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**NATURE BASED TOURISM AND VISITOR
EXPERIENCES IN CHITWAN NATIONAL PARK**

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Thesis

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The aim of this study was to explore the visitor experiences about Chitwan National Park as tourism product and meaningful experience at an individual level. This study also highlighted on nature based tourism and national park in Nepal.

This study was based on Chitwan National Park, Nepal. The quantitative research method was used for this study. A web based questionnaire survey was conducted and analysed using the Webropol program. Potential respondents were searched by using social media like Facebook and Trip Adviser. A total of one hundred and two respondents participated in this study and the survey questionnaires were distributed from November 2013 to January 2014.

This study analysed visitor experiences based on Pine and Gilmore's four realms of experience and the experience pyramid by Tarssanen and Kylänen. The theory also included nature based tourism.

The results of the study show that Chitwan National Park is a unique product and the satisfaction level of the visitors was good. The visitors had good experiences in all components of experience realms and meaningful experience, but they had mixed levels of overall satisfaction on different product components. Jungle safari, animal wildlife and adventure are the important factor of Chitwan National Park. Chitwan National Park also holds the potential to be a cultural and heritage site.

Key words: Visitor experience, Chitwan National Park, Nature based tourism, four realms of experience, experience pyramid

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1 INTRODUCTION

Tourism is one of the biggest and fastest growing industries in the world and each year tourists arrivals increase. Nepal's economy largely depends on tourism and nature based tourism is its backbone. Travel and tourism in Nepal contribute 8.8 percent of the GDP and 7.7 percent of employment (World Travel and Tourism Council 2012). This indicates tourism in one of the biggest industries in Nepal. The country is in developing phase and so is the tourism sector. Natural beauty and protected areas of Nepal are the major features of tourism (Hike Nepal 2011). National park and wildlife reserve are the most visited places representing nature based tourism in Nepal (Nepal Tourism Statistics 2012). Nepal tourism is growing day by day and it is important to explore and research the different aspects of tourism. The visitor experience is a major factor which influences in re-visit and positive word of mouth for the destination (Canberra Visitor Satisfaction Evaluation 2000). In this regard, a study about visitor experience in tourism has determined the future and the success of the tourism industry.

National parks are part of nature based tourism. Chitwan national park is Nepal's first national park and also included in world heritage site. Endangered animals like one-horn rhinoceros, Royal Bengal tiger and gharial crocodile are protected by Chitwan national park. It is also home for some of Nepal's indigenous and ethnic groups. Natural beauty, flora and fauna along with the culture and livelihood of different ethnic groups like Tharu, Kumal, Darai, and Bote are the main attractions of Chitwan national park (UNESCO World Heritage Centre 2013).

Tourism is experience based industry and visitor experiences along with satisfaction is essential for its success. Visitors are the backbone of the tourism industry. Without them, it cannot grow. In order to ensure the existence of tourism business, it is essential to know visitors and their experiences. Exploring their experiences provides an opportunity to know their expectations and satisfaction level, which contribute to the future developments (Okello–Yerian 2009). From the management point of view, knowing about the tourist experience provides ideas for future plans and

product developments. The tourism product and its surrounding facilities are important for the visitor as they make the experiences meaningful.

In this context, this study tries to explore the experiences of visitors about their visit to Chitwan national park. The experience is focused on the service provided and the destination as a product. Hence, this study explores visitors' overall satisfactions and their experience. It is expected that the results of this study can contribute to the development of the place.

This study is based on the theoretical framework proposed by Pine and Gilmore (1998) and Tarssanen and Kylänen (2006). The results of the study identified different components of tourism product and visitor experience which contribute to meaningful experiences.

2 RESEARCH PROBLEMS AND OBJECTIVE

The study is based on Chitwan national park, which is popular in Nepal. Most of the earlier studies about Chitwan national park are focused on environmental and cultural issues or on the issue of service, quality and product management from the management point of view but there are very few recorded researches from the visitor point of view. Pine and Gilmore's four realms of experience (1998) and the experience pyramid by Tarssanen and Kylänen (2006) have not been used in Nepal and this research will open new areas of interest in a study about tourism experiences in Nepal. There are very few research about visitors overall experiences based on Chitwan national park and the above mention theory was not used to it.

The main objective of this study is to explore visitors' experiences about their visit to Chitwan National Park. In order to meet the objective, there are set two research questions: a) What is the experience of visitors about Chitwan national park as a tourism product? b) What is the satisfaction of the visitor to Chitwan national park as per their personal experiences?

The research findings can be useful for Chitwan national park managers for future planning to make their customers good meaningful experiences. Tourist thoughts, suggestions and experiences give park manager to make further decision for future developments. This research can be used in future tourism planning, tourist management and future marketing of Chitwan national park. This research also aims to figure out the factors that contribute to making customer experience as a meaningful experience. The research aims to evaluate the products and services of Chitwan national park with the help of above mentioned theory and suggest what kind of products or services can make customer experiences memorable, meaningful and satisfying.

3 VISITOR EXPERIENCE IN NATURE BASED TOURISM

3.1 Nature Based Tourism

3.1.1 Concept

Nature based tourism is one of the growing forms of tourism today. Tourism which is based on nature is becoming a big international industry with major economic, social and environmental effect on local and global scale (Buckley–Pickering–Waver 2003, 1). Meyer and Arendt 2004 as cited in (Olafsdottir 2013, 127) explain that nature based tourism history has relatively short, if we compare with other form of tourism example cultural tourism and traditional tourism. At the beginning tourism and travel was the journey to see the seven wonders of the world. Tourism scenario has changed and nowadays there are different reasons for travelling as tourists. In this regard Pearce, Morrison and Rutledge, 1998 as cited in (Luo–Deng 2007, 393) found that out of 10 significant motives of tourists, four were related to nature based tourism and they were objecting to experience the environment. In nature based tourism, the destination gets priority because of its remoteness, cultural identity, and the environment. Johnston 1990 as cited in (Silverberg–Backman–Backman 1996, 20).

Nature plays significant role in tourism as it provides motivation to travel and also is the place where tourism activities happen (Edward–Benediktsson 2013, 190). This reflects that together with the natural beauty of the destinations on nature based tourism, the human aspects like culture and hospitality of the people residing in destination place also plays a significant role. Hence, it is important to select destination based on its location and cultural identity of the people. In addition to the natural aspect, the economic and social activities connected to tourism at the destination place should also be considered for successful nature based tourism (Buckley 2000, 236).

There are so many definitions about nature based tourism and most of them are talking about nature, preservation and visitors. One of the definitions defining nature based tourism as tourism that consists of travelling without

destroying or contaminating the existing nature (Boo 1990, 2). Nature Based tourism has been defined by Weiler and Hall as:

A broad spectrum of touristic activities, often commercialized and involving an interaction with the natural environment away from the participant's home range (Weiler–Weiler 1992, 143).

According to Goodwin nature based tourism includes all tourism forms which

Nature-based, tourism encompasses all forms of tourism - mass tourism, adventure tourism, low-impact tourism, ecotourism - which use natural resources in a wild or undeveloped form- including species, habitat, landscape, scenery and salt and freshwater features (Goodwin 1996, 287).

Mckercher (1998, 1) agrees with the above and adds that nature based tourism include of adventure tourism, ecotourism, responsible tourism and many other forms of non-mass tourism. Therefore, generally tourism featuring nature is called nature based tourism, but in the broad sense there are different types of nature based tourism such as nature tourism, wilderness tourism, rural tourism, green tourism, cultural tourism, sustainable tourism, jungle tourism, ecotourism (Guidelines for Tourism in Park and Protected Area of East Asia 2001, 7). However, one of the easiest concepts about nature base tourism was explained by Metsähallitus a Finnish enterprise which administers more than 12 million - owned land and water areas. Metsähallitus (2010a) describes that the nature base tourism principle is to increase knowledge about the area, use the resource sustainably and avoid degradation. So nature based tourism is not just about travelling in nature, it is also about knowing about the nature and preserving it.

Table 1 shows that nature based tourism covers different tourism activities such as Adventure, water based, fitness, viewing, snow and ice related and outdoor. Adventure activities are hiking, mountain climbing, rock climbing, etc. Rafting, boating, swimming, kayaking, etc. comes under water based nature tourism activities. Biking and walking in nature area can be categorized under fitness activities of nature based tourism. Wildlife viewing, bird watching, sightseeing, skiing, camping are also activities of nature based tourism. These all actives are based on nature (Mirzaei 2013).

Table 1. Scope of Nature Based Tourism (Mirzaei 2013)

Scope of Nature Based Tourism	
Nature-oriented tourism	Nature travel
Environment-friendly tourism	Wildlife tourism
Environmental pilgrimage	Ecotourism
Ethical tourism	Nature tourism
Soft tourism	Special interest tourism
Agro tourism	Green tourism
Agricultural tourism	Farm tourism
Alternative tourism	Adventure tourism
Sustainable tourism	Educational tourism

The given table 1 shows a different scope of nature based tourism. As mentioned earlier, there are different forms of nature based tourism which includes nature oriented tourism, nature travel, wildlife tourism, ecotourism, ethical tourism, environmental pilgrimage tourism, sustainable tourism, adventure tourism.

Edward and Benediktsson (2013, 189) argue that in nature tourism, the landscape of destination plays an important role and in this regard, landscape can also affect the experiences and it can also motivate to travel. The landscape can also inspire the people to be tourist and travel in a particular place. In nature tourism the landscape usually can be a scenic landscape. (Edward and Benediktsson (2013, 190).

In nature based tourism, tourists use it in three different ways, directly, indirectly or optionally. The direct use includes use of nature by visitors through visit and experience; indirect use is a more passive use where taking pictures and enjoying the scenery is common; whereas the optional use is to use it as option for another time (Edward–Benediktsson 2013, 191). Nature based tourism is design and develop with the aim of developing the natural environments and conserving it, Hall and Boyd 2005, 3 as cited in (Edward – Benediktsson 2013, 191). But Newsome, Moore and Dowling (2012, 381) argue that to understand nature based tourism first it is good to know about the environment or ecosystem in that natural area. The development of nature based tourism is based on the knowledge of ecology and the conservation of natural resources. The ecosystem is an important factor of natural area and good understanding about the same makes a success of

nature based tourism and these understandings make environmental benefits. The tour guides and local tourism entrepreneurs are the most important to know about the environment and ecosystem because they are directly linked with the tourist and they can convey messages of ecosystem and conservation.

Bhat (2012, 237) identified assurance, tangibility, responsiveness, and reliability as service quality dimensions for tourism services. It looks applicable in nature based tourism as well because tourists want to be assured and tangible with the nature and they always seek for the responsiveness and reliability from the service providers. Therefore, it can be said that responsive and reliable service providers who can assure and provide a tangible feeling about the nature can be successful in nature based tourism.

The study by O'Neill, Riscinto-Kozub and Hyfte (2010, 154) suggests that the combination of tangible and intangible elements of nature based tourism contributes to the better satisfaction of the visitors and it has a direct impact on rural tourism marketing as the satisfied visitors are likely to recommend their experience to others and revisit in future. In nature based tourism, Dwyer and Edwards 2000, 267 as cited in (O'Neill, Riscinto-Kozub and Hyfte 2010, 142-144) support that the most significant aspects in the development of nature based tourism is the satisfaction of customers. Visitor satisfaction, service quality and customer loyalty are now part of nature based tourism. Thus, overall quality experience and satisfaction make the visitor to revisit any nature place and such place can be recommended.

Lund (2013, 160) discusses that the nature is ahead of culture in the tourism sector and believes that visitors emphasize more on nature as compared to culture of the destination place. Silverberg, Backman and Backman (1996, 26) has argued that nature based tourists seek socializing (social) experiences together with the nature based activities.

As a whole Nature based tourism is not just about travel, it is also about making connections, engagement and experience with the nature. In nature

based tourism travellers not just travel or look around they can also involve, take challenges and educate from the nature in a sustainable way and also they care about the future of it. Australia is one of the nation who has best practice of Nature based tourism and Tourism Western Australia follow best nature based tourism guide principle which are conserving the nature environment, involving and benefiting local communities, Improving knowledge, providing quality products and services and Fostering an effective efficient industry. Nature based tourism must protect nature and it must insure the involvement of local communities with local benefits. It must teach and inform their visitor about the nature and its preservation and at the same time there must be satisfaction of the visitor. (Tourism Western Australia 2004).

3.1.2 Nature Based Tourism and Ecotourism

Ecotourism and Nature based tourism has almost similar kind of definition where Ecotourism is defined as travel with responsibilities to natural places which conserves the environment and at the same time it is also need to be good advantages with local people. While nature tourism is simply described as travel to nature areas. Ecotourism is type of nature-based tourism that gives reimbursement to the local communities and people, which makes benefits to local environmental, cultural and economical. (The International Ecotourism Society 2013). Ecotourism is based on the natural environment which focus on its biological, physical, and cultural features. The five key principles of ecotourism are nature based, ecologically sustainable, environmentally educative, locally beneficial and generate tourist satisfaction (Newsome–Moore–Dowling 2012, 18). O'Neill, Riscinto-Kozub and Hyfte (2010, 143) referring to the World Tourism Organization (2000) highlights that eco-tourism market has approximately 10-15% of the global tourism activity.

Nature based tourism is a vast area in tourism research, it can be further divided into some of separate form, including wildlife tourism, Geo tourism and aspect of adventure tourism. However, ecotourism is one of the largest type of nature based tourism (Newsome–Moore–Dowling 2012, 380).

Weaver (2001) argues in the given diagram that ecotourism is subset of nature base tourism. The fact that ecotourism is not subsumed entirely under this category recognizes that certain past and present cultural attractions may constitute a secondary component of ecotourism. So we can say that ecotourism is nature based tourism, but nature based tourism is not all about ecotourism (Weaver 2001, 74).

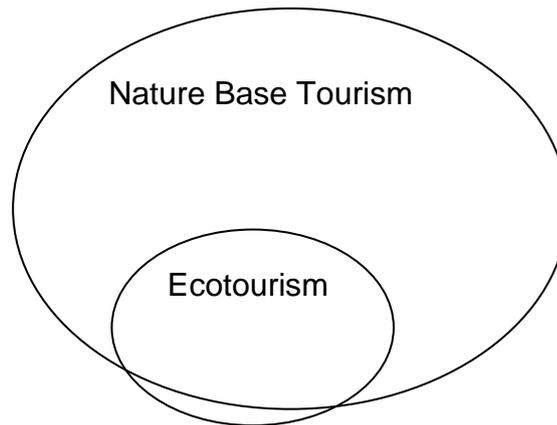


Figure 1. Nature Base Tourism and Ecotourism (Weaver 2001, 74)

3.1.3 Impact and Future of Nature Based Tourism

Nature base tourism is one of the major parts of the tourism industry and it is one of the most studied and researched areas in tourism study today. Nature based tourism is becoming one of the booming tourist attraction worldwide. The estimate of late 1980s shows that nature based tourism was 2% of all tourism, which now rise to 20% after 30 years. This shows its explosive growth in the tourism industry (Newsome–Moore–Dowling 2012, 2). Nature based tourism has an important role to play in the protection of the natural world in the face of rising population and climate change (Newsome– Moore–Dowling 2012, 389).

Everything has a negative and positive impact. Like others field of tourism, nature based tourism has also both positive and negative impacts. Newsome, Moore and Dowling pointed out some of the positive and negative impact of nature tourism. Nature based tourism is becoming a choice for many travellers, which makes it quite popular in tourism field. Nowadays,

nature based tourism also facing problems with overcrowding, overdevelopment and with growing tourism, wildlife and untouched nature is disturbed and many animals are endangered positions. Nature based tourism today facing challenges include adaptive management, sustainable development and climate change (Newsome–Moore–Dowling 2012, 31).

There is also the positive impact of nature based tourism. In many places it is helping to protect nature and wildlife. By the concept of nature based tourism and national park it makes income for local communities. Nature tourism also helps local communities in their development, increases the respect of local culture and nature and profit from the tourism industry. The recreational use of protected areas can also be described as Nature tourism (Metsähallitus, 2010b). Newsome, Moore and Dowling (2012) argue that Nature base tourism can also generate negative impact through, loss of community coherence, degradations of local culture, development of the crime and it might create problems with change of culture and social ill. They worried about the negative impact of nature based tourism, but at the same time they discussed about the positive, for example, it can improve local life and empower them, it will improve educations and facilities. On one hand there is fear of degradation of local culture but on the other hand it will promote local culture and gave education to preserve it for the future generation (Newsome–Moore–Dowling 2012, 188).

Puhakka and Saarinen believe that nature based tourism contributes to sustainable development through economic and socio-cultural development Metsähallitus 2008a, 18 as cited in (Puhakka–Saarinen 2013, 14) . Like other tourism activities, nature base tourism also has environmental, social, cultural and economic impact over the area and the country. On one hand it is obvious that growth of nature based tourism makes concern over environmental issues, but in the other hand nature based tourism promote environmental conservations. If nature based tourism is well managed and marketed, it can also make local communities jobs and good income sources. So it can be said that nature based tourism offer development for the local, economic benefits within the area (Newsome–Moore–Dowling 2012, 189). Nature based tourism has some real challenges issue which

needs to be addressed, but it has some good point if nature tourism management is done with good planning and management it will support more conservations. In the development process local community involvement is very important (Newsome–Moore–Dowling 2012, 31).

O'Neill, Riscinto-Kozub and Hyfte (2010, 144) argue that marketing, quality evaluation, customer relationship building and communications play a significant role in determining nature based tourism. Eagles 2001, 2 as cited in (O'Neill, Riscinto-Kozub and Hyfte 2010, 141) argue that the success of nature based tourism depends on quality of nature and customer service. So success of nature based tourism is depended mostly on the quality of service and product.

O'Neil, Riscinto-Kozub and Hyfte (2010, 142) argue that visitor's satisfaction, service quality and customer loyalty are the main strategy used in the outdoor business. Since nature based tourism is also an outdoor business, it needs to consider these as aspects as it contributes significantly to the success of the business. O'Neill, Riscinto-Kozub and Hyfte (2010, 142) states that:

....the concept of service quality directly affects satisfaction and future behavioral intention; which in turn, has a direct affect on the organization's success and financial stability.

This is applicable in nature based tourism as well as the satisfaction of the customer is key to its success. In nature based tourism factors like peaceful environment, traditional values reflected in handmade crafts, services to visitors, natural scenic beauty, and activities related to the destination plays a crucial role in attracting the tourists. Murphy 1988 as cited in (Silverberg–Backman–Backman, 20).

As tourism has one of the fastest growing market nature based tourism also will also continue the growth. Nature based tourism also educates people so the nature based travellers are also getting educations about preservation and the nature. In future nature based tourism will more develop, but the tourism management need to make sure that the development is done in a sustainable way.

3.2 National Park Tourism

3.2.1 Understanding National Park Tourism

In the world of tourism there are many areas which are really valuable for nature and our future and they are kept as a protected area. The world conservation union (IUCN) defines a protected area as an

area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means (Guidelines for Tourism in Park and Protected Area of East Asia 200, 9)

Generally National parks are protected area or they are found in areas with something unique for example, native plants, animal, geologic features or ecosystems. National Parks gives people the opportunity to relax and enjoy the nature with ensuring biodiversity. (Metsähallitus 2010a). National parks are part of Nature based tourism and they are also part of the protected area. National parks are popular tourism destinations. National park contributes to the protection of valuable and endanger natural resources and at the same time they make a contribution to the national economy and works towards benefits of the local community.

In the century and a quarter since their establishment of the protected area national park, national parks have played a significant role as tourist attractions in many countries. In some they are the major set of tourism attractions and foundation of small but often important tourism industries. (Butler–Boyd 2000, 3). In the General Assembly of international union for the conservation of natures (IUCN) which was held in New Delhi, India in the year 1969 defined the term National Park. The Assembly identified three essential characteristics of a national park and defined it as: a relatively large area where

i) one or several ecosystems are not materially altered by human exploitation and occupation, where plant and animal species, geomorphological sites and habitats of special scientific, educative and re-creative interest or which contains a natural landscape of great beauty and

ii) the highest competent authority of the country has taken steps to prevent or to eliminate as soon as possible exploitation or occupation in the whole area and to enforce effectively the respect of ecological, geomorphological or aesthetic features which have led to its establishment and

ii) visitor are allowed to enter, under special conditions for inspirational educative, cultural and re-creative purpose. (Butler– Boyd 2000, 3).

At the same time IUCN argues that meaning of national park might be different in different countries. So it can be also understood tourism in national parks or other protected area is one form of nature base tourism. The traditional meaning of nature tourism has been just enjoying nature, as nature based tourism is growing day by day it's becoming more about conservations preservations of nature.

The first national park, Yellowstone was established in the USA in 1872, Since then the concept of protected area and National Park has become important tools for nature conservation. (Gissibl–Höhler–Kupper 2012, 1). After the establishment of first ever national park and protected area only the USA has 401 areas and 84 million acres comes under the national park system. (National Park Service 2013). Nepal doesn't have a long history of conservation as compared to the USA or other major preservation and protection areas because Nepal established its first national park after a century of establishment of the first ever national park. Even Nepal doesn't have that long history of conservation and national park compare to the USA but the country is still playing a key role in the preservation of nature, culture and wildlife. Nepal's national parks and perverse areas are the backbone for protections of endangered wildlife, untouched nature and nature ecosystem. Since establishment of the first National Park in 1973 Nepal has 10 National parks (include 2 world's natural heritage sites), 8 world cultural heritage sites, 3 wildlife reserve, 6 conservation areas, one hunting reserve and 3 new conservation areas which helping to preserve its natural beauty, culture and many endangered animals. These tourism areas of Nepal, attracting many tourists from all around the world and make its small but unique position in

the world tourism map (Department of National Park and Wildlife Conservation 2013).

As the growing populations its making threat to wildlife and natural resources, so most of the countries today become serious about preserving nature and wildlife. As a result today there are more than 6,000 national parks in more than 100 countries which is supporting and preserving nature, wildlife and ecotourism. Nowadays National parks and wildlife is becoming very popular for tourism and it is attracting more tourist worldwide. As a growing number of visitors to the national parks worldwide wildlife and nature preservation become a global issue. In some countries the flow of tourist in national parks has negative impact of nature and the area's flora and fauna which also making a negative impact on the visitor experience (National Park Worldwide 2013).

Nepal has two world natural heritage sites Sagarmatha and Chitwan national park and both national parks are a prime example of nature and wildlife preservation. Chitwan national park is home of 68 species of mammals, 544 species of birds, 56 species of fauna and 126 species of fish. The park is also home for many indigenous and ethnic people of Nepal. At the same time Chitwan national park also playing a vital role in the development of area without disturbing nature and livelihood of the locals (Chitwan National Park 2013a)

3.2.2 Chitwan National Park

Nepal's first national park Chitwan national park formally called as Royal Chitwan national park was established in the year 1973. With the area of 932 km² Chitwan national park lies in Chitwan district of Nepal, which is around 150 km far from the capital city Kathmandu. Chitwan national park, which also boarder with India situated in subtropical inner Terai lowland of southern parts of Nepal (Chitwan National Park 2013b). United Nations Educational, Scientific and Cultural Organization (UNESCO) declared Chitwan national park as the World Heritage Site in 1984. Chitwan national park which meets UNESCO 3 natural criteria (vii, ix and x) is one of the

popular nature parks in Nepal. UNESCO narrated Chitwan national park as one of the remaining undisturbed natural ecosystem of the Terai region (criteria vii), amazing natural attractions and landscape (criteria ix) and excellent habited for One-horned Rhinoceros, and also the prime habitat for Bengal Tiger (criteria x) (UNESCO World heritage centre 2013).

During the Rana regime in 19th century Chitwan was covered with dense forest and it was Rana's hunting place. The place was inhabited by various wild and dangerous animals such as elephant, one horn rhinoceros, deer, Tigers. During 18th and mid 18th century the area was covered by grasses, trees and swamps and it was also suffering from Malaria so no livelihood was found there. (Jana 2007, 3). In 1954 after eradication from Malaria hilly areas people started to reside there which makes drastic degradation of forest and extinction of wildlife. The situation has noticed and started to build the pressure for wildlife conservation as a result The Wild Life Protection Act 1957 was created. In year 1973 the then King Mahendra gave his sanction for National park and wildlife conservation (NPWC) act, which is Nepal's major legal steps in wildlife conservation and creating national parks. As a result the first national park and preservation of wildlife announced as a Royal Chitwan national park (Jana 2007, 3-4). After the abolishment of the monarchy in 2007 the national park is now known as a Chitwan national park. As shown in figure 2, the green area is protected area and surrounded yellow area is a buffer zone.

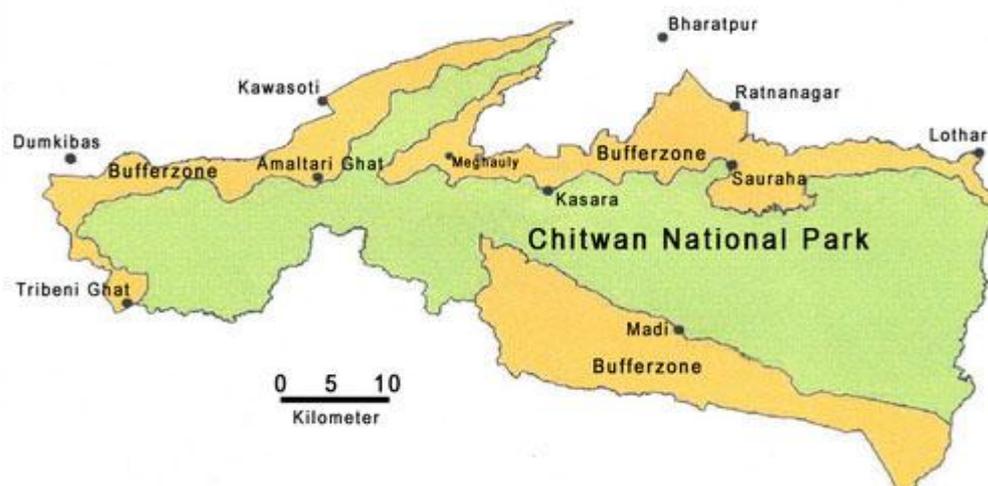


Figure 2. Map of Chitwan National Park (Nepal Tourism Directory 2013)

Nepal tourism board official webpage explains Chitwan as the heart of the Jungle and describe it as truly wildlife adventure with different kind of jungle safaris on elephant backs or jeeps, bird watching, canoe ride and jungle walks. (Nepal Tourism Board 2013a). Sauraha is the commercial centre of Chitwan national park and it has a visitor centre which provides information on wildlife and conservation. There are quite many souvenir shops where visitor can find local products and handicrafts. An elephant safari is one of the main highlights of Chitwan national park. Visitor can enjoy elephant ride to explore the nature and get a closer view of wildlife. Elephant breeding centre and museum at Kasara, Gharial Breeding centre and Museum at Kasara is some of the other attractions in Chitwan national park.

One-horn Rhinoceros, Royal Bengal Tiger and Gharial Crocodile are the most important and endangered animals which are protected by the Chitwan national park. The major vegetation which found in these areas is Sal forest, tropical mixed hardwood forest, Khair-sissoo Riverine forest and grassland. The area is also home for indigenous and ethnic people of Nepal such as Tharu, Kumal, Bote and Darai. Their livelihood and culture is part of the Chitwan national park. Chitwan national park is home of 68 species of mammals, 544 species of birds, 56 species of fauna and 126 species of fish (Chitwan National Park, 2013a).

An entry fees need to paid during a park visit at the park's entrance gate. Fee has three different segmentations, and it cost 500 Nepali Rupees (NRs.) for foreigners, NRs. 200 for SAARC region tourists and NRs. 20 for Nepali tourists. These collected revenues spent into conservations, wildlife research and other activities including development of locals. (Chitwan National Park, 2013c). Kasara is the headquarter of the Chitwan national park. The office is in the Rana hunting lodge which was built in 1939 during King George VI of England visit to Nepal (Bhusal, 2007).

At the present Chitwan national park offers more than 140 hotels, resorts, wildlife camp and lodge for accommodations. (Gateway to Nepal hotel 2013). A total of 126,484 foreign tourists visited in Chitwan national park in the year 2012 which is slightly more than 3% higher in comparing with the year 2011.

Total foreign tourist visited in the year 2011 was 122,332. Chitwan national park has seen the least amount of foreign tourists in the year 2009 in comparison with the year 2008 to 2012. In the year 2009 total of 78,682 foreign tourists visited in the park, which was 82,723 in 2008, 84,518 in 2010 (Nepal Tourism Statistics 2012).

The growing tourist flow makes park challenges of balancing between tourism and conservation priorities. The UNESCO evaluation report suggested and figure out some problem regarding Chitwan national park. The report suggested that there is lack of in-depth scientific studies to understand ecological complexities. The tourism is growing day by day, but there is little understanding of tourism impact it might be harmful to the park in future. At the same time there is also little understanding of grassland, wetland, and riverine ecosystems. In spite of all efforts by the government and the locals, wildlife poaching is one of the biggest problem and challenge of Chitwan national park. Locals' giving more priority to development than Nature is showing that there is little understanding of the impact of development activities on conservation. (UNESCO, 2003).

3.3 Tourism in Nepal

Nepal, officially the Democratic Republic of Nepal is a small landlocked South Asian country with an area of 147181 km², surrounded by two large countries, India in the East, South and West, and China to the North. Eight out of ten world's tallest mountains and many more mountains making Nepal as a mountaineers favourite dream country. In Nepali culture the value of the guest is very high and believed as Guest are Gods. This cultural belief is one of the most important aspects of Nepal's tourism. "Unleash Yourself... Naturally Nepal "Once is not enough" is tourism brand of Nepal (Nepal Tourism Board 2013b)

Nepal's tourism history is about 60 years old since Nepal started to open its boundaries for tourist in the early 1950s. Tourism in Nepal started to know when late Edmund Hillary and late Tenzing Norgay Sherpa first successfully climbed Mount Everest in 1953 (Shrestha–Shrestha 2012, 59). In the year

1996 the government of Nepal declared that Nepal is going to celebrate Visit Nepal 1998 with the theme of Sustainable Habitat through sustainable tourism. The slogan of Visit Nepal 1998 was A world of its own, which indicates that there is a 'world' in Nepal that is not discovered yet and it need to be discovered in its natural resources, living cultural heritage and friendly and hospitable host (Agrawal–Upadhaya 2006, 225). Nepal has faced negative publicity due to decade long Maoist insurgency, conflict and violence (1996-2006) which makes a huge impact in the tourism industry. After the end of conflict in November 21, 2006 between the Nepal government and Maoist, Nepal's tourism slowly started coming back to the track and number of tourist visit arrival shown growth year by year. The given figure 5 shows protected areas of Nepal with Nepal map.



Figure 3. Nepal Map with Protected Area and Chitwan National Park (Chitwan National Park, Annual Report 2011)

Nepal lunch Nepal tourism year 2011 with the slogan Together with tourism and its aim was to bring one million international tourists during the year. Even though the tourist arrivals growth in the year 2011 was 22%, but Nepal tourism year 2011 fails to achieve its very ambitious target. The tourist arrival in 2011 was 736215. Compare with 2011 Nepal witnessed a growth in tourist arrival by 9.1% in the year 2012 which is 803092 but the annual growth rate fail to achieve the same level of growth Which Nepal has seen in previous years. India, China, Sri Lanka, USA and the UK were the top five countries of tourist arriving in the year 2011 and 2012. Nature base tourism, mountaineering, trekking, rafting, wildlife safaris, bungee jumping, Paragliding are the popular tourism product and activities from Nepal in the world tourism market. Leisure tourism and holiday pleasure were the main purpose of travel with 47% of the total tourist arrivals. Another purpose for visiting Nepal is a Pilgrimage (14%), Trekking and mountaineering (13%), Business (4%) and others (Nepal Tourism Statistics 2012).

Tourism is one of the largest sources of foreign exchange and revenue of Nepal. One of the most important elements of Nepal's economy is tourism, which contributed almost 10% of the country's gross domestic product. Over the past decade, Nepal has seen average growth of 12.4% from direct earning of foreign tourist. Directly and indirectly, tourism has created over 1.2 million jobs and it provides steady and good income for a large number of people. With strong natural and unique resources for tourism Nepal has big potential to build a key pillar of the Nepal's economy (Jones H., 2013).

The Department of National Parks and Wildlife conservation (DNPWC), Ministry of Forest and Soil manage the national parks, protected area, wildlife reserve, conservation areas in Nepal. The National Park and Wildlife Conservation (NPWC) act of 1973 is the main legal basis and law for the management of protected areas in Nepal. Nepal has ten National parks, three wildlife reserve, six conservation areas and one hunting reserve areas. (Appendix 1). Nepal has also declared buffer zone in 11 protected areas and in this buffer zone areas local communities has power and responsibility to manage and preserve their own area and resources. These protected areas which covered almost 24% of the total area of Nepal has managed to

preserve more endangered species of flora and fauna than other country in Asia (Nepal Tourism Board 2013). Nepals protected area are protecting many wildlife such as musk deer, black buck, blue bull, swamp deer, gharial and marsh mugger crocodile, wild buffalo, Royal Bengal Tiger, one horn rhinoceros, and many kinds of birds and species (Nepal Tousrim Board 2013c).

Tourism and nature base tourism in Nepal, like in many developing countries, is seen as potential sources of foreign revenue, employment, local development and a way to achieve a sustainable economic development (Benavides–Perez–Ducy 2001). The main aspect of Nepal's tourism is nature and protected areas. Nepal is known for its own natural beauty in the world tourism map. National park and Wildlife reserve are the most visited tourist places in Nepal with 267280 visitors in the year 2012 in comparison to 194123 in the year 2011. Nature tourism is one of the main income sources for tourism in Nepal and it is one of the growing tourism business. Nepal is the birthplace of Lord Buddha and has lots of temples which is the main reason behind pilgrimage tourism. Table 1 indicates that Nepal has a huge market in Nature based tourism and Pilgrimage tourism. Pashupati area is second most visited place after National Parks and wildlife reserve area.

Table 2. Places Visited in Nepal (Nepal Tourism Statistics 2012)

Places Visited in Nepal	2011	2012
National Parks and Wildlife Reserve	194123	267280
Pashupati Area (excluding Indian tourist)	143887	139885
Lumbini (Excluding Indian tourist)	128259	136067
Manaslu Trekking	2813	3319
Mustang Trekking	2950	2965
Humla Trekking	1758	1508
Lower Dolpa Trekking	808	982
Kanchanjunga Trekking	591	635
Upper Dolpa Trekking	397	536

3.4 Visitor Experience

3.4.1 Visitor Experience in Tourism

Visitor and their travel experiences are the main and important part of the tourism industry. Study on visitor experience investigates the relationship between tourism destination and tourist satisfaction. The World Tourism Organization UNWTO has defined a visitor as a person who travel to outside his usual environment with the purpose of business, leisure or other purpose for less than a year where the he/she is not getting back any remuneration from the state or within the place visited. Where a visitor (domestic, inbound or outbound) is a classified as a tourist if his/her trip includes an overnight stay, or as same day visitor (The World Tourism Organization UNWTO 2013).

Customer satisfaction is one of the most essential component of any business. Customer satisfaction is connected with the quality of service and products. To make the customer the best experience there must be good customer satisfactions. If customers are satisfied it is more likely that they are seeking for same experience or advices it to others. Satisfaction is one judgment level of feelings and the thought of the customers which they hold after using the products or services (Hill–Roche–Allen 2007, 2) and it can be good or bad. The good experience makes customers happier and it will remain in their mind for a long period of time, which is customer satisfaction from the producer point of view. The satisfied customers become loyal customers, which help to increase profitability of the company (Pine–Gilmore 2011, 17-19).

As Nature base tourism in based on nature, its visitor's main purpose is to visit and enjoy the nature. Clemson University made a survey in year 1992 figure out six dimensions of nature-base tourists, which are 1. Education and history travellers 2. Social travellers 3. Relaxation travellers 4. Nature travellers 5. Ecotourism and weekend travellers and 6. Camping travellers. Nature base tourists are not passive observers they want to involve with the nature. They love to see nature, wilderness, parks, rural areas, birds, trees.

The reason behind nature tourist travel is that they want to feel and experience the nature, learn about nature, meet the people with similar interests and they want to be physically active when they are travelling in nature (Texas parks and wildlife, 2013).

The concept of traveller experience simply refers to the something special memory that they can talk about when they return back home. Study about visitor and their experience essential for tourism development. Research about visitors gives an understanding of visitor's expectations, experiences and need to the region and helps them in their work with other tourism organizations in delivering a targeted tourism product (Visit Cornwall, 2013). The visitor experience concept is wide concept and it was studied lots in recent decades. Interest in tourist experiences is increasing in academic literature in recent decades, but there still more research is needed in tourist satisfaction, involvement of authenticity in tourist experience, what are the internal and external factor that influence tourist experiences, how emotion can effect in tourist experience and how experiences are different in different types of tourist (Morgan–Lugosi–Ritchie 2010, 21-22).

Many National Park on a regular basis conduct visitor survey to monitor their visitor satisfaction. The future behaviour of the visitor depends upon the experience and satisfaction they receive after finishing their visit. Park Managers and management want to know their visitor overall satisfaction about their product and services. Conducting a visitor survey is one of the easiest way to know about their visitor. The visitor can be monitored by using questionnaires, personal interview include sites-based, mail, internet or telephone data collection method of survey. Questionnaires can be one big source to identify how and what influenced the quality of visitor experiences. Visitor expectations, satisfactions or dissatisfaction and future intention need to be identified to get the visitor outcome from visitor survey. The visitor outcome can be good result to use to increase visitor experiences, planning for the future, and make the destination more satisfied from a visitor point of view (Newsome–Moore–Dowling 2012, 355-368).

The knowledge about customers experience is key for developing the business, image and marketing strategies of the organization. The experiences in visiting from nature park is a difficult topic because it is directly linked to the individual and the natural, environmental and cultural aspect of the park they visit. The experience is impacted by visitor expectations before visiting the area, participations and engagement to the activities and the memories they carried after the visit (Grater Alpine National Park, 2010). The visitor experience research in this paper was done in two basic theories. First one is The four Realms of an Experience by Pine and Gilmore and the second one is The Experience Pyramid by Sanna Tarssanen and Mika Kylänen.

3.4.2 Theoretical Framework for Understanding Visitor Experience

There are various definitions about the experience. Customers are seeking not only for good quality product or service, but they are also looking for a unique experience which will last for a life time. Tourism business in the traditional way has been just selling product and services, but Pine and Gilmore (1999) figure out a new vision and business to add in product and services and it's called Experience Economy. There are differences between service and service experience, where service is characterized by the way they are but the service experience is like an event where customers can engage themselves in a personal way. From that engagement they will have meaningful and memorable experience. Nowadays, consumers are just not looking for product and service, they are also looking for long term personal memory and meaningful experiences. When a customer buys a service he/she purchase a set of intangible activities, but when he/she buys an experience, he/she pays to enjoy a series of memorable events which engage him/her personal way (Pine–Gilmore 2011, 3). Goods and services are normal process of selling, but what matter most for the consumers is the experiences, which is created by a company (Pine–Gilmore 1998, 1).

Nowadays experience is new sources of value. Pine and Gilmore identify that that consumer is ready to pay more if they have a good experience. The

trend is moving from services economy to an experience economy. The customer experience was categorized into The four realms of an experience (Pine–Gilmore 1999, 30). The given figure 4 shows four realms of customer experience. They propose 4E's model of experience realms: Entertainment - (passive or absorption), Education (active or absorption), Esthetics (passive or immersion) and Escapism (active or immersion) which will create a meaningful experience. This model was explained in two levels 1. Customer involvements either passive or active, 2. Customers engagements as seen in the figure below (figure 4). At the top lies absorption, which means from a distance, bringing the experience into the mind by occupying the person's attention and the bottom immersion is becoming the part of experience physically. (Pine–Gilmore 1999, 46).

As tourism is the services oriented industry and people travel either for leisure or business looking for an experience that will be different and memorable. Theme parks, different theme restaurant, Ice hotel in Finland are the most common example of tourism product which are offering its customers' lifetime experiences.

The four experience realms in which Entertainment is passive and absorption aspect of experience where the customer enjoy the experience watching others at that time and made their mind engaged with the event. These kind of experience makes customers associated with the performer or an event which makes them simply enjoy it by themselves (Pine–Gilmore 1999, 45-64). The example are concerts, movies or an event, and this kind of experiences are traditional perceptions of experiences.

The second field of experience realms is Education where Educational experience means, increase the customer skills from active participation in the experience where the guest or customer actively engage their mind. This is active absorption where, what information or activities will help the customer in the exploration of knowledge? And what do you want them to learn from the experience? Will be answered. The purpose of this experience is to learn something new. (Pine–Gilmore 1999 45-64). Attending Ski school is one of the examples of this experience.

The Escapist experience is an active immersion aspect of tourism, which involve a higher level of customer engagement and customer can actively participate in real environments. To increase escapist experience the service provider must know how can you make your customers active participants in the experiences? (Pine–Gilmore 1999, 45-64). Amusement parks, gambling, extreme sports are the best example of escapist experiences.

Esthetic is passive and immersion aspect of experience where customer enjoy the event without putting any effect by them. The purpose of this experience has just been there, being able to use the senses and take in the experiences (Pine–Gilmore 1999, 45-64). A visit to an art museum is one of the examples of esthetic experience.

The four realms of an experience where entertainment is about sensing, education is about learning, escapist is about doing and esthetic is about just being there. By taking into account of these all fours, Four realms of an experience it should be possible to offer to a customer good, appealing and also engaging product which makes good meaningful experiences.

Experience realms

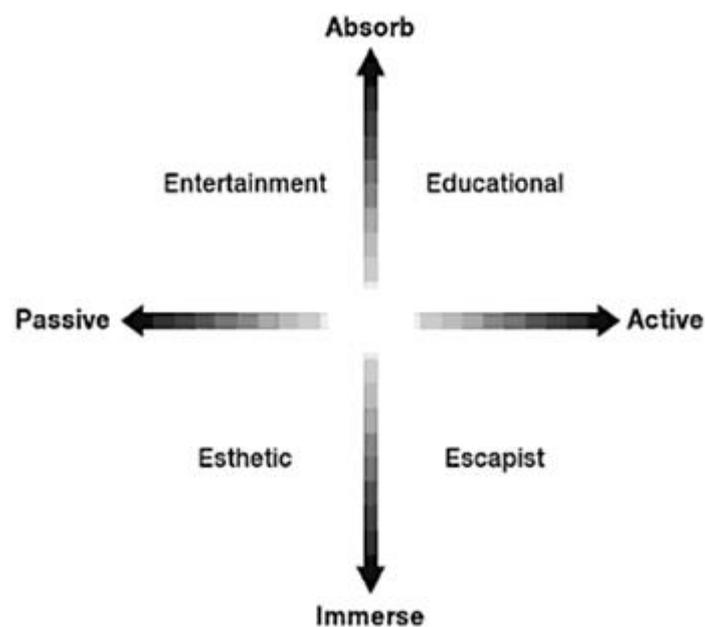


Figure 4. The Four Realms of an Experience (Pine–Gilmore 1999, 46)

The second model used for this study is the experience pyramid by Sanna Tarssanen and Mika Kylänen which was published in the year 2006 and it is a relatively new model and inspired from Pine and Gilmore experience realms. They show that there are different level of experience and there is a difference between meaningful experience and a normal experience. The experience pyramid includes two different perspectives, customer experience perspective and product element prospective. The experience pyramid has six meaningful criteria, individuality, Authenticity, story, multi-sensory perception, contrast and interaction (See figure 5) which are product elements and these are the factor contributing to the customers' experiences. These are the factor which affects customers' experiences. The pyramid has seven elements of experience which are: Individuality, Authenticity, Story, Multi-sensory perceptions, Contrast and Interaction. (Kylänen 2006, 139). The experience pyramid can be used as a tool for improving and analysing meaningful experiences and represent the element of experience with a level of the customer's perception. (Tarssanen 2009, 11). As per the model the experiences examines by the level of products and product specific components and customers' own experience level. (Tarssanen 2009, 11).

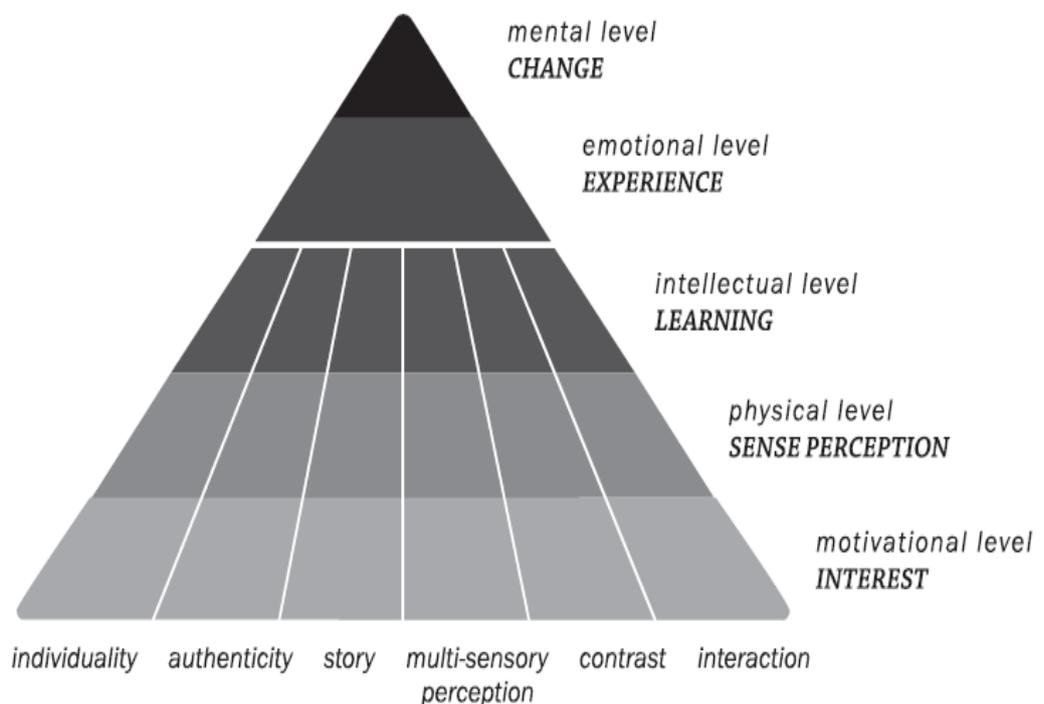


Figure 5. Handbook for Experience Stagers (Tarssanen 2006, 11)

The first element of experiences is Individuality which means uniqueness than other similar product. This refers to the product characteristics and the uniqueness of the product which makes to the customer special experience. These types of product experience are might be expensive compare to other product experiences (Kylänen 2006, 140-141).

Authenticity related to the product credibility. It can be simply understood as local people, local culture and their real-life way-of-living or it is the local habits and motives of the people who live there (Kylänen 2006, 141-142). In these kind of experience, customer might had more expectation of the product prior to the meeting of the product.

Stories and theme are good tools to promote tourism product and they can also play an important role in tourist experience. In tourism an experience product should have a theme or a story which works together with Authenticity and it should tie with experience and reality. The theme can be retrieved from reality or from some historical events or people or it can be developed from fiction and it should connect the customers with fact. The story gives a good explanation of the product and it makes customers' lifetime memory and experience (Kylänen 2006, 144-145).

Multi-sensory perception means that the product should be able to be seen by as many senses as possible. The more sense that are used and active it has a higher chance that the experience will touch the customer and make the good memory of the experience (Kylänen 2006, 145).

Contrast means that the experience should be different from the customers everyday life and it should give customers an opportunity to feel something new, exotic and exceptional. To make this kind of experience service successful the service provider has necessary to know about the customer's background, culture, lifestyles. (Kylänen 2006, 145-146).

Interaction means the relationship between the customer, the service or product provider and other customers or participants. This refers to successful communication between customers, customers and producers,

customers and product which give customers a sense of belonging to the experiences (Kylänen 2006, 146-147).

The pyramid also has seven levels of experience. The vertical axis describe customer experience. The motivation level refer to create awareness about the product experience and awakening the customer interest. At this level customer interest was recalled (Kylänen 2006,147).

The Physical Level Customer feel and experience the product through the senses. The experience should be comfortable and safe and the producer makes sure it happens. The product quality also tested at this level (Kylänen 2006,147).

The third level is the intellectual level where customers act as per the he/she sense from the environment. In this level customer quality perception formed and producer can influence the customer by his ability. This is where the customer has the opportunity to learn something new and they also can decide their satisfaction level. (Kylänen 2006,148).

Emotional level is the fourth level of customer experience. This is actual experience level. It is very difficult to control over customers emotional reaction, but the success of this level depends on the lower level of elements of a pyramid. If above mentions first three levels were worked properly, it is likely that customers emotional response would be positive and enjoyable. (Kylänen 2006,148).

The final and the highest level of the model is Mental level. The positive and strong emotional experience can lead the customers to new levels of change of mind, mood and lifestyle. The changes are permanent and customer might find new value, hobby and way of thinking (Kylänen 2006,149).

4 RESEARCH METHODOLOGY

4.1 Research Area

This study is based on Chitwan national park, Nepal. It lies in Chitwan district of Nepal and Sauraha is the main centre of Chitwan national park. Sauraha has Nepal's first national park and it is famous for lively nature, jungle safari, wildlife observation and elephants back riding. It is the main entrance to the park. Chitwan national park is about 160 km far from Kathmandu. It has a visitor information centre about wildlife and conservations. It is also the commercial centre of the national park and has many souvenir shops, hotels, and tourism agency. The centre has one horned rhinoceros and crocodile which are endangered animals in Nepal. Therefore, the place is preserving and protecting endangered animals through breeding centre as well as preserving Tharu culture.

4.2 Data Collection and analysis

A primary and secondary data were used in this study for Chitwan national park area. Secondary data was collected from Chitwan national park Tourism Office, Central Bureau of Statistics of Nepal, Nepal Tourism Board Statistics, Chitwan national park website and different websites. The relevant literatures were collected from RAMK library and also collected from different books and websites. Primary data were collected from self-administered questionnaire survey. The web based survey model is used for the data collection and reporting. The User account and password for using webropol was provided by Rovaniemi University of Applied Science.

As a researcher, during an earlier trip to Chitwan national park it was found that there is not much records about the visitors except selling tickets. The record of tourists only includes their age and country. The number of tourists is recorded only to calculate the revenue. The detail information about the visitors is kept by Nepal Tourism Board and it is not available to public. Likewise, most of the local Nepalese who visit there are independent visitor

and park does not have details about them. If someone is doing a survey and specially the web based survey, it is really hard to get information about the visitor. I tried to get information about the visitor from some of the travel agency, but they did not give any kind of information about their customers.

It was difficult at the beginning because I was planning to have a web based survey and I did not have email contacts of the potential respondents. Later I explored social media like Facebook and Trip Advisor for finding the potential visitor who had visited research area. I checked Facebook and I found there is an auto generated page for Chitwan national park and the people who has visited there (see appendix 3). Facebook is one of the most used social media and when people visit some places they tag themselves to the related auto generated page. Until 4th January 2014, the auto generated page of Chitwan national park in Facebook showed that 7232 people were there. After finding potential respondents of my study, they were selected randomly and I sent request to participate in the survey with cover letter (see appendix 2) through Facebook message. It was difficult to get a reply. I also had difficulties to send mail to unknown people because normally it is not allowed to send many mails in a day to unknown people in Facebook due to its privacy setting.

Trip advisor is the other social media, which was used in this study. It provides directory information and reviews of travel and tourism. I used its review to find out the visitor who had been at Chitwan national park. For this, I visited trip adviser page of Chitwan national park and one of the top rated hotels of Chitwan district. There it was found around 2000 reviews of 45 hotels (see appendix 4). The potential respondents were selected randomly and mail was sent to the participation in survey with cover letter. Some of the people were really interested in it and asked for the results of the survey as well.

The questionnaires' were distributed from November 2013 to January 2014. Around 450 mails were sent using Facebook and Trip Advisor to the visitor to request to participate in the study. About 200 respondents visited the

webropol survey page and out of that 102 responses were received. The percent of the received respondent is about 22% of the total sent requests.

The survey participation was auto recorded in webropol. After reaching the set target of respondents i.e. 102, the webropol function was used to collect the stored data. First of all the overall satisfaction of the visitors about 4Es, product components and experience elements were explored. Further, these were explored based on gender; age; and local and foreign visitor. For making the data analysis process easier, the data record from the webropol was exported to Microsoft Excel and the exported data was verified with the webropol data several times. The exported data were then converted into different groups using MS Excel. In the analysis process, each component was explored based on the average rating of the respondents. The key observations were highlighted in the analysis process. Usually, the components of high and low satisfaction were explored. Similarly, understanding of visitor about Nature Based Tourism was explored and it was analysed using the average statistics.

The data analysis explored the satisfaction level of visitor on different components of 4Es, products and experience elements. The analysis reflected the elements which had high and low level of satisfaction. Likewise, the analysis in understanding of visitors about the Nature Based Tourism reflect the understanding level of visitor about it.

4.3 Limitation of Study

This study is a case study of visitor experience about Chitwan national park. This research was conducted in one specific area so the findings and recommendations of the study might not be suitable for other national parks in Nepal. This study was done in limited questions, limited time and limited place. Chitwan national park has large numbers of yearly visitor and hence the size of the respondents of the study might not represent the overall visitor experience. However, this study was based on web and therefore it might considered as sufficient respondent for this study purpose.

The visitors were chosen randomly, so it might not, represent overall visitors experiences and satisfactions. The respondent was searched through Facebook check in page of Chitwan National Park and trip adviser page. All the respondent are not on Facebook and trip adviser, so it might not represent overall visitor. Most of the respondents who participated in this study were already back home or town and this could also influence the result as the feelings get deemed with the passage of time. The ideal condition would be to have the survey filled at the destination place immediately after the trip at Chitwan national park. Self observation and face to face interview would have helped in adding number of respondents and probably a comprehensive result.

The questionnaires include one question from each of the elements of the chosen theory and it might not be enough for generalization. There were fifteen interview questions and each was related to the theory. All the questions sound similar and for respondents it might be confusing and not clear. Despite all the limitations and difficulties, the participation of the respondents in the study was satisfactory.

4.4 Questionnaires and Theoretical Relationship

The survey questionnaire used for this study was based on Pine and Gilmore's four Realms of Experience (1998) and the experience pyramid by Tarssanen and Kylänen (2006). Questionnaires were divided into three parts. Part A contained background information about the respondents such as age, gender, home country, reasons for selecting and visiting Chitwan national park and there was also an overall experience rating question. Similarly, part B contained sixteen questions about the two theories discussed above. The questions contained the rating and evaluation of visitor experience. Part C contained questions that contributed in exploring the visitor experience about the Chitwan national park and nature based tourism.

All questions in this survey were mandatory except one open ended question as it was looking for recommendations and suggestions from the visitors. The level of satisfaction was calculated on the basis of one to five where one was

lowest and five was highest. The questionnaire is in appendix 2 and the details about the questionnaire with possible links to the research model and theory is in appendix 3.

The first question 7(1) (see appendix 3) is passively absorbed experience which is related to the entertainment experience. Question 7(2) is esthetic experience where visitors can feel and enjoy without active participation. Question 7(3) is an educational experience and visitor are more active in this experience. They absorb and learn from this kind of experience. Question 7 (4) is escapist experiences where visitors actively participate and engaged themselves. (Pine–Gilmore 1999, 45-64).

The question 7 (5) based on Individualism. Question "The park has a unique tourism product" means that the product is unique and a similar kind of product cannot be experienced elsewhere. The sixth question 7 (6) means that the product is credible and it is also related to the destination culture and lifestyle. Question 7 (7) is about the story and it is connected to the authenticity of the product. Question 7 (8) is connected with multi-sensory perception which means that the product is perceived as much as different senses. Question 7 (9) "The products were different from other common tourism products" is connected with contrast. The customer must feel that the product is something new, different and exotic and something different from everyday life. Similarly, question 7 (10) leads to interaction which means successful interaction between the community, tour operator and the visitor.

Likewise Question number 7 (11) connected with a motivational level, which means for the level of customer interest in the product to wake up and the expectations of the product to be created. Question 7 (12) I felt safe to be in wilderness connected with physical level, which means visitor can observe, recognize and feel the product. Similarly, question 7 (13) is connected with intellectual level, which means visitor can learn new things and develop as a person. Likewise, question 7 (14) It was such a joy to see wild and endangered animals (in front of me) is connected with emotional level, which means and this experience considered as a positive emotional response that is perceived as meaningful. This experience gave me new idea about nature

preservation 7(15) connected with mental level of experience. The Visitor may experience strong feelings through reaction, which may lead to permanent changes and visitor might find a new hobby or way of thinking. (Kylänen 2006, 140-149).

In part B, the questions relate to the different components of experience pyramid. The theme of the questions broadly represented each experience component. The questions set tried to represent the respective component in simplest, easiest and practical way. It was important because the survey was web based and it lacked face to face communication. Therefore, the possible confusions and complexity in survey participation was lowered with the help of simple sentence that best represents the experiential components.

5 EXPLORING VISITOR EXPERIENCES IN CHITWAN NATIONAL PARK

5.1 Overall Information about Respondents

The respondents of this study are the visitors of Chitwan national park. There were 64 percent male and 36 percent female. Respondent of age group 15-24, 25-34, 35-44, 45-54 and 55-64 were 34, 47, 10, 7 and 2 percentage respectively. None of the respondent were an age of over 65. Likewise, the total of 51 percentage respondents was from Nepal and the rest 49 percentages were from Europe, Asia, Australia, and North America. There were no respondent from South America and Africa in this study.

Jungle safari, animal wildlife and adventure are the three most important factors that make visitors to choose Chitwan national park. 73% of total respondent choose jungle safari as one of the most important factors that make choosing a Chitwan park as a destination. Animal wildlife and adventure are the other two most important factors which motivate visitors to visit the park. Chitwan national park is rich in its culture but it was not familiar with the visitor. Livelihood of different ethnic group can also be promising marketing factor of the Chitwan national park.

In comparing with National Park, Nature based tourism has a less known concept for the respondent. Almost 90 percent of the respondent wants to visit Chitwan national park again and overall experience in Chitwan national park found was really good in this survey with 47 percent of the total respondents had extremely satisfied and 43 percent of the respondents had overall satisfied experiences. For the details of Respondent profile see appendix 5. In all charts and table "n" represent the number of respondents.

5.2 Visitor Satisfaction with 4Es in Overall Destination

The visitor experienced satisfaction on all four experience realms, however the level of satisfaction was found to be lower in the educational component (Avg. =4.13) as compared to the others. Visitor satisfaction of entertainment

experience (Avg.=4.22) obtains the highest score followed by escapism experience, esthetic experience and educational experience. It is represented by figure 6 below. "I had a pleasant time" ranked highest among all 4Es questions.

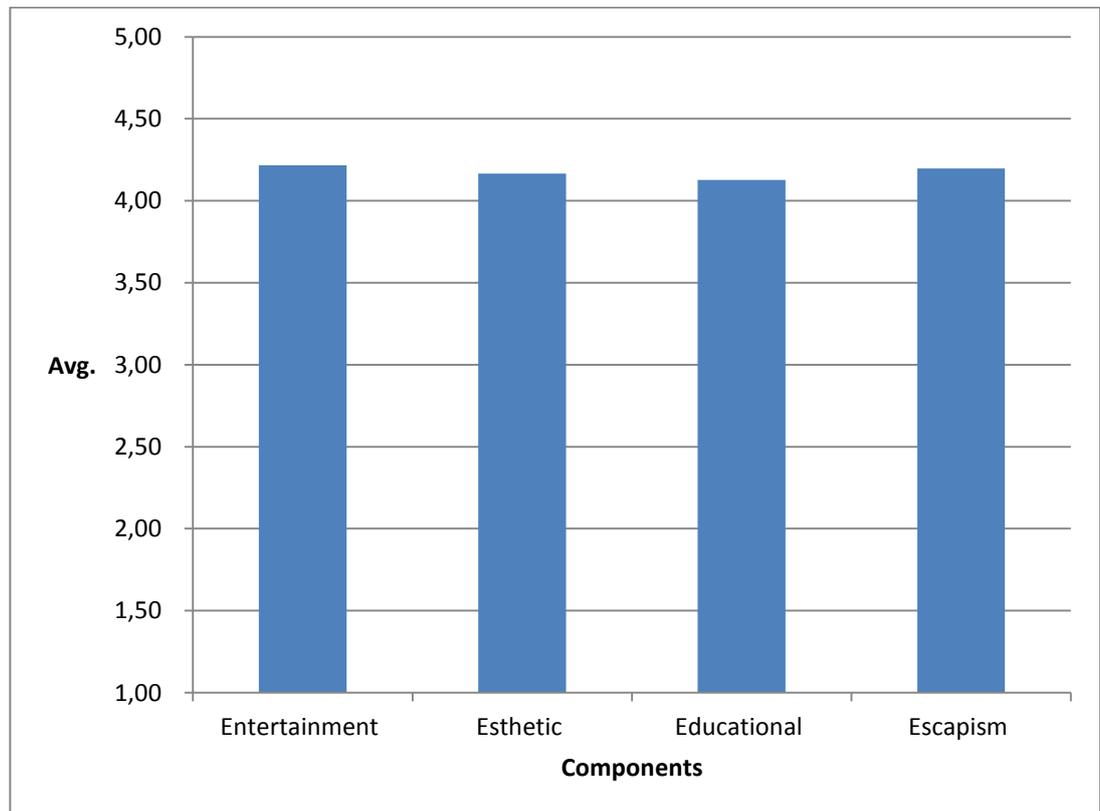


Figure 6. Overall 4Es Experience (N=102)

The figure 7 below reflects that both male and female were satisfied on all four experience components. However, it is significant as it was found that the satisfaction level of male was higher in all components as compared to females. Male visitor were highly satisfied on entertainment (Avg.=4.28) followed by Escapism. Esthetic and educational, both were in same satisfaction level. Female visitors were less satisfied in each four components, and entertainment and esthetic has same level of satisfaction.

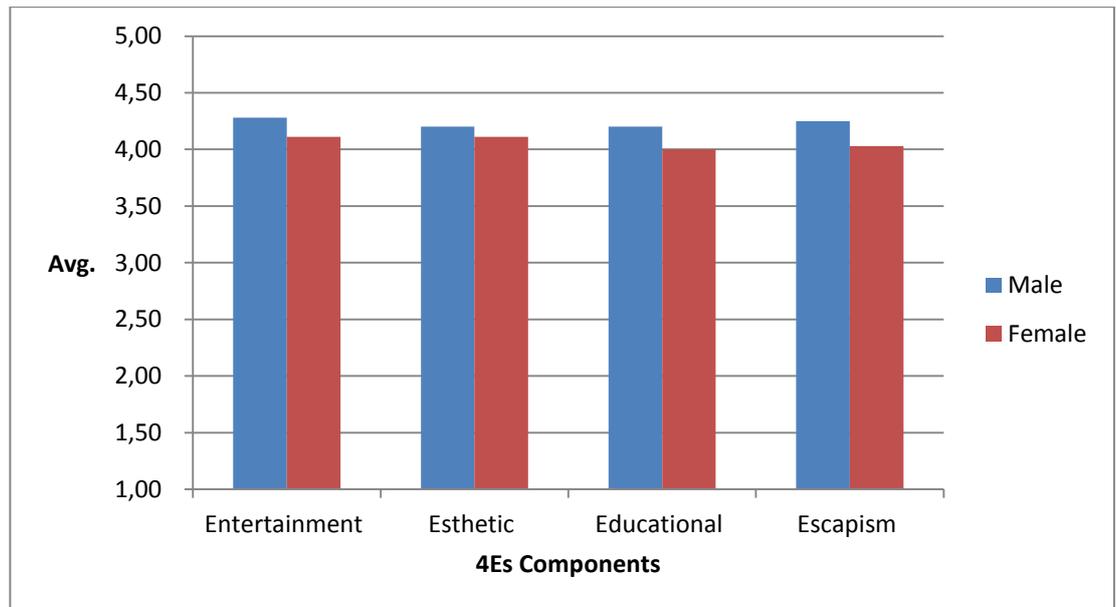


Figure 7. Gender Versus 4Es Experience (N=102)

It was found that respondents of all age groups were satisfied on entertainment, esthetic, educational and escapism except the age group of 45-54 in educational and escapism components. An age group of 35-44 and 55-64 had higher levels of satisfaction on each four components. The entertainment and escapism components in the age group 35-44 was highest among all groups. It is graphically presented in figure 8 as below.

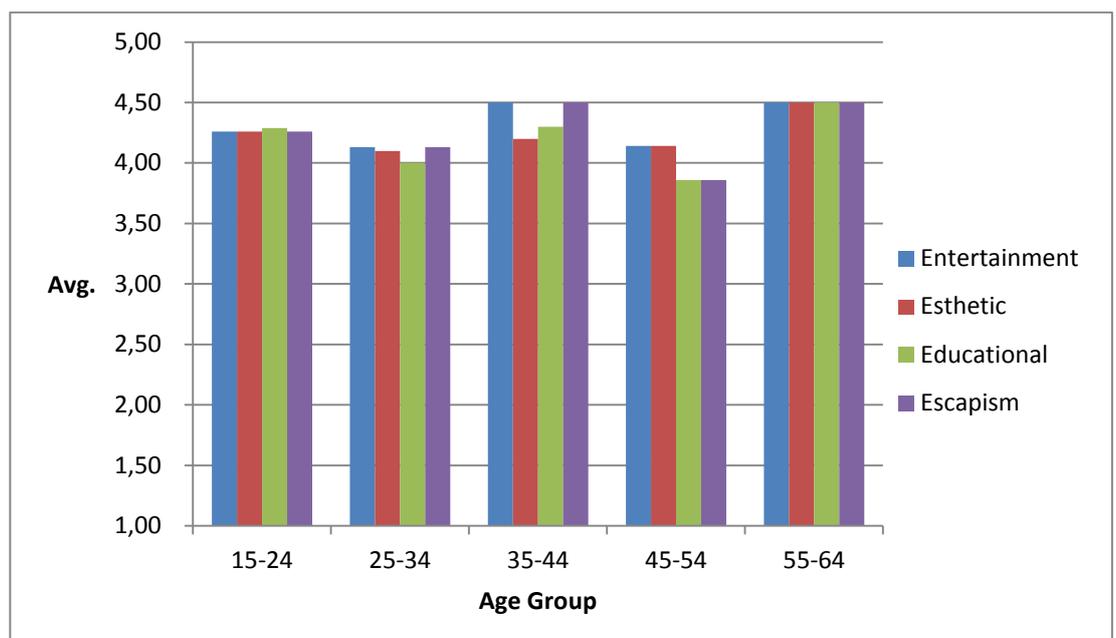


Figure 8. Age Group Versus 4Es Experience (N=102)

The visitors were categorized as local for the visitors from the same country of destination, whereas international for visitors of other than destination country. It was found that the foreign visitors were satisfied in all components and they had almost same level of satisfaction in each component where esthetic rank high. But local visitors were less satisfied in esthetic and educational components. As compared to foreign visitors, local visitors had lower levels of satisfaction in all the components of the product. The other striking finding was that the foreign visitors had almost same level of satisfaction in each component. Figure 9 below shows the satisfaction level on different components according to the residence of the visitors.

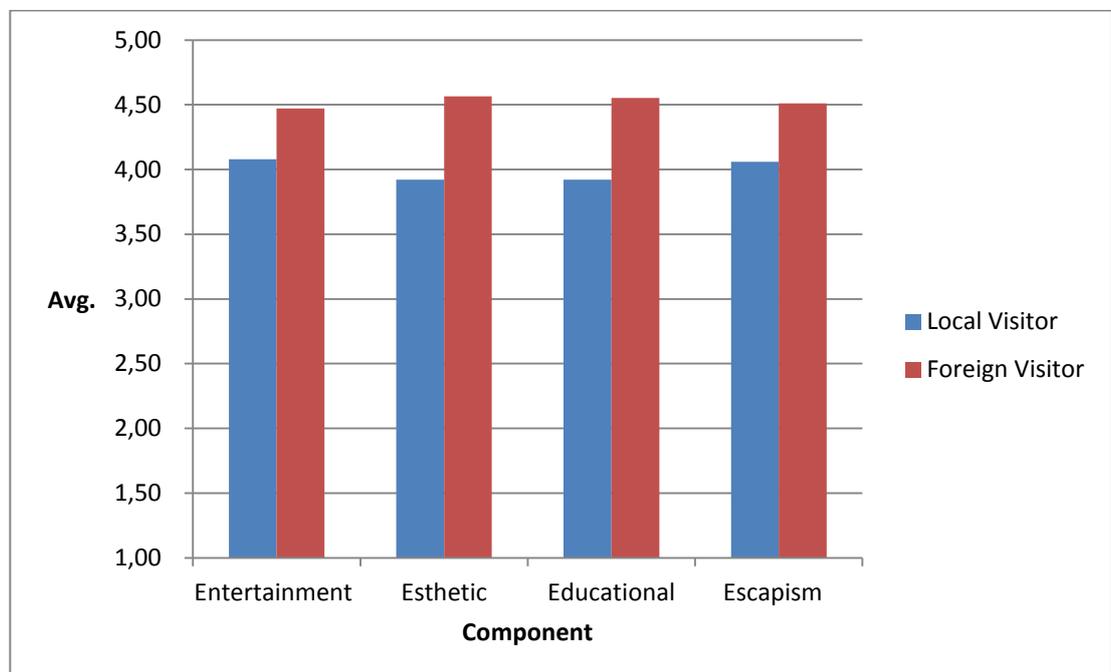


Figure 9. Domestic and International Visitor Vs 4Es. (N=102)

5.3 Visitor Satisfaction with Product Elements

It was found mixed level of overall satisfaction in different product components. The satisfaction level of individuality, multi-sensory perception and interaction was found to be satisfactory whereas authenticity, story and contrast was not experienced as satisfactory by the visitors. However, the multi sensory perception is experienced as highly satisfied (Avg.=4.31) product components by the visitors. It is presented in figure 11 as below.

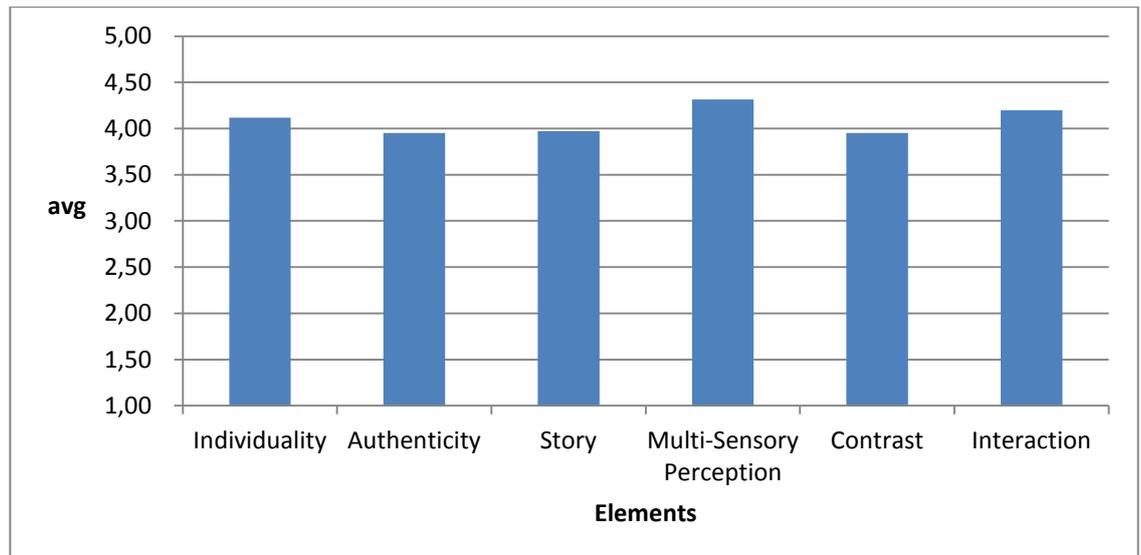


Figure 10. Overall Satisfaction Level in Product Elements (N=102)

As in figure 11 below, males were satisfied in all components except story, whereas females were satisfied in individuality, multi-sensory perception and interaction components. As compared to other product components, male and female had the same level of satisfaction in multi-sensory perception and it was also highest among all groups. Similarly, both male and female were not satisfied in story component.

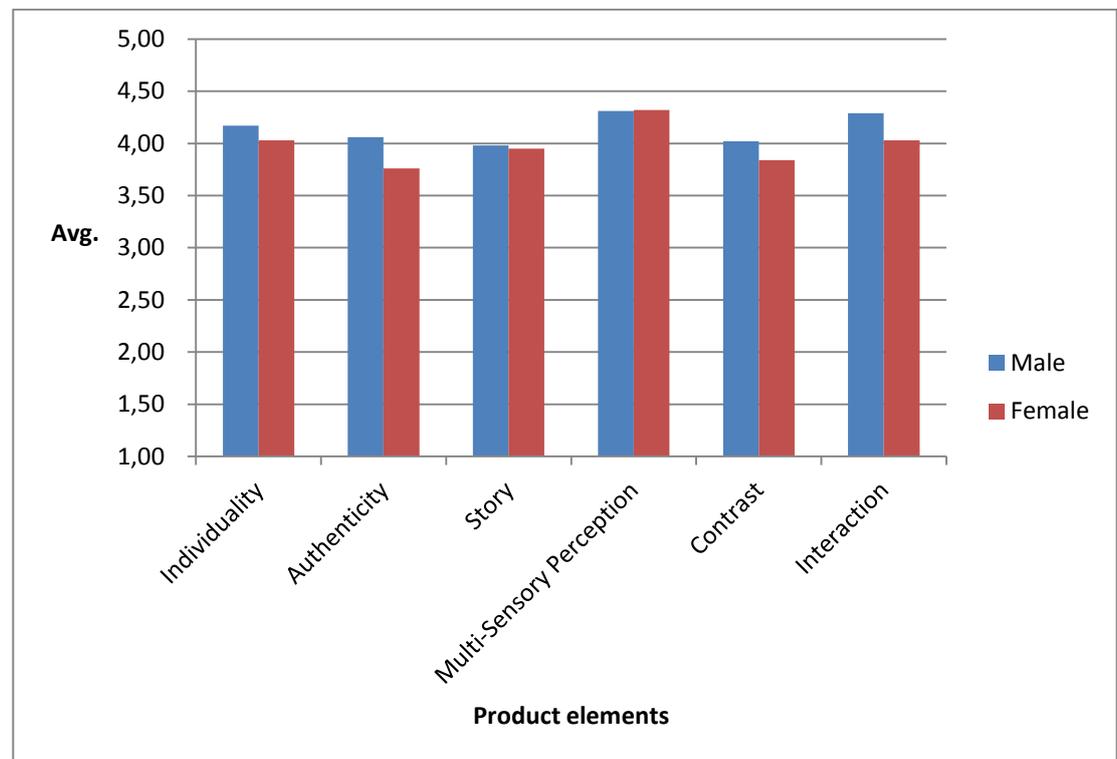


Figure 11. Gender Wise Satisfaction in Product Elements (N=102)

Similarly, the below figure 12 shows the satisfaction of the visitors about the product elements according the age of the respondents. The visitors of different age group had mixed experience on the satisfaction level on product components like individuality, authenticity, story, multi-sensory perception, contrast and interaction. The visitors of each age group were found to be satisfied in individuality as well as multi-sensory perception components. In authenticity and a story, respondents of age above 35 years were satisfied where as below 35 years were less satisfied. Similarly, in contrast component, the age group of 25-34 and 45-54 were below good satisfaction level and the rest groups had good satisfaction level. Likewise, in interaction component all age groups except 45-54 had less satisfaction. The age group of 35-44 was highly satisfied in each product component as compared to other age groups. It is graphically presented as figure 12.

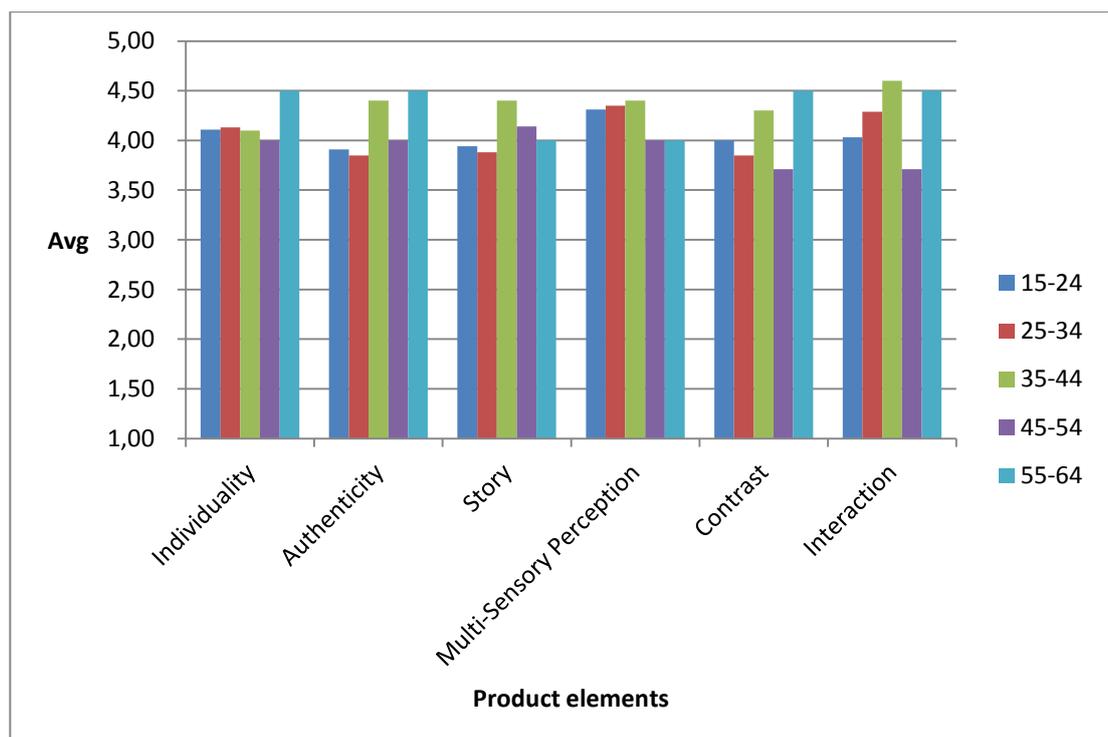


Figure 12. Age Wise Satisfaction in Production Elements (N=102)

As illustrated in figure 13 below indicates that foreign visitors were satisfied with all the product elements as compared to local visitors. The local visitors were satisfied with multi-sensory perception and interaction components, but in the rest components the satisfaction level is bit low. The foreign visitors had higher levels of satisfaction on individuality and lower level on story

component, whereas local visitors had higher level satisfaction in multi-sensory perception and lower satisfaction on authenticity.

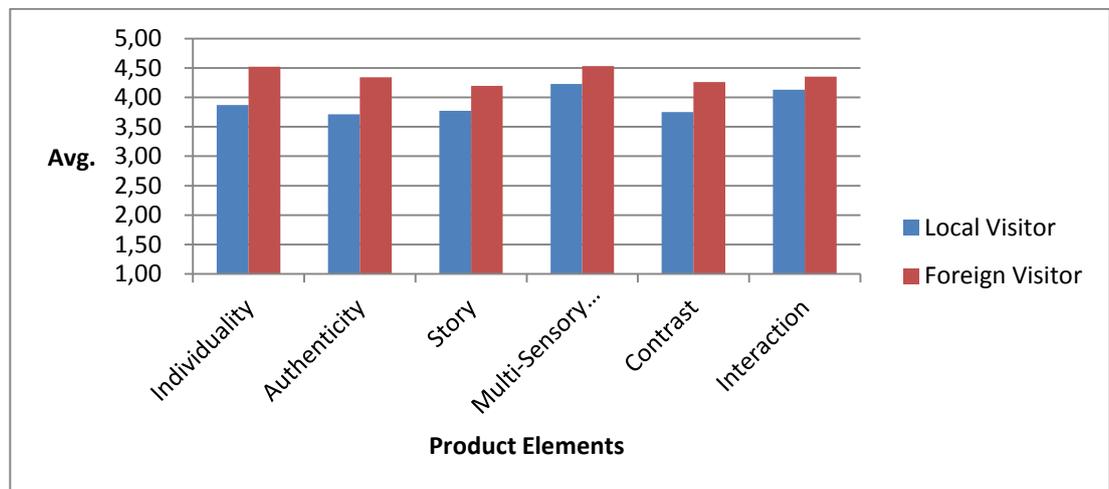


Figure 13. Local and International Visitor Satisfaction in Product Elements (N=102)

5.4 Visitor Satisfaction with Visitor Experience Component

The visitors experienced satisfaction on all components of meaningful experience. The higher level of satisfaction was found in emotional level (Avg.=4.25) where as lower level (Avg.=4.12) was found in the physical and intellectual level. It is presented in figure 14 as below.

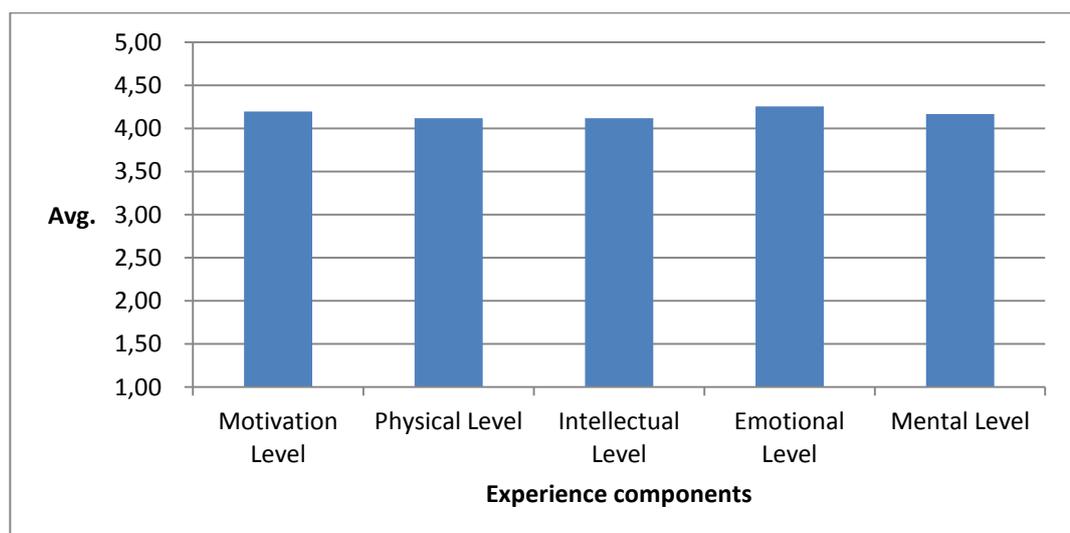


Figure 14. Overall Level of Satisfaction with Visitor Experience Component (N=102)

Likewise, in all components of meaningful experiences as presented in figure 15 above reveals that satisfaction level of male was more on all components. But the level of satisfaction for female remained low in all components as compared to male and satisfaction level in intellectual level for females is slightly low. Likely, the sharp differences were found in the motivational level between male and female.

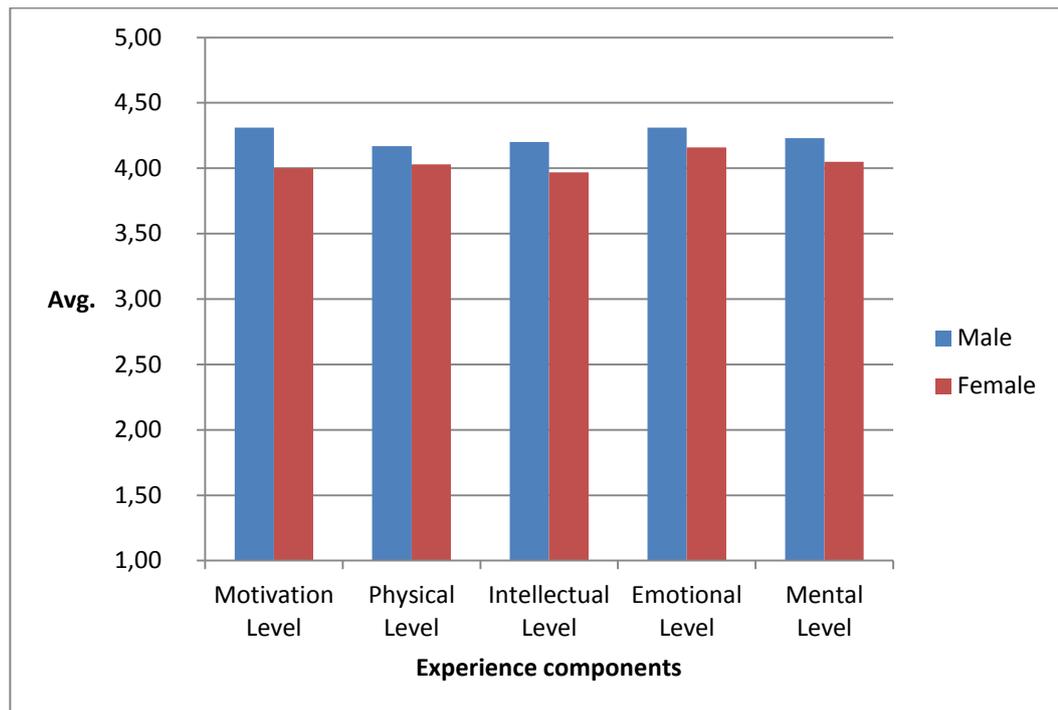


Figure 15. Gender Wise Visitor Satisfaction with Experience Component (N=102)

Similarly, Age group 25-34 were satisfied in all component and emotional level had higher level of satisfaction. Age group 35-44 had also got a higher amount of satisfaction where emotional level rank higher on each component. Age group 45-54 had mixed satisfaction where intellectual and emotional level were below good satisfaction level. Age group 55-64 were one of the highly satisfied group among all age groups. They were satisfied in each experience component. It is represented by figure 16 below.

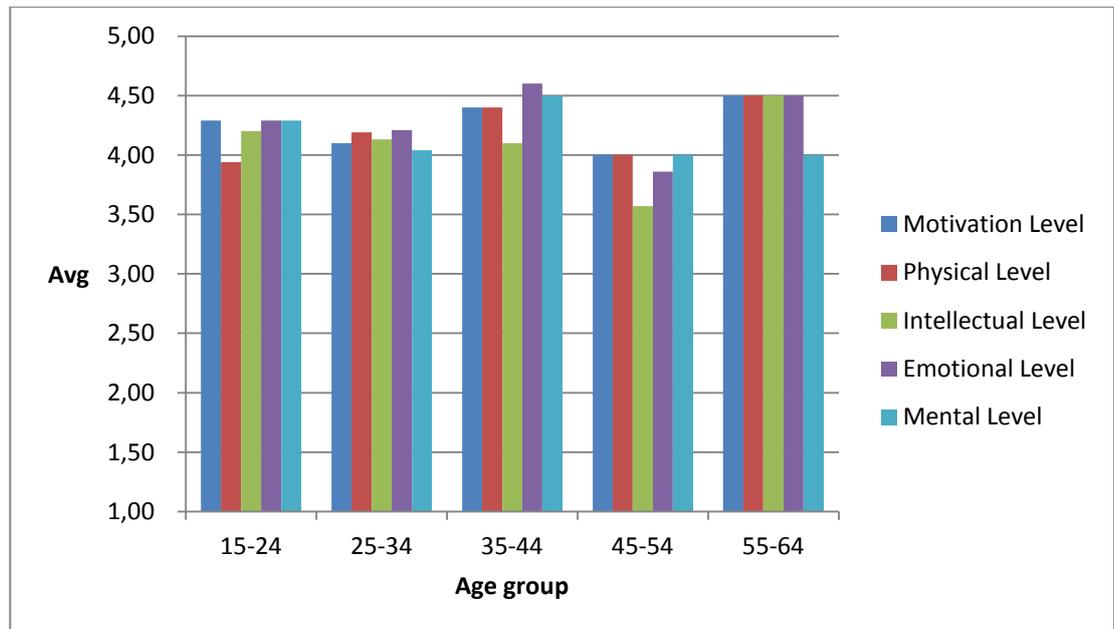


Figure 16. Age Wise Visitor Satisfaction with Experience Component (N=102)

Local and international visitors both were satisfied in all the components of the meaningful experiences. However, the satisfaction level of local visitors was lower as compared to international visitors. Likewise, the international visitors had a high level of satisfaction in the emotional and lower level in intellectual component. Similarly, local visitors had higher levels of satisfaction on motivational and lower level on physical component. The foreign and local visitor satisfaction with experience component is given in blow figure 17.

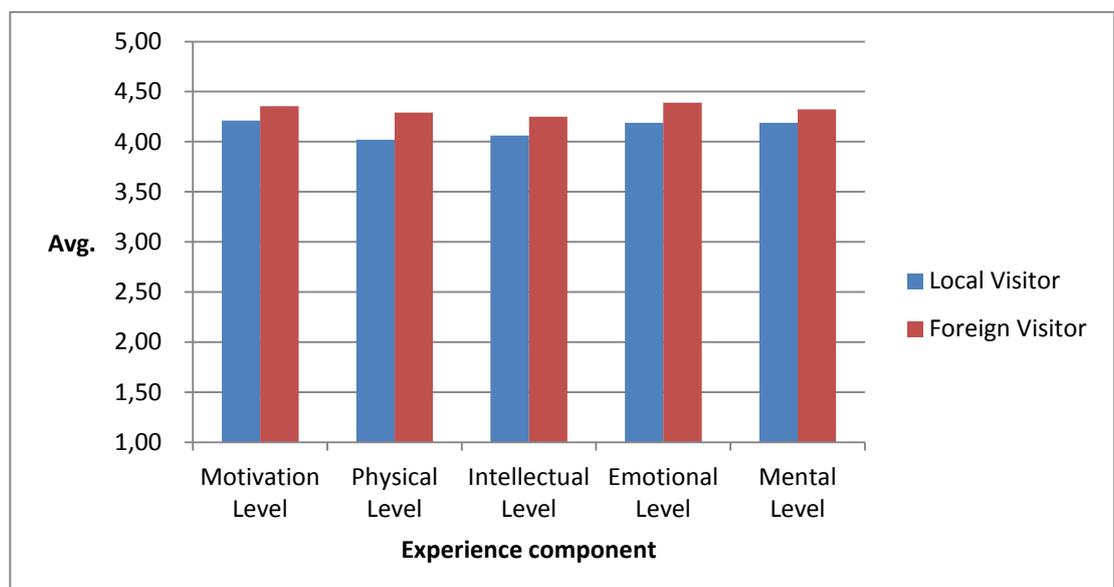


Figure 17. Country Wise Visitor Satisfaction with Experience Component (N=102)

5.5 Visitor Understanding About Nature Based Tourism and National Park

Respondent was asked to rank eight questions which were related to nature based tourism, National park and Chitwan national park. As reflected in given table 4 below shows that the visitor were aware of concept of Nature based tourism and National Parks. Most of the visitors visited Chitwan national park to experience the nature. They were strongly agreed with this statement with the average score 4.28 out of 5.00. Similarly, most of the visitor think it's their responsibility also to take care about the nature and its conservation. Chitwan national park is rich for its natural beauty and most of the respondents were attracted by its natural sceneries. Some of the respondents were concern nature of Chitwan national park and they made comments like:

Chitwan is a beautiful place, but in some cases I felt that the original nature is gone and it is bounded only for the touristic purposes.

Green points of views could be still highlighted even though they are not especially bad when compared to other national parks in Nepal.

All respondents think that their visit to Chitwan national park and other National Park will support and sustain the well-being of local people.

People should be made aware about the wildlife conservation and the local authority should also launch various projects for the park.

Natural beauty is an important aspect of the national park, but most of the respondent wants to make interaction with the local and they want to feel and see hospitality of the local people. Chitwan national park is also famous for its local tradition and culture and most of the respondents were agreeing with it. Some of the respondents suggested and talk about the involvement of local people in the preservation and development of the park. Local people and local hotels also need to educated about the nature and preservation.

Few of the respondent suggested:

....for the national park, locals should get involved with recycling and respect nature, same for all resorts and hotels. I have been there 4 times and I never see people who are using dustbins, recycling or thinking nature with their daily life. At least

tourism in national park should be more green, more recycling, more thinking nature.

..... Participation of local people in the conservation, tourism development and improving the living standard of local people.

Similarly, Some of the respondents had given feedback for the further development of Chitwan national park as follows, which will helpful for the park management to make the visitor experience more memorable:

.....I guess one should keep the number of hotels or lodges etc. under control. That means the number of tourists should be limited, otherwise the aim of protection could be endangered.

.....I feel international advertisement of Chitwan national park.

Even though Chitwan national park is listed in UNESCO World Heritage site, but the park is not that much famous worldwide. Some of the respondents suggested about the marketing for the Chitwan national park. Few suggestions for marketing by the respondent:

..... E- Marketing and online booking system should make easier.

.....I feel international advertisement of Chitwan national park

The respondent wants to visit better facilitated area and they also look for authentic place. The below table 4 shows visitor understanding about the nature based tourism, National park and Chitwan national park.

Table 3. Visitor Understanding About Nature Based Tourism and National Park (N=102)

Questions	Average Score
My visit to CNP is related to the experience with the nature.	4.28
As a tourist, it is my responsibility to conserve natural areas and the environment.	4.28
I think my visit will support and sustain the well-being of local people.	4.29
I am strongly attracted by natural sceneries of CNP.	4.35

Together with natural beauty, the interaction and hospitality of local people also matters.	4.32
My visit to CNP was enriched by access to local tradition and culture.	4.21
As a visitor, I always look for better service facilities (like transportation, hotel, food, hygiene etc.) together with destination place.	4.30
I visit a place if its information is available and authentic.	4.34

6 CONCLUSION AND DISCUSSION

This thesis has investigated the experience of visitors about the Chitwan national park as a tourism product and meaningful experience at an individual level. For this, the purpose of the study was to explore the experience of Chitwan national park visitors about Chitwan national park as product and their personal experiences. In order to meet the objectives, two research questions were set as a) What was the experience of visitors about Chitwan national park as a tourism product? b) What was the level of satisfaction of Chitwan national park visitors about their personal experiences?

This study has found that the overall satisfaction level of the visitor in Chitwan national park was good and most of the visitors have the same opinion that they would recommend Chitwan national park to visit. Similarly, Chitwan national parks' tourism product such as jungle safari, animal wildlife and adventure were ranked good and higher among the visitors. However, Chitwan national park's local culture and heritage were found to be less known and therefore less interesting for the visitors despite its enrich cultural and biodiversity.

Similarly, the study found that the visitors had good experience on all four experience realms. The possibility to feel and be with the nature was the main factor that contributed in a high level of satisfaction. Visitors were able to Engage and able to use their sense in the park. The study also highlights that the Chitwan national park visitors gained knowledge on wildlife and preservations after their visit. Furthermore, the study found that the level of participation and satisfaction at Chitwan national park was high as well as good for male respondents as compared to female visitors. But in contrast, the passive experience as one component of the product was higher in female than male. Likewise, the visitors of all age groups were also satisfied in each product component. However, the satisfaction level of foreign visitor was found to be good and high as compared to the local visitors. The foreigners found the new place and people to be interesting and therefore had better satisfaction, but was opposite with the local visitors as they were

from similar natural scenario and cultural contexts. It was found that Chitwan national park could not meet the enthusiasm and innovative needs of the local visitors. As Pine and Gilmore (1999, 45-64) suggested in the four realms of an experience, Chitwan national park was able to create a good, meaningful experience among the visitors where the majority of the visitor agreed they had a pleasant time there.

In addition, the study highlights that the visitors had mixed reaction over their satisfaction level on product elements of Chitwan national park. The satisfaction level on product elements like individuality, multi-sensory perception and interaction was good, but elements like authenticity, the story and contrast had lower satisfaction level. These findings support the finding that Chitwan national park is a unique product. Furthermore, the visitors had the lower authenticity satisfaction as there was less possibility of observation of local people, local culture and real life of people. Similarly, the story about Chitwan national park has been found missing by the visitors and hence they had lower levels of satisfaction over the story component of the product. However, the possibility to feel and sense nature in Chitwan national park made visitors feel the meaningful experience. The hospitality and diverse culture found around Chitwan national park increased satisfaction of visitors in interaction components (Kylänen 2006, 140-149).

Element of individuality is achieved if the product is unique and not just the same and this kind of experience cannot be experienced elsewhere. The visitor was satisfied with the element of individuality which means Chitwan national park has a unique tourism product and visitor had different experiences. For example Elephant back safari is one of the unique products of Chitwan. Authenticity can be understood as regional or local habit and motives of the people who lives there and it is determined by the interactions between visitor with the products. The element of authenticity was found lower and Chitwan national park. The story is closely related to authenticity and element of authenticity and story was found lower in Chitwan national park. It is found that cultural and historical part of the Chitwan national park was not highlighted as it should be so the story and authenticity part of the experience was found lower (Kylänen 2006, 140-149).

The experience level of contrast, has found lower and respondents felt that product is not different from other similar national park. Interaction occurred between visitor and product. Good interaction experience contributes in meaningful experiences. Respondents were found that the interaction was good in Chitwan national park, which makes the visitor experience higher. Experience should meet the expectations which increase the motivation for the customers. Chitwan national park was able to meet the expectations which motivated the visitors to visit more national park. In a physical level of experience visitor felt Chitwan national park safe place to be in the wilderness. Physical level helps to understand if the product is safe, as well as good (Kylänen 2006, 140-149).

Chitwan national park was able to give opportunity to learn something new and this learning lead the visitor chance to develop new aspect. This made the intellectual level of experience satisfied among the respondent. All the experience elements have a higher level satisfaction, which made visiting Chitwan national park enjoyable and experience meaningful. Experience from Chitwan national park gave positive experience, which directed the visitor into meaningful experiences. Chitwan national park has a unique product which leads them to different levels of learning, knowledge and values (Kylänen 2006, 140-149).

Taken together, these results suggest that Chitwan national park has been balanced in all products and personal experiences components. And hence, the current findings add to a growing body of literature on visitors' experience using the theoretical framework provided by pyramid experiences. Although the current web based study is based on small sample of visitors, the findings suggests that the overall experience of visitors in Chitwan national park was good, however there is always a possibility and scope of the change.

This research was carried out based on product component and experience elements as suggested by Pine –Gilmore and Tarssanen –Kylänen and it only provided a general picture of experience and satisfaction level. But according to the author, these theories are immense and it would be interesting to focus more on each product and experience component.

Likewise, this research was a web based survey, but it was felt that face to face interview and on field observations gives a clearer picture about the visitor satisfaction and experiences. The study can be considered a success because the objective and goal of the study met. This kind of study was not done before based on the above mention theory so this study open new door for research in Chitwan national park on visitor satisfaction.

It was felt that further work needs to be done about the product components of Chitwan national park. It would be interesting to establish the relationship of product over the satisfaction of the visitors. Therefore, further research in this field regarding the role of tourism product for tourism business would be of great help. Likewise, it would also be interesting to compare and relate the experience of visitor with the products of Chitwan national park.

The findings of this study have a number of implications for future tourism business. This research finding might be useful for the Chitwan national park managers for future marketing, strategies and planning. Chitwan national park should focus on maintaining the visitor level of satisfaction and improving further. Chitwan national park has a good level of satisfaction in entertainment, esthetic, educational and escapism experience so the park should focus on maintaining this level of satisfaction. Chitwan national park has good satisfaction level in product component like individuality, multi-sensory perception and interaction so they need to maintain the same level of satisfaction. But Chitwan national park need to work on product element like authenticity, story and contrast part. A story about Chitwan national park need to explore more with visitors. The Park has maintained a good level of satisfaction in all experience components, but still there is more scope of improvement in each experience component.

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APPENDICES

List of National Park, Protected Area, Conservation Area and Hunting Reserve in Nepal	Appendix 1
Survey Questionnaires	Appendix 2
Survey Questions and Theoretical Relationship	Appendix 3
Facebook Page of Chitwan National Park	Appendix 4
Top-rated Hotels in Chitwan District from Trip Adviser	Appendix 5
Profile of the Respondent	Appendix 6

List of National park, Protected Area, Conservation Area and Hunting Reserve in Nepal (Nepal Tourism Board 2013) Appendix 1

National Parks in Nepal			
Sl. No.	Name	Established	Area
1.	Chitwan National Park	1973	932 km ²
2.	Sagarmatha National Park	1976	1148 km ²
3.	Langtang National Park	1976	1710 km ²
4.	Rara National Park	1976	106 km ²
5.	Shey-Phoksundo National Park	1984	3555 km ²
6.	Khaptad National Park	1984	225 km ²
7.	Bardia National Park	1988	968 km ²
8.	Makalu Barun National Park	1991	1500 km ²
9.	Shivapuri-Nagarjun National Park	2002	159 km ²
10.	Banke National Park	2010	550 km ²
Protected area in Nepal			
1.	Koshi Tappu Wildlife Reserve	1976	175 km ²
2.	Parsa Wildlife Reserve	1984	499 km ²
3.	Shuklaphanta Wildlife Reserve	1973	305 km ²
Conservation area in Nepal			
1.	Annapurna Conservation Area	1992	7629 km ²
2.	Kanchenjunga Conservation Area	1997	2035 km ²
3.	Manaslu Conservation Area	1998	1663 km ²
Hunting Reserve			
1.	Dhorpatan Hunting Reserve	1987	1325 km ²

Dear Visitor,

The following questions are related to tourism experience in Chitwan National Park, Chitwan Nepal and understanding how these experiences can be made more memorable and meaningful. I would kindly ask a few minutes of your time to fill in the survey. Your answers will only be used for the purpose of this research and they will be kept confidential. Please tick the box.

The research information is used as a part of Bachelor Thesis of Nabin Kafle for Rovaniemi University of Applied Sciences, Rovaniemi, Finland. If you have any questions concerning this research please contact me through nabin.kafle@edu.ramk.fi or nabink9@hotmail.com

General Introduction Questions:

PART A.

1. Gender:

2. Age:

1. 15-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+

3. Where are you from?

1. Nepal
2. Asia
3. Europe
4. Australia and Oceania
5. North America
6. South America
7. Africa

4. What are the three most important factors that made you choose Chitwan National Park?

1. Jungle Safari
2. Adventure
3. Animal Wildlife
4. Local Culture
5. Natural attraction and Heritage site
6. Accidentally
7. Others, please specify

<p>5. Please rate your overall experience in Chitwan National Park:</p> <ol style="list-style-type: none"> 1. Extremely Satisfied 2. Satisfied 3. Normal 4. Unsatisfied 5. No Experience at all 6. <p>5. Are you familiar with Nature Based Tourism?</p> <ol style="list-style-type: none"> 1. Yes 2. No <p>6. Are you familiar with concept of National Park?</p> <ol style="list-style-type: none"> 1. Yes 2. No 						
PART B						
7.	Please evaluate your experience. Strongly Disagree to (1) to strongly agree (5). 1. Strongly disagree 2. Disagree 3. Normal Experiences 4. Agree 5. Strongly agree.					
		1	2	3	4	5
1	I had a pleasant time					
2	I felt I was in different nature.					
3	It was a really good learning experience					
4	The activities were entertaining					
5	The park has a unique tourism product.					
6	I felt the products of this park were authentic.					
7	The story of this park and the theme match each other.					
8	I have a good memory for a lifetime.					
9	The product were different from other common tourism products.					
10	I made easy interaction with the locals.					
11	This experience made me visit more nature parks.					
12	I felt safe to be in wilderness					
13	I learnt many new aspects of nature and wildlife.					
14	It was such a joy to see wild and endangered animals (in front of me).					

15	This experience gave me new idea about nature preservation.					
16	I would like to visit the park again					

PART C

8. Please evaluate the following No idea at all (1) to Strongly Agree (5) on the basis of your experiences at Chitwan National Park (CNP).						
		1	2	3	4	5
1.	My visit to CNP is related to the experience with the nature.					
2.	As a tourist, it is my responsibility to conserve natural areas and environment.					
3.	I think my visit will support and sustain the well-being of the locals.					
4.	I am strongly attracted by the nature sceneries of CNP.					
5.	Together with natural beauty, the interaction and hospitality of local people also matters.					
6.	My visit to CNP was enriched by access to local tradition and culture.					
7.	As a visitor, I always look for better service facilities (like transport, hotel, food, hygiene) together with destination place.					
8.	I visit a place if its information is available and authentic.					

9. Do you have any comments or suggestion for the developments of Chitwan National Park?

Thank you.

Survey Questions and Theoretical Relationship

Appendix 3

Q. No	Question	Theoretical Relationship
7 (1)	I had Pleasant time	Entertainment
7 (2)	I felt I was in different nature	Esthetic
7 (3)	It was really a good learning experience	Educational
7 (4)	The activities were entertaining	Escapism
7 (5)	The park has a unique tourism product.	Individuality
7 (6)	I felt the products of this park were authentic.	Authenticity
7 (7)	The story of this park and the theme match each other.	Story
7 (8)	I have a good memory for a lifetime.	Multi-Sensory Perception
7 (9)	The products were different from other common tourism products.	Contrast
7 (10)	I made easy interaction with the locals.	Interaction
7 (11)	This experience made me visit more nature parks.	Motivation Level
7 (12)	I felt safe to be in wilderness.	Physical Level
7 (13)	I learnt many new aspects of nature and wildlife.	Intellectual Level
7 (14)	It was such a joy to see wild and endangered animals (in front of me).	Emotional Level
7 (15)	This experience gave me new idea about nature preservation.	Mental Level

About Chitwan National Park (Facebook, CNP 2014)

Appendix 4

Top-rated Hotels in Chitwan District (Trip Adviser 2014)

Appendix 5

Profile of the Respondent	Appendix 6	
Descriptions	Number of respondent	Percentage
Gender		
Male	65	66
Female	37	36
Age		
15-24	35	35
25-34	48	47
35-44	10	10
45-54	7	7
55-64	2	2
65+	0	0
Where are you from?		
Nepal	52	51
Asia	13	12
Europe	24	25
Australia and Oceania	7	7
North America	5	5
South America	0	0
Africa	0	0
What are the three most important factors that made you choose CNP?		
Jungle Safari	74	73
Adventure	48	47
Animal Wildlife	65	64
Local Culture	29	29
Natural attractions and Heritage site	24	23
Accidently	4	3
Others	4	4
Overall Experience in CNP		
Extremely Satisfied	48	48
Satisfied	44	44
Normal	8	7
Dissatisfied	1	1
No Experience at all	1	1
Are you familiar with Nature Based tourism?		
Yes	69	68
No	33	32
Are you familiar with National Park?		
Yes	90	88
No	12	12
I would like to visit CNP again		
Strongly disagree	5	1
Disagree	3	1
Neither disagree nor agree	3	3
Agree	33	34
Strongly Agree	58	60