

Overview of Tourism Development prospects in Nepal

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The aim of the thesis is to reflect the current profile of tourism in Nepal and to carry-out deep learning about the prospects of tourism development in Nepal along with interrelated national strategies and plans. This thesis investigates on the major role played by tourism for the development of a nation and initiations that are taken by government and local bodies to be in line with tourism development. For this thesis, analyzing the infrastructural support for the tourism development in Nepalese context was carried out. Basically secondary data relating to the tourism industry of Nepal was collected through the web sites of various sources such as Nepal Tourism Board, National Planning Commission Nepal, and Bureau of Statistics Nepal and also through various journals published online to conclude the development horizon of tourism of Nepal. This thesis has briefly highlighted the existing development status of tourism in selected peripherals. And after the analysis of a national aggregate plan, the prospect of tourism development was highlighted by the work. In order to get the meaningful results Ex-post facto and analytical research method was adopted.

Being the native, the natural beauty of Nepal has always remained in my attraction. Similarly, being under the graduation process in Laurea University of Applied Sciences under Degree Program in Tourism and compulsion to conduct thesis work in related field also motivated me for the tourism related study of Nepal.

Keywords: Prospects, Tourism, Tourism Development, Infrastructures and Nepal

List of acronyms

GDP: Gross Domestic Product

INGO: International Non-Government Organization

IUOTO: International Union of Official Travel Organization

MOCTCA: The Ministry of Cultural, Tourism and Civil Aviation

NGO: Non-Government Organization

NRB: Nepal Rastra Bank

NTB: Nepal Tourism Board

PATA: The Pacific Area Travel Association

UNESCO: United Nations Education, Scientific and Cultural Organization

UNWTO: United Nations World Tourism Organization

SATC: South Asian Travel for Commission

WTO: World Tourism Organization

WTTC: World Travel and Tourism Council

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1 Introduction

According to United Nation World Tourism Organization UNWTO (1991), tourism can be defined as the activities of a person or a group travelling to, and staying outside from their own place at least more than 24 hours and not more than one consecutive year for leisure, business and or for other purposes. And according to WTO, tourism can be classified in different kinds such as International tourism, internal tourism, national tourism and domestic tourism. International tourism is comprised of outbound and inbound tourism. When a non-resident visits to a given country, it is called inbound tourism. For example, when a Nepalese citizen visits Finland, he/she is an inbound tourist for Finland. In the same way when a resident of a country visit to another country then, it is outbound tourism. For example- When a Finnish citizen visits Nepal, he/she is an outbound tourist for Finland. When a resident of a country visits his or her own country then it is called internal tourism. Domestic tourism consists of internal tourism plus inbound tourism. And national tourism is comprised of outbound tourism plus internal tourism. (Gee ja Solá 1997).

Nepal is a landlocked agricultural country having a mixed economy. Restoration of democracy in 1951 has stimulated further development of different potential areas of Nepal. Being multi-ethnic, multi-lingual and multi-cultural nation, the prospect of tourism development is even at higher side after the period. The federal democratic republic of Nepal shares the border with China in the north and India in the south. Nepal is well known for the land of visual paradise with magnificent mountain range and multi ethnic groups. The Himalayan country Nepal has more than ninety different languages spoken in the local community as being a multi linguistic country. Hindu is the major religious group, so Nepal is also recognized as the country of temple but also consists population of Buddhists, Muslims, and Christians as well. Once who visits this country of temple or one can say the mysterious land can find the diverse geography with low land and the mighty Himalayas and the unique culture. (Christie 2008)

Tourism is one of the major sources of income for many countries in the world and which also applies to Nepal, which is no exception. Tourism has been one of the major sources of revenue in Nepal. This multi-cultural country is well known as an international arena and as a prime tourist destination in the world due to rich the fauna and flora, exceptional trekking routes, snow-fed rivers, wonderful lakes and welcoming people. And Nepal is not only limited to its natural beauty but is also rich in cultural and religious diversity as well. Having attention for the development in the tourism sector like facilities in transportation roadways, airways and railways, safety and security and modern means of communication play a vital role in tourism development of Nepal. The country can get a huge benefit from tourism industry by increasing the number of employment opportunities and generating foreign currency, which contributes for overall development of the nation's economy. (Christie 2008)

The main aim of this thesis was to reflect the current profile of tourism in Nepal. The research was carried out to learn about the prospects of tourism development in Nepal, the interrelated national strategies, plans and various other aspects for the tourism development. The research questions are explained and answered in this thesis such as firstly, steps that can be taken in order to receive more domestic as well as international tourists and secondly the initiations taken by the government and local agencies to be in line with the tourism development. These questions were answered by analyzing infrastructural support for the tourism development in Nepalese context. Nepal, having enormous natural beauty of mountains, hills, plains region, pilgrimages, art and architecture, climate and cultural diversity is one of the less expensive destinations for the visitors. Therefore, Nepal has a tremendous potential to boost up the tourism activities by attracting various international and domestic tourists. Basically, trekking, expedition/mountaineering, mountain flights, jungle safari, mountain biking, rafting / kayaking / canoeing, sight-seeing, paragliding, bungee jump, ultra- flight, cable car and various pilgrimages are major tourism product of Nepal. Out of total potentials such products are at under-development stage, due to the inadequate infrastructural support. The research was aimed to show the casual relationship between potentialities of tourism product promotion and national level infrastructure development plan for upcoming decades through regression analysis and trend projection.

2 Tourism in Nepal

In 1951 Nepal followed an open-door policy after the establishment of democracy, before that; there are no any proper records of tourism statistic in Nepal. During the period of Rana Regime, Late Mr. Tenzing Norgé and Mr. Edmund Hillary made the history of Mount Everest on 29th may 1953, for the first time which caught the attention of international visitors. Officially Department of tourism in Nepal was established in 1996 under the act of tourism development and Nepal Tourism Board (NTB). After that, Nepal got the membership of UNESCO and Nepal's heritage sites were listed in UNESCO and were known to the world. And after knowing the fact that the Nepal has a tremendous future potential in tourism industry , it succeed to get the membership of the International Union of Official Travel Organization IUOTO, South Asian Travel for Commission, Pacific Area Travel Association PATA and American Society of Travel agents. (Bhattarai 2003, 10)

The most economically potential growth sector of Nepalese economy is the tourism industry. Tourism can be summed up in Nepal's comparative advantage in three words: Nature, adventure and cultural beauty, the world's highest peaks Mount Everest, national parks rich in fauna and flora, exceptional trekking routes, snow-fed rivers, wonderful lakes and hospitable

and rich in cultural and religious diversity as well. Out of 14 highest peaks on the earth, eight lies in Nepal including Mount Everest. Nepal has some of the best and bio-physically and culturally diverse trekking trails anywhere in the world along the mid-hills and the high Himalayas. The Asian Rhino, the Royal Bengal Tiger and the Asiatic Elephant are the three flagship species of wildlife sanctuaries that can be found in southern plains of the Terai. The architecture and ancient history of the cities of the Kathmandu, Bhaktapur and Lalitpur, the pilgrimage centers of birth place of Lord Buddha Lumbini and place of lord Shiva Pashupatinath temple are the high lists of country. Other attraction of Nepal attraction is the huge cultural-diversities, religion, and life style of the many ethnic groups. (Sharma ja pyakurel 2012)

Tourism is a major tool for socioeconomic transformation in the developing countries like Nepal. Nepal is shown as a well-known destination in the world in the tourist map. Currently political stability has provided a strong base for development of tourism in Nepal. The newly formed government after the election has strong visions to develop and promote the tourism development in the entire country. For successful development in tourism, the government has to be in line with local needs and aspirations, maintain the culture value of the place, conservation of environment and the requirement of skilled manpower. (Tourism highlights 2012)

The GDP of Nepal was NRP 68,8bn which was almost 3, 9 % of total GDP in 2013 from the direct contribution of travel and tourism in Nepal. And there is a forecast to grow up by 9,8% in 2014 and after that continuously rise by 4,9 % pa every year from 2014-2022. In the same way travel and tourism has directly supported 504,000 jobs to local and national wise and the indirect economic employment was 1,112,000 jobs, this is expected to rise by 6,5% in 2014 and expected to rise by 6,0% pa from 2012-2022. (Council 2014)

Nepal's incredible mountains, ancient cultures, captivating sights and religious activities have attracted thousands of tourist yearly. Nepal is rich in its own biodiversity and home to different ethnic groups. Nepal can develop a new form of adventure sports because of its unlimited tourism potentials and organize various social and cultural events. Tourism products, available in Nepal, are not exploited optimally. Recently, the Government of Nepal has formulated its vision for 2020, which mainly focus on the area of creating employment in rural areas which include women and marginalized communities, distributing tourism benefits to a grass root level and enhancing community participating in tourism related activities. For promoting tourism in Nepal, The Government of Nepal and the Ministry of culture, tourism and civil aviation have been actively working and also been motivated to the private sector for their participations in the development and promoting tourism development in Nepal. (Aviation 2009)

2.1 Sceneries and natural beauty

In the eyes of global travelers, Nepal is one of the richest countries in the wealth of Himalayan flora and fauna and diversity of wilderness. Nepal is rich in ecological resources; it has several types of micro climates and regions such as Himalayan, hilly and plain region. Nature tourism is also one of the main products of Nepalese tourism industry. Forest is another major natural resource, flora and fauna both are rich and varied in Nepalese forest because of its altitudinal and climatic variance. Nepal became one of the major tourist attraction places in the world because of rich in biological and genetic resources and vegetation types range from alpine to tropical nature. Nepal has played a tremendous role to protect endangered as well as rare species by having the wildlife conservation centers in the alpine region and considerable number of national parks in the low land which makes the visitors to lure in that area. Some of the best wildlife habitats of South Asia are found in the tropical jungles of Nepal. Attraction of Nepal's jungles includes the rare one-horned rhinoceros, the elusive royal Bengal tiger, snow leopard, red panda and musk deer. Nature conservation centers contain more than 850 species of birds in Nepal. Nepal can grow in the field of nature tourism because of its existence of diverse nature of the natural aspects of wildlife and geography. (Glacier 2011)

2.2 Trekking and adventures

Nepal is listed as one of the best trekking destination in the world with thousands of trails and endless mountain views (GORDON 2014). It has become a challenge in itself as the Nepalese Himalaya offers a path for everyone, regardless of experience, fitness level or time available. Out of fourteen highest peaks above 8000 m, eight of the highest peaks are situated in Nepal's territory. The main trekking regions of Nepal's are Everest, Annapurna and Langtang which attract tens of thousands of trekkers every year. And there are few new trekking destinations which are getting popular day by day such are Kanchenjunga in the extreme east and Dolpa in northwest Nepal. The mountain peaks brings the huge crowds of visitors every year because of their passion of scaling these mountain peaks. We can say that mountaineering and trekking is the major tourism product of Nepal. (Panta 2008)

Nepal is also listed as one of the popularly associated with various sorts of adventure world beyond mountaineering and adventure trekking. There are two types of Adventure tourism, one is hard and the other is soft adventures which are classified tying with the enthusiasm of the person. Hard adventure tourism includes high risk and challenges and it can be all the weather round and in any condition. Some of the hard adventure are canoeing, bungee jumping, rock climbing, mountain trekking, rafting, honey hunting and wilderness survival and the soft adventure tourism includes people who do not want to take any danger and want a lower risk factor such as bird watching, surfing camping, hiking, kayaking, bicycling, and riding, these all adventure tourism can be easily found in Nepal. According to Adventure Travel Society, 2000 the numbers of senior and women travelers are increasing every day in this world. Out of total, almost 46 percent of the travelers participate in soft adventure tourism and 16 percent of the visitors take part in hard activities and rest in others. (Gee ja Solá 1997)

2.3 Pilgrimage, art and sculptures

Another lucrative product of Nepalese tourism is religious and secular in Nepal. Nepal has numerous ancient pilgrimage sites, which make visitors to lure the country. The capital city Kathmandu alone has the famous SwayambhunathStupa, PashupatinathTemple and several others pilgrimage sites and also has hundreds of famous temples, which are located in other part of the country as well. Some of the well-known popular pilgrimage sites of Nepal are: Janakpur, Manakamana, Pashupathinath, Muktinath, Gosainkunda and Khaptad Ashram are famous for Hindu's temple and BarahChhetra, Tengboche and Lumbini for the Buddhists. Most of the tourists come from India and Buddhism related people from all over the world. Most of the Indian visitors want to visit Hindu temples such as Lord Pashupatinath temple, Muktinath, Janakpur and other hindu sacred sites and Buddhists visit to see the birth place of Lord Gautam Buddha Lumbini. (Glacier 2011)

Nepal is renowned as a land of temples and houses of god and goddess, gallery of ancient sculpture, painting and architecture. Therefore, Nepal is famous in the world in the field of its unique arts, crafts and architecture. Art and the culture is the mirror of the past society through which the development of civilization of particular country and society can be understood. The role of art and sculpture is very significance in the history of Nepalese society. Mainly, the Nepalese art and architecture are inspired by Hindu and Buddhist religion and culture (Visit Nepal 2012)

2.4 Nepalese tourism product positioning around the globe

World-class reliable business news “Forbes magazine” has included Nepal in the list of 10 coolest places to visit in 2015. World heritage list already incorporates various cultural and natural heritages. Basically Kathmandu valley, Lumbini birth place of Buddha, Sagarmatha National Park, Chitwan National Park, early medieval architectural complex of Panauti, the archaeological remains of ancient Shakya Kingdom, the medievalist palace complex of Gorkha, the relic stupa of Lord Buddha, Ramagrama, Khokana, cave architecture of Muk-tinath, the vernacular village, Valley of Mustang, Tilaurakot, and its mustard-oil seed industrial heritage, medieval earthen walled city of Lo Monthang, Khokana, Vajrayogini and early settlement of Sankhu 2008 , complex of RuruKshetra in Rishikesh, Ram Janaki Temple in Janakpur, Nuwakot Place Complex, The Medieval Town of Tansen, Sinja Valley, DailekhBhukuti Temple of complex are already enlisted in the list (UNESCO). Additionally, the president of NRN Shesh Ghale has already initiated to construct luxurious hotel named Sheraton in Kathmandu Valley, which will be value added infrastructure to promote the tourism. (Daily 2013)

2.5 Tourism movement in Nepal

As Nepal has already developed Tourism Master Plan 1972 and implemented Tourism Policy since 1955, significant tourism development related work has been carried out on planned basis. Separate department of tourism is also in effect from 1977. Different committees, council of high level bodies are also engaged with the tourism development and promotion. Special tourism campaign such as Visit Nepal Year, Nepal Tourism Year also has been conducted out till the date. Public-Private Partnership initiation has already been initiated in Nepal and organized through the Nepal tourism Board. Therefore, summarizing the effort of policy level significant deed can be found regarding the tourism development but implantation part is a bit weak which is directly causing to restrict the expected development (culture 2007). Till the date many mountain has been opened for the mountaineering, various trekking route has been explored out to attract the trekkers, adventurer seekers can enjoy the Mountain Flights, Jungle Safari, Mountain Biking, Canoeing, Rafting/Kayaking, Paragliding, Bungee jump and Rock climbing. Similarly anthropologist can hold research related work because of the explored evidence of the existences of Ramapithecus around the Rupendehi area. Ramapithecus is known as the ancestral of modern human being and subject study of anthropology. Similarly saints, philosophers, botanist and archaeologists can find their own meaningful destinations. Most of the part of Nepal has been linked with the motor-able roads; concept of international airport construction is already passed through the parliament in the cities Pokhara, Simara, and Bhairahawa. (Nepal 2013)

3 Global tourism trends

Tourism movement around the globe is increasing day by day. Viewing the available statistics relating with the tourism arrival of different territories, very encouraging result can be witnessed like as Morocco is leading from the African countries, Saudi Arabia is in front from Middle East, USA is leading from the Americas, China is in front from the Asia-Pacific, and France is dominating other countries of Europe. Similarly United States leading the world in term of international tourism receipts however China is in front in terms of international tourism expenditure. Similarly London city is leading as the most attractive city of the world similarly Singapore city is leading from Asia. Published news and journals shows the 5% growth in international tourist arrival and export earnings of US\$ 1.4 Trillion from international tourism. (UNWTO, Tourism Highlights 2014)

Rank	Country	Figure in Million	
		International Tourist Arrivals (2013)	Growth (%)
1	France	84.7	2
2	United States	69.8	4.7
3	Spain	60.7	5.6
4	China	55.7	-3.5
5	Italy	47.7	2.9
6	Turkey	37.8	5.9
7	Germany	31.5	3.7
8	United Kingdom	31.2	6.4
9	Russia	28.4	11.2
10	Thailand	26.5	8.8

Table 1 International Tourism Destinations 2013 (UNWTO, Tourism Highlights 2014)

4 Tourism supported by infrastructure

Infrastructures are known as the basic organization and physical structures like as transportation, communication and power supply which is needed for the overall smooth operation of households, societies, business enterprises and economy. Infrastructural movements are also known as the backbone of overall economic uplifting of any economic activities, industries and countries (Jameel Khadarooa 2007)

Nepal has the variety of tourism prospects due to the geographical differences scatter from 8,848 to 60 meter heights from the sea level. Nepal has the almost all type of climate from tropical to alpine. Similarly landscape of the Nepal is also unique to the availability of mountain, hilly and flat surface Tarai. With an aim to link and develop the rural economic activities Nepal has started focusing infrastructure development after the restoration of democra-

cy. Infrastructure covers the very wide variety of infrastructural set but linking with the direct tourism development basically transportation, communication, safe accommodation and promotional heading has been carried out in the research.

4.1 Infrastructural access in tourism

Infrastructures are known as the very essential part for the overall development and operation of any industries. Nepalese tourism products like as sceneries, natural beauty, trekking, mountaineering, pilgrimage, adventures, art and sculptures are scattered all over the Nepal with the variety of topographic and altitude. Availability of infrastructural obviously supports visitors to be enriched amusement of proposed tourism product and confidence of adventure. So infrastructural supports like as availability of transportation, communication, hygienic accommodation, social security can bust of the footfall in tourism in Nepal. Sensing the importance of the tourism movement, Nepal government already has equipped the segment with separate ministry named Ministry of Culture, Tourism and Civil Aviation and Nepal Tourism Board for the synergic and focused development. (Nepal 2013)

4.2 Transportation

The term transportation covers an act or process to move people, goods from one place to another place. Due to the technical innovation and development various means of transportation can be found in practice. Basic infrastructure of transportation is known road linkages, rail ways linkages, airways linkages etc. importance of transportation is also supposed to be crucial for the tourism development so facts relating with the transportation are presented.

4.2.1 Roadways

Till the date almost all administrative districts have been linked by the road ways, basically road ways can be found of three types named blacktopped, graveled and earthen. Road linkages are facilitating visitors travel place to place easily which is known as the basic attraction of tourism movement. Tourism places linked with the road access has high possibilities of visit than other places. So road access supports for the local tourism development. Status of roadways infrastructural support is shown.

Classification	Blacktopped	Graveled	Earthen	Total
National Highway	2,358	305	365	3,029
Feeder Road (MAJOR)	745	496	423	1,664
Feeder Road (MINOR)	134	22	13	168
District Road	583	3,045	6,147	9,775
Urban Road	961	652	585	2,198
Grand Total	4,781	4,520	7,534	16,834

Table 2. Roadway types in Nepal. (Government of Nepal 2012)

As detailed above, basically five types of roadway network have been developed in Nepal till the date. Portion of earthen district road is high enough than other road ways. Similarly majority of roadways has been only equipped with the earthen structure which is yet to be developed to paved. Basically blacktopped road networks are convenient for the transportation and earthen is supposed to less. Besides the above motor-able link many foot trails have been upgraded to promote the trekking activities in different zone. Summary of some organized trek route are as furnished below.

S.N.	Trek Destination	Attraction
1	Dhampus Village	Gurung Community
2	Royal Trek	Sceneries Chisopani
3	NagarkotDhulikhel Trek	Mountain View
4	Ghorepani Trek (Pool hill)	Mountain View, Gurung Community
5	Annapurna Base Camp Trek	Base Camp of Annapurna Mountain.
6	Jomsong, Muktinath Trek	MuktinathTample (religious trek)
7	Everest Base Camp Trek	Base camp of Mt. Everest.
8	Annapurna Circuit	Mountain View, Throungla Pass
9	Upper Mustang Trek	Community
10	Manaslu Trek	Mountain View
11	Jumla-Rara Trek	Mountain View
12	Rara to Sheyphoksondo Trek	Mountain and lake view
13	Sirubari Trek	Gurung Community and Home Stay
14	Siglesh Trek	Gurung community and mountain view
15	Ghandurk Trek	Gurung community and Mountain View

Table 3. Organized Trekking Routes of Nepal. (The Longest Way Home 2005)

Wide means of transportation is public vehicles in Nepal. Beside this, four wheeler, two wheeler, horse etc. are also in use in Nepal.

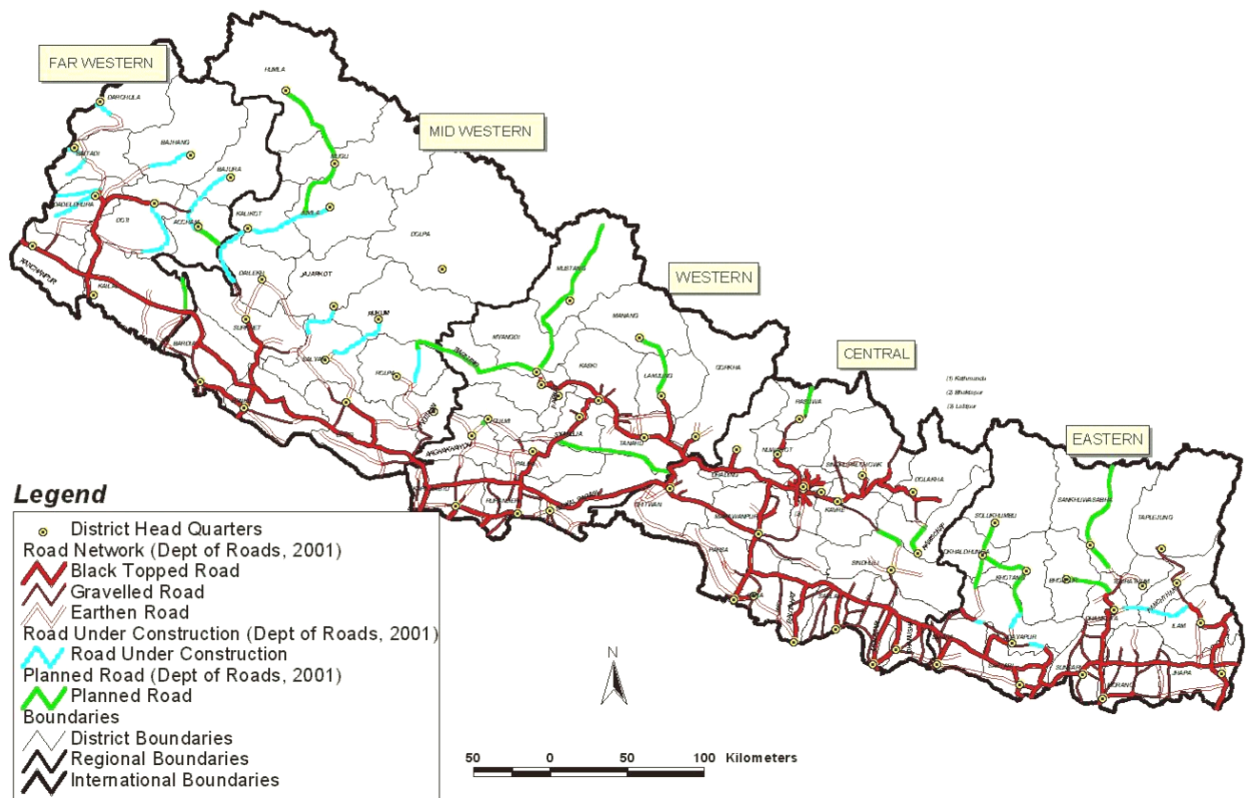


Figure 1. Road Network of Nepal. (Government of Nepal 2012)

As shown in above map most part of the Nepalese national boundaries have been accessed by the roadways network. However mountain belt of Nepal has not significant access of road. Roadways related infrastructural support to the mountain belt can directly bust the tourism development of the locality.

4.2.2 Railways

Nepal has limited railway transportation facility linked with India. Basically Raxual (India) to Amlekhaganj (Nepal) route has been expatiated until today, besides this feasibility of other route is under study level. At present department of railways is working for the further expansion of railways route in Nepal. Especially Electrified Railway Line for towns such as Nijgadh, Hetauda, Bharatpur, Simra, Bardibas, Mechi to Mahakali, Kathmandu and Pokhara are under feasibility stage which also indicates encouraging value adding feature for Nepalese Tourism Development. (Transport 2007)

4.2.3 Air Ways

Nepal has the huge domestic airport network of 48 airports locating in the various parts of Nepal. However, Nepal has only one international airport located at Kathmandu which is linking Nepal with rest of the world. Geography wise airport status is shown in table 4.

Terai	Hills	Himalayas
Bhairahawa (Gautam Buddha)	Baglung	Bajhang
Bharatpur	Baitadi	Bajura
Biratnagar	Bhojpur	Darchula
Chandragadhi (Bhadrapur)	Chaurjhari	Dolpa
Dang	Doti	Jiri
Dhangadhi	Gorkha	Jomson
Janakpur	Kathmandu (Tribhuvan)	Jumla
Mahendranagar	Khanidande (Manamaya)	Kangeldanda (Solukhumbu)
Meghauli	Lamidanda	Langtang
Nepalgunj	Pokhara	Langtang
Rajbiraj	Ramechhap	Lukla (Tenzin-Hillary)
Simara	Rolpa	Manang
Tikapur	Rumjater	Phaplu
	Salley (Rukum)	Rara(Mugu)
	Sanfebagar	Simikot
	Surkhet	Syangboche
	Thamkharka	Taplejung
		Tumlingtar

Table 4. Airports in Nepal. (Government of Nepal 2012)

Some of the actively operating airlines of Nepal are as furnished below.

Agni Air	Flight Care Aviation
Air Nepal International	Flying Dragon Airlines
Alpine Air	Flyyeti.com
Ampro Airways comag	Garud Air
Base Air	Goma Air
BB Airways	Gorkha Airlines
Blue Airways	Guna Airlines
Buddha Air	Gurans Air
Cosmic Air	Himalaya Airlines
Everest Air	Lumbini Airways
Makalu Air	Saurya Airlines
Mero Airlines	Shangrila Air (Shangri La Air)
Mountain Air	Shradda Airways
Necon Air	Simrik Airlines
Everest Air	Sita Air
Nepal Airlines	Skyline Airways
Nepal Airways	Swift Air Nepal
Om Airways	Tara Air
Royal Air Nepal	Himalaya Airlines
Royal Nepal Airlines	Yeti Airlines

Table 5. Airlines in Nepal. (Nepal 2013)

Agni Air, Buddha Air, Tara Air, Gorkha Air, Guna Air, Nepal Airlines, Sita Air and Yeti Air are the domestic airlines companies of Nepal and taking major market share for the domestic

flights and rest are belongs from the internatinal airlines companies and Nepal Airlines is the national flag carrier airways of Nepal. Basically Quarter Airlines, Indian Airlines, Etihad Airlines, Dragon Air, and Air Arabia are famous international international airlines having the significant makret share.

Besides this 17 paragliding, ultra-light flight companies are also engaged to delivery service in airways transport of Nepal.

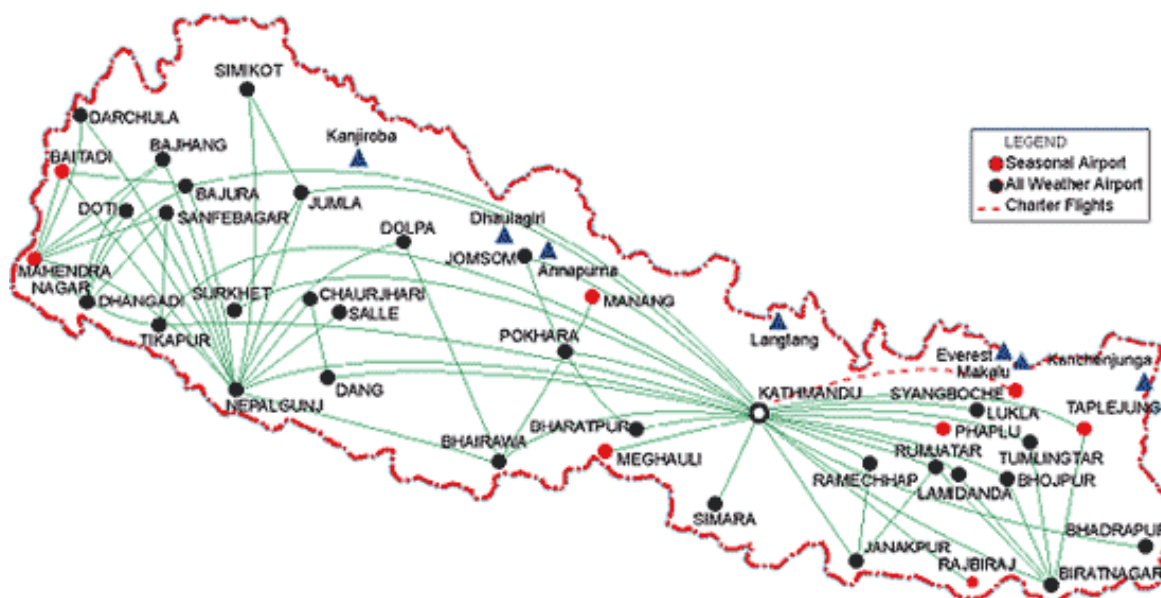


Figure 2. Airways Network of Nepal. (Nepal 2013)

As clearly shown in above map, Nepal has the adequate infrastructure support in case of air- port availability. However availability of all weathered airport is limited to most of the flat surface Tarai belt. Similarly Nepal also has the alternative support for the charter flight; es- pecially flight from Kathmandu to Mount Everest has been developed as the charter flight root. Airport locating at Tapleung, Solokhumbu, Manang, Meghauri, Baitadi are yet to be con- verted in to all weathered airport of Nepal.

4.3 Traditional Communication

KatwalkKaraune, GandharvaGaune, JhyaliPitne, Postal service are the traditional means of communication in Nepal. Katwal Karaune is a tradition in which local community appoint a dedicated person for the communication propose and if any event occurs in the locality Kat- wal will circulate the information in the community through door to door approach. Similarly Gandharbva Gaune is the process to pass information through the musical wave (known as the Sarangi) in which a dedicated person (named Gondarbva) passed the information though the musical wave on cluster to cluster basis. Similarly Jhyali Pitne is another way to pass the in- formation to the community in which one person pass the information along with the musical wave of Jhayali (a musical instruments). Such practice can still found in the remote area and cultural programs of different communities. Traditional means of communication for the do-

mestic tourist can be suitable but same can't be recommended to the foreigners due to the language problem (Karuna 2013)

4.3.1 Modern means of communication

At present traditional means of communication has been significantly replaced by telephones, internet, television, radio and newspapers. Use of mobile phone is becoming important part of living gradually. Nepal Telecom and Ncell are capturing significant market share of Nepal. Most of the part of Nepal has been linked by the communication grip and developing as the Wi-Fi spots. In case of communication a strong infrastructure has been build till the date.

4.4 Accommodation

Safe accommodation is the function of construction of houses, access of safe drinking water, and access of electricity, telephone access and proper toilets. Safe and comfortable accommodation is one of the issues of visitors concern, placed having the prospects of safe and comfortable accommodation tends to be visited frequently. Basically households having the access of clean water, electricity, telephone and toilet are counted under the safe and comfortable accommodation. With an aim to know the factual insight of safe accommodation following table has been developed.

Description	Nepal Living Standards Survey		
	1995/96	2003/04	2010/11
Percent of household who reside in their own housing units	93.8	91.6	89.7
Percent of households occupying housing units for rent	2.2	5.4	7.8
Average size of dwelling (sq. ft.)	604	531	605
Percent of households living in structures with			
Cement bonded walls	10.7	18.3	26.1
Concrete roof	11.2	13.6	20.3
Galvanized sheet roof	5.75	21	28.4
Cement bonded foundation	-	-	13
Percent of households with access to piped water	32.8	43.9	44.5
Percent of households with access to electricity	14.1	37.2	69.9
Percent of households with access to telephone	1	6.1	12.5
Percent of households with own toilet facility	21.6	38.7	56
Percent of households using packet salt (with a logo of two child)	-	-	59.4
Percent of households using packet salt containing 15 ppm or more iodine	-	-	72.3

Table 6. Statistics of household characteristics. (Government of Nepal 2011)

The above survey table predict about the living standards since 1995/96-2010/11. We can observed from the table that in 1995/96 almost 94 % people were living at their own house and only few 2,2 % people were the tenant but it has changed since 2010/11, which has decreased

by about 4% compared to previous data. And while we are talking about the structure of house there is no any cement-bonded foundation before 2003/2004 and in 2010/11 it has seen the increment by 13%. As we can see in every survey there is increasing in every structure of house. There is vast difference in having toilet facility and telephone in own house and also increasing in having electricity and there is a constant increasing in having piped water. Day by day people are being educated and they were using packet salt, which contains iodine.

Similarly, being the essential thing for every living creature, availability of safe and hygienic water supply is another matter of concerns for the potential visitors. So with an aim to highlight the factual insight of nature wise water supply availability data as furnished has been collected and tabulated.

Study Area	Piped to house	Piped outside House	Coveredwell	Open well	Other	Total
Development Region						
Eastern	21	13.6	52.6	6	6.8	100
Central	25.7	18.8	40.2	7	8.3	100
Western	25.7	35.6	25	7.9	5.8	100
Mid West	11	32.3	29	10.2	17.6	100
Far West	10	23.9	38.3	3.7	24.1	100
Ecological Zone						
Mountain	21.9	45.4	0	3.9	28.8	100
Hills	32.6	37.9	3.9	9.5	16.1	100
Tarai	9.8	4.2	80.3	5	0.7	100
Urban/Rural						
Urban	49.3	8.6	31.6	3.6	6.8	100
Rural	14.1	26.8	40.4	8	10.7	100

Table 7. Households with respect to source of drinking water. (Government of Nepal 2011)

The above table shows the sources of drinking water and its distribution to households. There is more piped line to house in Urban area and least piped line outside house almost 50% and 8.6 % respectively. And also pipeline inside house in the Terai is less because most of the houses (80.3%) use the covered well. There is no use of covered well in the mountain region due to height. Mainly Mountain region, Hilly region and in Rural areas pipe line outside house is more common. Additionally, concept of home stay is emerging trend in Nepal. Basically Sirubari, Siklesh, Gandruk and Dhampus are very famous. Such concept is widespread around Kathmandu and Pokhara area however yet to be general in other location of Nepal.

5 Support for tourism development in Nepal

Sustainable development of any economic sector is not possible without the proper support from the concerns. Having the tremendous prospects to uplift the economic activities tied with the tourism activities, national as well as local level support already has been initiated in Nepal. Major supports and initiation have been highlighted in following captions.

5.1 National level support

Nepal has adequate level of policy level support for tourism development, for which a separate department has been established. Tourism related separate tourism board, which has been established as per the spirit of private public partnership concept, governs issues. Tourism Policy 2065 B.S. (2008) and tourism Vision 2020 are already in effect with the following mission and goal.

Mission:

Tourism is valued as the major contributor to a sustainable Nepalese economy, having developed as a safe, attractive, exciting and unique destination through promotion and conservation, leading to equitable distribution of tourism benefits and greater harmony in society.

Goal:

Increase international visitors to Nepal to reach 2 million by 2020 and Expand economic opportunities and increase employment in tourism sector to 1 million by 2020. (Kruk; Kreutzmann ja Richter 2009)

Similarly, in policy level the far western re-region is sensed as neglected area, which also has been clearly shown in following map.

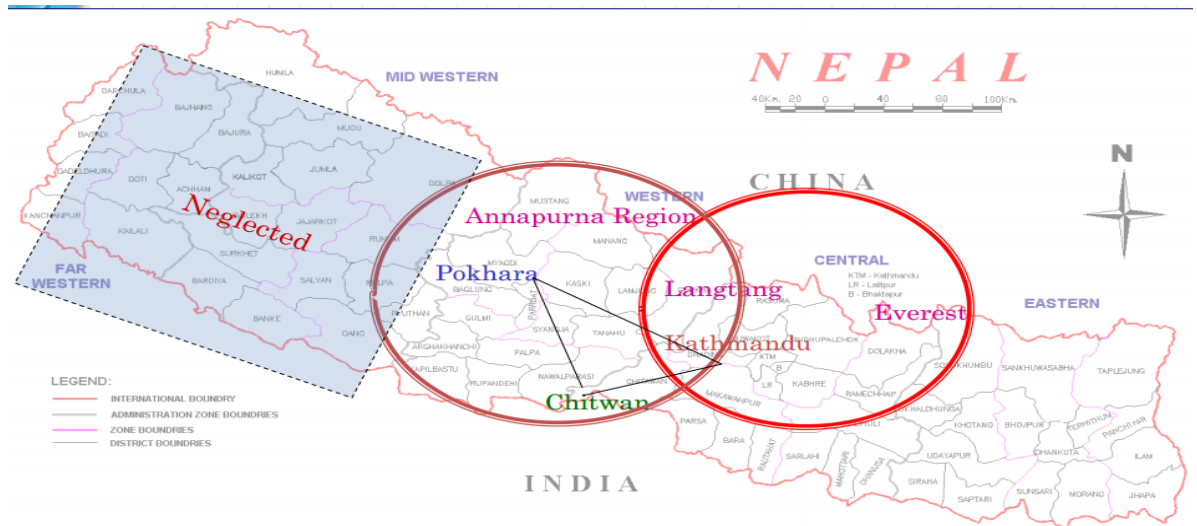


Figure 3. Map of Nepal with under-developed and developed tourist areas. (Government of Nepal 2010)

As suggested by the map, far western and mid western region of nepal yet to be developed to exploit the benefit the tourism prospects.

5.2 Local level support

Various NGOs, INGOs, community base organization are encouraging member for the self-reliance and involve in income generating activities along with the supporting training and skill development which directly has supported to exploit the avenue of local tourism prospect. The concept of village tourism, local production promotion programs, home stays, festivals and guest respecting rites are successful effort of local level support for the tourism development. Similarly, Nepal Rastra Bank (national bank of Nepal) is also encouraging member bank for possible investment on such sectors.

6 Tourism product promotion and marketing

Tourism industry of Nepal is gradually in developing stage, many of the avenues are yet to be explored and highlighted. So every potential aspect of tourism is not exploited yet due to the liquid political scenario of Nepal. As the political status of Nepal is stabilizes various ways and means to promote tourism prospects has been initiated in domestic and international level same has been highlighted.

6.1 Domestic

Various cleanup campaigns, workshops for organic farming, membership programs, waste management, conferences, blood fund donation programs, awareness program, wildlife conservation week, heritage conservation for sustainable tourism, multicounty observation study

mission on community based ecotourism development management, tree plantation, brochures/flyers publish, web site development, hoarding board placement, media campaigning, Guide book publish, Hike and Bike event, Green Coupon Program and television commercial etc. have been carried to promote the domestic tourism. Many tours and travels operators has already initiated to sell domestic packages like Pokhara, Sauraha, Lumbini, Kathmandu, Ilam, Muktinath, Dhoorpata, Dolpa, Throungla Pass and different mountain base camps. (Sharma ja pyakurel 2012)

6.2 International

Nepal has already initiated the tourism promotion program internationally. Focused events such as Visit Nepal Year, Nepal Tourism Year, and Visit Lumbini Year are the remarkable international tourism campaigns of Nepal. Besides the campaign, Nepal already has started to invite and participate in bilateral tourism campaign. Nepal has organized eighteen SAARC level conferences in Kathmandu on 26-27 November 2014 in which SAARC leaders have expressed their common interest to make South Asia attractive and common tourist destination in sustainable manner. Similarly, SAARC action plan on tourism (2006) also has been re-addressed and re-committed to carry forward with appropriate public private collaboration. Nepal is also known as the gem among the SAARC countries (SAARC 2009).

Similarly training, promotion program and seminar conducted by tourism development organizations in Finland, Kenya and Fiji has seen attendance from the executives of Nepal. Primary market for the Nepal's tourism is China, India, United states, united Kingdom, Japan, similarly Germany, France, Spain, Italy are known as secondary market and Malaysia, Thailand, East Europe, Singapore, Middle East is known as the emerging market (culture 2007)

7 Research methods and Conduction

Thesis work has been carried out by using descriptive and analytical research methodology which is a systematic examination of similarities between various phenomena of collected data and issue in order to generalize the ideas and concepts. Descriptive research methodology avails the measurement, description, classification and comparison relating with the situation in which researcher do not has the direct control. Similarly, Analytical technique provides the ground to establish the cause and effect relationship between studied variables (Schindler 2004). Tourism and infrastructural support data relating with the Nepalese tourism industry has been collected from secondary data sources. Descriptive research has been used for the description, classification and comparison. Similarly further prospects have been estimated through the cause and effect relationship philosophy of analytical research.

7.1 Data Collection

Relevant secondary sourced data are collected from reports, journals, articles, review papers, expert opinions, websites, newspaper relating with the Nepalese Tourism Industry. Basically information obtained from National Planning Commission Nepal, Ministry of Finance Nepal, Nepal Tourism Board, Bureau of Statistics of Nepal, Nepal Rastra bank, Ministry of Communication/Transport, Ministry of Civil Aviation Nepal, Office of Company Registrar and UN-WTO have been considered in the thesis as a genuine data/information.

7.2 Contents analysis

All the data collected from different sources are a very important asset of the research and very crucial to draw a final conclusion. Therefore, collected data has been segregated matching with the respective heading and presented on tabular form for the simplicity and avoid the data duplication. Data relating with availability of highways, airways, railways, communication and accommodation have been considered as an integral infrastructure to ease the tourism movement and it has been highlighted through separate tables, figures and descriptive method has been used to draw the conclusion. Planned additional infrastructural development in upcoming days also has been reviewed from national level policy document of Nepal. Upon the planned infrastructure development, most likely tourism development prospect has been analyzed through the available data and conclusion and through most likely scenario. Basically infrastructural support is treated as cause and tourism promotion has been treated as the effect. So cause and effect theory was used to derive the result.

8 Data presentation and results

Data relating with tourism movement nationalities and propose for Nepal visit, transportation means of Nepal visit, major destination of Nepal, domestic tourism movement of Nepal, availability of hotels and occupancy rate are presented in following section along with the relevant descriptive highlights.

8.1 Tourism related movement of Nepalese tourism industry

During the secondary data survey following total number of agencies, guide and airlines are found engaging in Tourism Industry of Nepal during 2001 to 2012.

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Travel Agency	691	738	788	877	948	1,026	1,167	1,320	1,496	1,739	1,936	2,116
Trekking Agency	580	611	645	705	740	793	872	977	1,096	1,240	1,378	1,524
Rafting Agency	-	-	-	-	-	-	-	-	-	10	33	40
Tourist Guide	1,900	2,001	2,071	2,149	2,202	2,271	2,343	2,458	2,548	2,661	2,835	2,935
Trekking Guide	2,745	3,094	3,457	3,930	4,395	4,663	5,098	5,356	5,987	6,747	7,303	8,163
River Guide	-	-	-	-	-	-	-	-	-	24	44	58
Tourist Police	-	-	-	-	-	-	-	52	52	50	53	60
Paragliding Company	-	-	-	-	-	-	-	-	-	-	16	21
Ultra-light Company	-	-	-	-	-	-	-	-	-	-	1	3
Skydiving	-	-	-	-	-	-	-	-	-	-	2	2
Domestic Airlines	-	-	-	-	-	-	-	-	-	-	17	15
International Airlines	-	-	-	-	-	-	-	-	-	-	29	28
Domestic Airlines	-	-	-	-	-	-	-	-	-	-	54	54

Table 8. Tourism service providers of Nepal. (Ghimire 2013)

The above table demonstrates the tourism related movement of Nepalese Tourism Industry. We can observe from the table 8 that in years 2008, 2009 and 2010 number of travel agencies have increased highly compared to other years. Every year number of trekking agencies and tourist guides has risen up smoothly. And we can see that trekking guide has increased by 500 each year along with river guide and tourist police. Likewise, there is an increment in every sector except those in domestic airlines and in international airlines, which has decreased by 2 and 1 respectively. So, tourism service providers of Nepal are increasing year by year which is the good indication for the further development of tourism sector.

8.2 Motivation to arrival to Nepal

Nationality	Holiday pleasure	Trekking & Mountaineering	Business	Pilgrimage	Official	Conference Convention/Exhibition	Study Research/ Employment	Total
Afghanistan	103	42	23	1	165	65	11	503
Argentina	1,223	86	12	95	14	6	17	1,617
Australia	10,618	7,199	380	526	333	214	653	22,030
Austria	1,688	1,393	47	119	38	28	72	3,797
Bangladesh	10,830	303	354	125	1,131	425	169	16,764
Belgium	3,623	1,339	92	107	137	52	120	6,286
Bhutan	1,105	141	156	1,003	568	87	229	4,183
Brazil	1,137	173	23	58	20	11	22	1,630
Bulgaria	708	187	13	143	25	14	17	1,229
Cambodia	257	31	8	410	14	31	16	862
Canada	6,942	3,199	295	523	349	236	397	13,507
China	53,096	3,164	2,245	1,393	918	308	722	71,861
Czech Rep.	1,730	1,216	35	208	30	14	52	3,592
Denmark	3,949	1,578	142	137	145	54	240	7,118
Finland	1,315	505	156	22	107	55	72	2,464
France	13,514	9,964	397	684	407	127	509	28,805
Germany	13,674	10,402	644	774	718	225	622	30,409
Greece	453	54	17	16	10	17	20	619
India	58,481	3,430	11,139	24,432	16,716	7,241	6,005	165,815
Indonesia	630	85	22	391	61	73	25	1,500
Ireland	1,034	560	52	57	50	13	30	2,018
Israel	2,880	3,059	99	62	86	17	49	7,151
Italy	8,984	2,734	191	259	175	106	241	14,614
Japan	19,625	3,621	972	487	737	289	452	28,642

Table 9. Tourist arrival by purpose of visit and major nationality. (Ghimire 2013)

The above table speculates the different nationality, visiting for different purposes like Trekking & Mountaineering, Holiday/Pleasure, Pilgrimage, Official, Study/Research, and Business in 2012. Indian and Chinese Nationality have the highest share of visitors for Holiday/Pleasure. Indian follows the high difference in every purpose of sectors having most of the visitors except in mountaineering and trekking; Similarly Afghanis nationalities were lowest in number for Holiday/Pleasure. Likewise, for trekking & mountaineering there was only 42 Afghanis whereas there were more visitors from Europe and from Australia for mountaineering and trekking. Business purpose was least in number in comparison to other nationality; Whereas India had 11139, as highest in number. Therefore, in this way there are an increasing number of Indian nationalities for other purposes also. Pilgrimage is the other most popular attraction for Indian nationals after holiday pleasure due to famous religious places and temples.

8.3 Means of transportation of tourist arrival in Nepal

Nationality	Means of transportation				Total
	Air		Land		
	Number	Percent	Number	Percent	
New Zealand	3,060	81.45	697	18.55	3,757
Norway	2,802	85.43	478	14.57	3,280
Pakistan	5,054	99.65	18	0.35	5,072
Philippines	1,718	97.78	39	2.22	1,757
Poland	4,175	73.39	1,514	26.61	5,689
Portugal	1,037	87.51	148	12.49	1,185
Korea	18,976	72.97	7,028	27.03	26,004
Romania	987	73.88	349	26.12	1,336
Russia	7,805	80.69	1,868	19.31	9,673
Saudi Arabia	1,046	86.52	163	13.48	1,209
Singapore	4,300	76.43	1,326	23.57	5,626
Slovakia	896	70.72	371	29.28	1,267
South Africa	1,205	91.01	119	8.99	1,324
Spain	11,500	79.04	3,049	20.96	14,549
Sri Lanka	1,993	2.87	67,483	97.13	69,476
Sweden	3,212	72.15	1,240	27.85	4,452
Switzerland	5,467	77.59	1,579	22.41	7,046
Thailand	5,890	16.08	30,728	83.92	36,618
Turkey	1,514	89.69	174	10.31	1,688
Ukraine	1,452	76.99	434	23.01	1,886
UK	36,331	87.98	4,963	12.02	41,294
USA	42,622	87.01	6,363	12.99	48,985
Vietnam	796	36.58	1,380	63.42	2,176
Taiwan	7,776	88.08	1,052	11.92	8,828
Others	15,659	84.16	2,948	15.84	18,607
Not Specified	2,752	54.38	2,309	45.62	5,061
Total	598,258	74.49	204,834	25.51	803,092

Table 10. Tourist arrivals by nationality and means of transportation. (Ghimire 2013)

The above table represents the tourist arrivals by Nationality and Means of Transportation in 2012. We can observe from the table that in overall Pakistan had a highest percent of using Airway and least percent of using land way 99.65 and 0.35 respectively and Philippines followed the Pakistan in second. Similarly, Sri Lanka has the highest percent of using land way and least percentage using airway that is 97.13 and 2.87 respectively. Most the countries from Europe used the airways than land way. In the same way, the UK and USA have the largest number of tourist using air transportation with 36331 and 42622 respectively.

8.4 Major tourist destinations

Nepal is a landlocked country, two third boundaries of Nepal have been surrounded by Indian border and remaining part adjoined with China. The phase of development and economic structures for both nationalities is very strong. So, Nepal has adopted friendly relationship with both of the neighboring countries. Nepal has the very unique geographical structures because of the landscape starting from the height of 60 meter “Kechanakawal” to 8,848 meter “Mt. Everest”. East to west length of Nepal is around 885 Km. Nepal is a common garden of different ethnicity, languages and life style. Therefore, all types of cultural flavor can be experienced in Nepal. Some of the areas are highlighted in figure 4.



Figure 4. Major Tourist Destinations of Nepal (Government of Nepal 2010)

As shown in map above, Nepal holds unique tourism proposition. Therefore, entire locations of Nepal have the tourism prospects. Out of them very common are Mt. Everest, SheyPhok-sundo Lake, Rara National Park, Khaptad National Park, Dharan, Pokhara, Royal Chitwan National Park, Lumbini Temple, Pasupatinath Temple, Heritages of Paan/Bhaktapur/ Kathmandu/ Gurkha, Mountain/Hill/Terai Periphery, Dhorpatan Hunting reserve Langtang Area, Janakpur, and Nepalganj are famous tourism destinations of Nepal.

8.5 Domestic tourism movement of Nepal

At present besides the foreigners, Nepal has seen an increase number of domestic tourists. Visits to religious places, trekking and holiday outings are common occurrence in Nepal. Statistics of domestic movement as furnished below in table 11.

District	Male		Female		Total	
	2011	2012	2011	2012	2011	2012
Taplejung	4,139	3,610	319	273	4,458	3,883
Panchthar	5,999	5,556	617	505	6,616	6,061
Ilam	5,804	5,684	719	725	6,523	6,409
Jhapa	24,052	24,300	3,599	3,824	27,651	28,124
Mechi Total	39,994	39,150	5,254	5,327	45,248	44,477
Morang	20,957	21,613	3,025	3,430	23,982	25,043
Sunsari	16,634	16,864	3,262	3,129	19,896	19,993
Dhankuta	5,204	5,071	352	323	5,556	5,394
Terharthum	3,534	3,201	183	183	3,717	3,384
Sankhuwasabha	4,811	4,230	296	291	5,107	4,521
Bhojpur	5,186	4,969	396	379	5,582	5,348
Koshi Total	56,326	55,948	7,514	7,735	63,840	63,683
Solukhumbu	1,767	1,955	276	376	2,043	2,331
Okhaldunga	2,834	2,909	241	264	3,075	3,173
Khotang	6,377	6,229	372	425	6,749	6,654
Udaypur	5,682	5,627	500	594	6,182	6,221
Saptari	7,472	7,658	297	264	7,769	7,922
Siraha	16,013	18,717	291	365	16,304	19,082
Sagarmatha Total	40,145	43,095	1,977	2,288	42,122	45,383
Dhanusa	21,762	23,468	521	638	22,283	24,106
Mahottari	10,997	12,036	277	348	11,274	12,384
Sarlahi	6,163	6,772	441	472	6,604	7,244
Sindhuli	4,113	4,216	363	431	4,476	4,647
Ramechhap	3,515	3,549	437	496	3,952	4,045
Dolakha	3,291	2,952	556	473	3,847	3,425
Janakpur Total	49,841	52,993	2,595	2,858	52,436	55,851
Sindhupalchok	5,055	5,445	1,968	2,246	7,023	7,691
Kavre	6,327	6,800	1,086	1,235	7,413	8,035
Lalitpur	15,538	16,737	6,787	7,614	22,325	24,351
Kathmandu	83,418	101,889	34,916	43,752	118,334	145,641
Bhaktapur	4,973	5,295	1,285	1,464	6,258	6,759
Nuwakot	5,375	6,066	825	942	6,200	7,008
Rasuwa	921	1,300	280	324	1,192	1,624
Dhading	6,497	6,755	656	749	7,153	7,504
Bagmati Total	128,095	150,287	47,803	58,326	175,898	208,613
Makwanpur	5,782	6,364	871	1,015	6,653	7,379
Rautahat	2,685	3,136	171	201	2,856	3,337
Bara	4,012	3,864	230	268	4,242	4,132
Parsa	3,242	3,718	376	516	3,618	4,234
Chitwan	15,961	16,844	2,686	3,038	18,647	19,882
Narayani Total	31,682	33,926	4,334	5,038	36,016	38,964
Gorkha	8,630	9,172	911	1,058	9,541	10,230
Lamjung	6,851	7,805	549	694	7,400	8,499
Tanahu	12,619	13,752	675	906	13,294	14,656
Syrangja	13,776	14,869	875	1,051	14,651	15,920
Kaski	20,398	20,319	4,142	4,789	24,540	25,108
Manang	227	351	49	51	276	402
Gandaki Total	62,501	66,268	7,201	8,549	69,702	74,817

Table 11. Domestic tourism movement of Nepal (Ghimire 2013)

Table 11 shows the increasing trend of domestic tourists around Nepal, which has increased significantly during the political stability and know how about the place/destination. If adequate level of infrastructural support like road ways, accommodation are arranged properly and promotional campaign conducted effectively, trend of domestic tourist movement will definitely go upward and will be the dependable sources for the tourism development.

8.6 Accomodation in figures

Category	Number of Hotels			Number of Rooms			Number of Beds		
	2010	2011	2012	2010	2011	2012	2010	2011	2012
Five Star	8	8	8	1539	1539	1539	2897	2897	2897
Four Star	2	2	2	190	190	190	362	362	362
Three Star	13	15	15	501	596	596	957	1107	1107
Two Star	28	29	29	1183	1213	1213	2348	2396	2396
One Star	26	26	26	564	564	564	1374	1374	1374
Tourist Standard	387	423	442	5903	6650	6985	11525	12804	13362
Total	464	503	522	9880	10752	11087	19463	20941	21498

Table 12. Hotel room occupancy rate of Nepal (Ghimire 2013)

As indicated by the facts in table 12, Nepal has to develop the five star hotels in the portfolio to attract the high profiled foreigners however increment on tourist standard hotel is significant which show the improving tourism movement in Nepal too.

9 Conclusion

There is a huge growth prospect of tourism sector development in Nepal. Nature product motivates to visit and experience certain things in destination for the visitors. Nepal is also known as the beautiful Himalayan nation which is famous for its natural beauty; it possesses eight out of the ten highest mountains of the World. Nepal is not only limited on its natural beauty but also rich in cultural and religious diversity as well. Nepal is one of the best attraction places in the world to those who are mountaineers, rock climbers and adventure seekers. Nepal is an attraction destination in the world not only for adventure tourist, but also its pleasant climate and hospitable people. Having the unique topography equipped with every prospect of natural sceneries, mountains, herbs, heritage, and cultural differences etc. tourism prospects of Nepal seems very sound. But being the politically unstable country, extend of the tourism of Nepal has not exploited till date however various remarkable initiation has already been started from state and local level. If adequate infrastructure can be developed, no doubt Nepal will have the possibility to hike the tourism as one of the best.

As illustrated in the table 10, tourist flow in Nepal by air is around 75% and rest of the movement is executed by land as means of transportation. If Nepal became able to route the major tourist flow from land there will be lot of prospects to increase cross businesses. The accommodation trend will increase along with number of tourism related service providers contributing further in increasing employment rate of Nepal. Similarly, eastern, western and mid-western region are focused for hygienic living standard, rest two regions are far from such arrangement but these two regions also hold the significant prospect of tourism development. Therefore, government should focus on integrated development on far western and mid-west part of Nepal. Major chunk of foreign tourist movement is shared by Indian, Australian and Chinese. Only tourism promotion to the rest part will definitely support to bust the footfall in Nepal. Major chunk of tourist flow is depended only on holiday pleasure, trekking, and mountaineering other areas are yet to be exploited for which structured promotion plan with the support of adequate infrastructure should be developed by the state level. Domestic tourist movement also seems increasing in Nepal; domestic promotion campaign initiation can be the best way to promote the domestic tourism.

Nepalese tourism prospect is equipped with sceneries, natural beauty, trekking, mountaineering, pilgrimage, adventures, art and sculptures. Sensing the importance of tourism development concern authority has already initiated focused plan for the synergic development. Basic infrastructures such as accommodation, transportation, promotion and communication are gradually in improving trend which will attract even more potential visitors to the potential tourist destinations.

10 Recommendations

Earthen and gravel road network to be converted into blacktopped to facilitate the convenient and luxurious travel. Additional trekking trails to be explored developed and promoted to attract the trekkers. Seasoned airport network to be converted in to all weathered airport for the dependable air transportation. Heavy dependency on single international airport of Nepal to be diversified, exploring the other suitable avenues. Concept of regional level to be carried out for the better tourist circulation and focused development. Concept of safe and hygienic accommodations equipped with the all necessary facilities like as safe water supply, electricity, toilet, hygienic foods along with the adequate social to be provisioned for the better result. Neglected zone (as highlighted by concern authority) to be highlighted to exploit the prospects of the area. National and International level campaign to be carried out for the focused promotions.

Trend of new entrant in the tourism service provider is seemed at increasing trend. Dependency of tourist arrival in Nepal from India and China seems at higher side under holiday and pleasure proposed. Most of tourist follow in Nepal has been reported through the airways so adequate provisions to be made with the sufficient alternatives for the smooth service operation. Security and Safety and also more airway connections to many countries are also vital in tourist attraction. Similarly special packages can be developed to attract the tourist toward the roadways travel. Information relating with the major tourist destination to be made widespread, hassle free counseling approach to be carried out to attract the tourist toward the major tourism destination. Domestic tourist movement of Nepal also seems encouraging, which can be the one of the dependable source for the sustainable development of industry. So, trend to be encouraged through the focused encouraging packages for domestic tourist. Hotel occupancy rate and availability seems at notably increasing trend. So quality based approach to be carried out for the betterment. Service providers having the highest tourist attracting service mechanisms should be recognized by the state.

In gist, Nepal has the very sound prospect for the tourism development for which significant initiation has already been started from the concerns. If present infrastructural support can be maintained with necessary expansion, Nepal will be one of the best tourism hubs in the world. Government should encourage and welcome more investment in the tourism industry by creating an environment which will guaranty the investment is safe. This is possible only through the political stability in the country. Modern climate and weather sensors or devices are very important for the Himalayan region which has recently seen many deaths due to avalanche and other natural disasters.

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Appendixes

1. Nepal In 2022



2. Nepal Panorama



Appendix 1 Fewa Lake, Pokhara, Nepal ©Anton Jankovay



Appendix 2 Flora Mirmi , Nepal ©Anton Jankovay



Appendix 3 Mustang, Nepal ©Anton Jankovay



Appendix 4 Rara lake, Pokhara, Nepal



Appendix 5 Pashupatinath temple, Kathmandu , Nepal ©Anton Jankovay



Appendix 6 Mount Machapuchre, Nepal, ©Anton Jankovay