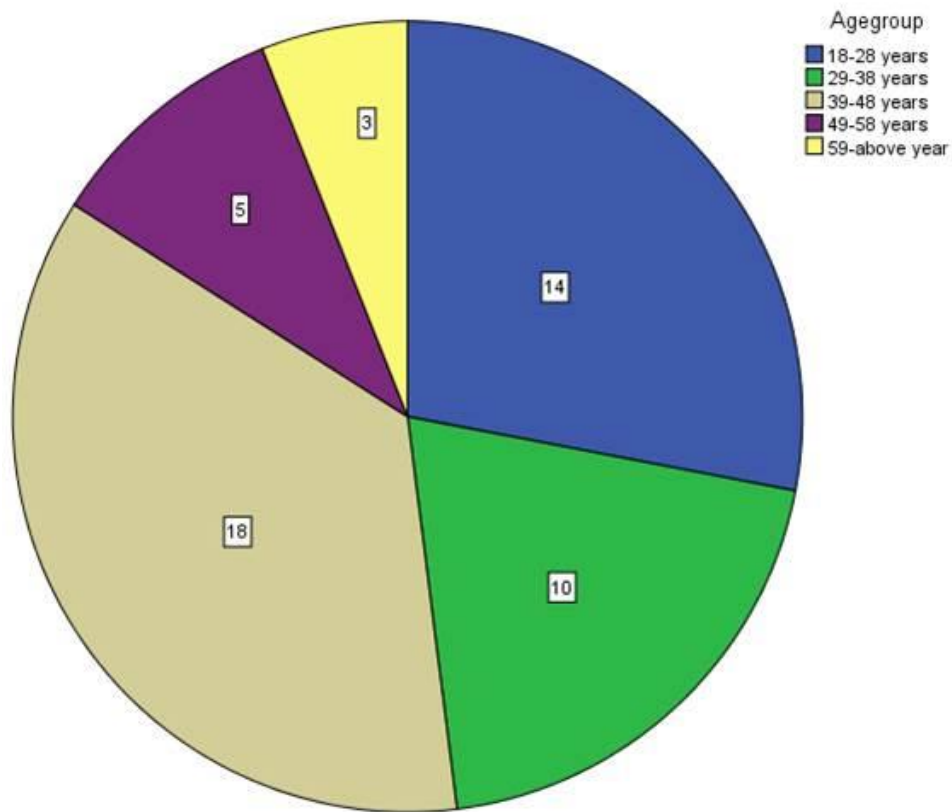


Graph 11: Gender

Above graph chart shows the Gender of the participants. Among 50 participants ,26 were male. Whereas, 24 were female participants. Both male and female were almost equally travelling to Kathmandu.



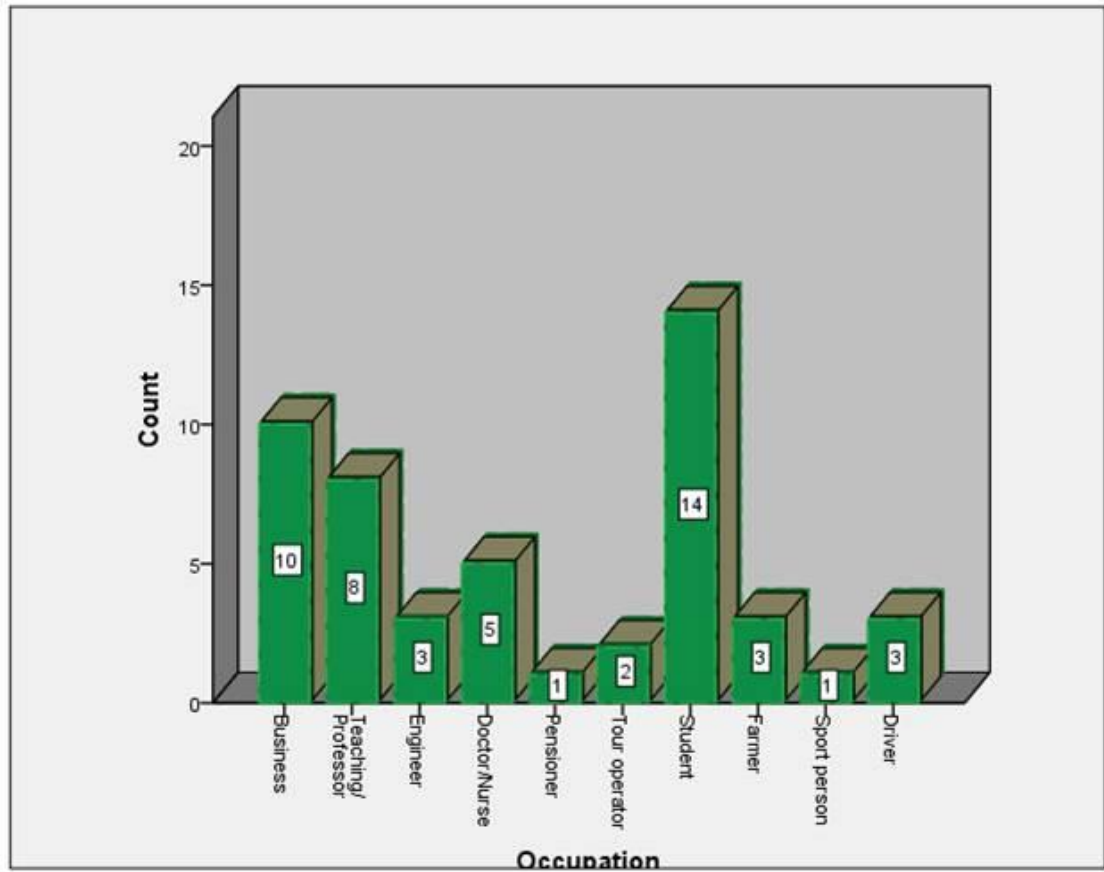
## 13. Age Group



Graph 12: Age Group

Above graph illustrate Age group of the Participants of the survey. Among 50 surveys participants, 18 were from age group 39-49 , 10 were from age group 29-38, 14 were from age group 18-28. Whereas, 3 were from the age group above 59 and 5 were from age group 49-58 respectively. Figure shows that Age group from 39-49 were travelling most to Kathmandu valley.

## 14. Occupation



Graph 13 : Occupation

Above Graph shows the occupation of the Participants. Among 50 Participants ,14 were Student, 10 were Businessman, 8 were Teachers, 5 were Doctor/nurse, 3 were Engineer,Driver and Farmer respectively. Whereas, 1 were Pensioner and sport person/player.

### 8.3. Result of the surveys

There was one open ended question in the questionnaire where respondents had to write their opinions. The question was " What activities could improve sustainable tourism in this area?". In this question respondents have expressed different opinions. Most of them had written about proper marketing , proper investment from different sectors, Increase of local peoples participation on tourism sector and conducting different poverty alleviation and programmes and creating more employment opportunities to the local people.

After conducting the survey the author of the thesis were able to find out information about What People think about the tourism of the Kathmandu valley. Both male and females were almost of same ratios ,who have been visited Kathmandu, among them 52 % of total travelers were covered by male visitors followed by female of 48 % of the total travelers. At first, the fact has been founded that people were not fully satisfied with available sustainable services and products. The author of the thesis were also able to found out that government and local community or Individual is equally responsible to maintain development of sustainable tourism of Kathmandu valley. From the Survey authors state to know that local people or Individual were mostly benefitted by the tourism. Different age group of people who were engaged in different occupation were the participants of the survey , from this point author came to know that most of tourist who comes to visit Kathmandu were from 18 to above 60 of different age groups, who were engaged in different occupational sectors. The author of the thesis were also able to find out that Kathmandu was comparatively safe enough to travel in terms of security however, participants of the survey says that Kathmandu was partially damaged by recent devastating earthquake so people can travel frequently but should be aware, while visiting to old temples and monuments which were damaged and are undergoing construction. This survey helped a lot to the author to do research about the tourism of Kathmandu Valley.

### 8.4. Analysis of Interview

To know more about Sustainable tourism development of Kathmandu valley the author of the thesis had taken interview with Mr. Bhakta Gurung who is the executive manager of Chhahari Travel & Tours private limited. According to him his company means "Sustainable tourism is pace of development of tourism with three elements i.e. economic, socio cultural and environmental aspects." He also mentions that Sustainable tourism is term in which the phase of development in tourism sector should be long lasting, so that future generation can use or utilize such facilities. But it should not harm local environment, cultural heritage and religious things, ancient monuments and traditions. According to him his company provides different kinds of tour packages to the customer they are: Honeymoon package, sports & adven-

tures package, corporate & business packages, holiday package, and religious package e.tc. He also states that “his company also arranges for local homestay in co-operation with local villagers.

According to him his company planned sustainable tours packages by starting of their operations making more sustainable as much as possible. He also let us to know that his company encourage their customer to know the importance of the local environment and its impact to habitat while they are traveling with them. He says his company is planning to arrange for homestay program including village tours with using local organic foods, fruits, water, tea/coffee etc and local manpower for developing sustainable tourism inside Kathmandu valley. According to him Local environment , local foods and products, proper management of waste products are the elements they take into the consideration while planning sustainable tours and packages.

According to him Nepalese government is doing their best to meet the aims of sustainable tourism in Kathmandu. However, their involvement in sustainable tourism development of Kathmandu is not satisfied. There is still no long term effective plans and policies for the development of tourism sectors. Nepal government has conducted some activities like awaring local people about the importance of sustainable tourism, conducting different training to develop quality of local manpower , involving local participant for preservation of Natural resources and opening of new trekking routes in Kathmandu valley.

He let us to know that Local people provide homestay facilities and providing local foods and services to the customer. They manage to do several programs like cultural dance & events to provide entertainment to the guest with co-operation to us. local people also take part in event like sanitation & environmental cleaning , afforestation and waste management in this way they are helping us to meet the aims of sustainable tourism in Kathmandu valley.

According to him most of his customer requests them for information on sustainable tourism development. they don't take any surveys of customer satisfaction on sustainability, but they always asks their customer to fill their feedback form. In the future they are planning to conduct research on the sustainability of their product and services to the customer.

### 8.5. Realibility of the result

The authors of thesis had tried to include different age groups of Peoples in their surveys ,which was conducted in several parts of the projects areas of Kathmandu valleys. In general authors had tried to include overall people followed by different: occupations, Origins of the participations , their opinions and views on project areas. Meanwhile, all of the participants were the visitors of the Kathmandu and they had personally experienced the services and facilities of the project areas. Therefore, the result is very realiable, which supports the framework of the author for thier thesis.

For the proffessionalism, the authors of the thesis had conducted an interview with representative of travel and tourism business related person, which also supports the authors for the realibility of their thesis. Whereas, different government organizations (Nepalese gov-ernemnt bodies),Non-government organizations( NGO's ) ,Private sectors and Local representatives , has been included in thesis to give more realibility of the thesis and to meet the main themes of the thesis. Moreover, the authors had used both methods of data collection quantative and qualitative research , for the realibility of the thesis and to meet the aims of the theisis. Therefore, most of the parts from the thesis is very realiable.

### 8.6. Analysis of Interview

To know more about Sustainable tourism development of Kathmandu valley, the authors of this thesis had taken interview with Mr. Bhakta Gurung who is the executive manager of Chhahari Travel & Tours private limited. According to him, "sustainable tourism is a pace of development of tourism with three elements i.e. economic, socio cultural and environmental aspects." He also mentioned that sustainable tourism is a term in which the phase of development in tourism sector should be long lasting so that future generation can use or utilize such facilities. But, it should not harm local environment, cultural heritage and religious monuments and traditions. According to him, his company provides different kinds of tour packages to the customer such as Honeymoon package, sports and adventures package, corporate and business packages, holiday packages, and religious package. He also stated that his company also arrange local homestay in co-operation with local villagers.

He also explained that his company plans sustainable tours packages to make tourism more sustainable. He also let us to know that his company encourage their customer to know the importance of the local environment and its impact to habitat. He said that his company plans to arrange homestay program including village tours promoting local organic foods, fruits, wa-

ter and tea/coffee. It uses local manpower for developing sustainable tourism inside Kathmandu valley. According to him local environment, local foods and products, proper management of waste products are the elements that his company should take into the consideration while planning sustainable tours and packages.

According to him, Nepalese government is doing its best to meet the aims of sustainable tourism in Kathmandu. However, its involvement in sustainable tourism development of Kathmandu is not sufficient. There is not yet long term effective plans and policies for the development of tourism sectors. Nepal government has conducted some activities such as awarding local people about the importance of sustainable tourism, conducting different training programmes to develop quality of local manpower, involving local participants for preservation of natural resources and opening of new trekking routes in Kathmandu valley.

He let us to know that local people provide homestay facilities and promotes local foods and services to the customer. Local people are interested to promote their traditions and cultures performing their cultural dances and several other events. They provide entertainment to the guest with co-operation to us. Local people also take part in event such as sanitation and environmental cleaning, afforestation and waste management. In this way local people are helping us to meet the aims of sustainable tourism in Kathmandu valley.

According to him, most of his customer are aware of sustainable tourism development. They have not taken any surveys of customer satisfaction on sustainability. But, they always requests their customer to fill their feedback form. In the future, they are planning to conduct research on the sustainability of their product and services with the customers.

## 9. Conclusion

The report give information on how tourism plays vital role to develop the rural parts of the nation. Different sectors of development like social , economic and environmental are possible in rural place through tourism and poverty alleviations through help of the tourism are the main theme of this report. Meaning of sustainable tourism and the elements that are essential to maintain sustainability is another main important theme of this report. When tourism emerge and develops in a place the development of infrastructure like construction, communication, transportation and water supply will be built in a place which drags rural place to achieve modernization, the systematic planning of the modernization leads to the concept of the sustainability. This report will keep Kathmandu valley as the key element that needs development of tourism with the concept of the sustainability.

As tourism plays essential role in the sustainable development of the rural areas, it should be conducted with all three principles of the sustainability, i.e social, economic and environmental aspects. As tourism benefits to public or local people, government and private sectors equally , each of them are considered as responsible sectors for the development of sustainable tourism. Tasks like as proper planning of tourism and developing ideas and their formulation should be done in order to meet the aims of sustainable tourism development. If such things can be done development will be much beneficial to government and local people. Educational , Income generating ,skilled providing programs can be organized to provide required skilled local manpower for tourism. Such program will helps for poverty avelliation and helps to increase in literacy rate.

As most part of the Kathmandu Valley is a rural town with high tourism possibilities, rural tourism, adventurous tourism, nature or eco tourism are best options for the Kathmandu valley to develop the tourism sector of the Kathmandu. The local people and Nepal government should plays vital role to provide quality of sustainable products and services to the tourist traveling to the Kathmandu. The attractions which are already developed should be conserved and promoted more in order to attract more visitors and the attractions which have possibilities to grow as visitor attraction should be researched, identified and developed. Similarly ancient monuments , temples,historical places which were damaged by the deviasi-gating earthquake of April 25, 2015 should be re-constructed in its traditional design. Public awareness , proper marketing, developing infrastructural development, maintaining of proper eco-friendly environment should be done in order to meet the aims of sustainable tourism development of the Kathmandu valley. The tourism providers of Kathmandu has provided the services which are a bit traditional, so Kathmandu needs to introduce some modern and advance service packages.

Tourism service providers should offer modern facilities and services for visitors so that they could meet the expectations of modern services. Improvement in accommodation services, entertainment services and transport services are also the factors needed for the development of tourism of Kathmandu Valley. Several strategies can be followed to achieve aims of Sustainable tourism development, i.e. product development, environmental protection, empowerment of local communities and proper management of the solid wastes.

The thesis was done with the help of secondary sources and researches. There was not any problem in finding books and e-books related to sustainable tourism development as it is a general and wide topic but it was hard to find books and e-books about the sustainable tourism in Kathmandu valley. Finding authentic information from authentic sources took more time for the authors. Different concepts of different writers can be found in different sources and the authors have chosen suitable among those. As Kathmandu is a well known and big place, several books and material were found related to it. The authors were able to find books related to the tourism of Kathmandu, they managed to find information related to the tourism of Kathmandu in websites and did the analysis of that information.

Apart from secondary sources authors have also done qualitative and quantitative research to do the thesis. The author has conducted an interview as well as a survey to do research about the thesis. The result and information which the author got from the interview and survey are fully reliable.



## References

Ananda kumar Maharjan & Ammar Raj Guni .2005.Attractions in Kathmandu and its successful management. PP, 40-41.

[http://www.altripassi.org/sites/default/files/Kathmandu\\_guidebook.pdf](http://www.altripassi.org/sites/default/files/Kathmandu_guidebook.pdf)

Ashley, C & Mitchell, J. 2005. Can tourism accelerate the pro-poor growth in Africa?. ODI. London.

Aljazeera.2015.Fuel energy hamstrings Tourism In Nepal.quoted 09.12.2015.

<http://www.aljazeera.com/indepth/features/2015/10/fuel-emergency-hamstrings-tourism-nepal-151019095518216.html>

Bhaktapur Tourism Development Committee.2014. Tourism Concept. Quoted 19.09.2015

<http://www.btdc.com.np/tourism-concept>

Bhatia, A.K., (2001) International Tourism Management, New Delhi: Sterling Publishers Private Limited; 2001.

Bhisham. 2010. Prospects of tourism in Nepal. 27.09.2015

<http://businessmanagementsystems.blogspot.fi/2010/12/prospects-of-tourism-industry-in-nepal.html>

Bishnu Prasad Gautam. 2011.Tourism and Economic growth in Nepal. quoted 23.09.2015.

[http://www.nrb.org.np/red/publications/f:/webcrysiv/ecorev/NRB\\_Economic\\_Review--Vol\\_232,\\_October\\_2011+2\\_Tourism\\_and\\_Economic\\_Growth\\_in\\_Nepal%5BBishnu%20Prasad%20Gautam,%20Ph.D.%5D.pdf](http://www.nrb.org.np/red/publications/f:/webcrysiv/ecorev/NRB_Economic_Review--Vol_232,_October_2011+2_Tourism_and_Economic_Growth_in_Nepal%5BBishnu%20Prasad%20Gautam,%20Ph.D.%5D.pdf)

Coastlearn.2015. Sustainable tourism.quoted .02.09.2015.

[http://www.biodiversity.ru/coastlearn/tourism-eng/why\\_socioimpacts.html](http://www.biodiversity.ru/coastlearn/tourism-eng/why_socioimpacts.html)

Dhakal DP. 2003. Sustainable Tourism Development: The Policy and Regulations. Kathmandu: Ministry of Culture, Tourism and Civil Aviation, Tourism for Rural Poverty Alleviation Programme (TRPAP).

Global Environment Facility. 2013. Kathmandu Goes Green.quoted 05.10.2015.

[https://www.thegef.org/gef/press\\_release/Project\\_Kathmandu\\_2010](https://www.thegef.org/gef/press_release/Project_Kathmandu_2010)

Gurdain. 2015. Nepal Signals Peak Seasonal Recovery. quoted 27.09.2015.

<http://www.theguardian.com/travel/2015/jul/04/nepal-earthquake-recovery-kathmandu-tourist-season>

Himalayan glacier. 2015. Prospect of Tourism in Nepal. quoted 26. 09.2015.

<http://www.himalayanglacier.com/blog/prospect-of-tourism-in-nepal.html>

Himilayanban. 2011. A Case Study In tourism Nepal. quoted 27.09.2015

<https://www.scribd.com/doc/53274118/7/PROBLEM-AND-PROSPECTS-OF-TOURISM-IN-NEPAL>

Huntler, C.and H. Green(1995).Tourism and the Environment: A Sustainable Relationship.London: Routledge.

Hurdy Cecile .2014. Sustainable tourism : NGO'S tool for community development-Introduction .Nepal Environment and Tourism Initiative Foundation. 25.08.2015.

<http://www.netif-nepal.org/Kathmandu%20Valley%20Report%20cecile.pdf>

J. Swarbrooke, 1999 "Sustainable Tourism Management"p.49-58. Wallingford,Oxon: CAB International.

Joy Lann Davies. France24. Nepalese Call For Stolen Statues after Quakes.quoted 24.09.2015.

<http://observers.france24.com/en/20150519-earthquakes-stolen-statues-solidarity-nepal>

Kathmandu Metropolitan city office.2015.Introduction.17.09.2015.

[http://www.kathmandu.gov.np/Page\\_Introduction\\_1](http://www.kathmandu.gov.np/Page_Introduction_1)

Lodigo, M., Spaulding, D. & Voegtle, K. 2006. Methods in educational research, from theory to practise. Jossey- Bass. San Francisco, USA.

M.Parkyn,V.Tyumeneva.2005.Sustainable tourism. quoted 28.08.2015.

<http://www.telta.de/te1801/fh/morwenna/dimensions.php>

Muijs, Dainel. 2010. The methodology, Quantitative methods. Sage publications. London, England.

NTB [Nepal Tourism Board]. 2012. Tourism Statistics 2011. Kathmandu: Nepal Tourism Board (NTB).

Nepal, S.K. (1997) Sustainable Tourism, Protected Areas, and Livelihood Needs of Local Communities in Developing Countries. International Journal of Sustainable Development & World.

Patan.com, 2015. Travel and Tourism.18.09.2015.

<http://www.patan.com/>

Pradip Raj Pant & Devendra Dangol.2012 “ Kathmandu Valley Profile. Quoted 09.09.2015.

Travel news Nepal.com , 2015. Forex earning growth from tourism going down. quoted 20.09.2015.

<http://travelnewsnepal.com/tourism/forex-earning-growth-from-tourism-down/>

Tom Vater. What Does Future Hold For Tourism ?. quoted 27.09.2015.

<http://www.telegraph.co.uk/travel/destinations/asia/nepal/11570168/Nepal-earthquake-What-does-the-future-hold-for-tourism.html>

Tourism kathamndu.com, 2012.Visitors info. quoted 17.09.2015.

[http://www.tourismkathmandu.com/visitors\\_info/about\\_kathmandu](http://www.tourismkathmandu.com/visitors_info/about_kathmandu)

United Nations Environment Programme( UNEP).2015.Impacts of Tourism. Quoted 20.09.2015.

<http://www.unep.org/resourceefficiency/Business/SectoralActivities/Tourism/FactsandFigures/aboutTourism/ImpactsofTourism/tabid/78774/Default.aspx>

World Commission on Environment and Development(WCED).1987.Our Common Future. New York: Oxford University Press.

World Travel & Tourism Council. Travel & Tourism Economic Impact on Nepal. quoted 24.09.2015

<http://www.wttc.org//media/files/reports/economic%20impact%20research/countries%202015/nepal2015.pdf>

World Tourism Organization UNWTO. 2015. Current development and forecast. Accessed 24.08.2015.

<http://www2.unwto.org/content/why-tourism>

World Travel & Tourism Council WTTC.2014. Travel & Tourism's contribution to GDP. Accessed 25.08.2015.

<http://www.wttc.org//media/files/reports/economic%20impact%20research/country%20reports/nepal2014.pdf>

Wikipedia.2015. Kathmandu valley. quoted 09.09.2015.

[https://en.wikipedia.org/wiki/Kathmandu\\_Valley](https://en.wikipedia.org/wiki/Kathmandu_Valley)

## Graphs

Graph 1: Availability of Sustainable products and services

Graph 2 : Responsible for the sustainable products and services

Graph 3: Benefitting mostly from the sustainable tourism

Graph 4: Rating of available sustainable tourism for services and product

Graph 5: Content with sustainable products and services

Graph 6: Rating of available sustainable tourism according to prices

Graph 7: Rating of peace and security in Kathmandu valley

Graph 8: Mode of transportation during their stay here

Graph 9: sustainable tourism effected by recent earthquake

Graph 10: Participant Continent

Graph 11: Gender

Graph 12: Age Group

Graph 13 : Occupation

## APPENDIX

## Quantitative Questionnaire:

This is a survey designed by the students Kishor Khadka and Sovit Rayamajhi in Degree Program in Tourism at the Laurea University of Applied Sciences, Finland. We write a Bachelor's Thesis research on Sustainable Tourism Development of Kathmandu Valley. We are planning to graduate as Bachelors of Hospitality Management in December 2015.

We would highly appreciate your time and contribution to our research.

1. Are you familiar with sustainable tourism?  
Yes No
  
2. Are (Did you find (any) sustainable services and products provided for tourists in this area?  
Yes No
  
3. In your opinion who is responsible to create sustainable products or services?  
Government Local community/Individual Tourism Company Tourist
  
4. Who are benefitting from sustainable tourism?  
Government Local community/Individual Tourism Company Tourist
  
5. How do you rate available means ( mean by product & services) of sustainable tourism services in Kathmandu valley? (0 =very poor, 1=poor, 2= average, 3=good, 4=very good, 5= excellent)  
0 1 2 3 4 5
  
6. How content are you with sustainable products and services provided in this area?  
Very happy Happy Average sad No opinion
  
7. How do you rate prices on sustainable products and services? out of 5 ( 0 =very poor , 1=poor , 2= average , 3=good ,4=very good, 5= excellent).  
0 1 2 3 4 5
  
8. How would you rate peace and security in Kathmandu Metropolitan City? Rate out of 5 (0 =very poor, 1=poor, 2= average, 3=good, 4=very good, 5= excellent)  
0 1 2 3 4 5

9. What was the main mode of transportation you used here during your stay ?

Bus            Bio-gas auto            Cycle Rickshaw    Taxi/Car

10. Sustainable tourism development of Kathmandu is adversely effected by recent earthquake of April 25, 2015? (Scale 1 to 5)

strongly agree     agree     partially agree     don't agree     Can't say

11. What activities could improve sustainable tourism in this area?

-----

Demographic Information:

Nationality-----

Gender: Male  Female

Age: -----

Occupation: -----

Thank you for your contribution to our Bachelor's thesis

### Interview Questionnaire:

The authors had interview with Bhakta Gurung executive director of Chhahri Travel and Tour Pvt. Ltd. Authors live in finland and the interviewed by email in Nepal.

1. What is meant by sustainable tourism development in your company?
2. What kind of tours and packages does your company provide for customers?
3. How do you plan sustainable tours and packages? What elements do you take into consideration?
4. How is the Nepalese government helping you to meet the aim of sustainable tourism in Kathmandu valley?
5. How are the local people helping you to meet the aims of sustainable tourism in Kathmandu valley?
6. Do customers request information on sustainable tourism development?