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**UNDERSTADING THE NATURE OF SUSTAINABLE
DEVELOPMENT IN TOURISM
A Case study of Pokhara, Nepal**

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ABSTRACT

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Name of thesis UNDERSTANDING THE NATURE OF SUSTAINABLE DEVELOPMENT IN TOURISM A Case study of Pokhara, Nepal		
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<p>This thesis was written by two members. The theoretical framework of this thesis, chapters 1,2,3 and 4 were done by author Mr. Jagdip Khand and the rest of the chapters 5,6 and 7 were done by Ms. Uma Devi Maharjan and as per the research part, the authors equally devoted their time and put their best effort to make the best result. On the other hand, development in the tourism sector has made impacts on existence. Basically, it has huge impacts on environment, socio-cultural and economic aspects. The impacts could be both positive and negative. This report also gave somewhat brief explanation of the tourism impacts and the different aspects of Pokhara.</p> <p>The main aim of this report was to understand the nature of the impacts of tourism and outline the major impacts on Pokhara. Furthermore, this thesis unfolded historical and future prospects of Pokhara's tourism industry. Along with that, this report comprised the trends and factors affecting the travel and tourism industry, which included the financial stability, natural disasters, epidemics and pandemics.</p> <p>The quantitative research methodology was undertaken where questionnaires were distributed and valid information was gathered. As per the sources eBooks were used and different data and information were observed from the blogs as well. The result showed that the Pokhara tourism industry is booming and economic, socio-cultural and environmental aspects of Pokhara are drastically changing day by day so control mechanisms ought to be undertaken in order to reach sustainable development of the tourism industry of Pokhara.</p>		

Key words: Economy, Environment, Nepal, Pokhara, Socio-Culture, Sustainable, Tourism

ABBREVIATIONS

IIPT	International Institute for Peace through Tourism
MOCTCA	Ministry of Culture, Tourism and Civil Aviation
NATA	Nepal Association of Travel Agency
NGO	Non-Governmental Organization
NRB	Nepal Rastra Bank
PATA	Pacific Asia Travel Association
PIC	Pokhara Information Center
PTC	Pokhara Tourism Council
PTRC	Pokhara Tourism Revival Committee
TRC	Tourism Recovery Committee
UNEP	United Nations Environment Programme
UNESCO	United Nation Educational, Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
WTTC	World Travel and Tourism Council

TABLE OF CONTENTS

1 INTRODUCTION	1
2 IMPACTS OF TOURISM	3
2.1 Economic Impacts	3
2.2 Environmental Impacts	5
2.3 Socio-Cultural Impacts	7
3. FACTORS AFFECTING TOURISM INDUSTRY	10
3.1 Natural Disaster	10
3.2 Cost of Travel and Recession	11
3.3 Epidemics and Pandemics	11
4. INTRODUCTION OF POKHARA CITY	12
4.1 History of Tourism in Pokhara	14
4.2 Future Prospects of Tourism in Pokhara	15
4.3 Tourism's Economic impact after Earthquake	17
5 ASPECTS OF TOURISM IN POKHARA	19
5.1 Economic Aspects of Tourism in Pokhara	19
5.2 Socio-Cultural Aspects of Tourism in Pokhara	22
5.2.1 Family structure, Social composition and Indigenous profession	22
5.2.2 Dining patterns and nature of Pokhara's people	23
5.2.3 Lifestyle and artifacts	24
5.2.4 Crime, alcoholism, drug abuse and prostitution	25
5.3 Environmental Aspects of Tourism in Pokhara	27
6 RESEARCH OF THE THESIS	29
6.1 Process of the survey	29
6.2 Analysis of Findings and Results of the Survey	30
7 CONCLUSION	52
REFERENCES	
APPENDICES	

LIST OF GRAPHS

Graph 1: Gender of Respondents	31
Graph 2: Age of the Respondents	32
Graph 3: Nationality of the Respondent	33
Graph 4: Purpose of visiting Pokhara	34
Graph 5: Visit of Pokhara	35
Graph 6: Duration of stay in Pokhara	36
Graph 7: Means of transportation	37
Graph 8: Who is accompanying you in your travel	38
Graph 9: Medium you got to know about Pokhara	39
Graph 10: Money spent on tourism sectors	40
Graph 11: Activities done in Pokhara	41
Graph 12: Major visitors of Pokhara	42
Graph 13: Sectors you want to see developed in future of Pokhara	43
Graph 14: Satisfaction from the security aspects of Pokhara	44
Graph 15: Attitude towards visitors of Pokhara's people	45
Graph 16: Tourism impacts on Pokhara	46
Graph 17: Activation on conservation by local people of Pokhara	47
Graph 18: Experience of visiting Pokhara	48
Graph 19: Willingness to re-visit Pokhara	49
Graph 20: Economic benefits for the local people of Pokhara	50
Graph 21: Representation of the Pokhara tourism worldwide by government	51

LIST OF TABLES

Table 1. Trend of international Tourist who arrive in Pokhara and fluctuation in percentage in different years	13
Table 2. List of the organization or the associations of Tourism industry of Pokhara	20
Table 3. List of tourism employee and their worker's Associations in Pokhara	21

1 INTRODUCTION

The tourism industry of Pokhara is currently facing many ups and downs nonetheless, provides economic benefit to the local people. Pokhara has been facing and it might face in the future sustainable tourism development. In order to tackle issues, the authorities should initiate joint and integrated new plans and mechanisms regarding quality control, conservation and growth in infrastructures especially in air services. On the other hand, it has great impacts on the different aspects of the country as in it has a drastic effect on the country's economic aspect, socio-cultural, environmental and other aspects as well. Nevertheless, tourism could have the greatest contributions to the economy but this will bring unfavorable changes to the country's cultural and environmental aspects whereas they have positive effects as well. On the one hand, tourism have a tremendous amount of positive economic outcome by creating employment opportunity which is why it is a significant source of generating maximum foreign currency. Furthermore, tourism have conceived as an easy means of generating foreign exchange. Development in the tourism sector also brings investment from foreign as well, and promotes sales of local artifacts. On the other hand, they also have "multiplier effect" advantages to other business when the direct and indirect tourism industry's personnel spend their profit or the salaries, there might be thriving of other business as well. The positive impact too apart from the socio-cultural, environment and economical, they have possible positive impacts on the political development of the destination which represents the significant development opportunity for many countries and communities. Only if there are managed and checked tourism development activities, impacts would be positive.

Concerning how the negative impacts happen or how it can be harmful prior to this matter, if there is a maximum amount of tourist flow then it can lead to negative consequences. When the nature's abilities cannot cope with the number of tourists which results in negative effects on the environmental and cultural places. For instance, water supply, beaches, coral reefs and cultural and heritages sites might be destroyed because of the maximum use of them. Furthermore, tourism increased pollution via traffic emission, littering, increased sewage production and noise.

Pokhara is the second largest city of Nepal situated about 200 km west of the capital Kathmandu. Pokhara is rich in natural beauty and known for exit points of trekking routes. There has been a great flow of tourists with various purposes. Pokhara has been a hub for the adventurous activities and one can enjoy the multicultural of ethnic indigenous and other enjoyable factors. So there have been huge impacts on the environmental, socio-cultural and economic aspects of Pokhara. If there is proper checked and identified tourism activities and their level of impact, then there will be minimum negative impacts on Pokhara. And consequently there will be sustainable tourism development in Pokhara.

The aim of this thesis is to outline the major impacts of tourism, whether they are positive or negative and provide a solution to control and manage on those issues. Tourism should be properly planned and checked and controlled in order to develop the tourism sustainably and surely this research will acknowledge the flaws and things that need to be taken into consideration. In the context of Pokhara, tourism activities are quite unplanned and uncontrolled by the local and government authorities. This thesis has managed to explore and identify the different aspects of Pokhara and by the end of it, it will help in creating awareness which is the goal of the thesis. Furthermore, measuring the tourism impacts ultimately helps in conservation and evaluation of the different aspect. Apart from this, it will spur on investment. Pokhara's tourism have the potential to create opportunity for jobs and investments. Somewhere down the line, the thesis will acknowledge the lesson to all the tourists how people can have more benefits or positive impacts on communities and environment.

The authors of this thesis have used the quantitative research method where a pre-structured set of questionnaires were distributed through internet to the visitors and local people of Pokhara that will help to get valuable information from the respondents. The objective of this research is to know the current scenario of tourism impact on Pokhara and surely it will give some solution and some mechanism will be issued in order resolve the problem. In addition, this thesis will help in promoting the tourism of Pokhara.

2 IMPACTS OF TOURISM

Along with the development in tourism sectors, it is inevitable that there is great impact on the economical, socio-cultural and environmental aspects of a particular destination. The impacts could be both negative and positive. Furthermore, tourism creates a tremendous amount of positive economic outcome by generating maximum foreign currency and employment opportunities. Furthermore, a well managed tourism destination has possible positive impacts and also plays a positive role in the economical, socio-cultural and environmental aspects. Whereas, when there is unmanaged and unchecked tourism then there might be negative impacts on those different aspects. When the nature cannot handle the flow of tourists it results in ill impacts on a particular destination. As it is, there might be negative effects on the environmental and the other aspects. Moreover, a well managed and properly checked of tourism activities and flow of tourists help in finding an effective mechanism and strategies to order to minimize the negative impacts. (UNEP, 2001.)

2.1 Economic Impacts

The economic impacts are the most significant impacts of tourism. In fact, they have the direct and indirect impacts on tourism. By the development in tourism there might be the flow of the foreign exchange and further it might lead to the development of the infrastructure of a certain place eventually it will result in a significant economic growth in a particular place or the country. Furthermore, tourism creates employment opportunities starting from the lower level to ranging to higher jobs which have a higher level of wages or salaries in the different management and technical job positions. As per the economic impact of tourism in the world, according to the WTTC (World Travel and Tourism Council) it is stated that the in 2013 the total contribution of the tourism in generating the employment numbers all over the world in the direct and indirect jobs was USD 1,295.9 billion (5.4% of total export) but it is expected that the business will grow by 4.2% per annum from 2014-2024. Likewise, it has helped in creating job opportunities all over the world and technically it has supported 8.9% of total number of employment which is 265,855,000. And it is forecasted that the data will be increase by 2.5% in 2014(272,417,000) and further there will increment by 2.4% unto 2024. Concerning about the economic impact of the tourism

industry all over the world the study has shown that the contribution of the travel and tourism industry to GDP in 2013 was USD 2,155.4 billion, which calculated as 2.9% of the total world's GDP. In the future by 2024 it is expected to rise to 4.2%. This economic activity is mostly generated by the hospitality industries such as hotels, restaurants, amusement centers, travel agencies, airlines and other transportation services whereas it also comprises the activities of the restaurant and leisure industries supported directly by the tourists. (Turner 2014, WTTC Report,1-4.)

The increment in the income will definitely help increase in the standards of living. Moreover, as the tourism grows there will be the higher chances of growth in the infrastructure as well. Tourists need accessible roads and other eateries and lodging facilities which ultimately help in developing those hotels, roads, means of transportation etc. The tourism has also other positive effects like additional opportunities also come forward for investment; development and infrastructure spending as well eventually induced development and improvement of particular place or country by generating more income tax revenue. Nevertheless, it has a tremendous amount of economic impacts on the certain place or country and it also has negative impacts too which cannot be ignored. Talking about the negative impacts of tourism industry on economic aspect, there might be higher chances of increment in the price of goods and services, land and housing as a consequence there might be increment in the cost of living. As mentioned above about the development in the infrastructure, it would definitely need maintenance cost as well and there would be additional costs for the water, sewer, power, fuel and medical expenses. Furthermore, considering the economic impacts of the tourism industry, it is also important to know about the other factors as well such as the jobs of the tourism industry are sometimes very crucial because of the seasonality business which might cause under employment. On the contrary, there might need for highly skilled labor when the local people cannot perform the technical jobs then in that case they need expertise to do those jobs. Moreover, talking about the hospitality industry related ventures like amusement parks, hotels, restaurants and other amusement related business that might go under highly risk situation because of uncertainty and volatile condition. (Kreag 2006.)

2.2 Environmental Impacts

Basically, the tourism industry is also considered as the clean industry oriented to environment. The tourism industry helps in maintaining the real environment value for all kinds of tourists, and even tourism motivates in conserving the natural resources and maintain or protect the culturally and environmentally based historic places, monuments and others natural parks etc. Teaching others to protect these things will maximize the number of tourists. Furthermore, it teaches to protect of the selected natural environment or it makes aware of further ecological declination of the natural resources or other historical things. The tourism industry always emphasizes on the improvement of the overall arena appearance whether it is visual or aesthetic. For further understanding, natural and artificial environment both are very essential for the travel and tourism industry. They equally have importance in attracting tourists however the relations between the environment and tourism is a little bit complex. The tourism activities sometime can put an adverse effect on the environment owing to the growth on the hotel restaurants, shopping malls and overall development in the transportation and growth in the number of tourists. (UNEP 2001.)

In contrast, the overflow of tourists will result in degradation of environment as well. Basically, they overuse the resources and there can be pollution which will surely damage the environment. It is inevitable that there are negative impacts of tourism activities on environment. There is an enormous change or effects on environment as tourists produce waste and pollution. Moreover, uncontrolled visitation will result in degradation of the natural resources, historical places and landscape and monuments too. Moreover, further growth in the transportation and building, the peoples overuse the land and make the maximum use of it and avoid the plants, wildlife, fossil, coral and cultural or historical artifacts from a particular area. Tourism development can produce the dearth or the scarcity of the natural resources for instance, water. With the development of the tourism industry, fresh water is used excessively for the hotels, swimming pools, golf courses and personal use of tourists which is resulting in scarcity. Big volumes of tourists by the lake and rivers are making the water polluted. Within the peripherals of negative impacts of tourism, they have huge impact on the local resources as well. They can create a drastic pressure on the

local resources, manpower, supplies, energy, food and other raw materials. Increase on exploitation might lead to the further expectations of things which the local resources could not provide. (UNEP 2001.)

As per the negative impacts of the tourism in the environment, massive number of tourism activity will result in pollution such as air pollution and noise, solid waste and littering for example cruises and ships in the Caribbean are estimated that they produce more than 70,000 tons of waste each year. Furthermore, in Mt Everest where thousands ton of waste materials are collected each year which just proves how the tourism affects the environment. In addition to this, tourism also produce sewage and aesthetic pollution which are constantly threatening the human and animal's health. Besides it, the tourism aid in the affecting of the physical impacts which leads to the degradation of the eco system eventually the threat and pressure on these eco systems are often dangerous because such places are very attractive to both tourists and developers. In addition to this, Tourism activity has the serious impacts of deterioration of scenery with the development of the hotel and resort and other infrastructure development and it also lead to deforestation and intensified or unsustainable use of land. On other hand, due to pollution on water surface there have been damage of the fragile coral reefs and depleted the fishes that actually attract the tourist. (Lascurain 2011.)

2.3 Socio-Cultural Impacts

The tourism industry has been known for the special mechanism of exchanging the social and cultural behavior and practices as well. Whereas, the tourism activity is the foremost driving factor of exchanging the cultures of one another. In today's time of globalization, the tourism industry makes us aware about the different cultures of different places and it is only possible through the tourism industry. Nevertheless, there are also the negative impacts of tourism activity on socio-cultural aspects which should be taken into the consideration. As per the impacts, it could be assets or the detriments to the community how the individual of the society will be influenced by the tourists and how decent and civilized tourists will come, it really determines the possible impacts. The tourists bring the diverse values to the society and how the communities will perceive these values and behaviors it is up to individuals. It is obvious that the local people will try to react to tourists and apparently, adopt tourist behaviors because people finds it highly influencing. On other hand, the tourism industry has also potential positive impacts but then tourism have even contributed to the social development through the creation of jobs, dividend division and poverty alleviation. (UNEP 2001.)

In contrast, as per the cultural impacts, primarily tourist does not bring their luggage they also bring their cultures, life styles and attitude. Obliviously, every tourist visits to experience the different cultures and other recreation purposes, people are consuming not just the products and services they are consuming the symbols as well. As emphasis on the negative impacts, local people can adopt or imitate of other's people cultures which could endanger the indigenous cultures of being vanish. Furthermore, some tourists could also bring different fatal diseases for example in current scenario "Ebola" which has threatened the whole world. Likewise, there could have been entry of ill activities like drug intake and other indigestible activities. This could bring negative impacts on the society. Generally, ill impacts of the tourism on socio cultural aspects can be behold from the close angle such as increase in underage drinking, crime, drug and prostitution. There will be increment in the smuggling and there will be unwanted lifestyle change, language and cultural effects respectively. Moreover, there will be negative changes in the values and customs, displacement of residents for tourism development which are considered as the major

challenges. Subsequently, it welcomes the negative impacts such as family disruption, exclusion of locals from natural resources and last but not least new cliques modify social structures. (Socio-cultural Tourism impacts and community involvement 2006.)

The tourism activities bring together; people get to meet others from different part of the world. Interacting and living with them leads to the understanding of the culture and people's behaviors as well. Tourism has also the educational element, it motivates other people to feel happy while exchanging cultures furthermore as a result both the host and guests could have a cordial relationship which is essential for the global peace and harmony and for the future of tourism. There are several initiatives done by the International Institute for Peace through tourism such as Global peace parks, World peace travel, these are the projects that are going to conduct soon with the very significant message "may peace prevail on earth" in different part of the world. (IIPT World Travel market, initiatives 2015.)

Basically, the tourism is also key factor of uniting the different communities for instance festivals and events or even sports programs organized in a local place would definitely attracts other community peoples and they also evenly enjoy and developed in response to visitor interest. Likewise, the increment in the employment opportunity will excite and motivate the other area's peoples that is how they grow their interest on the tourism development. In addition, Participation of local people in the planning and implementation of tourism development will helps in the sustainable tourism development. Moreover, different people have their own distinct cultures and way of living and the tourist love to see the diversified cultural destination and which motivate people or a particular community to secure peace and harmony which on the other hand it will strengthen the unit of society. (Ghebrihiwet,2014). Moreover, it is obvious that the development in the infrastructures will benefits the local community. The things like use of transportation, drinking water and building, hospitals and jobs will help in increasing the living standard. By the development of the tourism industry, it is inevitable to develop tourism infrastructures. Hence, the tourism is economically, environmentally and socially beneficial. Tourism results in development of infrastructures such as airports, roads, schools, hospitals, and other retail areas which ultimately generates income for the local people. The local people are effectively benefited from the tourism development and the local people can sell their goods and services and

make living out of it. In the end more jobs are created and which brings long-term improvements to the living condition of the local people. (Graci &Kuehnel 2006.)

Apart from this, tourism focuses on conservation and modernization of the history, culture and traditions which benefit the sustainable management of natural resources, protection of the local heritage and renaissance of the local cultures and artifacts. Tourism makes a tourist to praise on the particular art and culture and that might give recognition to the place which results in culture glorious and worthy to visit. In general, these artifacts support in the conserving of culture and traditions. (UNEP Socio cultural impacts, tourism and socio-cultural conservation). Tourism helps to increase the local awareness and evidently, local people might understand that the development in tourism sector it will certainly benefit them back. When people know the importance of the cultural and historical sites they preserve and actually take part in the conservation and sustainable use of biodiversity. Community development a core element of the sustainable tourism development. Apart form this the most important social advantages are the tourism industry is also a source of pride for the local people. The tourism industry helps in making aware about the history and cultural heritage and develop their own community identity which consequently make local people to think and maintain their traditions and culture whilst showcasing it for all the tourists. When things are being appreciated of local society it will give the sense of pride in themselves and motivate them to enhance the local tourism aspects. (Bennett 2014.)

3 FACTORS AFFECTING THE TOURISM INDUSTRY

Basically, there are different factors which affect the tourist when travelling. It could be intrinsic and extrinsic reasons. Nowadays, there are also trends which are affecting the tourism industry drastically such as increment in the independent traveler and newly established or expansion of regional airport which technically offer the tariff in low prices. As per the factors there are natural and other outbreaks which are severely affecting the tourism industry. It can be further describing below. (Ornelas 2013.)

3.1 Natural Disaster

This is one of the major factors which could affect the tourism industry. It includes the disasters like volcano, tsunami, earthquake, flooding, tornados and so on. For example, on the 14th April 2010 there was volcano eruption which made all flight in Europe at a great standstill which results in cancellation of their trips. By that incident, there have been huge loss in the business of the tourism industry. So, the natural outbreaks have a massive impact on the tourism industry. Apart from this, such natural disaster is declining the possible number of tourist in a visiting area which results in decrement in money being spent. After the natural disaster, it vanishes the natural environment and which may affect the transportation and other sector of the tourism industry. As a result, there is lack in domestic tourist as well by the fear of outbreaks there can be a lack of international tourists as well. Moreover, there have been incidents where the storm and other natural disasters has compelled to cancel the thousands of flights and accommodation bookings. The natural devastation has always been disrupting the tour plan of an ordinary traveler. (Take a peek into Travel and Tourism 2007.)

3.2 Cost of Travel and Recession

Basically, this is also an essential factor which affect the travel and tourism industry. The cost of travelling was increasing as the UK is in recession 2007. The tourists from UK have not got enough money to spent their vacation due to inflation and people spending power was very weak rather they have to pay for their rent, gas and food and clothes etc. They were not going abroad for holiday with their families. Likewise, visitors do not have enough money to book an overseas tour owing to that they are preferring to travel in regional areas. But in the case of France, the tourism sales have been dramatically decreased. It is assumed that the 4 out of 10 people have not gone for their holiday because of cost of travel and country's recession 2007. (Habit 2007.)

3.3 Epidemics and Pandemics

Epidemic is a state where the people get infected within the country or the part and when infection take place in different countries then it turns into pandemic. This factor also drastically affects the tourism industry even this situation goes for the longer duration. For example, During the year 2015 there was a swine flu. This particular flu tends threaten all the people that the people were scared of travelling to another country or another places during that period the travel and tours industry had a great loss. People were cancelling the trips in the infected places. In recent days, Ebola is threatening the whole world, owing to this the African tourism industry is severely affected. (Ornelas 2013.)

4 INTRODUCTION OF POKHAR CITY- NEPAL

Pokhara is the Nepal's second biggest city. It is also a valley like Kathmandu. It lies in Kaski District, Gandaki zone. Approximately about 200 km away from capital to the west. Furthermore, according to the 2011 census the total number of inhabitants of Pokhara was 255,000 and the overall estimated growth rate of population was by 7% per year. Pokhara is a naturally beautiful place which is surrounded by the snow capped mountains. It has one domestic airport. Apart from this, Pokhara is famous for spectacular breath taking natural view, adventure activities, fancy accommodation and eateries galore that's why it is becoming the most favorite destination of Nepal. Pokhara is also known for the home of many Gorkha soldiers, the majority of the people are former soldiers of England, India and Singapore. (Pokhara city.com 2015.)

Besides this, the best thing to do in Pokhara is to relax and enjoy in Fewa lakeside. A lot of people comes from their trekking and expeditions to Pokhara that is why it has been the most exciting place for every traveler. Visitors may enjoy stretching along the shore of a tranquil lake with bobbing paddle boats. Moreover, the tourist can enjoy the panoramic view of Himalayas (snow capped mountains) feels like quite near just about 20 km away right from your hotel bed. And then, Pokhara has it own charm. There is also a booming of adventure sports industry in fact, the paragliding is very famous in Pokhara with experiencing the view of Pokhara surrounded by the white water rivers. It is also known as the gateway to the famous trek around the Annapurna range and beyond. (lonely Planet 2015.)

Another interesting thing about Pokhara is diversity in socio cultural, the overall population of Pokhara consists of ethnic group. Moreover, there are number of people who follow different cultures, different distinct festivals and adhere rites and rituals basically which shows the Pokhara's people have collective traditional lifestyles. The legacy and the faith of their respective culture and religious features has been transferred by institutionalized via the spiritual centers like Buddhist monasteries, Muslim mosque and Hindu temples. So, Pokhara undoubtedly can be called as the ideal mountain tourism destination as it has different numerous mixture of tourism related activities as trekking, mountaineering, hiking,

community based tourism, rural homestay tourism, eco-tourism, adventure sport tourism etc. Pokhara with the area of 123 sq. km includes the bio-diversity of ethnic groups, true blend of natural beauty and mystery of different cultures as well. Consequently, it has been the primary attraction and the commendable attractions has made to fascinate the millions of tourists. (Upreti & Upadhaya 2014.)

Years	No. of International Tourists arrivals in Pokhara	Changes in the percentage (%)
1995	363,395	-
1996	393,613	8.3
1997	421,857	7.2
1998	463,684	9.9
1999	491,504	6
2000	463,646	-5.7
2001	77,853	-84
2002	68,056	-23.7
2003	85,529	22.7
2004	87,693	13.9
2005	74,012	-
2006	94,799	-
2007	165,177	74
2008	186,643	-
2009	203,527	5
2010	230,799	13.39
2011	736,215	21.4
2012	803,092	9.1
2013	798,000	-0.7

Table 1. Trend of international tourists who arrive in Pokhara and fluctuation in percentage in different years (Upreti, & Upadhaya 2014.)

4.1 History of tourism in Pokhara

Historically, Pokhara during the 18th and 20th century generally known as the trade route between the India and Tibet. Back then Pokhara was discovered as the transit point for the mountaineers around 1950 and 1960. Primarily it was experienced by the very few number of tourist in 1962. Furthermore, a mountaineer named Maurice Herzog, French nationality and his team explored the Mt Annapurna(8091m) in 1950. After that, there has been a first commercial trekking tourism expedition conducted by the British Colonel Jimmy Roberts in an association with the head honcho globally pioneer tourism inventor, Thomas Cook. After the exploration, the tourism industry of Pokhara took a drastic change. Furthermore, Pokhara being the beautiful and perfect hub for all the tourism expedition became the most attractive destination for all the hippies during 60s and 70s. Slowly those hippies turned out to be the adventure seekers and made expedition and explore the surrounding of the Annapurna region right after that the tourism industry of Pokhara took a milestone. Those hippies took the photos which actually did sort of advertisement. Their contribution for the making the tourism industry of Pokhara wider are still remembered with pride and honor. In fact, the professional tourism development of Pokhara was begun in late 1970. (Upreti & Upadhaya 2014.)

In the early age, Pokhara is known as the main hub for the mountaineers who wanted to go to Annapurna region. As a matter of fact, history depicts that it was popular among the visitors before the century as mentioned in the travelogues by E Kwaguchi 1899. With the exploration of the Annapurna region there is huge growth in the number of the tourists in Pokhara as well. From the tourist point of view, Pokhara and Annapurna region area are taken as the two side of the coin even inseparable to each other. In addition, hippies were the first westerners to explored the Pokhara in 1970 and then monk Ekai Kawaguchi who visited Pokhara in 1899, the Maurice Herzog's climbing expedition and Toni Hagen's geographical researching tour in 1950 took place. Since then Pokhara have quite famous as a tourism destination. In the meantime, there were a few visitors from the America and Europe. Later in the year 1970's, when hippies made their favorite hub in Pokhara then there happened a significant change on the local tourism, it can be termed as the opening decade of modern tourism in Pokhara. Furthermore, on the following years there has been

innovations of the new trekking route and the new destinations and other parts of the Nepal (Pokhara Tourism Council 2014)

4.2 Future prospects of tourism in Pokhara

Owing to the tremendous number of natural attractions, cultural and biological diversities, breathtaking and panoramic views of Himalayan range and beautiful lakes and rivers, Pokhara has a great chance of boost its tourism industry only if the strategic and planned mechanism were carried out in systematic way. Pokhara includes all the unspoiled nature and old indigenous culture which makes Pokhara valley a paradise on earth. Pokhara, has it all which are required to attract the tourist, beautiful snow capped mountains like Annapurna, Fishtail, Lamjung Gangapurana, Dhaulagiri and Manaslu etc. Furthermore, Pokhara has got Seti river, Spectacular Fewa lake, Begnas lake, Davis fall etc. and also comprise multi ethnic blend of Gurung, Magar, Newar, Thakali, Brahmin, Chhetri etc. These specialties make Pokhara for the favorite hub for the different types of tourists. Prior to managing and developing the different tourism activities needs to equally balanced between the quantitative and qualitative aspects. Under the quantitative part the strategies should be increasing the number of tourists and their length of stay and expenses consequently it will be beneficial for the local economy. Whereas the qualitative growth, basically it focuses on the development of the infrastructures, discovering of new destinations and leveling up the hospitality and services to the tourists and upgrading the existing amenities etc. (Upreti & Upadhaya 2013, Tourism in Pokhara ,15-18.)

Moreover, focusing on the local and rural areas will be beneficial as well, that might help in strengthening the local tourism. Similarly, the making the mutual relationship between the different sectors whether it is non-tourism sector all these things are very significant for the development of tourism of Pokhara. In coming days, the authorities and the representatives of Pokhara tourism will be intending to make the tourism sectors more inclusive, participatory, eco friendly, culturally and environmentally sensitive. Besides this, the exploration and promotion of the particular place which is historically important such as palace of lomanthang of Mustang, pristine natural sites, indigenous moral and values are

important for the development of tourism in Pokhara. Pokhara tourism needs to conduct more and more tourism related events and activities. Ghandruk, Ghorepani, Manang-Mustan, Sikles, Jomsom, Dhorpatna Hunting reserve and various national parks should be equally promoted and more trekking routes needs to be discovered. Other than that there should be international airport and double lane highways connecting the main cities of Nepal. Most importantly Pokhara require a proper planning and investors. (Pokhara information center 2014.)

On other hand, UNWTO has helped in preparing the national tourism strategy for the country. The Ministry of culture, tourism and civil aviation (MOCTCA) will carry out some useful guides. Basically the project was carried out on late 2013 over a 10-week period with the help of four international and four national experts and other technical experts were also included. There has been serious study going on like reviewing of the documents and studies and also the field trip to different part of the country which Pokhara also comes in primary destination. Moreover, this project will be divided into two stages. In first stage, it will start from 2014-2018. They will focus on the diversification and improvement. The second stage (2019-2023) would be stressing on stabilizing the new products and new destination developed during the first stage basically devote time on the expansion and consolidation. (Technical cooperation and services 2014.)

The tourism plan of Pokhara are mostly influenced by the PATA former reports on Pokhara's historic resources study and proposal for a conservation district Pokhara in 1990 and other reports like Annapurna and Fewa lake conservation project. There are numerous number of plans and policies are being formulated for the development of tourism in Pokhara. Ultra light aircraft flight, paragliding, zip flyer etc. are the most adventurous sport or activities which are famous in Pokhara. Some of the projects are planning to increase other means of amusing activities and in the same way developing the hiking and trekking trails in and around Pokhara, Gorkha parade, cycling routes, cultural routes in the old Pokhara Bazaar. Moreover, it will focus on the architecture part of town. (Bhandari 2014.)

4.3 Tourism's economic impact after Earthquake

On April 25th 2015, Earthquake hit the Nepal during the peak season of tourism activities. The quake and the aftershocks had tremendous amount of devastation in the lives of Nepal. Thousands of people died and historic buildings and other important infrastructures were turned into rubbles. Furthermore, the Nepal's key tourism products including UNESCO world heritage sites Basantapur Durbar Square, Bhaktapur durbar square, Dharahara, Patan durbar square, Swayambhunath and Bouddhanath were damaged. And trekking routes of the famous regions like Lang tang, Ganesh himal, Manaslu etc. have faced severe damages. The daily lives of people have been very frightening and there has been dearth of food supply and medical supply. Moreover, historic sites of Kathmandu and Pokhara were severely damaged including temples and monuments. (BBC news 2015.)

It is said that, in order to re-construct damages, it will take millions of rupees. But then, there were some trekking routes and destinations like Pokhara, Chitwan, Lumbini which still were not that much affected by the quake. The city still can host the tourism services in these destinations. And the destructed part is in the process of renovating and cannot be visited at the moment. This scenario has made the tourism industry of Nepal into harsh situation. Tourist are almost zero because they are terrified by the news and aftershocks. Due to the earthquake, Everest avalanche was occurred and it killed around 19 mountaineers. The government was earning USD 3.5 million in a year. According to the WTTC data it has shown that the 4.3 percentage of the national GD is collected by the tourism industry. Other than that 3.5 percentage of total employment which account 487,500 jobs is generated by the tourism industry of Nepal in 2014. (Nepal Economic Forum 2015.)

Talking about the Pokhara, they are also trying to surpass from this bad situation of tourism they have formed the "Pokhara Tourism Revival Committee" and they are formulating long term and short term plans. They have initiated the campaign to restore the flow of tourists. Moreover, the entrepreneurs of the Pokhara have invested Rs 100 billions and they are terrified by the nosedive decline in the tourist arrivals after the earthquake and the

aftershocks. Tourists have cancelled the booking and tourist who were in Pokhara wanted to leave as soon as possible. The committee had come up with the schemes of heavy discounts and carried out promotional campaign and they have tried to spread the message about the positive aspects of the Nepal's tourism industry through Non-residents Nepali Association and Nepali embassies in different part of the world (The Kathmandu Post 2015). Whereas, the government and private sectors of Nepal are trying to make the tourism activity go in fact there was tourism recovery committee(TRC) formed in order to regulate the tourism activity. Initially they tried to identify and assess the damages of tourism products and they are also trying to co-operating with the government. The collective efforts are strategically trying to make the tourist come to Nepal without any fear. (Nepal Economic Forum 2015.)

5 ASPECTS OF TOURISM IN POKHARA

Pokhara is known as the destination of natural beauty and famous for hospitality and adventure tourism and departure point of Annapurna region trekking routes. Along with it, the cultural diversity is undoubtedly a mysterious attraction for tourism in Pokhara. Pokhara avails a tremendous number of activities, events, heritages, ceremonies, adventures, traditions and cultures. With the development of Pokhara, there have been a huge impact on the environment, economy and socio-cultural aspects of Pokhara. Moreover, tourism has created job opportunities and offered a way for the the local people of Pokhara to earn their living. The tourists have thoroughly enjoyed the multicultural diversified society and the cultural aspects of Pokhara. Talking about the environmental aspects of Pokhara, there have been negative changes on environment and the government authorities therefore local associations and many NGOs are working on the conservation. (Pokhara Information center 2012.)

5.1 Economic Aspects of Tourism in Pokhara

Each year, a large number of international and domestic tourists comes to Pokhara to visit so this city has become the favorite hub for every kind of tourist. Because the city of Pokhara is a tourist place as a result the major source of income for the local people and city is from tourism industry. Tourism has always been the backbone income of this city. There are around two 5- star rated hotel and five 3-star hotels and fifteen 2-star hotels and the other ordinary guest house and lodges are in huge number, it accounted over 300 numbers. It is said that the Pokhara can accommodate about 16,000 tourists per day. As a matter of fact, the tourism service sector and other production sectors contribute with 58 percentage of the total economy. Not only in accommodation business there are lots of entrepreneurs who are also engaged and lending their service in the tourism and hospitality field. Basically there are commercial and non-profit organizations that are associated with the tourism sector of Pokhara. (Prasain 2014.)

1.	Paschimanchal Hotel Association	410	Member of PTC
2.	Trekking Agencies' Association of Nepal, Western Regional Association	75	Member of PTC
3.	Nepal Association of Tour & Travel Agents, Regional Association Pokhara	109	Member of PTC
4.	Restaurant and Bar Association of Nepal Pokhara Chapter	72	Member of PTC
5.	Taxi Association of Pokhara	4500s taxi and 54 microbuses	Member of PTC
6.	Pokhara Bus Entrepreneurs Association	251	Member of PTC
7.	Trekking Equipment Shops' Association, Pokhara	59	Member of PTC
8.	Embroidery and Garment Association, Pokhara	75	Member of PTC
9.	Nepal Air Sports Association	18	Member of PTC
10.	Nepal Mountaineering Association, Annapurna Chapter Pokhara	33	-
11.	City Restaurant and Bar Association of Nepal (CITY REBAN) Pokhara	42	-
12.	Fewa Boat Entrepreneurs Association, Pokhara	750	-
13.	Prithvi Hotel Entrepreneurs Association	112	-
14.	Lekhanath Hotel and Restaurant Association	10	Located in Lekhnath municipality in Pokhara valley
15.	Money Changer Association	52	-
16.	Pokhara Cyber Association	62	-

Table 2. List of the organizations and the associations of Tourism industry of Pokhara
(Upreti & Upadhyaya 2013,14.)

Nepal Rastra Bank has depicted that the contribution of the tourism sector to the national GDP has been increased by 2 percentages in 2013. And according to the Ministry of culture, tourism and civil aviation's data the total direct employment generated by the tourism industry in 2013 was 178,000. (MOCTCA Nepal 2014.)

Earning of foreign exchange for the tourism industry is very significant. In the case of Nepal's tourism industry as it generates Rs 30,703.8 million (Nepal Rastra Bank report 2012). Talking about Pokhara, there has been fascinating growth of the economic development of Pokhara, with the establishment of different accommodations and other tourism sectors. Specifically, the 19 paragliding companies that are operating are generating 200 million rupees in a year and likewise interestingly the Mahendra cave and Davis falls generate about 2.9 million and 3.8 million rupees per year which is quite a magnificent figure. As it is already mentioned, the tourism industry generates 58% of the country's total income. Concerning about the employment of Pokhara, the tourism industry been creating a large number of employment opportunities. Furthermore, increment in the investment and business enterprises are the core factors to inch up the total employment in the tourism sector in Pokhara. (Sharma 2013, 93.)

SNO.	Associations	Members
1.	All Nepal Tourism Workers Union – Kaski	500
2.	Union of Trekking-Travels-Rafting and Airlines Workers' Nepal	500
3.	All Nepal Hotel and Restaurant Workers Union -Kaski	1500
4.	Hotel Representative Society, Pokhara	45

Table3. List of tourism employees and their worker's Associations in Pokhara (Upreti & Upadhyaya 2014.)

5.2 Socio-Cultural Aspects of Tourism in Pokhara

As Pokhara is known for multi-ethnic communities who are residing it has its own socio-cultural values and norms in the society. With the development of the tourism sector there have been some sort of changes in the society's culture whether it is bad or good way. Because of the influencing nature of human beings, people try to imitate the ill habits whether it is influence on lifestyle, abusing drugs or crimes so these are the inevitable changes that occur automatically. Furthermore, a network of social relationships induce society whilst culture is a fusion of social belief and norms, customs, habits, knowledge etc. which are equally experienced and shared by the society's peoples. Tourists who come to Pokhara have been attracted and amused by the multicultural part of the city. Moreover, tourists have considered the socio-cultural aspects Pokhara in a positive and nice way. Unlike there has been issues and problems were rose in the Pokhara's people attitude and lifestyle especially on youngsters. Whereas, tourism sometime happens in exploitative way in another perspective. Pokhara itself is a community based on responsible tourism somewhere down the line it has got the balance between tourism development, ecological conservation, economic growth and socio-cultural sustainability. (Online Pokhara 2014.)

Under the following points or socio-cultural domain, the impacts on the socio-cultural aspects of tourism in Pokhara are mentioned.

5.2.1 Family structure, social composition and Indigenous profession

In the context of Nepal, the family structures are joint family or nuclear family. Similarly, tourists can find the small and joint family structure of people living in Pokhara. But then tourists often find it very simple and mostly appreciate and admire the family structure and ethics of the Pokhara people when they visit the different hotels and especially when they experience the home stay services. Tourists get a chance of beholding it properly about the bonding of a family living under the same roof and sharing of happiness and sorrow that melts the heart of every tourist. Moreover, in Nepal they have their rituals and one thing that they have is faith, they have a concept of guests are like god. According to the culture and

society values Pokhara's people treat the tourist as a god and give the utmost care with love, respect and devotion. Whereas, individualistic behavior and increase in materialism that is why peoples are driven in new composition of family. By the influence of western cultures, there is a little change in the castism which is very rooted in Nepalese society somewhere it has helped to eradicate taboos. (Online Pokhara 2014). As already mentioned the tourism industry of Pokhara generates the majority of economy so most of the people are into the business of the tourism sector which means they have investments in the accommodation business, restaurant business and other amenities sectors. In the lakeside area the business people have agreed upon the tourism is only means to get bread and butter. They are making the living out of it. Unless there are some caste of society Damai and Sarki and Majhi who are especially known them for their professional identity which Damai's are for tailoring, Kami are for gold business and Majhi are for fishing. Basically these are taken as stereotypes of Nepalese society. Other people from the Pokhara's people are catering in tourism services and some people are still in the ancestor's business, following their legacy. (Sharma 2014,140-141.)

5.2.2 Dining patterns and nature of Pokhara's people

Every place and cultures have their identities regarding their food dishes and drink whether it is alcoholic or non alcoholic. Concerning the dining pattern and menu priority of Pokhara's people, People love to have Daal, Bhat and Tarkaari that is one of the Nepalese usual dining pattern. They have it twice a day. They take it as a lunch and dinner. Talking about more of the Pokhara's eating habits, people of Pokhara have their native Nepalese cuisine, one of the most famous dish is 'Dhido and "Gundruk" which is equally enjoyed by the tourists. Furthermore, there are lots of restaurants which serves different cuisines. While tourists are in Pokhara they can start the day with having breakfast in morning butter, jam, honey toast, chapatti-curry, cornflakes, porridge and multiple choices of fruit juices. During their dinner, tourists can enjoy the different food items or the Nepali cuisine and tourist can enjoy every kind of alcoholic beverages even if they want to taste the local alcohol then they can have the "raksi". Within the Fewa Lake side inhabitants, 67 % shows the interest in Nepali cuisine and 8.6 percentage of the people liked oriental Chinese, Japanese and Thailand

cuisines. Very interestingly 18.97 percentage have the interest in Indian cuisine the rest in American and Continental cuisines. It clearly shows that the dining habit are changing gradually and people are attracting toward the foreign foods. (Sharma 2014,142.)

Moreover, the people of Pokhara have the distinct emotion, attitude and behavior to the tourists. Generally, people of the Pokhara are very friendly, polite, helpful etc. so due to that tourists are pleased by the welcoming nature of the Pokhara's people. The tourism is more of interactions with the local people, understanding the attitude, lifestyle and cultural aspects. In fact, people are nicer to the tourist rather than domestic tourists. Furthermore, talking about the language of Pokhara, mainly the people speaks Nepali and people are able to understand they are that much educated that the people of Pokhara can speak and understand the English language and even Hindi and other languages. Learning the foreign language for the effectiveness of the business dealing, 76% of the inhabitants of lake side Pokhara have language skill like French, Japanese, Korean. Dutch, Spanish and Chinese as well. (Online Pokhara 2014.)

5.2.3 Lifestyle and artifacts

Clothing depicts the culture and ways and living of a people. Peoples lifestyle and fashion are different than the other part of Nepal because of multi-ethnic group are residing there in Pokhara. Moreover, people have their own indigenous attire which are quite interesting and tourists finds it very interesting. During the festival or the occasion, they dressed and convey their love and respects to their culture, social values and norms and at the same time they pay respect and love to seniors and juniors as well. Normally the men wear 'Daura and Suruwal' and ladies wear Gunyo Choli, and sari (Nepali dress). Due to the western influence, fashion have become advanced in Pokhara. Pokhara is known for the fashioned city of Nepal. Fancy clothes all the new arrival in international market are found in Pokhara markets. People are even interested in tattooing and piercing, mostly youth does it which shows that the dramatic influences of tourism in Pokhara. (Online Pokhara 2014.)

Furthermore, one of the major factor that the people travel from one place to another place is just to explore the articultural facts of a particular place. People love to see the architecture, would love to see the different music, crafts and arts. Moreover, the tourists in Pokhara could see the art galleries, souvenir shops, painting and art exhibitions etc. These sort of events and shows are organized and conducted in Pokhara where tourist can enjoy the artistic creations during the stay. However, the tourist by nature want to see the originality and authenticity and that's why they prefer to buy the locally produced handicrafts and gift items. Currently, it has been commercialized and things have been a quite easier to make those artifacts in order to make maximize the production and make a profit on it. Besides this, tourists love the indigenous music, arts and dances. All in all, the tourism has very significant role in promoting these art, crafts and music etc. people of Pokhara feels that the music of their locals respective has been dominated by the globalization. Nonetheless, there has been a positive effect of Pokhara's tourism industry in this art and cultures sectors. (Sharma 2014,145-146.)

5.2.4 Crime, alcoholism, drug abuse and prostitution

Crime, alcoholism and drug abuse are the bad aspects of society and directly effect the tourism industry. Alcoholism and drug abuse results in criminal activities. There are number of incidents which had happened in Pokhara and left negative impacts. Sometimes tourist also do not know whether the place is safe or not for travel during that time people carry valuable goods with them and then they become the victim of these ill activities. In other case there might be drugs smuggling and other illegal activities which are sometime carried out by the tourist himself. Furthermore, talking about the Pokhara the most common thing that happened is stealing in tourism spot. There have been lots of case which tourists have filed the case of theft of their belongings. Pokhara have very strong rules and regulation regarding the safety of tourist and its people. Nevertheless, there is few bars and pubs and massage parlor which are involved in drug peddling. In Pokhara there are some cases where the tourists use the street children for the drug smuggling. Pokhara is tightening the security activities by deploying the security officer in different areas. And there are police station and

police check in areas that's why Pokhara is a safe to visit and tourist feels safety in this city. With the development of tourism activities that simultaneously there is thrive of illegal activities like prostitution and sex abuse. Moreover, there are number of tourists who travel in order to have sex. That's why there has been evolved of the 'sex tourism'. Some tourist wants to have entertainment in the evening which signifies flesh trade more or less. In fact, some countries like Bangkok, Manila, Holland –Amsterdam and Cambodia are encouraging the sex tourism in the end it is generating some foreign exchange. But in the case of Nepal it has been the major components of tourism in Nepal as of now. There are lots of night clubs, strip clubs and massage parlor where erotic dances are performed and some restaurants and bars are emphasizing and supporting prostitution in Pokhara. Apart from this, youngsters of Pokhara are also indulging themselves in such parties and clubs. Some ways or the other way it is helping in tourism volume but it put the bad impacts on the society. (Sharma 2014,148-149.)

5.3 Environmental Aspects of Tourism in Pokhara

In today's world of globalization, the environmentally rich destinations have become everyone's favorite. And growth of tourism development inevitably carries the great impacts on the environment. Just in case, if a place is having the overflow of the tourists then apparently there might be the negative impacts on the environment due the pollution created by the tourists. Generally, the negative impacts happen only when the particular destination cannot handle the overflow of tourist. Furthermore, talking about the Pokhara there has been issues with the environmental pollution because of continuous migration and sometime overflow of tourist activities. The rapid growth in tourism infrastructure and migration is resulting in land use and trees are being chopped down in any way. Similarly, the tranquility and natural core beauty of the Fewa lake and surrounding of Pokhara are in danger state because of lack in proper conservation. Nevertheless, numbers of NGOs and local committees are working on this matter but there is no sign of problem being sorted out. There are no such strict rules that has been imposed by the government authorities in fact authorities are tainted. Furthermore, there are no damage preventing plans of action and lack of public awareness as well. (Pokhara information center 2014.)

Pokhara is a fast-growing city of Nepal and second most visited tourist place. Pokhara has natural attractions like Fewa, Rupa and Begnas lake and mountains like Machapuchhre, Annapurna, Dhaulagiri, Manaslu etc. According to the hotel entrepreneurs of Pokhara, it is said that, above 550,000 tourists visit every year. There has been increment in travelers by 13.39 percent in 2010. The major issue of Pokhara are problem of managing the solid waste, pollutions of the few lake and surroundings of Pokhara city. In concern of the solid waste management, the report of the ministry of the local development, Pokhara sub-metropolitan city produces 123.45 tons of solid waste per day and to manage this apparently it will take NPR 831,293,369(25 million rupees annually). Further there are have been addition of other six projects by the ministry of environment, science and technology. (Pokhara information center 2014.)

As per the air and noise pollution solution, the Pokhara's atmosphere contains 874.4 total suspended particles (CAI-Asia2006) which is bad for health and it can affect the tourism industry thoroughly. Pollutions created by the industries, transportation and city crowd and other tourism related companies makes the environment hazardous by pollution of air, land, noise and water etc. Talking about the Fewa and its preservative majors, Fewa lake is the heart of Pokhara and it is situated in city and also the second largest lake of Nepal spread in 4.4 square km. Despite the natural beauty of Fewa there has been tremendous problem in environment part of lake. With the growth in restaurants and hotel overlapping the Fewa's land and sewage mixed in the water of few lake is degrading the water. Furthermore, activities throwing the solid waste and garbage directly into the water and using the water of fewa for the hotel purpose and other unethical activities are making the Fewa polluted. This is directly making the negative impact on tourism of Pokhara. There are over 26 organization registered in order to keep the Fewa clean and hundreds of NGOs are there for the conservation of Fewa lake. Besides this there are local communities' organization which is called Fewa trust and most importantly the UNESCO have been shown its involvement in the protection of Fewa. Irony the Fewa situation is just opposite, Fewa is getting worst day by day. (Bhandari 2014,173-189.)

6 RESEARCH OF THE THESIS

In natural and social sciences, quantitative research method is the systematic empirical investigation of observable phenomena through statistical, mathematical or computational techniques. The main motive of this research method is to developing the mathematical models, theories concerning to the phenomena (H. Russell Bernard 2006). Quantitative research method is used to measure the problem by collecting numerical data and the data can be transformed into useable statistics. Moreover, it can be necessary for expressing the attitudes, opinions, behaviors, and other sort of variables and it works as a generalizer of sample data and information. Apart from this, quantitative research method can be performing in various way like online surveys, paper surveys, mobile surveys, kiosk surveys, face to face interviews, telephone interviews, longitudinal studies, website interceptors and systematic observations etc. (Wyse 2011.)

Talking about the merit and demerit of the quantitative research method, this research method is useful in order to test the result obtained by the qualitative experiments. After the research there can be possible comprehensive results and those finalized results can be accepting or refuting a hypothesis. In addition, quantitative research method is time consuming method and at the same time it is expensive method as well. Furthermore, it generates only proved or unproven consequences. (Worth 2008.)

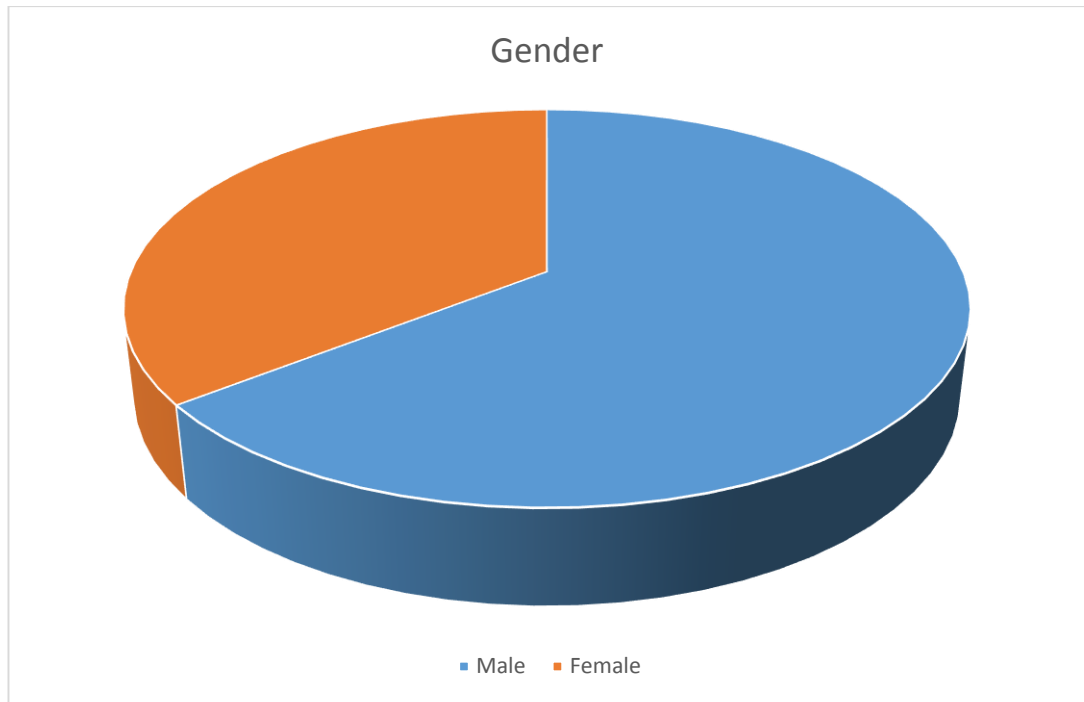
6.1 Process of the survey

The authors have done this survey by using the quantitative research method. For that, a set of questionnaire was made and distributed to the targeted number of respondents who have already visited the Pokhara or who were travelling in Pokhara during the survey. Basically, the survey succeeded by distributing a set of questionnaires and receiving back with their answers and opinions. Apart from this, the main objectives of this survey was to collect the information and data regarding the tourism impacts in Pokhara valley. Is it making bad or good influence in different aspects of the Pokhara? To acknowledge the current scenario of

tourism sector of Pokhara and what steps need to be taken in order to overcome the problems aroused by the tourism in order to make the sustainable tourism development etc. these things have been the primary motive of this survey. The result of this survey would be quite fruitful to all the readers. Furthermore, the authors have made a set of 21 pre-structured questions for the survey. And the survey was conducted via internet, electronically and distributed to the local people of Pokhara, visitors from neighboring cities and tourists as well. In fact, 45 people were chosen randomly as sample for the survey. Besides this, the authors have used Microsoft Office Excel in order to make the bar diagrams, graphs and pie charts.

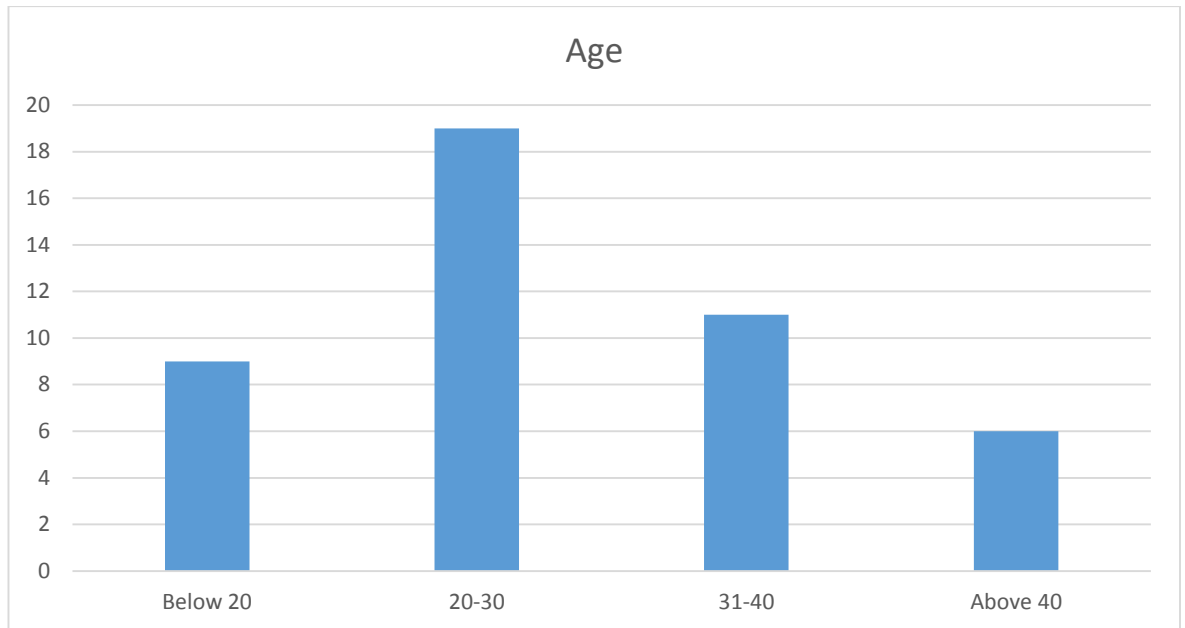
6.2 Analysis of Findings and Results of the Survey

As per the analysis of survey, the survey went very well and the respondents were very enthusiastic. While collecting the primary data and information through survey, the authors have outlined the major impacts in the different aspects of the Pokhara. Moreover, negative impacts on environment of Pokhara outweigh much in Fewa surrounding, the uncontrolled and unmanaged tourism activities are degrading the natural beauty of Pokhara. Furthermore, government authorities ought to make impactful and effective decision regarding the promotion and uplifting of the tourism industry of Pokhara. Many respondents felt that there should be more development on tourism infrastructures, conservation of cultural and historical sites, discovery of new trekking trails and enhancement in natural attractions, as this would consequently bring sustainable tourism development in Pokhara.



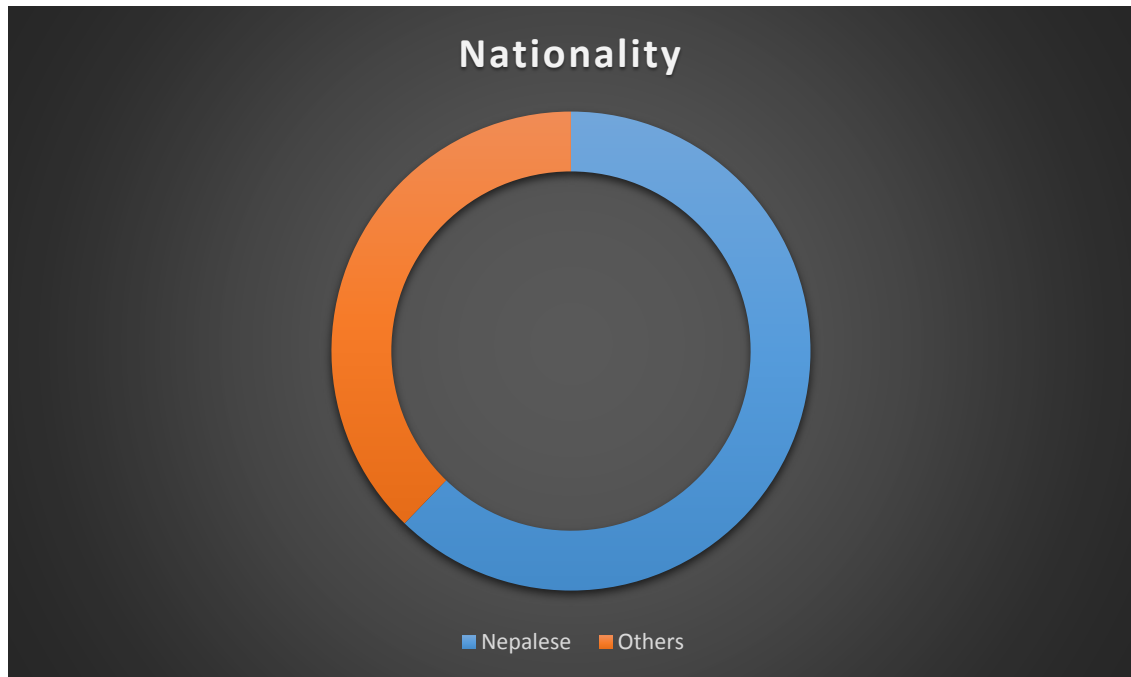
Graph 1: Gender of Respondents

The above graph depicts the number of male and female respondents who took part in the survey. In fact, out of 45 respondents, the majority of the respondents were male which accounted 64% and the rest 36% were female. Furthermore, the chart shows that male surveyees is more then 28% then female surveyees.



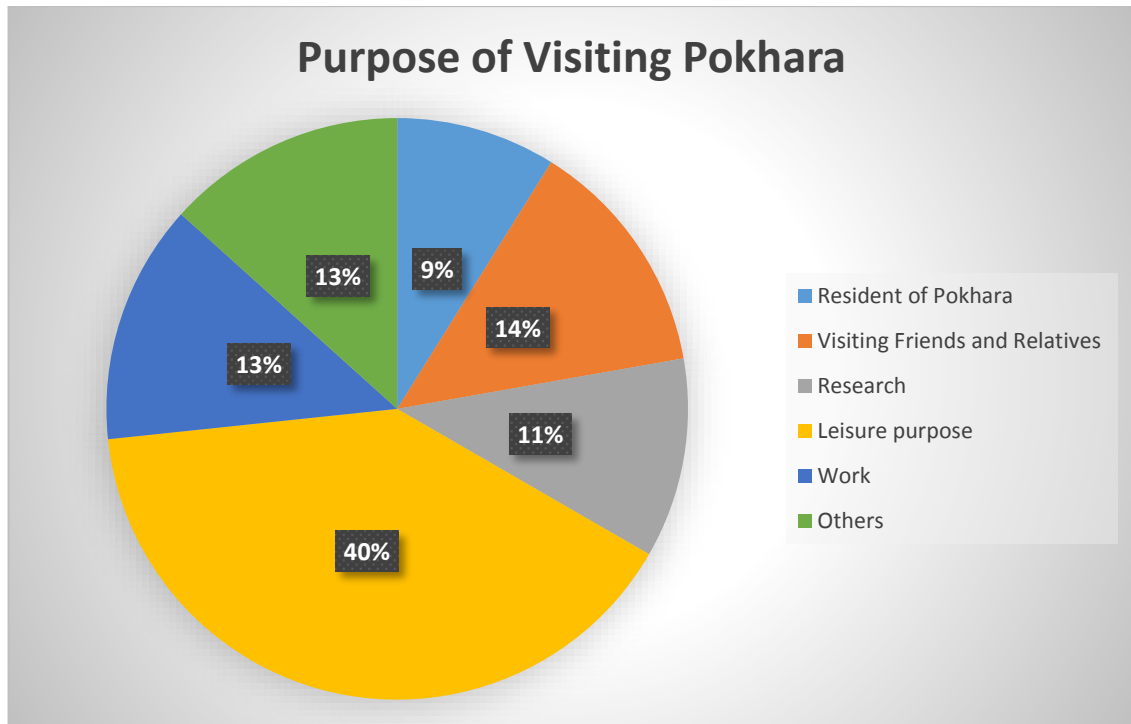
Graph 2: Age of the Respondents

The above bar graph reveals the number of age-group participated in the survey. Among 45 respondents, the majority of the participants were from 20-30 years of age group which totaled 19 and the least or minority number of participants who took part in survey are from above 40 years of age group people which totaled six surveyees. Furthermore, the second highest consists 31-40 years of age group and the number of respondents were 11. Similarly, the teenager who belongs from the below 20 age group include the nine participants.



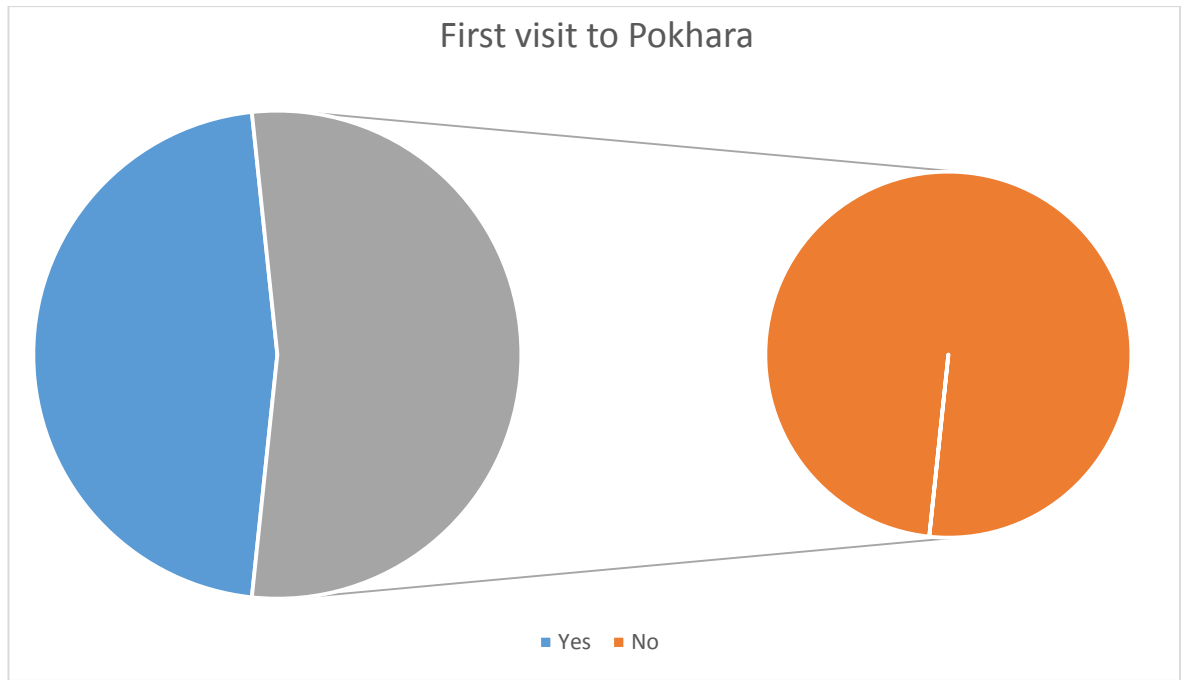
Graph 3: Nationality of the Respondents

The above graph demonstrates the number of participants who come from Nepal itself or the other international nationalities. Out of total participants 62% were from Nepal and rest 38% belong to other nationalities. Moreover, the other nationalities include the respondents from India, Bangladesh, Bhutan, China and even from the Europe and America. Basically, it shows that the 24% of the Nepalese citizens took part in survey out of 45 participants.



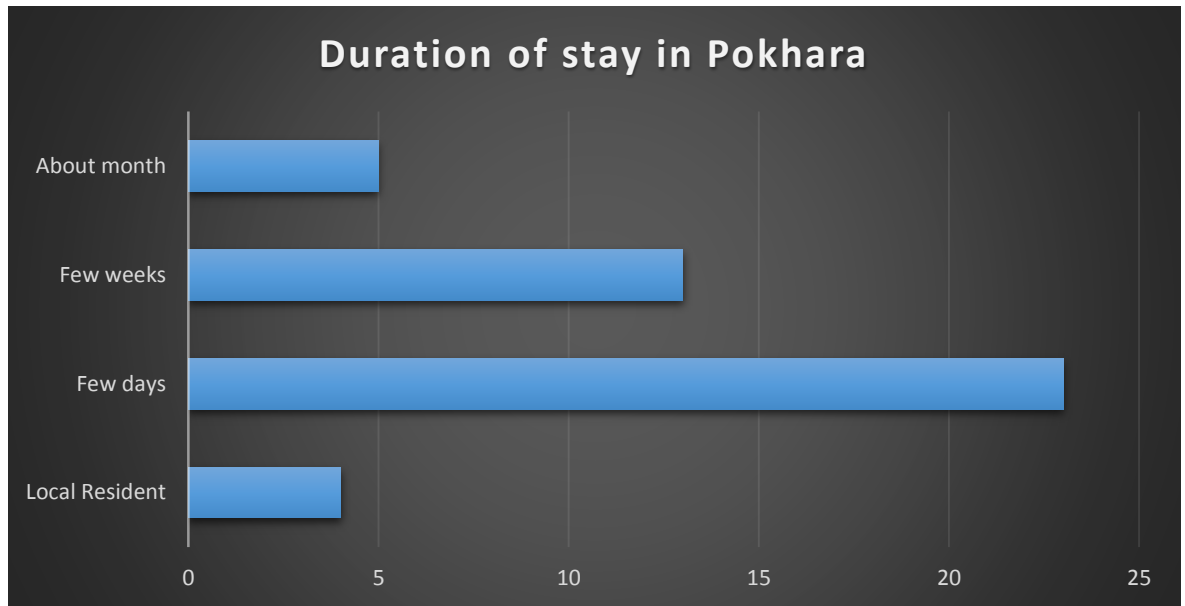
Graph 4: Purpose of visiting Pokhara

The above graph illustrates the number of people who came with different purpose of visiting Pokhara. Out of 45 surveyees, the majority of the tourists came to Pokhara for the leisure purpose which accounted 40%. And subsequently, it shows that the number of respondents (13%) for the work and other purpose are equivalent. It is expected that the 13 % of other people have taken a regional trip to attend programs, fair and events. Moreover, the number of respondents who were with the purpose of visiting friend and relatives is more by 3% than of visitors with the purpose of research. Last but not the least, 9% of local visitors made trip from one place to another part of Pokhara valley.



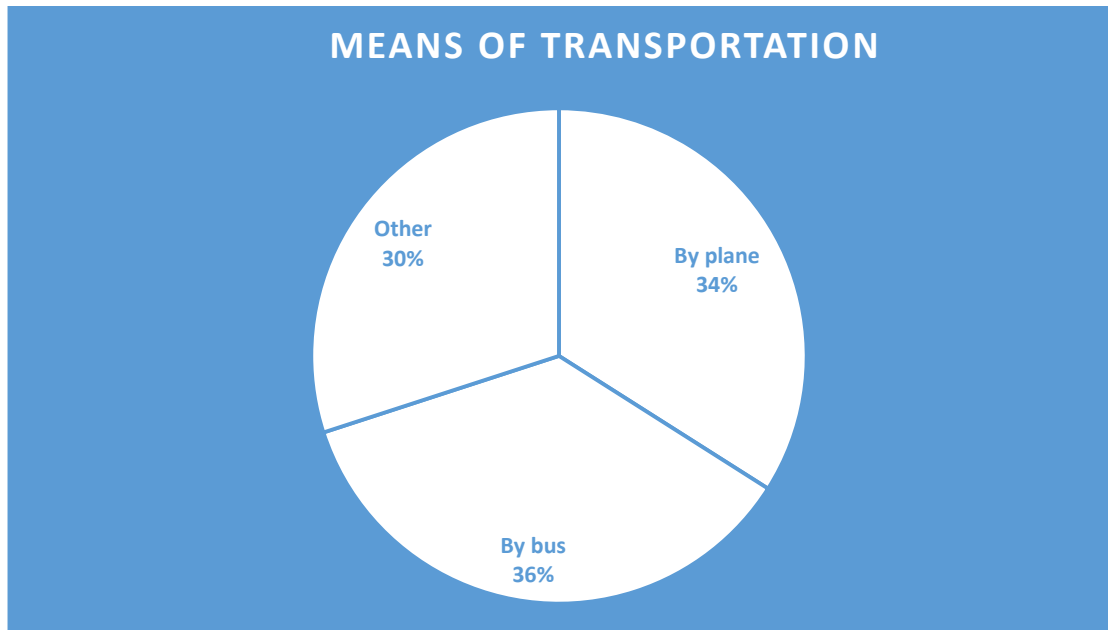
Graph 5: Visit of Pokhara

The given graph shows the number of visitor who have visited the Pokhara for the first time or their 2nd or 3rd visit. 45 respondents took part in the survey, and among 45 surveyees 21 people said that, it was their first visit to Pokhara and Followingly, 24 respondent said they have already been in Pokhara. In other word, the respondent who said no to the questions is 6% more the respondents who said yes.



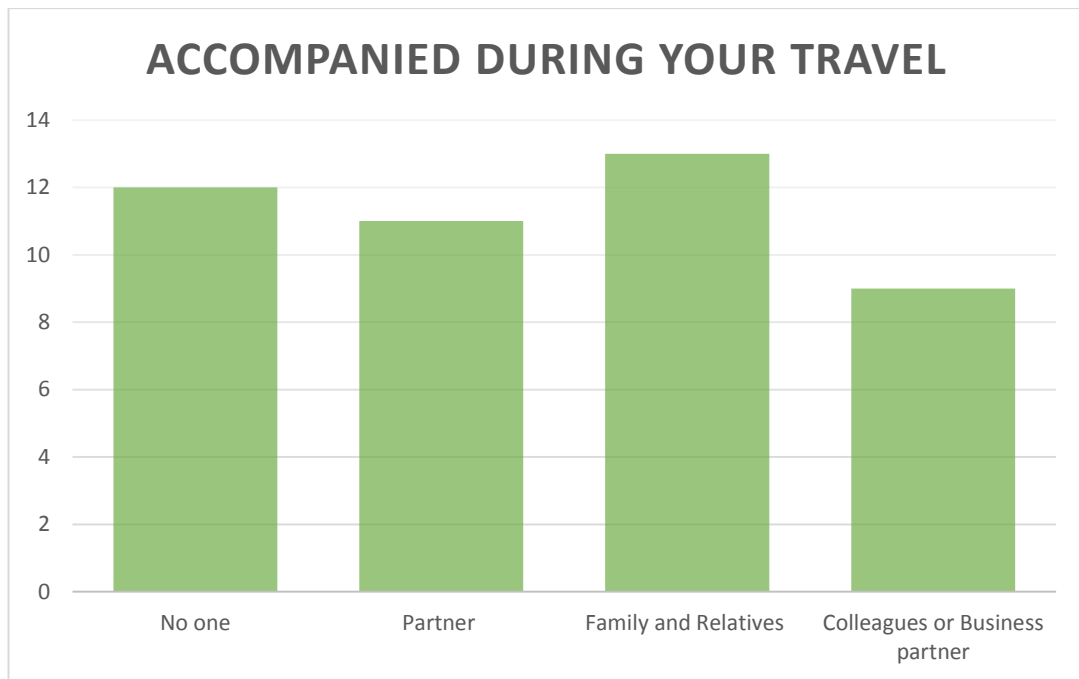
Graph 6: Duration of stay in Pokhara

The above bar graph demonstrates the duration of stay in Pokhara. Among the 45 respondents, the majority of the respondents have agreed on few days' option which totaled 23 number and respectively, 13 respondents were staying for a few weeks in Pokhara. Furthermore, five respondents were staying about a month and rest four surveyees were local people of Pokhara. Basically, the duration of stay resulted in more expenditure in destination and more impacts on the different aspects.



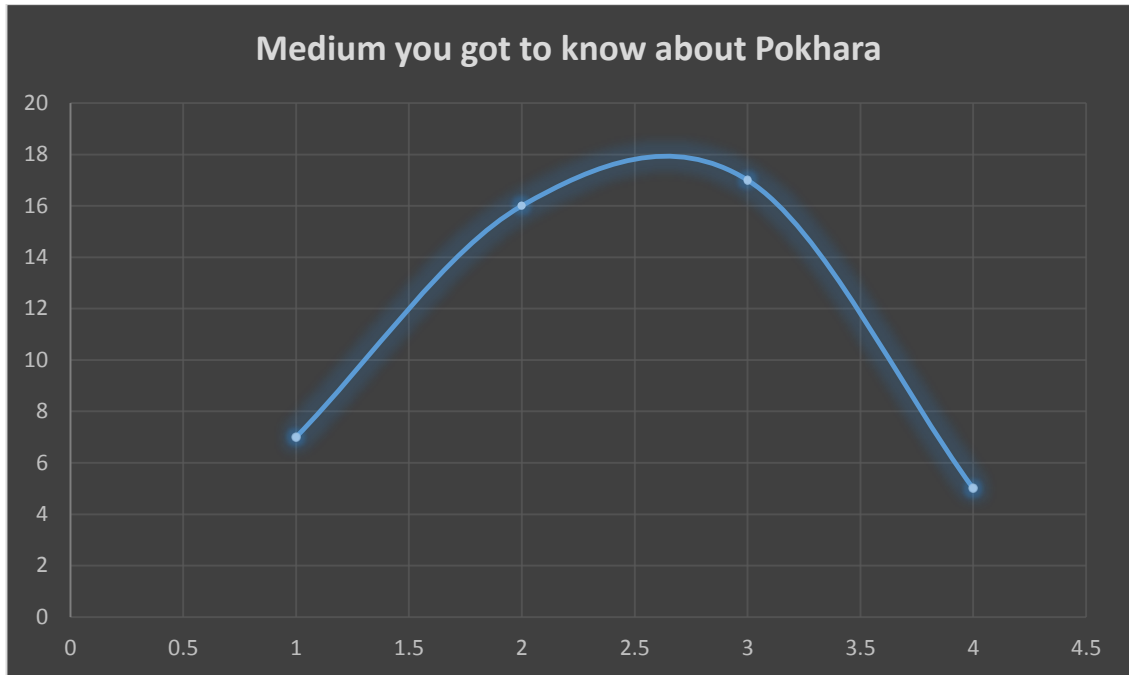
Graph 7: Means of transportation

The above graph shows the percentage of surveyees who have used the different means of transportation. The majority of the respondents which is about 34% have used the air transportation to arrive in Pokhara from different parts of the country. And similarly, the 34% who are domestic tourists have taken bus to reach to the destination Pokhara. The 30% of the respondent who are probably local resident of Pokhara or from the neighboring cities, they have used bike and other means of vehicles.



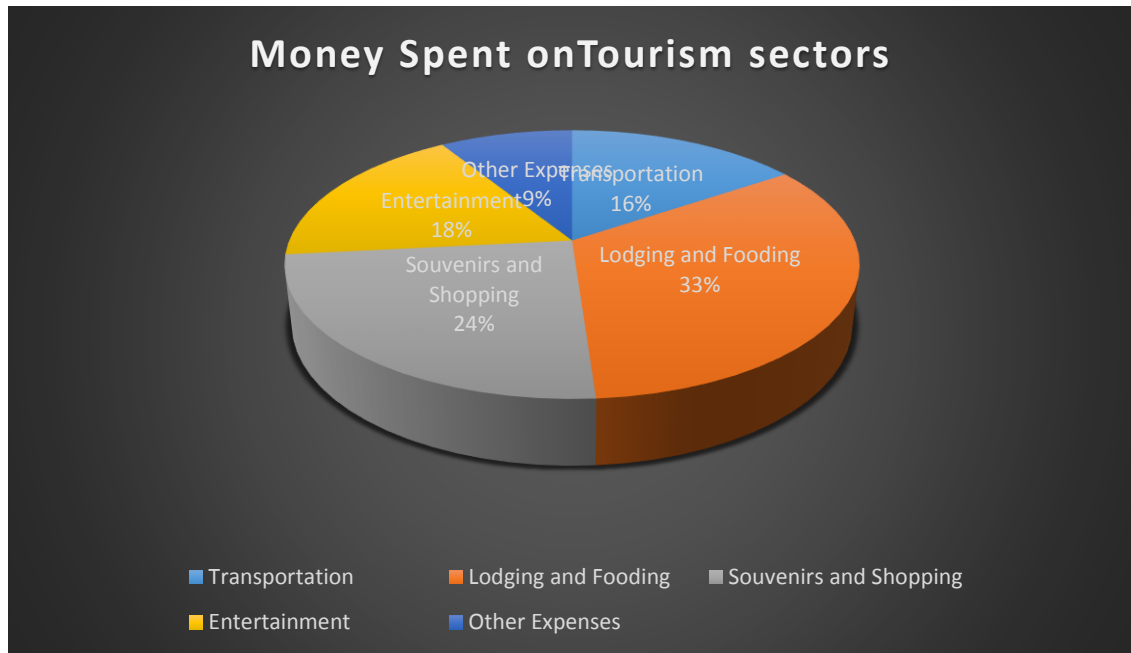
Graph 8: Accompaniment during your trip to Pokhara

The above bar graph shows the information on who is accompanying with the respondent while on their trip to Pokhara. Within the survey of 45 peoples, 13 respondents were with family and relatives, it signifies that the number of tourists in Pokhara were in great number. The diagram also shows that, there were also a lot of independent tourist which totaled 12 numbers. Furthermore, there were also 11 respondents who came with their partners. And it seems that the respondents who were business delegates, colleagues or on business trips consist of nine surveyees.



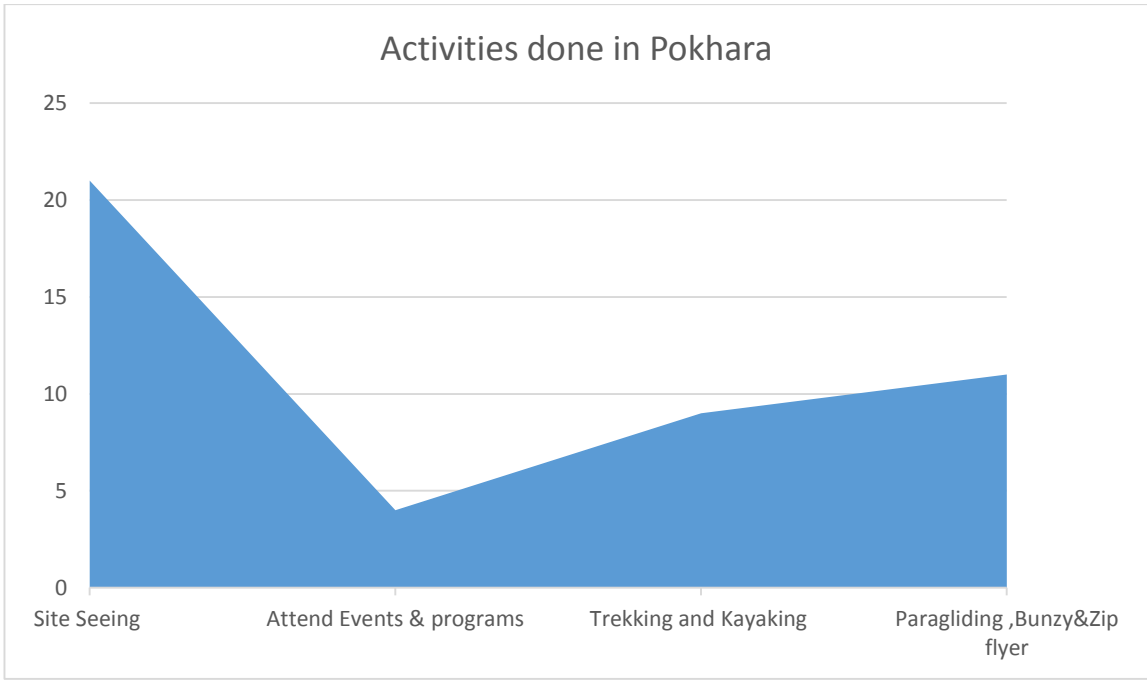
Graph 9: Medium you got to know about Pokhara

The above graph shows that the majority of respondent got to know about Pokhara from internet media and friends and relatives consisting the number 17 and 16 respectively which is only a number higher than Friends and Relatives. The least number of respondents who get to know about Pokhara or the event, Programme or other activities which calculated five respondents out of 45 respondents. And similarly, seven surveyees got to know about the Pokhara or the occasion happening in Pokhara by newspaper medium.



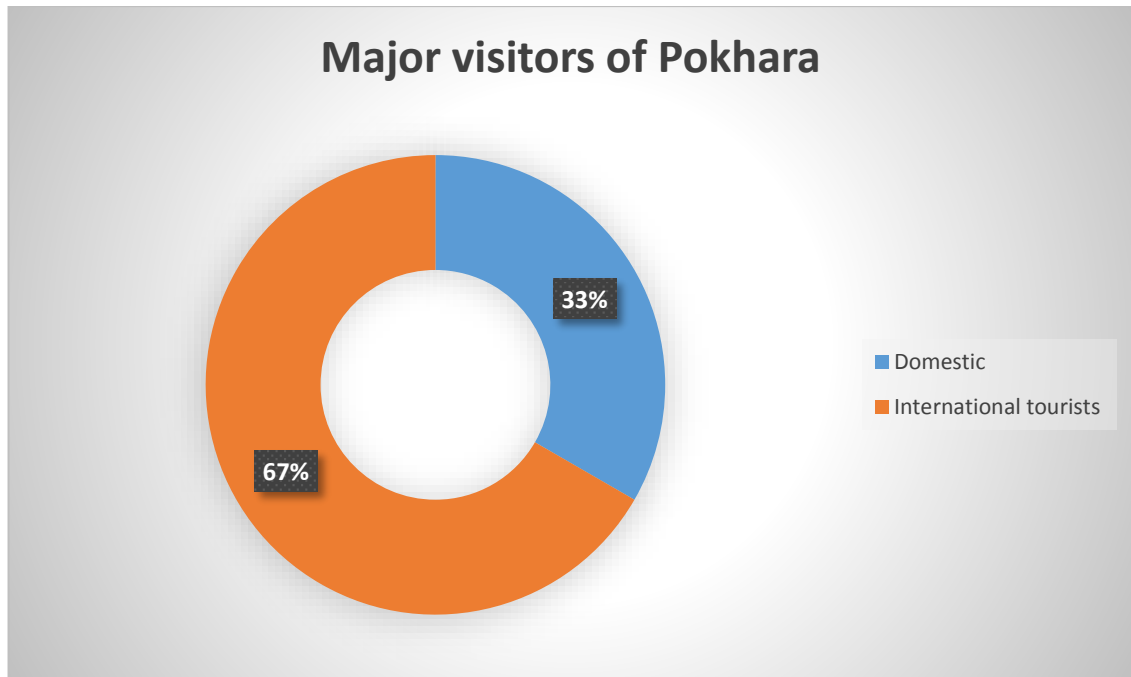
Graph 10: Money spent on tourism sectors

The above graph reveals the money spent on tourism sectors of Pokhara by the surveyees. The 33% of the respondents agreed on they have spend their money in lodging and food for themselves. They might have accommodated themselves in ‘A’ grade hotel and restaurant or eateries. Out of total 45 respondents, the least number of respondents which calculated nine percent have said that they have spent their money on other things in medicines, donation, extra sport activities etc. Talking about, other remaining respondents, it seems that respondents were more wiling to pay on entertainment rather than transportation by two percent. Apart from this, there were also 24% surveyees who enjoy doing shopping and buying souvenirs for their beloved one.



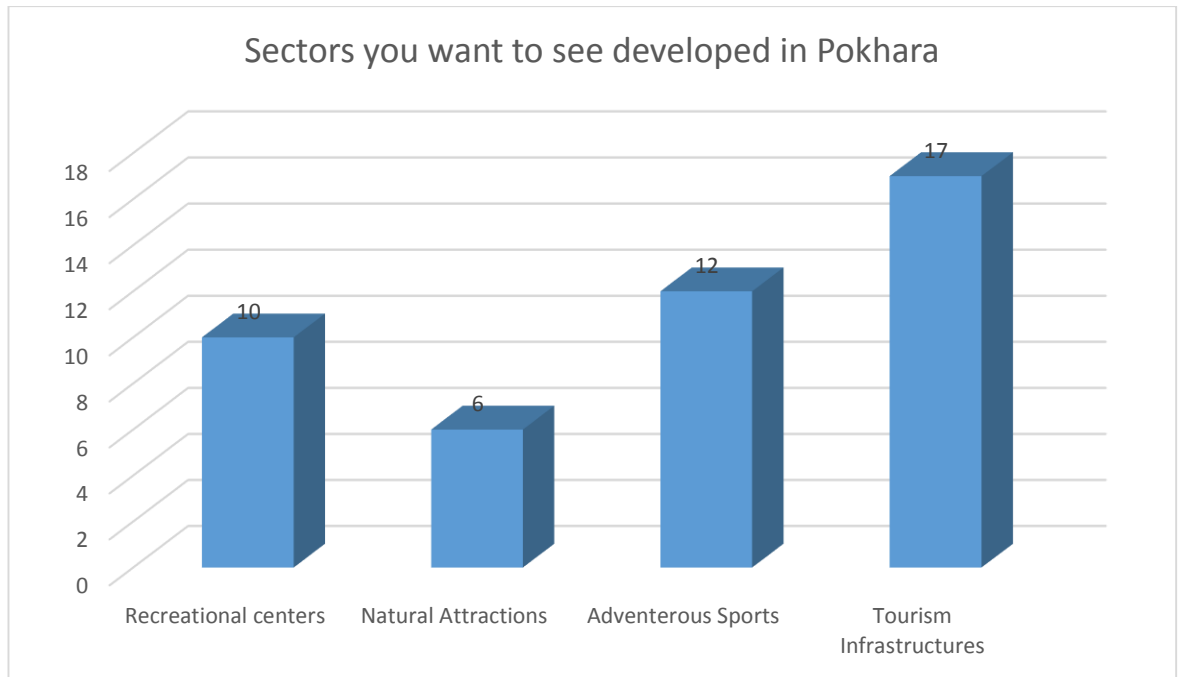
Graph 11: Activities done in Pokhara

The above bar graph illustrates the activities done by the respondents in Pokhara. The maximum number of people have done site seeing which consist 21 number of respondents among 45 surveyees. Followingly, 11 respondents agreed on they have enjoyed doing adventurous activities like paragliding, bungee jump and Zip flyers. The least number of respondents which is by four peoples have attended events and programs during their trip to Pokhara. Since the Pokhara have flourish their adventurous activities nine of the respondents have done trekking and kayaking.



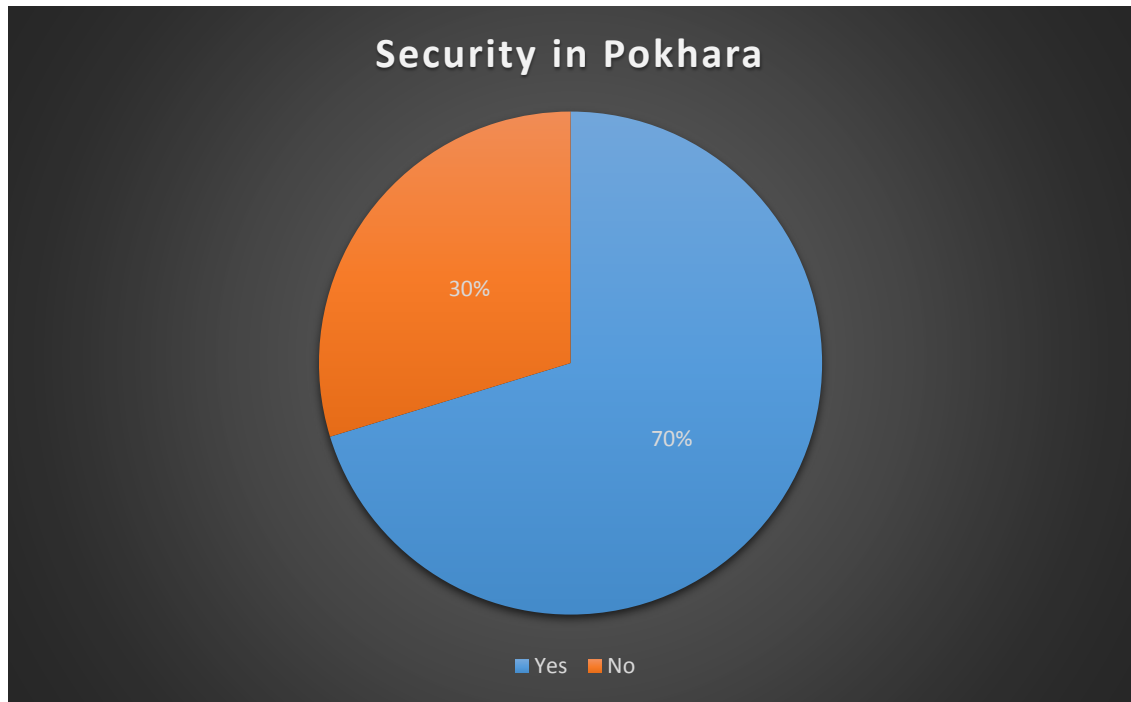
Graph 12: Major visitors of Pokhara

Given graph depicts the major visitors of Pokhara among the 45 respondents. Consequently, the majority of the respondents have given the information that the maximum of the tourist that they have seen during their journey or in the events and programs were international tourists and interestingly it calculated 67%. Secondly, there are less domestic visitors which is 34% lesser than of international visitors.



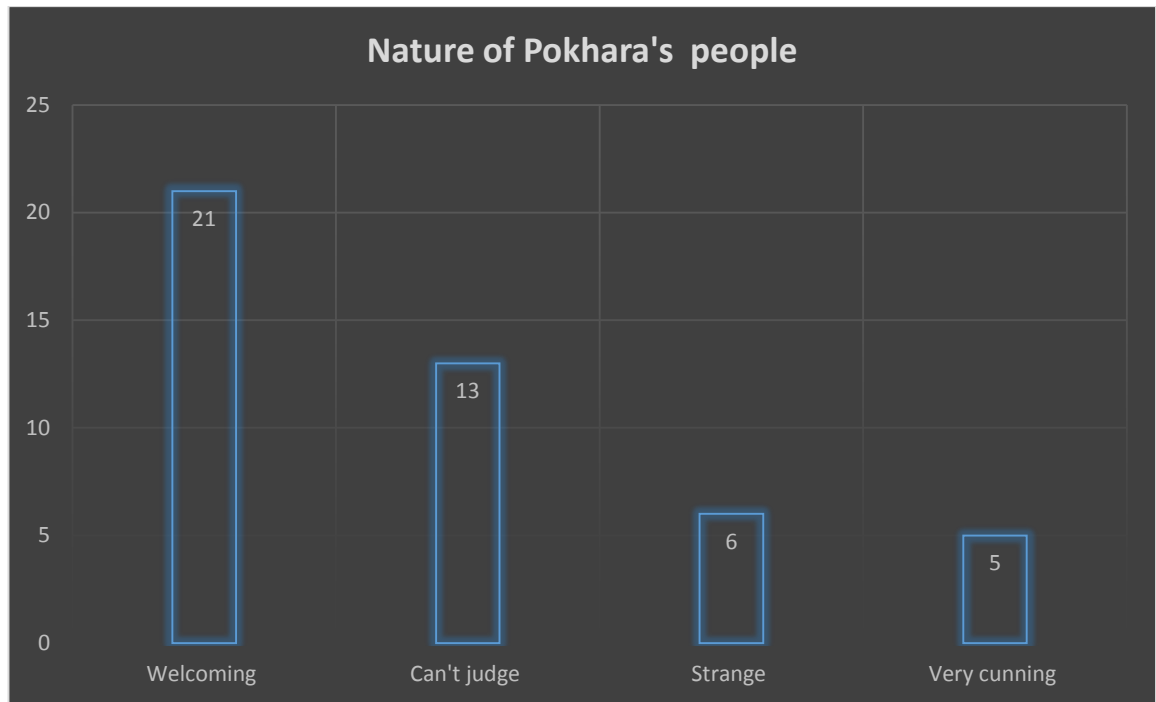
Graph 13: Sectors you want to see developed in future of Pokhara

The above given bar graph shows information on sectors to be developed in Pokhara in coming future. 17 respondents, who were on majority have felt that the tourism infrastructure is lagging behind. And very least number of respondents felt that there should have discovery of new natural attractions which accounted 6 respondents. 12 respondents have agreed on adventurous sports such as sky dive, Bungee jump etc. need to developed in Pokhara. Besides this, 10 respondents among 45 have said that recreational centers should be made in order to make the maximum tourist flow in Pokhara.



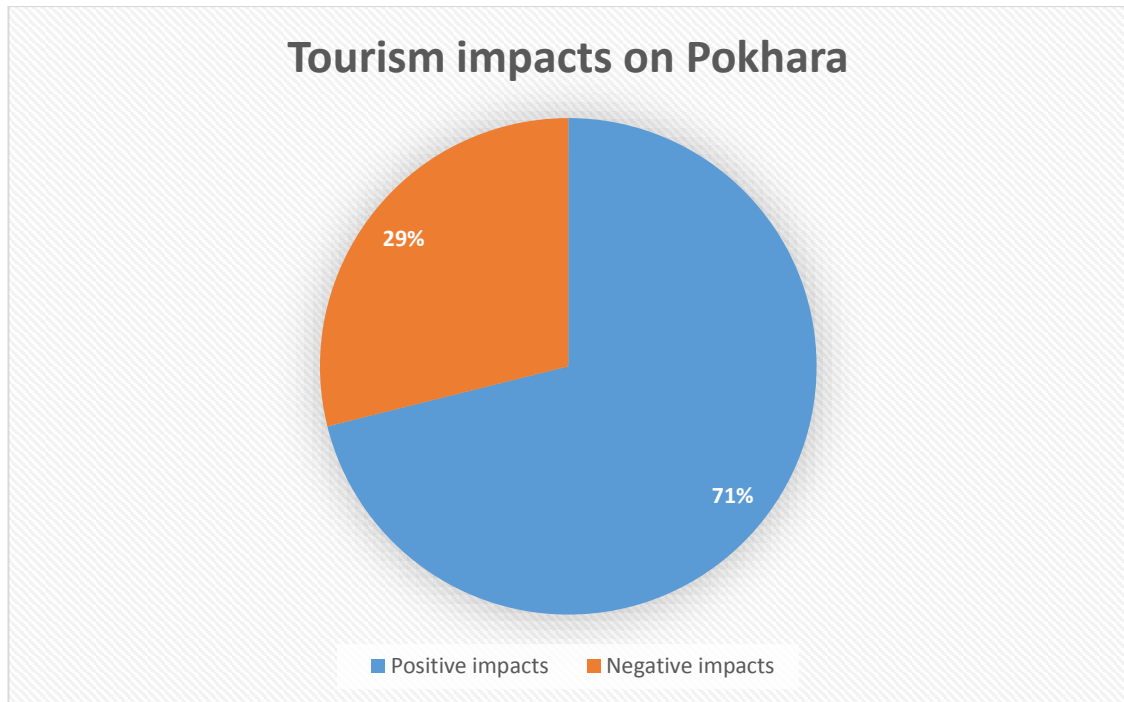
Graph 14: Satisfaction from the security aspects of Pokhara

The above graph shows the security aspect of Pokhara. The majority of respondents felt safe during their trip which totaled 70%. whereas, 30% of the respondents were quite skeptical about the security services of Pokhara. They have experienced the theft of their valuable belongings. Owing to political and other illegal activities might have result in dissatisfying of tourists.



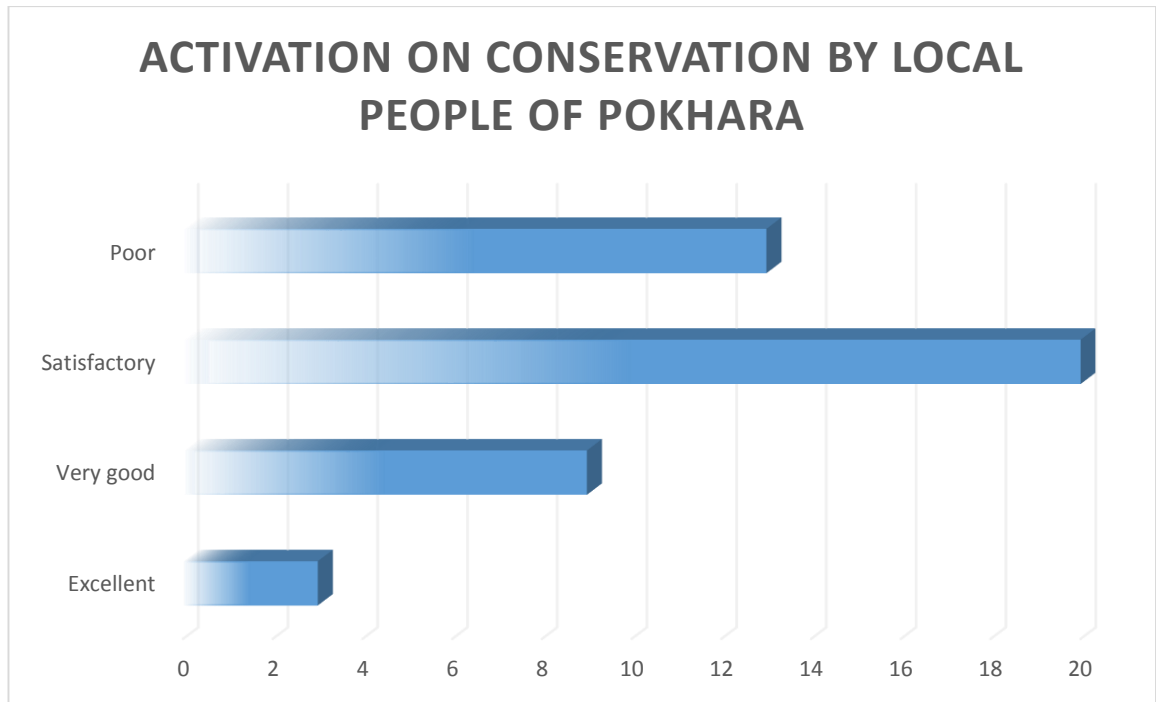
Graph 15: Attitude towards visitors of Pokhara's people

Above given graph reveals the information on attitude toward visitors or respondents by the local people of Pokhara. 21 people were happy by the hospitality of the Pokhara people. They found the people of Pokhara were quite welcoming. Unlike 6 respondents found it strange and 5 respondents among 45 found them very cunning. At the same time, 13 surveyees don't want to comment because they thought within a short period of time they can't judge people.



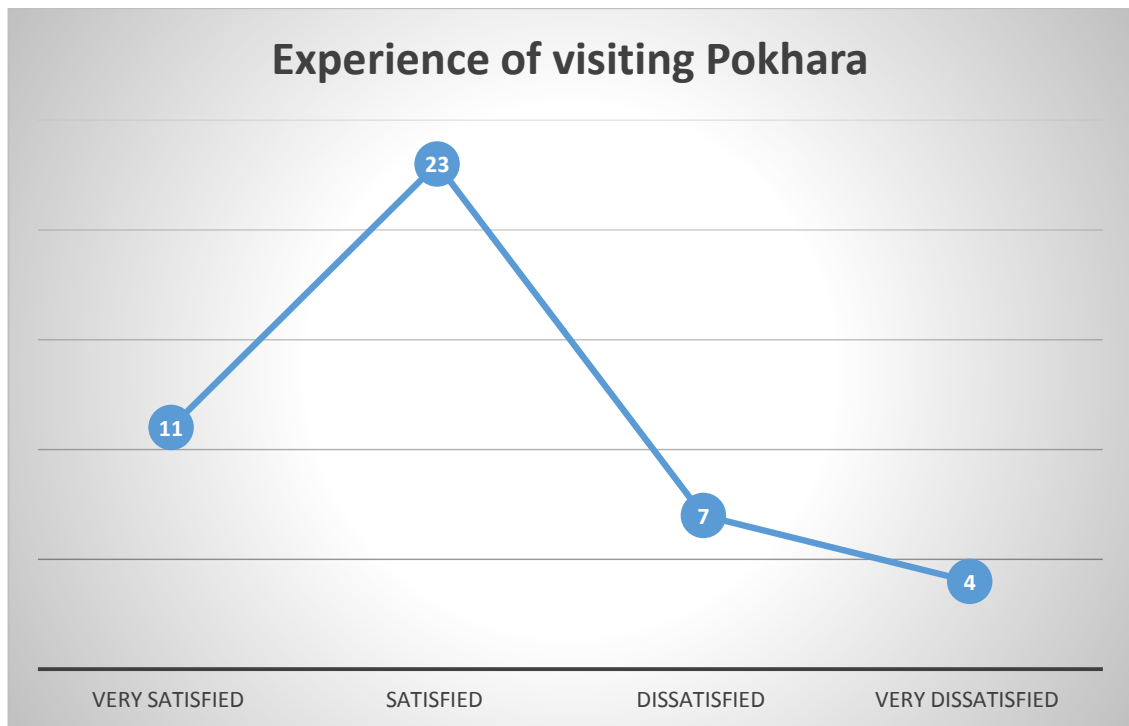
Graph 16: Tourism impacts on Pokhara

The above graph demonstrates the impact of tourism industry on Pokhara. The survey was done with the 45 participants and the majority of the respondents agreed that the tourism impact in Pokhara is quite positive. Significantly which accounted 71 %. The surveyees felt that the Tourism industry has helped the Pokhara economically, environmentally and socio-culturally. In contrast, the 29% responded that tourism has negative impact on Pokhara's environment degradation and bad influence on the social aspects of Pokhara.



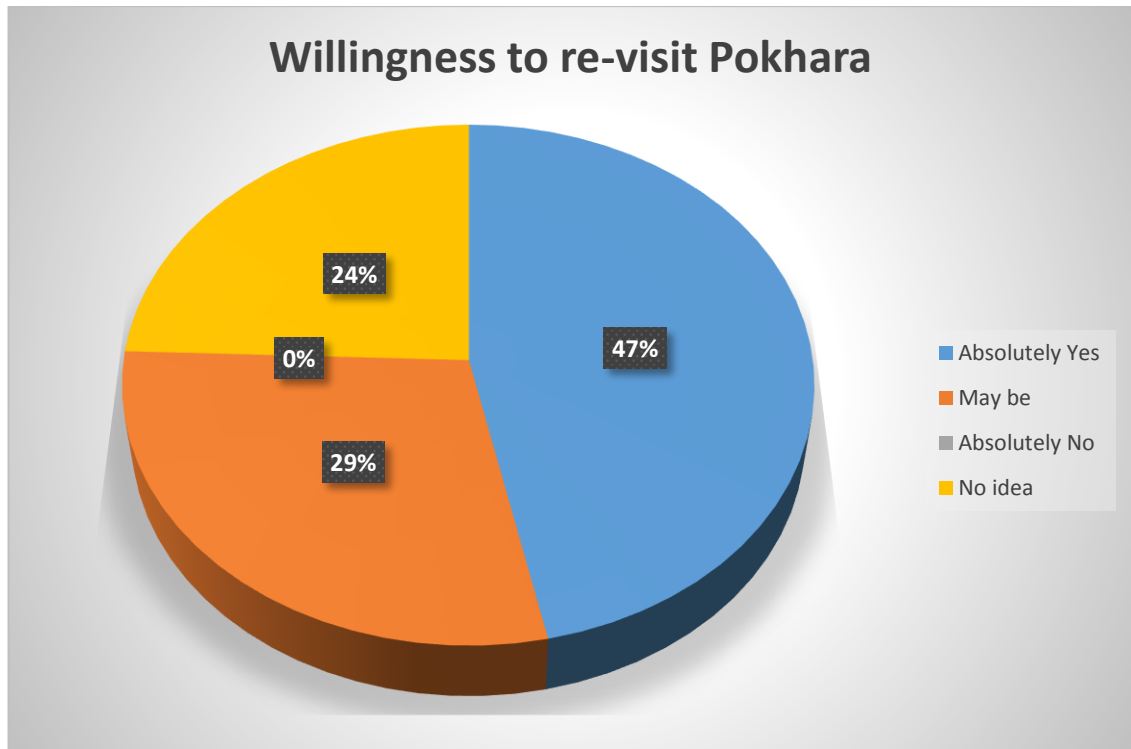
Graph 17: Activation on conservation by local people of Pokhara

The upper graph depicts the activation level on conservation of cultural and heritage sites and natural attractions of Pokhara by the local people. The 20 surveyees have stated that the participation level are satisfactory which was in major. But at the same time three and nine respondents felt that excellent and very good respectively for the activation on conservation. Whereas 13 out of 45 surveyees mentioned that the participation is very poor by the local people of Pokhara. That is so because the local association, NGO haven't done their duties effectively.



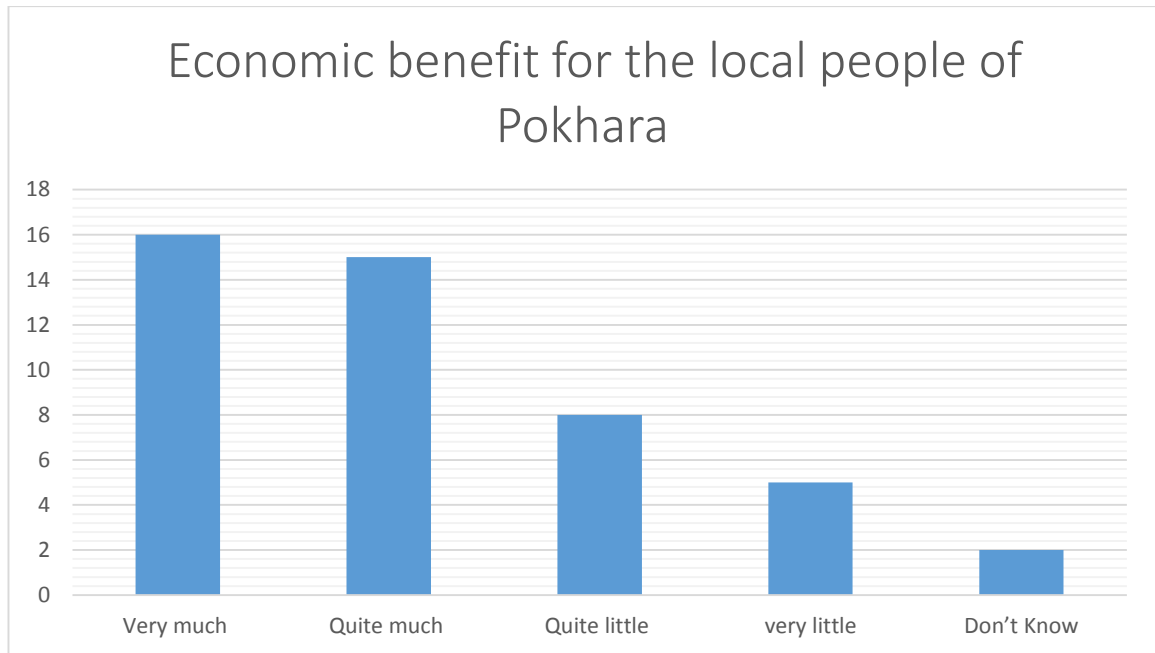
Graph 18: Experience of visiting Pokhara

Above graph show the experience of vising Pokhara by the respondents. The 45 surveyees were given choices as in very satisfied, satisfied, dissatisfied, and very dissatisfied etc. The maximum number of respondent felt they were satisfied with their trip to Pokhara which totaled 23 number of respondents. Similarly, 11 respondents were very satisfied with the visiting experience of Pokhara whereas, four surveyees opted the very dissatisfied option owing to the inconvenience during their trip. Apart form this, there were seven respondents who select the dissatisfied option.



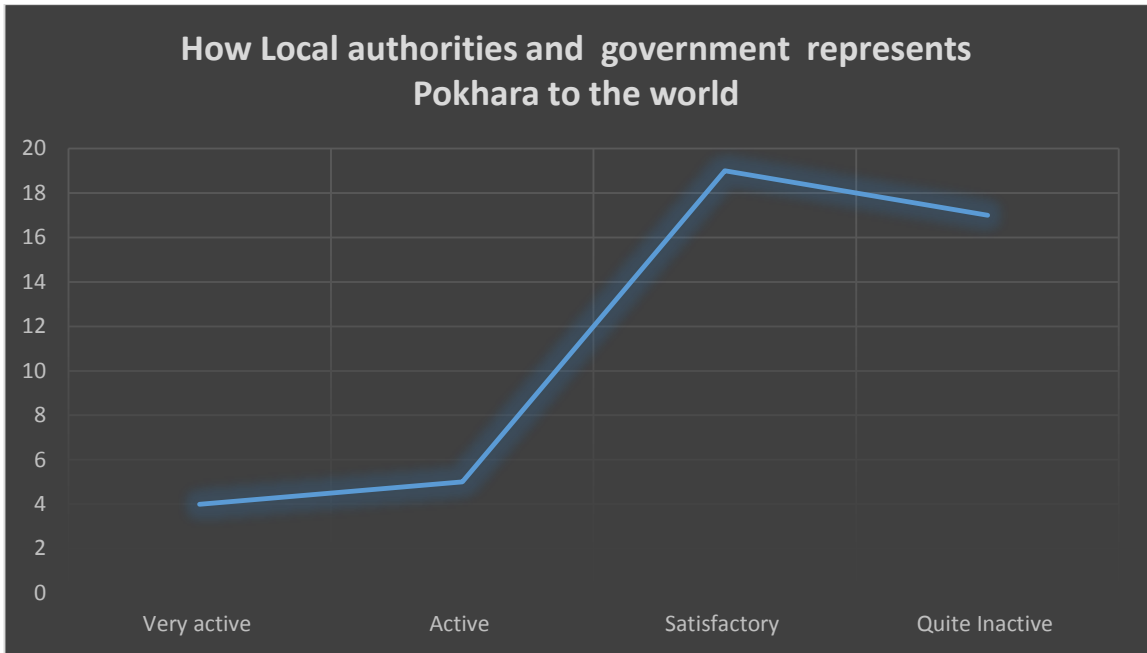
Graph 19: Willingness to re-visit Pokhara

The above graph demonstrates the re visit plan of respondents. The 45 surveyees were asked whether they will visit Pokhara again and found out that the significant number of people have stated absolutely yes and which totaled 47 %. Along with it, a small minority group of respondents mentioned they have no idea of it. Similarly, over a quarter of people have said it may be they will come and experience the beauty of Pokhara. It is found that nobody goes with the option of 'absolutely no'.



Graph 20: Economic benefits for the local people of Pokhara

The above bar diagram reveals the level of local people economically benefited by the tourism of Pokhara. A large number of respondents feels that the local people of Pokhara have positive attitude toward the tourism industry of Pokhara as they found the significant economic effect on local people. Out of 45 respondents, 16 and 15 surveyees felt local people are very much and quite much benefited by the tourism respectively. Moving on to another, eight surveyees mentioned benefit level is quite little. Whereas, two surveyees were not aware about the economic impact on local people of Pokhara.



Graph 21: Representation of the Pokhara tourism worldwide by government authorities

The above graph depicts how the local authorities and government are representing to the whole world. Very few surveyees which is four people responded the government’s role in promoting Pokhara is very active. Other than that the significant number of people are quite satisfied with the government’s initiatives which is almost half (20). 17 respondents have mentioned that the government are quite inactive in presenting the Pokhara on an international level. Apart from this, five respondents in the whole 45 surveyees agreed that authorities are actively doing promotion.

7 CONCLUSION

The main purpose of this research was to outline the major impacts of tourism in Pokhara. What is happening to the environment, economic and socio-cultural aspects of Pokhara with the development of tourism in Pokhara. The study was done with cooperation of the local people and visitors of Pokhara, knowing their perspectives about the drastic changes on the surroundings of Pokhara. Furthermore, the research would somehow manage to give information on the current scenario of the Pokhara tourism industry. Studying the impacts of tourism in destination Pokhara would be very interesting and the findings of survey would be beneficial for everybody. This thesis did showcase the history of tourism of Pokhara and the future prospects of Pokhara as well.

The tourism in Pokhara is not properly planned and uncontrolled. It should be organized in more decent or effective way. Though, seeing the tourism has helped the local vendors, hospitality entrepreneurs, local employees etc. in positive way there has been a huge impact on the environment, economical and socio-cultural aspects of Pokhara. In fact, Pokhara have suffered a lot on its environment and ecology. There has been increment in pollution and the Fewa lake's size and water are degrading and decreasing day by day. Furthermore, the tourism inspires and make aware the people of Pokhara in order to conserve and protect the environment and socio-cultural aspect nonetheless overflow of tourists in Pokhara have resulted in chopping down of trees which leads to endanger of a natural species. Moreover, the tourism allows in the development in infrastructure, the irony of the situation, there is still no international airport in Pokhara. If the government could make it then the tourism of Pokhara would be flourish. Talking about the economic aspects, there has been huge support for the local people of Pokhara. People are making money nevertheless; the government authorities should carry favorable laws and regulation which will attract the many more investors.

The Pokhara is known for the culturally diversified place, it is one of the significant element of attracting tourists. Furthermore, the Pokhara's people has been changing in the attitude and way of life standard with the development in tourism industry of Pokhara. There are few

things which are inevitable, there has been increment in the criminal cases like alcoholism, drug, trafficking and other illegal things. Sex, prostitution is evolving because of tourism. Ill activities which are taboos are making influence to the local youngsters. It becomes unethical to the community when people take in offensive way. All in all, the government should formulate mechanism to control it. The authorities should be actively devoting their time to promote the Pokhara in international level. In other words, there are NGOs and local NGOs in the duty of managing and conserving the natural aspects of Pokhara but they are not efficient. Every citizens and every individual of Pokhara should be aware of making the sustainable tourism development of Pokhara.

The thesis is completed with essential aid of secondary sources and primary data collection. There have been some problems in finding the related books as it is the case study of Pokhara Nepal but then the authors have managed to find e-books and internet blogs regarding the tourism industry of Pokhara. Apart from this, the research procedure has been very exciting and apparently, the research part made the authors end up with having lots of knowledge about the tourism sector of Pokhara. Hopefully, this thesis will be beneficial for the people of Pokhara, government authorities and the visitors.

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APPENDICES

The aim of this survey is to find out the essential information about the tourism impacts on socio-cultural, economic and environment result by the tourism development in Pokhara surrounding and other necessary data and information which is beneficial for the tourism industry of Pokhara. This survey is part of thesis project conducted by Mr. Jagdip Khand and Ms. Uma Devi Maharjan. The main purpose of this thesis is to outline the major impacts caused by the tourism and to acknowledge the tourism industry of Pokhara and their aspects. All the information given by respondents will be kept anonymous and would not be misused in anyway.

Surveyors: Jagdip Khand and Uma Devi Maharjan

1. Gender

Male

Female

2. Age

Below 20

Above 40

20-30

31-40

3. Nationality

Nepalese

Others

4. What is the Purpose of visiting Pokhara?

- Resident of Pokhara
 - Visiting Friends and Relatives
 - Research
 - Leisure Purpose
 - Work
 - Others
- Please specify.....

4. Is this your first visit to Pokhara?

- Yes
- No

6. Duration of Stay, in Pokhara?

- Local resident
- Few days
- Few weeks
- About month

7. How did you arrive in Pokhara?

- By plane
- By bus
- Other

Please specify.....

8. Who is accompanying you in your visit to Pokhara?

- No one
- Partner
- Family\relatives
- Colleagues/business partner

9. How do you know about Pokhara?

- Newspaper
- Through friends and relatives
- Internet Media
- Television

10. In which sector you spend your money the most during your stay in Pokhara?

- Transportation (plane ticket, bus ticket, taxi, etc.)
- Accommodation and Restaurants
- Souvenirs and Shopping
- Entertainment, entrance fees (theatre, cinema, exhibitions, museum)
- Other expenses

Specify please

11. What did you do mainly in Pokhara?

- Site seeing
- Attend events and programs
- Trekking and kayaking
- Paragliding, bunzy jump and zip flyer.

12. Who are the major visitors of Pokhara?

- Domestic tourists.
- International tourists.

13. Which sectors of Pokhara, do you want to see the developed in the future?

- Recreational centers
- Natural attractions
- Adventurous sports
- Tourism infrastructures

14. Did you feel secure and safe while you are in Pokhara?

- Yes
- No

If "no" please specify

.....
.....

15. How do you find the local people of Pokhara?

- Welcoming
- Can't judge
- Strange
- Very cunning

16. What kind of tourism impact generally sees in Pokhara?

- Positive impacts
- Negative impacts

17. How active are the local people of Pokhara in conserving cultural and environmental aspects?

- Excellent
- Very good
- Satisfactory
- Poor

18. How is your experience visiting to Pokhara?

- Very Satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

19. Are you intending to visit Pokhara again in the future?

- Absolutely yes
- May be
- Absolutely no
- No idea

20. Are the local people of Pokhara economically benefited because of tourism industry?

- Very much
- Quite much
- Quite little
- Very little
- Don't know

21. How local authorities and government are representing the Pokhara to the whole world?

- Very active
- Active
- Satisfactory
- Quite inactive

Please feel free to give your valuable suggestions, what things should be taken into consideration in order to develop the tourism industry of Pokhara?

.....

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.....

.....

Thanks a lot for your time and co-operation!