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Types of Tourism in Nepal and Their Prospect

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Laurea University of Applied Sciences
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Types of Tourism in Nepal and Their Prospect

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Nepal is a beautiful country rich and diverse in natural and cultural resources which is in its developmental phase and is full of potentiality in tourism sector. Nepal is an economically backward landlocked country where the tourism industry plays the vital role in ups and downs in economic bar of the nation. Tourism in Nepal acts as a treasure hunt which is full of mysteries whilst providing pots full of golds and silvers during the journey hoping one day it will find the greatest treasure of all. The gold and silvers are the employment opportunity for people and medium to earn for their livelihood.

The primary purpose of this Bachelor's thesis is to discuss about the overall tourism industry of Nepal breaking them into the forms or types. The thesis looks into the different available tourism forms in Nepal and the activities that one can perform in those as well as the importance of that tourism form. This thesis also covers the discussion about the prospect of the tourism industry in Nepal and its potentiality to change or grow into something new.

The overall thesis reflects the potentiality of tourism growth in Nepal if the resources available here are to be utilized properly and in orderly fashion. If the Nepal Government and the tourism industry are to establish and run the new kind of tourism activity here, then the survey and the pervious researches show that people or the tourists are willing to come and engage on those activities.

This thesis includes a survey conducted in the Kathmandu Valley among 30 tourists also where a series of questions were asked with multiple answers. The survey covers the basic questions such as the purpose of their visit, activities that they have done here. The responses from the survey are presented in the form of graphs and charts with description and critical analysis for easy understanding. This survey acts as an author's personal overview on tourism sector of Nepal and its prospect.

Keywords: Tourism, Forms, Prospect, Nepal



List of Acronyms

AD	-	anno Domini
BASE	-	Building, Antenna, Span and Earth
DoI	-	Department of Immigration
GDP	-	Gross Domestic Product
ICCA	-	International Congress and Convention Association
ICIMOD	-	International Centre for Integrated Mountain Development
KM	-	Kilometer
LGBT	-	Lesbian, Gay, Bisexual and Transgender
MoCTA	-	Ministry of Culture, Tourism and Civil Aviation
NPR	-	Nepali Rupee
NST	-	Nepal Standard Time
NTB	-	Nepal Tourism Board
SCTH	-	Saudi Commission for Tourism and National Heritage
SWOT	-	Strength, Weakness, Opportunity and Threat
TAAN	-	Travel Agency Association of Nepal
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
UNWTO	-	United Nation World Tourism Organization
WTTC	-	World Travel and Tourism Council



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1. Introduction

Tourism is a collection of activities, services, and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home. (Ugurlu, 2010) According to Macintosh and Goldner (1986), tourism is the sum of phenomena and relationships arising from the interactions among tourists, business suppliers, host government and host communities in the process of attracting and hosting these tourists and other visitors.

The activities such as travelling and staying in places far from their usual community or home that are done by the individual or group, who are called tourists, for either leisure or business is termed as tourism. Tourism is different from travel. Tourism consists of travel but travel cannot be termed as tourism. For tourism to happen these three criteria must be covered. First, a person should stay out of his/her usual environment i.e. the traveler must be non-residence. Second, the travel must be for a purpose such as leisure activity, business, fun, adventure. Lastly, the traveler must not spend more than a year but may stay the night or not. (Ugurlu, 2010) The person who is supposed to leave his/her hometown in order to visit a different area for the purpose of living an experience of shopping, entertaining, visiting, cultural & historical attractive having fun and so on the condition that she/he should return to his/her own place, stay no longer than 12 months, make use of a tourist activity and spend his/her on money. (Ugurlu, 2010) One of the most mushrooming industries in the world is tourism industry. Millions of people throughout the world travel from one place to another each year to travel exotic and new places or get the experience of the world. Tourism has expanded even more with the development of technology providing possibility to reach and explore difficult parts of the world.

There are different types of tourism based on place or geography of the place throughout the world. Depending upon where you are, you can find one or many forms of tourism. There is not a definite amount or quantity of tourism forms in the world. Basically, tourism is divided into educational and leisure category. Nevertheless, these two seem to be vanishing as the visit to the unknown land makes a person learn and enjoy at the same time. The existing forms of tourism throughout the world are adventure tourism, birth tourism, business tourism, culinary tourism, dark tourism, cultural tourism, disaster tourism, doom tourism, drug tourism, ecotourism, genealogy tourism, LGBT tourism, medical tourism, nautical tourism, religious tourism, sex tourism, slum tourism, space tourism, sports tourism, virtual tourism, war tourism and wellness tourism. (Pradhan, 2013)

Among the aforementioned forms of tourism, adventure tourism, cultural tourism, religious tourism, ecotourism, sports tourism and business tourism are the most common ones which are found in most parts of the world. In context of Nepal, these are the common and important types of tourism.

Nepal is a small landlocked country which lies in between India on east, west and south and China on north. Nepal is Federal Democratic Republic country which is a sovereign state located in South Asia. Packed in a tiny area of Nepal, lies the best and iconic natural beauties of the world such as Mt Everest which is the tallest mountain on the earth as well as cultural, traditional and religious heritages such as Lumbini which is the birthplace of Gautam Buddha. Nepal covers just 0.03% landmass of the whole earth and 0.3% of Asia. Nepal is a Hindu country with more than 80% people following Hinduism followed by Buddhism, Islam, Kiratism, Christianity and animism. Nepal is a developing country with a low income economy with many people being illiterate and unemployed. Most of the people reside in the remote or rural areas of country where the infrastructural developmental things are not in adequate manner.

In Nepal, where the whole landmass is covered with natural and cultural beauty and people with no high income, tourism plays a crucial role in terms of creating a job opportunity and providing them with an opportunity to earn for their livelihood. Tourism in Nepal is extremely important in context of economic stability of the country as well. Tourism is the backbone of Nepal. Depending upon where tourists visit or go, different form of tourism can be found throughout Nepal. People who love to seek thrill and adventure can go for the extreme tourism activities and people who are into wildlife can visit the national parks of Nepal or go hiking into the woods. That is why it is important for Nepal to preserve the natural and cultural beauty that they have in order to attract as many as tourists it can. For this purpose, the government of Nepal and the tourism industry of Nepal should focus on opening new tourism activities and renewing the tourism policy to regulate the activities in efficient and systematic manner.

This primary aim of this thesis is to dive deep into the types or forms of tourism available in Nepal and dig into their history, present condition as well as discuss on the prospect of them individually. The thesis would focus on overall details of each tourism type about their scope, importance, impact, and income from them, statistics and further more. It would also cover the part about the possibility of future success of those tourism forms. It would also cover the part about possibility of new types of tourism in Nepal in brief.

The thesis would also cover the research and data collection part where the methods used to collect data and information would be talked about. Likewise, the troubles and problems in accumulating the data would also be covered in details in project constraint section. The thesis would also focus on the analysis of all those tourism activities and a small survey conducted by an author about the tourism in Nepal and its' prospects. At the end, the analysis of that survey and the SWOT analysis of tourism prospect in Nepal would also be done in the thesis. Finally, on the discussion and conclusion part, the author would share some his insights on the whole thesis itself and the tourism prospect of Nepal that he made during the preparation of this thesis.

2. Introduction of Nepal

Nepal lies between latitudes 26° and 31° N, and longitudes 80° and 89° E above the equator of the earth. It lies in the south of Asia continent in between two giant countries China and India. China surrounds Nepal on North and India surrounds Nepal on East, West and south making it a landlocked country. The total area of Nepal is 147,181 square kilometers with population of approximately 27 million. This makes Nepal 93rd largest country in the world and 41st most populous country. The capital city of Nepal is Kathmandu.

Nepal is 800 kilometers long and 200 kilometers wide making a trapezoidal shape which is divided mainly into three regions i.e. Himalayan region, Hilly region and Terai region. The Himalayan region consists of world's tallest mountains such as Mt. Everest which is the tallest mountain on earth as well as 8 of the 10 tallest mountains of the world such as Lhotse, Makalu, and Annapurna. It has more than 250 peaks over 6000 meters. The lowest point of Nepal is 59 meters and tallest is 8848 meters. The three regions are divided as 75 districts and 14 zones.

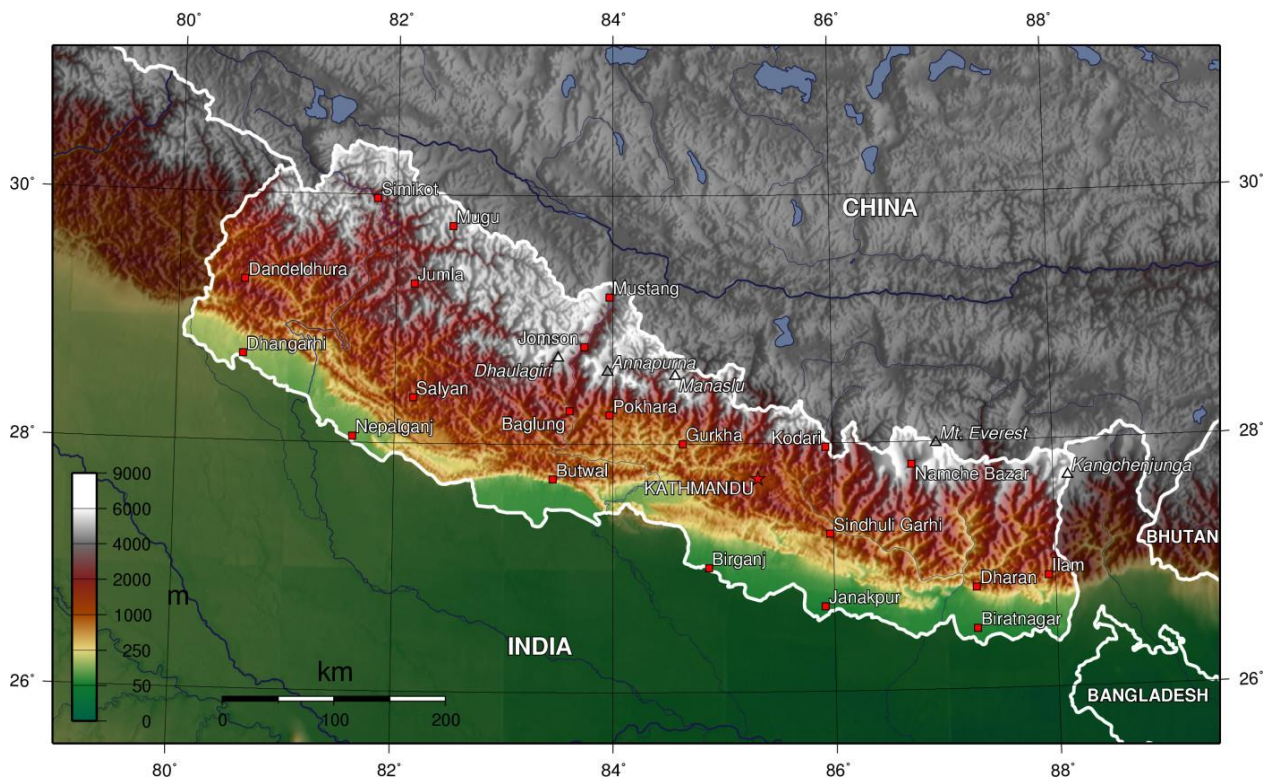


Figure 1: Map of Nepal [Source: (Wikipedia, 2016; Wikipedia, 2016)]

Nepal is rich in wildlife. Thousands of flora and fauna species are found in Nepal. Rare animals like one horned rhino, red panda are found in Nepal. There are 8 national parks, 1 hunting reserve, 5 conservation areas and 3 wildlife reserves. Terai is the richest habitat of wildlife. One can see royal Bengal tiger, swamp deer, musk deer, blue bull, gharial and marsh mugger crocodile. One can see birds such as babbles and orioles, koels and drongos, peacocks, floricans, wildfowl. The hilly region is covered with moist temperate forest of deodar, oak, maple and birch in which are found deer, ghoral serow, leopard and monkey. The gorgeous multi-colored Impeyan Pheasant (Nepal's national

bird) is also found here with other endangered birds like the Koklas and Cheer Pheasants. In the Himalayan region, one can find snow leopard, Himalayan thar, blue sheep, wolf, black bears and lynx. (Visit Nepal, 2012)

Nepal is a Federal Democratic Republic country where more than 120 languages are spoken by over 27 million people and wide range of religion is followed by them. The national or official language of Nepal is 'Nepali' which is used in government offices and official documents as well. More than 81% people follow Hinduism, 9% follow Buddhism, 4.4% follow Islam, 3.1% follow Kiratism, 1.4% follow Christianity and 0.4% follow animism. The wide diversity of language, religion and people has made it possible in Nepal to have different and numerous cultures and traditions. Nepal is rich in tradition, culture, language and dress. Nepal has many World Heritage Sites recognized by UNSECO such as Lumbini which is the birthplace of Gautam Buddha who is known as 'Light of Asia', Pashupatinath Temple, Kathmandu Durbar Square, Bhaktapur Durbar Square, Patan Durbar Square, Boudhanath Stupa. (Earthbound Expeditions, 2016) Nepal has other traditional monuments such as Nyatapole, Swyambhunath, and Krishna Temple which attract thousands of people every day. The national festival of Nepal is Dashain which is celebrated primarily by Hindu. Other festivals such as Buddha Jayanti, Krishna Astami, Ram Nawami, Tihar are also celebrated nationwide each year by millions of people. People of Hindu and Buddhism have few differences due to the cultural and historical intermingling of Hindu and Buddhist beliefs.

Nepal is a poor country in terms of economy. 25 % people live under poverty line. The GDP of Nepal is dependent primarily on remittance. Agriculture is the mainstay of the economy which provides livelihood to more than 70% people and accounts for 1/3rd of the GDP. Nepal has 42000 MW of hydropower capacity but uses very less off of it. The earthquake of 2015 hit Nepal in its economy destroying houses, buildings, infrastructures. The political instability is also the major cause of economic backwardness in Nepal. The estimated GDP of Nepal in 2015 was USD 70.08 billion and per capita income is USD 2500. (Central Intelligence Agency, 2016)

3. Tourism in Nepal

In the economically backward but country like Nepal with huge amount of natural beauty, tourism plays a vital role in keeping the balance of economy of country. Tourism acts a way for other businesses to survive in the country. Tourism provides the country with foreign currency and help earn lots of money as well. It also helps in creating a job opportunity for the people in huge number directly or indirectly. The potentiality of tourism in Nepal is huge. Around 1 million tourists visit Nepal each year. Tourism helps to motivate government to build new infrastructures and develop or upgrade the existing ones. This doesn't just help tourists but the whole country itself. (MoCTA, 2015)Manjushree, who is believed to come from either China or India, is said to be the first tourists to visit Nepal. As per the legend, he made a valley by cutting a hill on Chovar side with his sword letting the water to flow away. Modern tourism started in Nepal since 1950 after the advent of democracy. With this, Nepal started to develop its social, economic and political life. Since then, tourism has flourished even further. Tourism in Nepal began with mountain tourism. Out of 8 of the

world's 10 tallest peaks, 7 of them were successfully scaled i.e. Mt. Annapurna I, Mt. Everest, Mt. Cho Oyu, Mt. Makalu, Mt. Kanchenjunga, Mt. Manaslu, Mt. Lhotse, and Mt. Dhaulagiri in 1960 only. Annapurna I which is over 8000 meters was first ascended by Maurice Herzog and Louis Lachenal of France in June 3, 1950. The highest peak of the world, Mt. Everest, was ascended in May 29, 1953 by Tenzing Norgay Sherpa of Nepal and Sir Edmund Hillary of New Zealand. Nepal became member of UNO in 1955, member of Non-aligned Countries' Group since its beginning and member of different international agencies which made it easier for Nepal to be introduced to the whole world and flourish its tourism industry even further. In the year 1955, the famous Thomas Cook brought over 60 tourists in Nepal for Nepal tour for the first time. This opened the door for tourists in Nepal officially and it led to formation of tourism management committees in Nepal.

In effort to make a concrete tourism development, Tourism Development Board was formed in 1957 AD culminating to the establishment of Nepal Tourism Board in 1998. Since 1962, Tourism Department started keeping the statistics of tourist visiting Nepal. Shortly after, Nepal Tourism Development Committee was formed in 1969 which helped formulate the tourist policy as well as plan a future development of tourism in Nepal. After the formation of Nepal Tourism Board in 1998, government of Nepal decided to dissolve Tourism Department handing the responsibility of formulating new policies and plans to Tourism and Civil Aviation Ministry. (Shrestha & Shrestha, 2012, 59-61)

3.1 Importance of Tourism in Nepal

Tourism is one of the important factors in economic sector of Nepal which doesn't just create employment opportunities and income generation but also in foreign currency income which shows that the tourism industry's development could lead to the end of economic crisis in this country. Tourism is important not just for people but for country itself.

Tourism is a medium or portal via which people around the globe can share the ideas and knowledge whilst creating an understanding amongst themselves. Tourism provides an opportunity to understand the different societies, cultures, tradition, foods and life style of various countries around the world. Tourism doesn't just help generate income but it also helps to maintain the economic stability in the country. Tourism helps people by providing them with employment directly and indirectly. People working on tourism industry are the direct beneficiary but the people working on agriculture, airlines, hospital, hotels are the indirect beneficiary. The products from the indirect beneficiary can be promoted via tourism and get to the international market as well. It helps people to understand each other and respect each other which helps to maintain the peace in the country and the world.

Tourism is a medium which helps create mutual relation among nations and help bring diverse people close to each other and interact in close proximity. It plays a greater role in keeping friends, family and relatives close and in contact with each other once in a while which is

important in the world today. Tourism also helps create demand in the market which allows the local products to get the market and increase the popularity of it.

3.2 Impact of Tourism

Tourism is one of the most important industries in the world which gives a significant source of economic outcomes and the possibility and opportunity for employment. It is also a complex industry which requires huge capital investment and resources as well. It creates a both positive and negative impact depending upon how it is managed. If it is managed properly then it can have a positive impact on all social, economic and environmental aspect. If it is not managed properly then the impact can be negative which would be disastrous.

3.2.1 Socio-Cultural Impact

On the positive aspect of tourism impact, the development of the infrastructures that results from the tourism would be advantageous to the community and its people. Tourism encourages the preservation of historical places, traditional customs, festivals and handicrafts which would otherwise have vanished or lost with time. The social interaction between the guest and the host creates a better cultural understanding. This allows raising global awareness of critical issues such as poverty. On the negative aspect, bad influence might enter in the community along with the guest in the community such as use of drugs and alcohol as well as prostitution. The crime level might increase as well along with the increment of the crowd. The entry of new culture in the host community might affect the pre-existing culture of the community. The erosion of traditional values and customs might happen with increase of tourist in the area. (Simm, 2016)

3.2.2 Environmental Impact

The environment and its resources are very important for tourism industry since the tourism is directly related to environment. This can lead to having both positive and negative effect on the environment. Tourism development might lead to the conservation and protection of environment which is a good thing. It would help to raise a global awareness about the environmental values and help protect the natural areas by increasing their economic importance. Better and economical use of the environmental resources might be successful then after. Along with these, the construction of roads, buildings, houses, hotels, airports might have an adverse effect on the environment. Overuse of natural resource is dangerous and a serious matter. Tourism also creates an increased pollution through traffic emission, littering, noise and increased sewage production. (United Nations Environment Programme, 2016)

3.2.3 Economic Impact

Tourism has the biggest impact on the economy of any place or the world. First and foremost, tourism helps in creating the opportunity of employment. The increment of employed people helps to generate income and raise the standard of their living. It helps people to create new industry in rural areas and increase their production. In urban areas, it provides an opportunity to for

investment and development of infrastructure. These all helps to increase the tax collection which later helps in economy of the country.

Even though it helps to create an employment opportunity, the payments to those jobs are minimal and are seasonal which creates underemployment. Labor may be imported rather than using the local labor. Greater demand of goods, foods and services can cause in increment of cost of living. Areas that are dependent on tourism can be highly affected by terrorism, natural disaster and economic recession. (Kreag 2001, 7)

3.3 Economic Impact of Tourism in Nepal

World Travel and Tourism Council (WTTC) conducted a research about the economic impact of tourism in Nepal and presented the detailed document about it on their official website where it presents the direct and indirect impact of tourism in Nepal on its GDP and the employment opportunity of the country. The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. (World Trade & Travel Council 2015, 2 - 4)

3.3.1 Direct Contribution of Travel and Tourism to GDP

According to the WTTC, the direct contribution of travel and tourism in the GDP of Nepal was NPR 83.7 billion in 2014 which covers the 4.3% of the total GDP of the country. It is forecasted to rise up to NPR 88.2 billion in 2015 which is 5.4% more than 2014. The money generated by the hotels, travel agents, airlines and transportation services are the major contributors here. (WTTC, 2015)

NEPAL: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

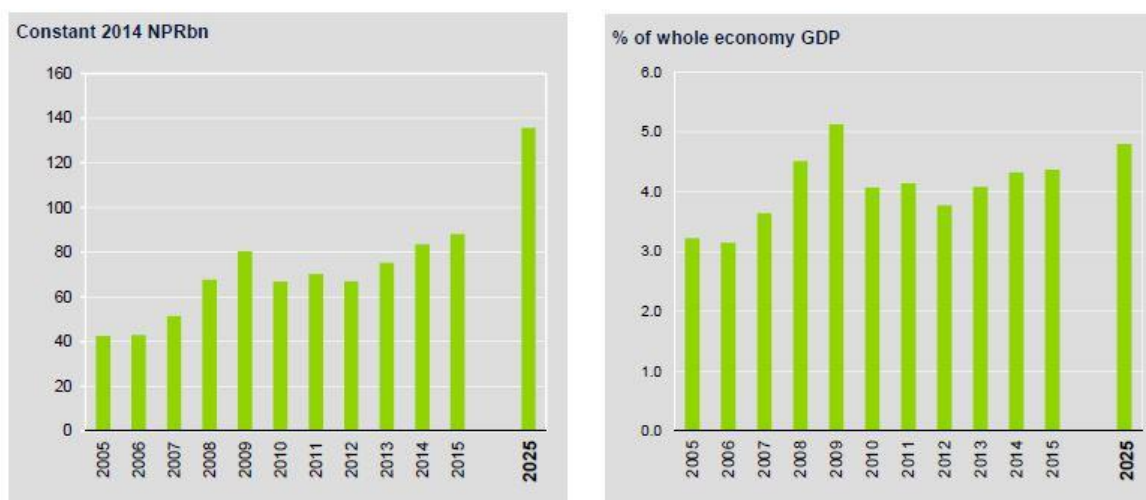


Figure 2: Direct contribution of Travel and Tourism to GDP (WTTC, 2015)

It is estimated that the direct contribution by travel and tourism would grow by 4.4% per annum which would result to NPR 135.7 billion by 2025. This would cover the 4.8% of the total predicted GDP of the year 2025.

3.3.2 Total Contribution of Travel and Tourism to GDP

In the year 2014, the total contribution of travel and tourism to the GDP of Nepal was NPR 171.6 billion which covered 8.9% of total GDP of the country. It is estimated to grow by 5.8% more than 2014 which would result to NPR 181.6 billion in the year 2015. This would cover the 9.0% of the total of GDP that year.

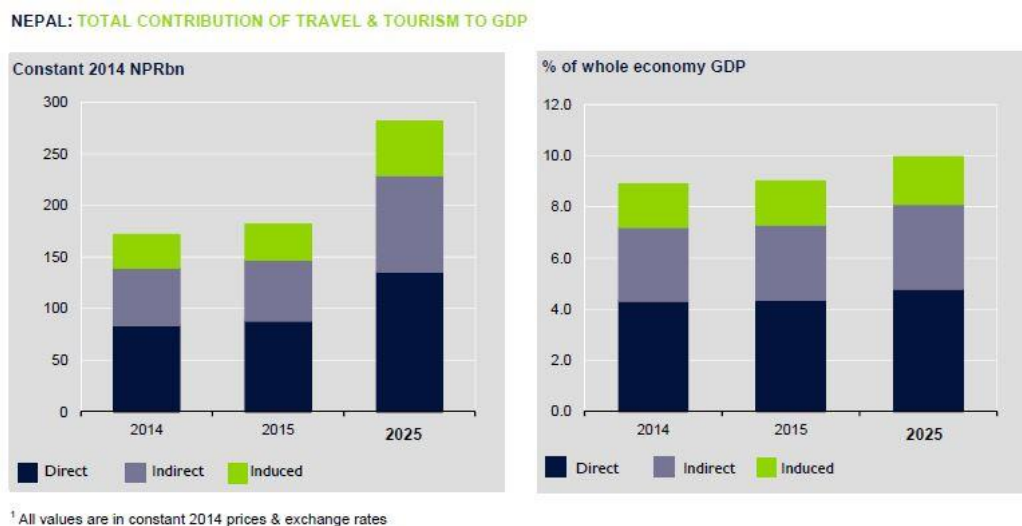


Figure 3: Total contribution of travel and tourism to GDP (WTTC, 2015)

It is estimated to grow by 4.5% per annum which would result to NPR 281.5 billion in the year 2025 which would cover 10.0% of the total GDP of Nepal.

3.3.3 Direct Contribution of Travel and Tourism to Employment

According to the report of WTTC, travel and tourism generated 487,500 jobs in the year 2014 which is 3.5% of the total employment of Nepal. It is estimated to grow by 4.0% in 2015 which would result to 506,500 jobs. This would cover 3.5% of total employment of Nepal. The employment includes the employment by hotels, travel agencies, airlines and other passenger transportation services.

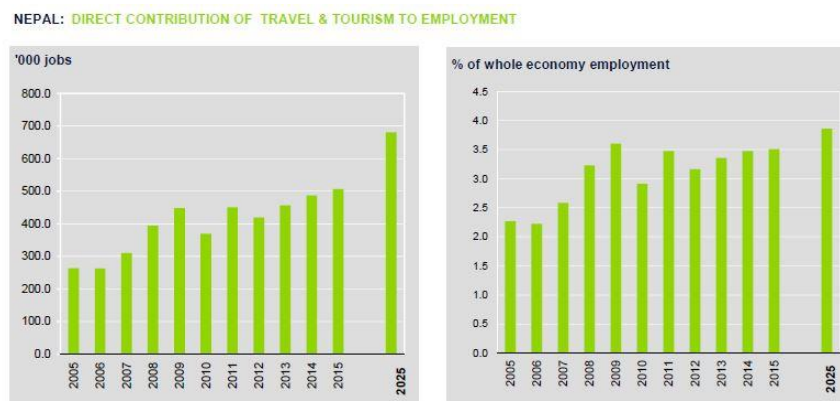


Figure 4: Direct contribution of travel and tourism to employment of Nepal (WTTC, 2015)

It is predicted that in the year 2025, travel and tourism would support 1,494,000 jobs which is the 8.4% of total estimated jobs in Nepal in 2025. This is if the employment were to increase by 3.1% per annum over the period.

3.4 Tourism Activities in Nepal

Nepal has a wide diversity of natural and cultural resources which gives it a benefit of having variety of tourism related activities. Activities such as hiking and trekking to sight-seeing. Nepal has wide variety of tourism activities prevailed where thousands of tourists enjoy each year. Pleasure activities, extreme activities and sports activities are the popular ones in Nepal. All the tourism activities available in Nepal are described below.

3.4.1 Trekking and Hiking

Nepal is one of the best destinations in the world for trekking since it has most of the highest mountains in the world. Trekking to the base camp of those mountains are challenging, adventurous and fun. Each year thousands of tourists come to Nepal with the purpose of trekking to such places where the natural beauty can be seen at its best. Depending upon the level of difficulty, budget of the trekker, days available, seasonal or off seasonal destinations, alone or group people can choose different trekking destinations throughout the Nepal. The most popular trekking destinations in Nepal are Everest Base Camp, Annapurna Base Camp, Annapurna Circuit, Poonhill trek, Langtang trek, Manaslu trek, Gokyo trek, upper Mustang trek, upper Dolpo trek, Kanchenjunga trek, Makalu base camp, Rara Lake, Phoksundo lake, Tilicho lake. (Bookmundi, 2015)

Along with trekking another popular choice of tourism activity in Nepal is hiking. Nepal is full of green valley, gorge, beautiful villages, White Water Rivers, lakes, natural sceneries which attracts thousands of tourists on hiking each year. Forests full of varieties of animals, birds, butterflies, insects, reptiles and flowers and trees attract tourists as well. The most popular hiking destinations in Nepal are Nagarkot, Chisapani, Shivapuri, Namo Buddha, Godavari, Amitabha Monastery, Sundarijal, Namo Buddha, Nuwakot, Ghale Gaun, Phulchowki, Manakamana, Kulekhani, Daman, Dakshinkali, Kakani, Dhulikhel. (Dev, 2014)

3.4.2 Jungle Safari

Nepal's rich and unique bio-diversity makes it an ideal place for eco-tourism. The lowlands of Terai are full of tropical jungles which provide a huge variety of wildlife which makes it ideal for jungle safari. Nepal has 9 national parks, 3 wildlife reserves, 6 conservation areas and a hunting reserve which covers the total area of 28,999 square kilometers which is 19.7% of total area of Nepal.

Tourists can enjoy the elephant ride, canoe ride, jeep safari, nature walking, bird watching excursions or quick tours around in the jungle areas where they can find tigers, one-horned rhinos, peacocks, different types of deer, wild boar, wild bison, monkeys, bears, wild elephants, leopards, gharials, crocodiles. They can also find aquatic birds alongside the rivers banks. (Mountain Monarch Climbing and Trekking, 2016)

The famous areas for jungle safari in Nepal are Chitwan national park, Royal Bardiya national park, Shivapuri Nagarjuna national park, khaptad national park.

3.4.3 Mountain Climbing

Along the 800 km stretch of Nepal on the Northern side, it consists eight of the 10 tallest mountains in the world including Mount Everest which is the world's highest mountain with an altitude of 8848 meters. Ever since the country opened the doors for people to climb mountains in Nepal since 1994, it has become a best place in the world to ascend the mountains and feel proud and accomplished.

Many people fail and success in the attempt to reach the top which has provided the people with impetus of climbing or trying once. Each year thousands of people try to climb these mountains and some of them succeed and some don't but the pure of joy of doing these hardcore and adventurous activities has attracted people each year. Some people lost their lives while attempting these.

The most popular mountains that most people attempt to climb in Nepal are Mt. Everest, Annapurana, Manaslu, Yala peak, Mera peak, Island peak, Pisang peak.

3.4.4 Mountain Flight

People who don't have much time or people restricted by time who come to visit Nepal can go for a mountain flight which offers the panoramic view of the mountains of Nepal such as Everest, Kanchanjunga and Tibetan Plateau. It gives the closest possible view of these majestic mountains in just an hour long flight. It is one of the most popular activities that tourists opt for in Nepal.

3.4.5 Rafting, Kayaking and Canyoning

Nepal is the second richest country in water source in the world in terms of land and water ratio. Nepal has numerous rivers and rivulets, lakes and water sources which offers adventure sports activities such as rafting, kayaking and canyoning.

Rafting in the rivers such as Trishuli, Kali Gandaki, Bhote Koshi, Marsyangdhi, Karnali, Sun Koshi are pure joyous and fun. Nepal's popular for white water rafting. Trishuli River Rafting which is grade 3 rafting is the most popular one in Nepal. Not only rafting but tourists can go for kayaking as well in these rivers. Kayaking can be done in the lakes of Nepal as well such as Fewa lake, Begnas lake, Rupa lake. The diverse terrain of Nepal makes it possible for having many waterfalls in Nepal where people can go for canyoning. Canyoning is an extreme sport that is popular in Nepal. Thousands of people go canyoning each year.

3.4.6 Paragliding and Sky Dive

People who are real thrill seeker can go on a paragliding or sky diving in Nepal. The adrenaline of flying like a bird is a wish of everybody. The majestic tourist destination Pokhara provides these opportunities to those who want to try this. Paragliding takes off from the height of Sarangkot and lands on the bank of Fewa Lake.

3.4.7 Bungee Jumping

Situated over 160 meters above Bhote Koshi river, the bungee jump here is majestic and thrilling. Sheer drop from the steel suspended bridge towards to blue flowing river and that feeling of adrenaline rush for few seconds is what the bungee jump in Nepal provides. Another bungee in Nepal is at Pokhara where one can jump from a tower. The vertical drop of 60 meters.

3.4.8 Mountain Biking

The best way to explore Nepal and the beauty of Nepal is to go on a mountain biking. The rough terrain of Nepal provides the opportunity to ride on the uphill and downhill and on the hardcore road. Mountain biking offers an environment friendly way to explore the beauty of Nepal, be it a natural or historical. One can rent a mountain bike and go on a long ride. The best place to ride on the city areas such as Kathmandu and Pokhara and for those who seek thrill and have gut, they can ride to the exotic places like Namche Bazar.

3.5 Tourism Statistics in Nepal

The table below shows the number of tourist arrival in Nepal from the year 2000 to 2015. The data was acquired from the Tourism Department of Nepal from their official website. The table shows how many tourists visited Nepal each year since 2000 along with the growth rate on annual basis and it also shows which medium they used to visit Nepal i.e. Air or Land. The table also shows the average length of stay of each year since 2000. The table below shows that there's a fluctuation on the tourist number each year. Some year number of tourist increases while some year it decreases. In the year 2000, the total number of tourists who visited Nepal was 463646 which was 5.7% less than previous year. Among those, 376,914 visited Nepal via air and 86,72 visited via land. They stayed in Nepal for average 11.88 days. (MoCTA, 2015)

The decrement pattern continued in the year 2001 with huge decrement of 22.1% which led to 361,237 tourist arrival in Nepal. Among which 299,514 visited Nepal via air and 61,732 visited via land and stayed for average of 11.93 days. Likewise, in 2002, tourist number decreased by 23.1%. Only 275,468 tourist arrived Nepal that year and stayed for only 7.92 days on average. (MoCTA, 2015)

In the year 2003, the tourist number suddenly increased by 22.7% bringing in 338,132 tourists who stayed for 9.6 days on average. The number grew by 13.9% in 2004 which brought in 385,297 tourists who stayed for 13.51 days on average. In 2005, the number decreased by 2.6% which made a total of 375,398 tourists. After that the number kept increasing and in 2007 it sky-rocked by 37.2% making a total of 526,705 tourists. In 2008, it decreased by 5% and grew again in 2009 by 1.9%. The number rose by 18.2% in 2010 making a total of 602,867 tourists in Nepal. (MoCTA, 2015)

Year	Total		By Air		By Land		Average Length of Stay
	Number	Annual Growth Rate (%)	Number	Percent	Number	Percent	
2000	463,646	-5.7	376,914	81.3	86,732	18.7	11.88
2001	361,237	-22.1	299,514	82.9	61,723	17.1	11.93
2002	275,468	-23.7	218,660	79.4	56,808	20.6	7.92
2003	338,132	22.7	275,438	81.5	62,694	18.5	9.60
2004	385,297	13.9	297,335	77.2	87,962	22.8	13.51
2005	375,398	-2.6	277,346	73.9	98,052	26.1	9.09
2006	383,926	2.3	283,819	73.9	100,107	26.1	10.20
2007	526,705	37.2	360,713	68.5	165,992	31.5	11.96
2008	500,277	-5.0	374,661	74.9	125,616	25.1	11.78
2009	509,956	1.9	379,322	74.4	130,634	25.6	11.32
2010	602,867	18.2	448,800	74.4	154,067	25.6	12.67
2011	736,215	22.1	545,221	74.1	190,994	25.9	13.12
2012	803,092	9.1	598,258	74.5	204,834	25.5	12.16
2013	797,616	-0.7	594,848	74.6	202,768	25.4	12.60
2014	790,118	-0.9	585,981	74.2	204,137	25.8	12.44
2015	538,970	-31.79	-	-	-	-	-

Table 1: Total number of tourist who visit Nepal from 2000 to 2015 Source: (MoCTA 2015, 10)

The number grew even bigger in 2011 where the total of 736,215 tourists arrived in Nepal. The increment rate was 22.1% that year. In 2012, the number grew by 9.1% making a total of 803,092 tourists. But it decreased in 2013 and 2014 by 0.7% and 0.9% respectively making a total of 790,118 tourist arrival in Nepal in 2014.

In the year 2015, the tourist number decreased by a huge portion due to an earthquake that hit Nepal on April 25 and May 12 in 2015. The tourist number decreased by 31.79% which led to 538,970 tourist arrival in Nepal in 2015. Not only tourist arrival number decreased but the tourist departure number increased as well. More than 585,964 tourists left Nepal in 2015 following the tragic event.

The 2015 tourist data were provided by the Department of Immigration of Nepal. The author sent mail to the office asking for the data for the project and the DoI sent the data to the author.

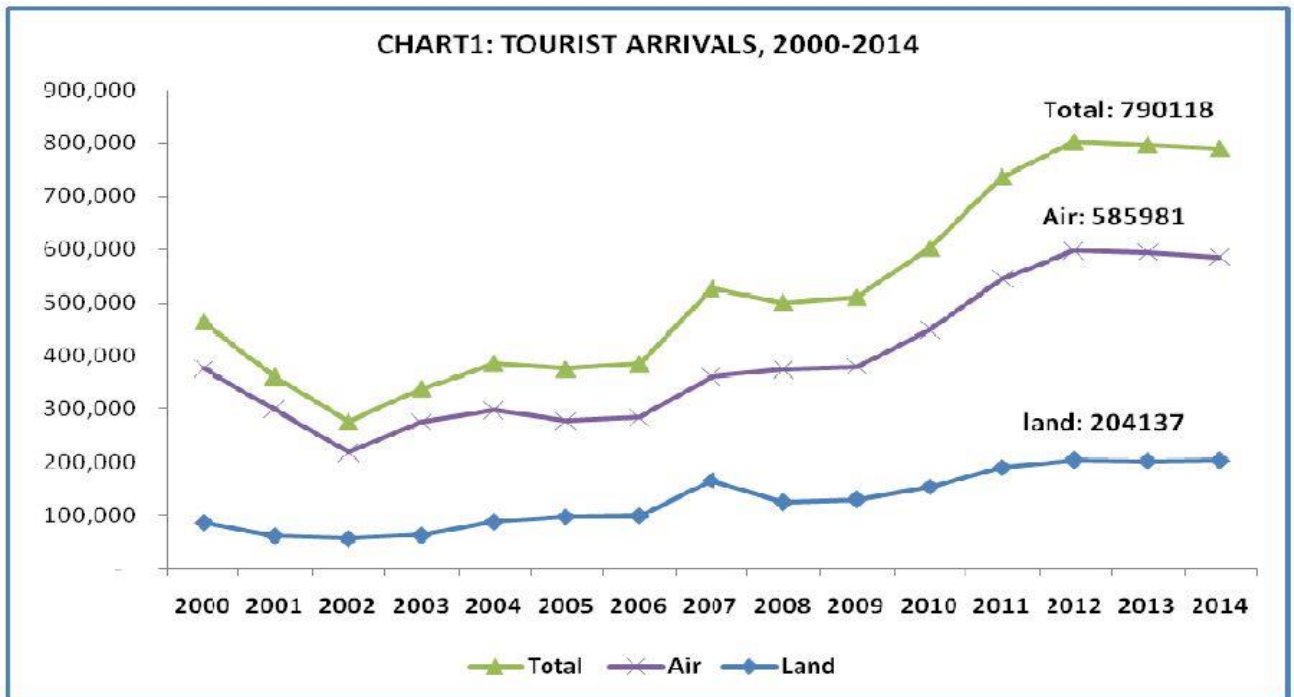


Figure 5: Tourism Statistics from 2000 to 2014 in Nepal Source: (MoCTA 2015, 11)

The above chart shows the number of tourist arrival in Nepal from 2000 to 2014. It also shows the number of tourist who arrived via land and the number of tourist who arrived via air from 2000 to 2014.

4. Types of Tourism in Nepal

Depending upon the geographical structure of the country, natural landscapes, mountains, rivers lakes, terrain as well as man-made monuments, temples and places along with the diverse and widely spread variety of flora and fauna throughout the country, Nepal hosts different types of tourism activities for tourists who want to explore Nepal. In a pure form, there are very few primary tourism activities in Nepal which are branched out to other various tourism activities within themselves. For those people who seek a vacation places Nepal hosts as a leisure tourism destination. Likewise, for those people who seek adventure and thrill in their life Nepal hosts extreme tourism. For people who want to explore the world and the things in itself and get acquainted within those, Nepal hosts a religious or cultural tourism. Furthermore, Nepal hosts other tourism activities such as business tourism, eco-tourism, and official tourism.

In the following chapter, we are going to talk about 5 major tourism activities that go all around the year. We will be beginning with the definition of those tourism activities followed by the details of what things are done. We will talk about the different types of activities that the tourist can do within that activity. We will discuss the places or venues that those activities are hosted. Furthermore, we will talk about the importance of those tourism activities individually. We will discuss about the income generated by those activities and the royalty or tax collected by the nation from those activities. We will also look into the statistics of the tourists who visited Nepal to

those activities of each activity. At the end of each activity, we will discuss the prospect of that tourism activity in Nepal in details. We will discuss the possibility of development of that activity even more and how it would not only help country earn money but also create a suitable environment for the tourists to visit Nepal again. We will talk about how to modernize and change the old approach of running it into the new approach.

5. Adventure Tourism

Adventure Tourism may be defined as a leisure activity that takes place in an unusual, exotic, remote, or wilderness destination and tends to be associated with high levels of involvement and activity by the participants, most of it outdoors. Adventure travelers are explorers of both an outer world, especially the unspoiled, exotic parts of our planet and an inner world of personal challenge, self-perception and self-mastery. (Thompson Rivers University, 2016) By the word itself, adventure tourism defines itself. It is a kind of tourism which involves adventure and thrill. Adventure tourism entails the element of risk. Adventure tourism requires special interest, experience and skill which make it cost effective to both the adventure business and the tourists who seek to go for it.

Adventure tourism in Nepal is one of the fastest growing tourism activities but the least understood form of international tourism. The diverse geographical structures that are widely dispersed throughout the country makes it possible to have different kind of adventure tourism activities in Nepal such as mountaineering, trekking, hiking, rafting, canyoning, bungee, paragliding, sky diving, jungle safari, mountain biking, hot air ballooning, mountain flight. Every year, thousands of tourists visit Nepal seeking thrill and adventure. Most of them come for multiple purposes but some come just seeking for the pure adventure. People choose Nepal for its uniqueness in climate, terrain and the options it provides in terms of adventurous works. There are various adventurous things that one can do in Nepal depending upon their budget, time and their will to do it or the gut they have. Nepal provides option to choose from many such tasks to perform.

5.1 Types of Adventure Tourism in Nepal

There are many types of adventure tourism that one can do in Nepal. These kinds of tourism activities usually take place in natural landscapes and places such as rivers, lakes, falls, hills, ricks, mountains, terrains, cliffs, jungle. Depending upon the budget and the taste of people, one can perform multiple activities. There are lots of travel and tour operators in Nepal who also provide this service to the guests.

5.1.1 Mountaineering

This is the most popular adventure tourism or extreme tourism activity in Nepal where each year thousands of people try and succeed or fail to ascend the highest mountains of the world. Mountaineering requires a high skill and harsh training and a good physique in order to achieve that. Also, the mountaineering cost for foreigners in Nepal is very costly. The mountaineering equipment is very costly.

In Nepal, from 1953 to 2012, more than 3844 people have successfully climbed the tallest mountain in the world i.e. Mount Everest. Among those 3844 climbers, 220 were woman. Likewise, more than 296 people have climbed the third highest mountain in the world i.e. Mount Kanchenjunga till 2012. The government of Nepal has opened 326 peaks for anyone to climb among which 102 are still unclimbed by anyone whatsoever. (Ministry of Culture, Tourism & Civil Aviation 2013, 13-111) Many treks and expedition offices in Nepal provide mountaineering services for those who want to climb the mountains. The royalty for mountaineering is very high which ranges from US \$ 1500 to US \$ 10,000 and US \$ 50,000 for Mt Everest. This does not include another services expect for the permit to climb the mountains.

5.1.2 Trekking

Trekking in Nepal is one of most popular tourism activities in Nepal. There are many trekking trails throughout the country among which some are rated easy, some medium and some hard to trek. Also, the remoteness of the places makes the trekking trail challenging. The most popular trekking destinations in Nepal are Everest Base Camp, Manaslu Circuit Trek, Kanchenjunga Base Camp Terk, Upper Mustang, Three Passes, Dhaulagiri Circuit, Annapurna Dhaulagiri Panorama, Annapurna Circuit, Rara Lake, Annapurna Base Camp, Makalu Base Camp, Upper Dolpo and Langtang Valley. (Alex, 2015)

As per the data by Ministry of Culture, Tourism and Civil Aviation, in the year 2014, a total of 15,065 people went trekking to Mustang, Lower Dolpa, Upper Dolpa, Humla, Manaslu, Kanchanjunga, T. Valley, Narphu and others compared to the total of 12, 937 trekkers in the same region in 2013. (MoCTA 2015, 36)

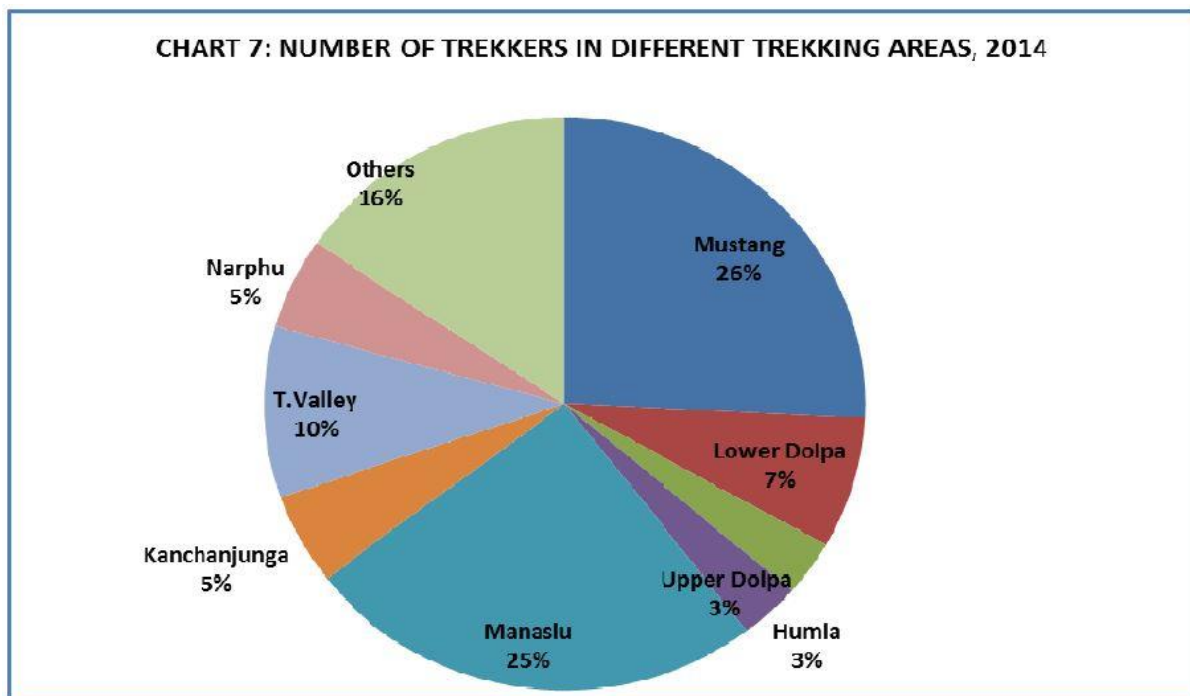


Figure 6: Number of trekkers in different trekking areas, 2014 [Source : (MoCTA 2015, 37)

5.1.3 Rafting, Canyoning, Bungee

These tourism activities are performed by most tourists in package services since the service provider of one service provides the others too. So, most tourists who does one activity, does the other too. “The Last Resort” is the company which is the most popular in Nepal which provides all these services to the guests.

Nepal has numerous fast flowing rivers where many different companies provide the services of rafting and kayaking. The most popular ones are Trishuli River and Bhoté Koshi River rafting. There are only 2 bungee areas in Nepal - one is in Pokhara and the older and popular one is in Tatopani where you can do canyoning and tandem swing as well.

5.1.4 Paragliding

Paragliding in Pokhara valley of Nepal is popular. Hundreds of national and international tourists enjoy this breathtaking sport each day. The gliding starts from the top of Sarangkot and lands on the bank of Fewa lake of Pokhara. There are numerous paragliding companies which provide the services on daily basis.



Figure 7: Paragliding in Pokhara [Source: (Facebook , 2016)]

5.1.5Jungle Safari

Nepal has wide variety of flora and fauna spread across the country. The different landscape (Terai, Hill and Himalayan) provides Nepal with the unique wildlife. Many tourists who come to Nepal. Terai region are the popular region for jungle safari which has low land tropical jungles.

Nepal has more than 9 national parks, 3 wildlife reserves, 6 conservation areas and 1 hunting reserve.

One can walk, hike, go on jeep safari or ride an elephant in the jungles of Terai region. One can see the rare Royal Bengal Tiger, One Horned Rhino, Peacocks, wolfs different species of deer, variety of bird on the safari. (Mountain Monarch Climbing and Trekking, 2016)

5.2 Importance of Adventure Tourism in Nepal

Tourism is the important source of income and employment opportunity in Nepal. Among all tourism activities, adventure tourism is one of the most important and popular tourism activities in Nepal which provides job opportunity to many people directly and indirectly and helps the nation to generate a high income. Adventure tourism also helps to promote the beauty of Nepal and its landscapes and wildlife. Adventure tourism helps help Nepal to introduce itself as one of the emerging countries in the sector of tourism in the world. This makes adventure tourism very crucial to Nepal.

Each year thousands of people get the job as trek guide, safari guide, extreme activity guide, porter which helps them to earn for their livelihood. Not only that but people on remote areas are encouraged to start a local business and sell local products which helps to earn as well.

5.3 Prospect of Adventure Tourism in Nepal

Nepal has a possibility of creating numerous adventure tourism activities due to its unique geographical structure. Due to the lack of interest of government and inadequate manpower and skill to analyze and study these things as well as lack of investment have made it hard to start and establish any new kind of activity in Nepal. The initiation of new adventure activities won't just help attract millions of tourists each year but also help create more job opportunities and help nation collect lots of money.

The number one adventure activity that Nepal can begin is cliff jumping or BASE jumping. Nepal has high lands in many parts of Himalayan regions of Nepal. So, it seems feasible to start this activity. Base jumping is very popular, thrilling and exciting sport that is widely popular in developed countries of the world. Nepal has 8 of the top 10 highest peaks in the world which are eligible to host the base jumping activity. Very few people have already tried and succeeded in doing so as well. The prospect of adventure tourism is very high in Nepal. The existing adventure activities are widely popular and congested throughout the year which shows that people are thirsty to try out different things. So, it is a positive sign that Nepal should host other unique and thrilling adventure activities to attract even more tourists. More and more tourism related companies should invest on promoting the adventure activities.

The newly started skydiving in Pokhara is the example of adventure activity which is new to the world and is to Nepal. It is an experience of a lifetime. You jump from the height of 11000 feet - 13000 feet from the helicopter with the expert flyers and land on Pokhara. It is a new and unique

approach in Nepal. The popularity of adventure tourism in Nepal has led to the introduction of this sport in Nepal as well.

This shows that Nepal has great potentiality on starting or creating new adventure activity and the market for this activity is also high. So, in order to promote the tourism sector of Nepal, the concerned authority of Nepal as well as the government of Nepal should focus on developing the extreme tourism or adventure tourism sector in Nepal.

In the year 2009, 132,929 tourists (26.1 % of total tourists) visited Nepal for trekking and mountaineering but in the year 2013, 102,001 (13% of total tourists) tourists visited for the same purpose. Despite this, The National Tourism Strategic Plan has set the target of hosting 2,147,000 tourists by 2024. By being based on previous high numbers, we can assume that 25% tourists would go for trekking and mountaineering which would get 536,750 tourists. So, it is safe to assume that 500,000 adventure visitors would come to Nepal from 2024. To make it happen, it would require year-on-year growth of 9%. The concerning question, however, is: Is the industry ready to absorb and manage this growth? (Nepali Times, 2015)

6. Religious and Cultural Tourism

Religious tourism is a form of tourism, whereby people of faith travel individually or in groups for reasons related to religion or spirituality in their quest for meaning. (Jongmeewasin, n.d.) Tourists travelling for the purpose of religious activity leaving his/her country or home travelling to religious and holy places is religious tourism which is also the oldest form of tourism activity in the world. It began almost with the dawn of humanity itself. Religious tourism is not only a visit to the specific holy temple or site but it may be a travel for a humanitarian cause as well. It means that the tourist or visitor shall not be of specific religion. Anyone can visit for this purpose. Religious and cultural tourism is a big market in the world. (Tourism and More, 2014)

Religious and Cultural tourism in Nepal is another popular tourism type where each year thousands of people visit Nepal for this purpose. This activity is coined 'Pilgrimage Tourism' as well. People all over the world visit Nepal to travel to religious places and pilgrimage. Nepal has majority of Hindu people but it does not stop other people following different religion to travel Nepal for religious purpose. People following Buddhism travel Nepal in high number each year since Nepal is the land where Lord Gautam Buddha was born. Nepal has many world famous religious sites such as Pashupati temple, Swyambhunath, Bouddha, Dakshinkali, Asura Cave, Lumbini, Bhaktapur Durbar Square, Kathmandu Durbar Square, Patan Durbar Square, Muktinath, Gosainkunda, Manakamana, Janakpur, Namobuddha which are the popular ones. Among these few are listed in the world heritage sites by UNESCO as well.

6.1 Types of Religious Tourism

6.1.1 Pilgrimage

A pilgrimage is a ritual journey with a hallowed purpose. Every step along the way has meaning. The pilgrim knows that life giving challenges will emerge. A pilgrimage is not a vacation; it is a

transformational journey during which significant change takes place. New insights are given. Deeper understanding is attained. New and old places in the heart are visited. Blessings are received and healing takes place. On return from the pilgrimage, life is seen with different eyes. Nothing will ever be quite the same again. (Wiederkehr, 2016)

Each year thousands of tourists visit Nepal for pilgrimage. The tourists who visit with this purpose are primarily people following Hinduism and the highest visitors are from India. They travel to Nepal for the excursion of temples and other religious places. A lot of people do this to seek inspiration, desire a new perspective, change in mind, seeking ways of life, attain spiritual adventure and calm their mind to find inner peace.

Hindu pilgrimage sites in Nepal include the temple complex in Swargadwari located in the Pyuthan district, Lake Gosainkunda near Dhunche, the temples at Devghat, Manakamana temple in the Gorkha District, and Pathibhara near Phungling, Mahamrityunjaya Shivasan Nepal in Palpa District where biggest metallic idol of Lord Shiva is located.

6.1.2 Monastery Visit and Guest Staying

People who follow Buddhism or wish to follow that path are welcomed in the monasteries of Nepal warmly. Each year thousands of tourists visit monasteries around Kathmandu valley for these purposes. These monasteries provide courses on Buddhism such as Retreats, Buddhism discovery, Dharama talk. The guests staying at such monasteries are to follow the monastery rules and regulations such as dress codes, meal time. These monasteries provide accommodation based on programs as well as they provide private stay which requires certain payments.

The most famous retreat monastery in Nepal is Kopan Monastery located in Kathmandu valley. There are other monasteries such around Pharping area, Swyambhu area, Boudhanath area where guests are welcomed hearty.

6.1.3 Missionary

A missionary is a member of a religious group sent into an area to proselytize and/or perform ministries of service, such as education, literacy, social justice, health care, and economic development. There are Christian Missionaries in Nepal whose purpose is to share the stories of Jesus and spread Christianity throughout the country. They also provide opportunity to others to volunteer, teach in schools and help in churches. Their primary aim is to circulate the prayers of the Churches and story of Christianity.

6.2 Importance of Religious Tourism in Nepal

As other forms of tourism are important in Nepal for economic growth, likewise, religious tourism is important as well. This kind of tourism does not just help generate income and provide job opportunity but it also helps in protecting the religious sites and places. They help in preservation of religion as well. It helps to protect and promote the religious heritage of the local community as

well as the whole country. Being key tourism destinations, religious heritage sites not only drive international tourism and economic growth, but also provide important meeting grounds for visitors and host communities, making vital contributions to tolerance, respect and mutual understanding between different cultures. (UNWTO, 2014)

According to UNWTO Secretary-General, Taleb Rifai, who said these words in the conference “Among the many motivations for travelling, visiting cultural or religious sites ranks high on travelers’ wish lists. Leveraging the growing interest for religious tourism worldwide is not only beneficial for the tourism sector, but crucial in building cultural dialogue and peace. Religious tourism can also be a powerful instrument for raising awareness regarding the importance of safeguarding one’s heritage and that of humanity, and help preserve these important sites for future generations.”

7. Leisure Tourism

Leisure travel is travel in which the primary motivation is to take a vacation from everyday life. Leisure travel is often characterized by staying in nice hotels or resorts, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions. (Answers, 2016) The purpose of leisure tourism is for recreation. Leisure travelers enjoy organized entertainment and sports. Leisure tourism often includes tours and sight-seeing of different attraction.

In context of Nepal, leisure tourism is very popular. People all around the world travel Nepal seeking to rest on the lap of the nature. Nepal is full of surprises for people who want to sit back and relax. Tourists who seek pleasure can go enjoy the beauty of lakes, rivers, nooks, falls, hills, Himalaya. They can also enjoy the organized tour of city and the famous places of Nepal such as temples, monasteries, monuments, natural areas. Many tour and travel companies provide a short sight-seeing tours on places around the city areas such as Bhaktapur Durbar Square, Kathmandu Durbar Sqaure, Patan Durbar Square, Pashupati, Dakshinkali, Asura Cave, Swyambhu, Bouddha, Chagunarayan.

Leisure travelers who visit Nepal tend to spend a lot of money on food, transportation and accommodation. They tend to enjoy Nepali Cuisine and prefer to travel on taxis rather than public transport. They look for hotels with many facilities and features which are usually expensive in Nepal. Also, the products and services have higher margin in price for international tourists. Leisure travelers also spend money on buying the local handicrafts and items which are expensive as well. This shows that the leisure tourists are the source of income for not just the people who are directly benefited by them but also those who are indirectly benefited and the nation itself.

7.1 Types of Leisure Tourism Activities in Nepal

There are many activities that the leisure tourists can do in Nepal. From sunbathing in the bank of river to sightseeing and hiking in the nearby hills are the popular tourist activities in terms of pleasure tourism. Since the leisure travelers have tightly packed time frame, they tend to do lots of activities within that short span of time.

7.1.1 Sightseeing

This is the most popular leisure activity that the leisure travelers do in Nepal. They travel from places to places sightseeing and enjoying the natural and historical beauty of Nepal. They travel to places such as old temples, palaces, museums, monasteries, natural landscapes such as hills, rivers, waterfalls, lakes, ponds. Places throughout Nepal such as Kathmandu, Bhaktapur and Patan Durbar Squares, Chitwan National Park, Fewa lake, Begnas lake, bat cave, Davis fall, World Peace Stupa, Lumbini - The birthplace of Lord Buddha, Janaki Temple at Janakpur, Nagarkot, Champadevi, Kulekhani, Shivapuri Conservation Area are popular places that the leisure tourists tend to visit most.

7.1.2 Boating and Kayaking

Leisure tourists seem to enjoy boating and kayaking on the lakes of Nepal. Pokhara, a valley of lakes, is a famous destination of leisure tourists which is full of natural beauties. The Fewa lake and Begnas lake of Pokhara are popular for boating and kayaking in Nepal. A whole day boating charge is minimal which attracts tourists in this pleasure activity.

7.1.3 Sit Back and Relax

The most popular thing that the leisure tourist does is sit back and relax. Nepal offers so many exotic and mesmerizing places for this activity. On the bank of the river and lake people are seen enjoying their beverages sitting and relaxing with the sun on their body.



Figure 8 Tourists on lake side Pokhara [Source: (Ferguson, 2012)]

7.1.4 Village Tour

Wherever you are in Nepal, a village tour in Nepal would show you what the traditional Nepal used to be and the real struggle and life of Nepal. It is a great opportunity to discover Nepal through that experience. Village tour is a way of understanding the roots of culture, tradition, customs, practices and lifestyle of Nepal.

Nepal is an agricultural country with more than 75% people depending upon agriculture, farming, animal husbandry and fishing which clear the idea that most of the people in Nepal live in village or remote areas. People who visit these places can learn a lot about how to get acquainted with the nature and how to enjoy the simple life.

Community homestays are popular means of accommodation in such places. These places also organize cultural programs, songs and dances for the guests for their enjoyment and to show the tradition and lifestyle of theirs. (Welcome Nepal, 2016)

7.1.5 Yoga and Meditation

Yoga and Meditation helps in development of healthy body, mind and thought. It helps to achieve balanced, harmonious and integrated development of all the aspects of one's personalities and guide to the happy, true and healthy living of life. Meditation is believed rejuvenates one's energy and zeal. It helps to relax and explore the spiritual side of oneself. Thus, leisure travelers who visit Nepal indulge themselves to these activities.

Many places around Kathmandu valley and Pokhara offer yoga and meditation services and courses as well. Many hotels and restaurants also offer these services to their guests. (Welcome Nepal, 2016)

7.1.6 Jungle Safari

The Chitwan National Park and the Bardiya National Park are home of wide variety of animals, birds, insects, reptiles and fishes. They are the habitat of rarest animals on earth such as Royal Bengal Tiger and One-horned Rhino. Tourists can go on the safari and exploration of the jungles in these areas on a hike, jeep ride or on an elephant ride. These are the most enduring places on Nepal.

Far away from the noise of traffic and city, the jungle is full of sounds of animals, birds and insects which are hypnotizing and relaxing. It is experience of a lifetime. (Welcome Nepal, 2016)

8. Business Tourism

Business tourism is the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality. (ICCA, 2016) Business tourism is the use of travel services, hotel facilities and other amenities by people who are traveling on business. Business tourism is on the increase, and the

tourism industry separates business tourism from leisure tourism in an effort to promote the former by offering particular services for business people. (Reference, 2016)

There exists a strong and mutual relation between the economy of the nation and the business tourism. The business tourism helps to promote the national industry, improve communication sectors, and upgrade quality of manpower in different economic sectors such as tourism, education, agriculture, health. Business tourism is considered a key driver for temporary and permanent jobs in the field of events supply chain, organization and management in addition to accompanied services. (SCTH, 2012)

8.1 Importance of Business Tourism in Nepal

In Nepal, there is a growth of investment in business tourism. Many city centers, facilities of conferences and exhibitions, conference and exhibitions centers organizing companies, events organizing companies, suppliers of events, destinations management companies are being established. Many business tourism suppliers are getting direct benefit from this tourism by providing services to tourists as well as other tourism service industries.

Many trade exchange and deals are concluded during exhibition and conference. There is a huge sale of farmers, factories and service suppliers. This form of tourism helps in development of urban areas as well as remote areas in development of infrastructures in Nepal.

9. Research Methodology

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word “Methodology”, it is the way of searching or solving the research problem. (dissertationhelpservice, 2011) The business dictionary defines research methodology as the process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Qualitative Research Methodology

The generic approach to follow the research naturally, anthropologically, ethnographically and via direct observation is called qualitative research which is also known as ‘Investigative Research’. This method focuses on looking at variables in the natural setting as they found and the interaction amongst the variable is important. (Key, 1997)

Quantitative Research Methodology

According to Brian and Bell,’ Quantitative research is defined as entailing the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a

predilection for natural science approach, and as having an objectivist conception of social reality.’ (Research Methodology, 2016)

The author decided to use and follow both qualitative and quantitative methodologies for the research purpose of this thesis. The ‘qualitative research methodology’ would be used for the primary data. The qualitative research methodology used direct observation and interaction processes to collect data for the thesis which are used here. They are well paraphrased and quoted as well. The ‘quantitative research methodology’ was used to collect the information and data for the secondary data. Information such as numbers, figures, charts, statistics and facts were collected using quantitative research methodology. The random information collected were later transformed into useful, clear and easily readable charts and graphs. All the sources used in the thesis for the information and data are all well cited and they are mentioned in the paper. They are given credit in the bibliography section as well.

9.1 Thesis Aim and Objective

The aim of this chapter is to cover the research method part of the thesis. This part deals with the discussion about the research methods that were followed to search and collect the data and information that are used in this thesis. The scope of the research is also discussed in this section. This section covers the basics on what kind of information were found and how was the information found. It also covers the project constraint part. The later section covers the findings and the analysis of those data in detail.

The primary objective of this thesis is to highlight the different forms of tourism activities that are found in Nepal and what are the current conditions of those activities which include the popularity, number of tourists, royalty collected, income from it as well as the prospect of that activity in Nepal. The thesis also covers the part about the prospect of tourism in Nepal which covers how the prevailing forms of tourism activities can be promoted even better and what things can be done to raise the standard of them and what kind of new and unique tourism activity can be introduced in Nepal.

A small survey conducted among 30 tourists visiting Nepal about the tourism in Nepal and its prospect is also included in this project which aims to collect the insight of tourists about tourism in Nepal.

9.2 Data Source

The data sources for the qualitative methodology are the direct observations made by the author, the experience of author and the reading previously done by the author before. These kinds of data sources are highly reliable and good source of data. The data source used for the quantitative methodology were secondary data sources such as websites, online papers, online journals, research done by other authors, online surveys, online document. These kinds of data are cost effective and easy to find. They are accessible remotely as well which consumes less time.

9.2.1 Advantages of Secondary Data

There are many advantages of using secondary data over primary data. Firstly, the secondary data can be accessed easily. The online access to secondary data in present context has made it even easier. This offers convenience and standardized usage methods for all sources of secondary data. The secondary data can be collected in very low cost. The researcher does not need to go and do hardcore research himself which makes it easy to collect data and costs very less or no money at all. The secondary data can be obtained easily these days which are not possible to obtain physically.

9.2.2 Disadvantages of Secondary Data

The primary concern about the secondary data is about the quality of the information. Secondary data cannot be trusted easily which makes it hard to use in thesis. The author needs to scrutinize the secondary data closely. Sometimes, the secondary data might be incomplete and vague which creates confusion to readers. The secondary data might not be updated which makes it tough for the author to use the old data in the thesis.

9.3 Advantages and Disadvantages of Qualitative Research

In qualitative research issues and subjects covered can be evaluated in depth and in detail. The interviews are not limited to particular questions and can be redirected or guided by researchers in real time. The direction and framework of research can be revised quickly as soon as fresh information and findings emerge. The data in qualitative research depends on human experience and this is more compelling and powerful than data gathered through quantitative research. Complexities and subtleties about the subjects of the research or the topic covered is usually missed by many positivistic inquiries. Data is usually gathered from few individuals or cases therefore findings and outcomes cannot be spread to larger populations. However, findings can be transferred to another setting. With this type of research, the researcher has a clear vision on what to expect. They collect data in a genuine effort of plugging data to bigger picture.

In qualitative research, the quality of research is heavily dependent on the skills of the researcher and can be easily influenced by personal idiosyncrasies and biases of researchers. Rigidity is more difficult to assess, demonstrate and maintain. The quantity of data makes interpretation and analysis time-consuming. Qualitative research is sometimes not accepted and understood especially within scientific communities. The presence of researcher in the process of data gathering is unavoidable and can therefore affect or influence the responses of subjects. Issues on confidentiality and anonymity can pose problems during presentation of findings. Findings can be time consuming and difficult to present in visual ways. (Occupy Theory, 2014)

9.4 Advantages and Disadvantages of Quantitative Research

Quantitative research allows the researcher to measure and analyze data. The relationship between an independent and dependent variable is studied in detail. This is advantageous because the

researcher is more objective about the findings of the research. Quantitative research can be used to test hypotheses in experiments because of its ability to measure data using statistics.

The main disadvantage of quantitative research is the context of the study or experiment is ignored. Quantitative research does not study things in a natural setting or discuss the meaning things have for different people as qualitative research does. Another disadvantage is that a large sample of the population must be studied; the larger the sample of people researched, the more statistically accurate the results will be. (Jones, 2016)

9.5 Validity and Reliability

Validity is described as the degree to which a research study measures what it intends to measure. (psucd8, 2011) Validity refers to how well a test measures what it is purposed to measure. It refers to the credibility and believability of the research.

The data and information that are used in this thesis are valid. The outcome of the thesis might be either positive or negative since the data that are used might not be constructive. The data and information that are provided in this report are expected to be enough but not complete so it depends upon the reader's attitude and knowledge on how he/she takes the data.

Reliability has to do with the quality of measurement. In everyday sense, reliability is the 'consistency' or 'repeatability' of your measures. (Research Methods Knowledge Base, 2006) Reliability refers to the repeatability of the findings. Reliability, like validity, is a way of assessing the quality of the measurement procedure used to collect data in a dissertation.

The data in this thesis are reliable since they were collected by the author via his direct observation and from the trustworthy sources. Rest assured, the data that are used in this thesis are taken from valid and reliable sources. For the purpose of the thesis, the data were collected from the genuine and reliable sources such as Nepal Tourism Board (NTB), Ministry of Culture, Tourism and Civil Aviation, Department of Tourism, Ministry of Foreign Affairs, Department of Immigration of Nepal (DoI), Travel Agency Association of Nepal (TAAN), national newspapers of Nepal and other online sources.

9.6 Project Constraints

Project constraints are anything that restricts or dictates the actions of the project team. That can cover a lot of territory. The triple constraints—time, resources, and quality - are the big hitters, and every project has one or two, if not all three, of the triple constraints as a project driver. (Project Management Tips, 2011)

This thesis faced some constraints and problems while doing research and accumulating data. It was hard to collect all kinds of information regarding all the topics mentioned in the thesis since they were not found from any sources that the author had tried. Even though, the author has tried to put on the information and data that are useful for the thesis collecting from many different sources and making it a single piece of information. Since, the author was in Nepal during the end

of fiscal year of Nepal, it was hard to get in contact of people and offices since they were all busy closing and managing their financial papers. The author also found that the online source of information is not updated and some are even very old. Since, those were the only source of those particular data, the author was compelled to use those data. Few organizations refused to give out their information regarding the privacy concern and some provided the raw data which made author difficult to manage and use those data. The recent earthquake had left many offices and organizations ruined and collapsed which made it hard for author to get in touch with many information and data sources as well. Also, the time played an antagonist role since the author had limited time in Nepal which made it hard for him to travel everywhere and collect information.

10. Results and Analysis

This chapter covers the findings of the research done by the author as well as the analysis of those findings. The first part covers the overall analysis of the findings that were found during the research done by author online, direct observation and interviews. The second part covers the analysis of the results of the small survey conducted by the author in Nepal among 30 tourists who were in Nepal for different purposes. The survey results are transformed into the charts and graphs for easy viewing and reading.

10.1 Prospect of Tourism in Nepal

Nepal has a huge potentiality in tourism sector. Nepal is full of natural beauty, cultural beauty and historical beauty as well. Nepal is famous for the world's highest peak Mt. Everest, wide variety of flora and fauna, glaciers, rivers, lakes, warm and welcoming people, numerous cultural and ethnical festivals and variety of cuisines. Nepal has 8 of the highest 10 peaks of world which attracts many people towards it. Due to diverse geography, Nepal has different climatic condition throughout the year. Apart from all these, the possibility of adventure sports in the country also lures many tourists in Nepal each year.

Nepal's cultural and ethnic diversity is huge considering the size of Nepal on the face of the earth which covers just 0.03% of the world. Despite the small size, Nepal has more than 125 ethnic groups who speak 123 different languages and follow more than 10 different religions. Unity in diversity is the motto of Nepal. Due the variety of ethnicity, there are number of cultural beliefs and customs in Nepal and has number of cultural sites which are included in world heritage site list. This thing only attracts thousands of tourists each year in Nepal who enjoy feast and festivals.

Due to such variety in culture and religion, Nepal has many and different pilgrimage destinations throughout the country which are unique as well. Kathmandu city, the capital of Nepal, is known as the city of Temples which has world famous pilgrimage sites such as Pashupatinath, Swyambhunath, Boudhanath. Other famous pilgrimage sites in Nepal are Gosainkunda, Lumbini, Muktinath, Manakamana, Janakpur which attracts thousands of tourists each year.

Despite all the cultural and traditional beauty, Nepal houses a natural beauty as well. Nepal has many Himalayas, hills, lakes, waterfall, rivers, flora and fauna, wildlife which help attract many

tourists each year in Nepal. Trekking and mountaineering are the famous tourist activities in Nepal. Natural hiking is also a famous tourist activity in Nepal. The flora and fauna of Nepal as well as diverse wildlife makes Nepal rich in natural beauty. There are many wildlife conservation areas and national parks where thousands of tourists visit each year to see the unique and rare wild animals of Nepal such as royal Bengal tiger and one horned rhino. Nepal holds a great potentiality in adventure tourism as well. Nepal is popular destination for paragliding, bungee jump, white water rafting, kayaking, zip lining, sky diving. The latest project of Nepal, Everest Sky diving, is the unique kind of adventure sport in the world. You get to jump from the chopper among the Himalayas of Nepal. (Himalayan Glacier, 2014)

10.2 Problems and Challenges Faced by Tourism Industry of Nepal

In course of tourism development in country, Nepal had to face many challenges and problems on the way. Due to these problems, the tourism sector of Nepal is still in infant phase trying to grow bigger and better. Not only these problems were in the past but some of them still exist today. From the problem of economic crisis to the natural disaster, Nepal faced a lot of challenges but somehow it has overcome these and the tourism industry stands still.

In the beginning, Nepal was unable to employ the possibilities of equal and proportionate development of infrastructures in different tourist destinations of the country. Similarly, to distribute the profit from this sector to concerned authorities in a proportionate manner had been challenging. Being unable to expand the existing facilities and services as well as being unable to introduce new services and facilities caused a great loss to Nepal. Not being able to provide a practical training to the people in tourism sector is also one major problem of tourism sector of Nepal. The lack of promotion of local products in Nepal was a hurdle which caused to not get expected benefits and income. Similarly, it was a challenging task to run tourism related programs in environment friendly manner due to internal controversies.

Lack of proper infrastructures in the nation is the major problem which has made it difficult for other sectors of tourism industry to develop and evolve. Infrastructures such as roads, energy, health and communication lack in Nepal and the available ones are in poor conditions. The lack of advanced and reliable of aviation industry is also a major hurdle for tourism development in Nepal. Lack of proper accommodation industry in all parts of Nepal is also the cause of less spreading of tourism business in Nepal. Remote areas of Nepal lack all these things which make it hard to attract tourists to such destinations.

10.3 Problems and Challenges of Tourism in Remote Areas

More than 80% of area of Nepal is remote areas. Thus, it is essential to establish tourism industry in such places and introduce tourism activities so that the locality can develop. This would help not just the people in remote places but also the government of Nepal. But there are various challenges and problems in doing so in the remote areas.

The first and foremost problem is transportation which is the backbone of tourism industry. Nepal does not have a roadway in all places of Nepal as well as the existing roadways are in very poor condition. Due to different terrain and geographic structure in landmass, it is difficult to make roads in Nepal. Since, the road ways are not that good; it is safe to say that there is no proper accommodation in the rural areas. Few rural places of Nepal have established a homestay programs to attract tourists but these does not meet the standard of accommodation. Due to lack of road and geographic condition, there are no proper means of communication throughout the country. Many villages of Nepal do not even have telephone lines. The lack of health facilities and educational facilities are also the huge issue in these areas. Lots of people are illiterate and they don't get proper health services. They believe in superstitious way of healing which does not work. Despite being rich in water resource, Nepal does not have proper electricity energy throughout the nation. Not all parts of country get the electricity. The villages also lack the skilled human resource which makes it impossible for them to raise on their own and do something for the village.

The lack of other services such as banks, air services for easy transportation, market areas, recreational facilities, information center and also the very poor marketing and promotion of those areas are the major problems which makes it hard for tourism development in such areas.

10.4 Impact of Earthquake 2015 in Tourism Sector of Nepal

In the year 2015, Nepal was hit with a big earthquake, a magnitude of 7.8 with epicenter Barpak, Gorkha on April 25, 2015 at 11:56 NST, which took more than 8622 lives and injured 16,808 people. More than 2.8 million people were left displaced out of their houses in the affected 39 districts and more than 10 billion USD of economic loss was faced by Nepal. (ICIMOD, 2015) This earthquake was followed by another earthquake on May 12, 2015 with magnitude of 7.3 which took 200 lives and injured more than 2500 people.

This earthquake hit the tourism industry of Nepal very badly. Almost all tourists residing in Nepal left the country leaving all hotels and other accommodation services empty and many people jobless. The lack of tourists in the country made it difficult for people to earn for their livelihoods. Many tour and travel companies shut down and many tourisms related business collapsed. The earthquake had damaged many infrastructural facilities as well which made it difficult even more. Despite all these, the tourism industry got back and is recovering. The tourists flow is even and rising. People are returning to their old jobs and the economic prosperity is rising once again. This shows that Nepal holds a huge potentiality in tourism services and the prospect of the tourism industry is even greater than before. So, it is crucial this that the government of Nepal does something about this. The promotion of country in required in order attracting even more tourists in Nepal.

10.5 Survey about Tourism in Nepal

As a part of the thesis, the author had conducted a small survey himself among 30 tourists who were in Nepal during that time. The survey included basic questions regarding their purpose of visit

and the activities they have done in Nepal along with the money they have spent on basic things. This survey helped author to understand the diversity of tourists in Nepal and how they are helping in economic development of country itself. The survey does not contain explicit details about their whole activities. It provides a simple and straight insights of the people. The author has prepared a report based on this survey.

For the purpose of survey, the author used Google Forms services which is an online free service provided by Google Inc. This helped author in saving time, cost and work. A simple multiple choice question of 11 sets was presented and all they had to was chosen an apt answer. This would make it short and sweet for the tourists. The survey was conducted among 30 people who were in Kathmandu valley and had been in Nepal for few days.

The questions on the survey are listed below.

- a. What is the purpose of your visit in Nepal?
- b. Is this your first visit in Nepal?
- c. What kind of activities have you been involved in here in Nepal?
- d. How much (on average) do you spend, on a daily basis, on food in Nepal?
- e. How much (on average) do you spend on accommodation per night?
- f. How much (on average) do you spend on transportation daily?
- g. Do you think, if Nepal were to introduce new kind of tourism activity in Nepal, you would try that?
- h. Do you think the tourism services in Nepal are good enough (considering it is a developing country)?
- i. Which infrastructure sector of Nepal do you think needs an upgrading or maintenance right now?
- j. What is your overall satisfaction with the tourism activities in Nepal? Rate it 1 to 5. 1 being the worst and 5 being the best.
- k. Who is accompanying you on your current visit to this tourist destination?

The screenshot of survey questions along with the choice answers are shown below.

Prospect of Tourism in Nepal - Survey

Thank you for participating in this event. I hope you had as much fun attending as I did preparing it.

I want to hear your feedback so I can write a report about the tourism prospect in Nepal on my thesis for my Bachelor's degree entitled 'Types of Tourism and Their Prospect in Nepal'. Please fill this quick survey and let us know your thoughts (your answers will be anonymous). Thank you.

What is the purpose of your visit in Nepal? *

- Pleasure (Vacation)
- Business
- Religious Purpose
- Adventure (Sports)
- Other

Is this your first visit in Nepal? *

- Yes, this is my first visit
- No, this is not my first visit. I have been here multiple times.

What kind of activities have you been involved in here in Nepal? *

- | | | |
|------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Business/ Work | <input type="checkbox"/> Bungee | <input type="checkbox"/> City Tour |
| <input type="checkbox"/> Trekking | <input type="checkbox"/> Boating | <input type="checkbox"/> Village Tour |
| <input type="checkbox"/> Hiking | <input type="checkbox"/> Rafting | <input type="checkbox"/> Mountain Biking |
| <input type="checkbox"/> Mountaineering | <input type="checkbox"/> Tour to Religious Places | <input type="checkbox"/> Meditation and Yoga |
| <input type="checkbox"/> Jungle Safari | <input type="checkbox"/> Paragliding | <input type="checkbox"/> Natural Visit |
| <input type="checkbox"/> Sight Seeing | <input type="checkbox"/> Zip Lining/ Zip Flying | <input type="checkbox"/> Feast and Festival |
| <input type="checkbox"/> Research or Study | <input type="checkbox"/> Any kind of voluntary work | <input type="checkbox"/> Religious Activities |
| <input type="checkbox"/> Any kind of participation of local activities | | |

Figure 9: Survey Questionnaire Sheet #1

How much (on average) do you spend, on a daily basis, on food in Nepal? *

- Less than 500
- More than 500 but less than 1000
- More than 1000 but less than 2000
- More than 2000 but less than 5000
- More than 5000

How much (on average) do you spend on accommodation per night? *

- Less than 2000
- More than 2000 but less than 5000
- More than 5000 but less than 10000

How much (on average) do you spend on transportation daily? *

- Less than 500
- More than 500 but less than 1000
- More than 1000 but less than 2000
- More than 2000

How much (on average) do you spend on transportation daily? *

- Less than 500
- More than 500 but less than 1000
- More than 1000 but less than 2000
- More than 2000

Do you think, if Nepal were to introduce new kind of tourism activity in Nepal, you would try that? *

- Yes, I would like to.
- No, I would not.
- I am not certain of that answer. Need to know about the activity first.

Figure 10: Survey Questionnaire Sheet #2

Do you think the tourism services in Nepal are good enough (considering it is a developing country)?

- Yes, it is.
- No, it isn't. Nepal can do better than this.

Which infrastructure sector of Nepal do you think needs an upgrading or maintenance right now?

- Communication
- Electricity (Energy)
- Road (Transportation)
- Education
- Health Services
- Computing
- Food
- Other

What is your overall satisfaction with the tourism activities in Nepal? Rate it 1 to 5. 1 being the worst and 5 being the best.

- 1
- 2
- 3
- 4
- 5

Who is accompanying you on your current visit to this tourist destination? *

- No one. I am alone.
- Friend(s)
- Partner
- Family and/or relatives
- Co-worker(s)
- Business Partner(s)
- Other

Figure 11: Survey Questionnaire Sheet #3

10.6 Survey Responses and Analysis

Question 1: What is the purpose of your visit in Nepal?

The first question of the survey was ‘What is your purpose of visit in Nepal?’. Out of 30 responses, 11 people (36.7%) chose Pleasure (Vacation), 6 people (20%) chose Business, 4 people (13.3%) chose Religious Purpose, 7 people (23.3%) chose Adventure (Sports) and 2 people (6.7%) chose others.

This shows that most people who visit Nepal visit with the purpose of pleasure and relaxation during vacation followed by the people who come to seek adventure and are sports enthusiasts. After that, business related people are abundant and religious people who are followed by the people who visit Nepal for other purposes. It indicates that the tourism sector of Nepal should focus on upgrading the pleasure and adventure sector whilst promoting the religious sector for the tourists.

What is the purpose of your visit in Nepal?



Figure 12: Survey Question #1 Response

Question 2: Is this your first visit in Nepal?

The second question of the survey was ‘Is this your first visit in Nepal?’ for which more than half (53.5%) tourists said ‘Yes, this is my first visit.’ And the rest (46.7%) said ‘No, this is not my first visit. I have been here multiple times.’ The multiple times here indicates that they have been in Nepal twice or more than that.

This shows that people who have already been here are keen on visiting Nepal often and the new people are also interested in Nepal the equal way.

Is this your first visit in Nepal?

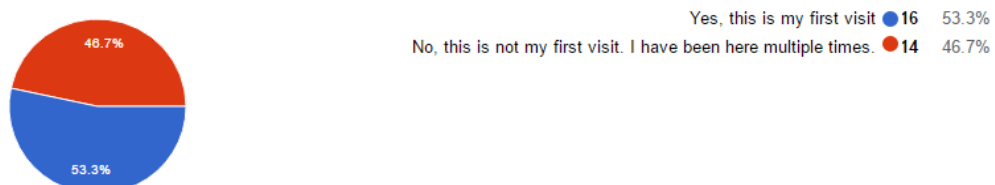


Figure 13: Survey Question #2 Response

Question 3: What kind of activities have you been involved in here in Nepal?

The third question of the survey was ‘What kind of activities have you been involved in here in Nepal?’. This was not a multiple choice question. One could choose multiple answers. Among all answers most people (18) went ‘Hiking’, 16 went ‘Sight Seeing’, 14 went ‘Trekking’, 12 went ‘Natural Visit’, 11 went on ‘Tour to Religious Places’, 10 went on ‘Jungle Safari’, 9 went on ‘Village Tour’ and on ‘City tour’, 8 went on ‘Mountain Biking’, 7 people were here for ‘Business/Work’, 7 went for ‘Paragliding’, 6 went for ‘Mountaineering’, 6 went for ‘Bungee’, 5 went ‘Boating’, 5 got engaged on ‘Religious Activities’ as well as 5 got engaged on ‘Voluntary Work’, 4 went for ‘rafting’, 4 went for ‘Zip Lining’, 4 got engaged ‘Feast and Festival’, 4 participated on local activities, 3 people were engaged on ‘Meditation and Yoga’ and 2 people were involved on ‘Research and Study’.

This shows that people who visit in Nepal does not just engage on one single activity. They engage on multiple activities. People who come for business work gets engaged on other kind of activities such as hiking, sight-seeing. It is an indication that tourists engage on multiple activities which is a good thing for people in Nepal.

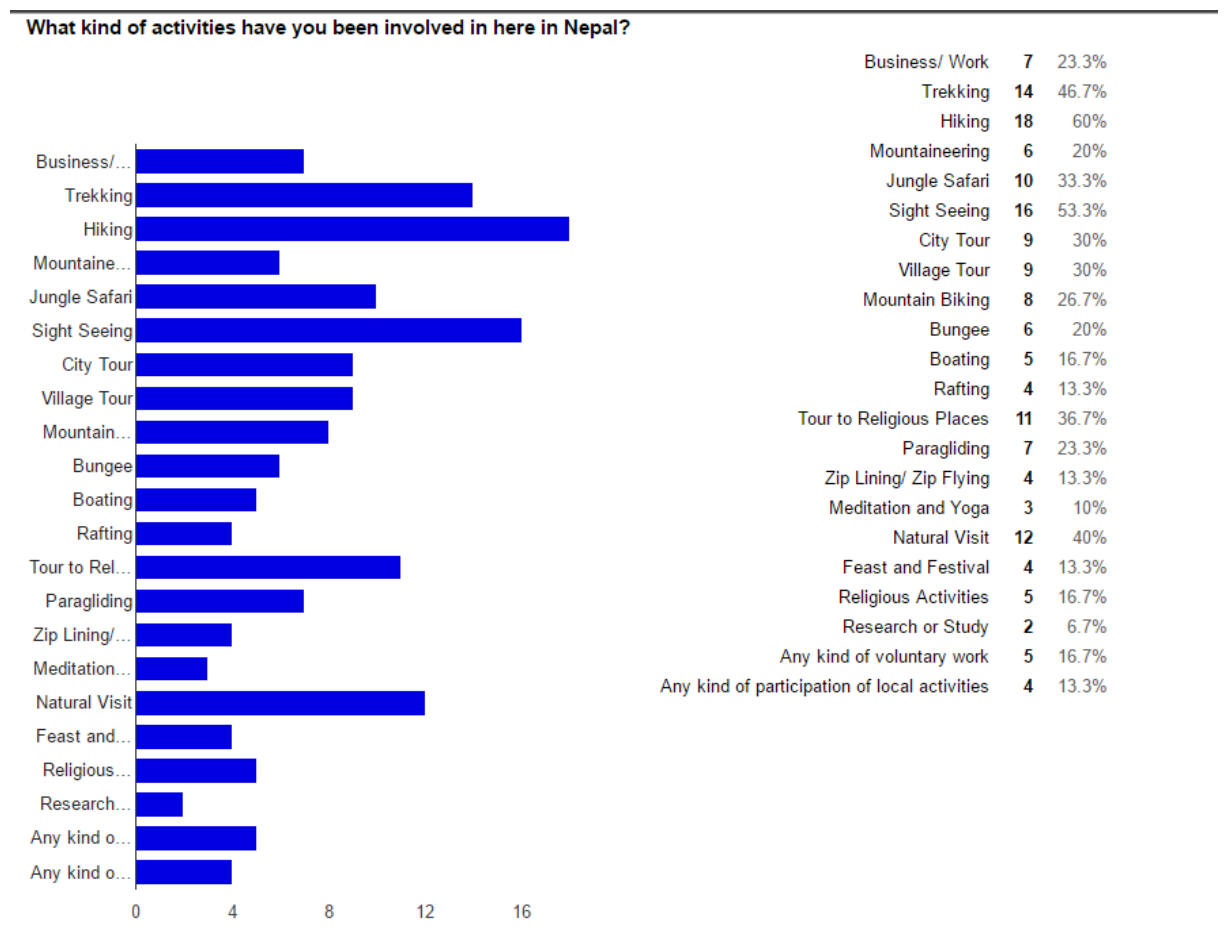


Figure 14: Survey Question #3 Response

Question 4: How much (on average) do you spend, on a daily basis, on food in Nepal?

The fourth question was ‘How much (on average) do you spend, on a daily basis, on food in Nepal?’. For which 6 people (20%) people said they spend less than NRS 500, 5 people (16.7%) spend more than NRS 500 but less than NRS 1000, 12 people (40%) spend more than NRS 1000 but less than NRS 2000, 7 people (23.3%) spend more than NRS 2000 but less than NRS 5000 and no one spends more than NRS 5000 on food.

This shows that most people spend huge amount of money on food daily and this shows that they appreciate the Nepali cuisines. So, it is important for hotels and restaurants to introduce Nepali cuisines more rather than other cuisines.

How much (on average) do you spend, on a daily basis, on food in Nepal?



Figure 15: Survey Question #4 Response

Question 5: How much (on average) do you spend on accommodation per night?

The fifth question was ‘How much (on average) do you spend on accommodation per night?’. For that 11 people (36.7%) said they spend less than NRS 2000, 10 people (33.3%) people spend more than NRS 2000 but less than NRS 5000, 8 people (26.7%) spend more than NRS 5000 but less than NRS 10000 and just a single person spend more than NRS 10,000 on accommodation.

It shows that people who visit Nepal are of different economic background and they spend money on accommodation to their economic viability. For e.g. business man spends a lot on accommodation whereas people who are on a religious purpose spend less.

How much (on average) do you spend on accommodation per night?



Figure 16: Survey Question #5 Response

Question 6: How much (on average) do you spend on transportation daily?

The sixth question was ‘How much (on average) do you spend on transportation daily?’ For which 6 people (20%) said they spend less than NRS 500, 9 people (30%) said they spend more than NRS 500

but less than NRS 1000, 13 people (43.3%) said they spend more than NRS 1000 but less than NRS 2000 and 2 people (6.7%) said they spend more than NRS 2000 for transportation.

This shows that most people spend an average of NRS 1500 on transportation and an average of NRS 500. So, it is crucial for the government of Nepal to focus on development of the roads and transportation services.

How much (on average) do you spend on transportation daily?



Figure 17: Survey Question #6 Response

Question 7: Do you think, if Nepal were to introduce new kind of tourism activity in Nepal, you would try that?

The seventh question was ‘Do you think, if Nepal were to introduce new of tourism activity in Nepal, you would try that?’ For this, 17 people (56.7%) said they would be interested in trying it, 3 people (10%) said they would not and 10 people (33.3%) said they are not certain of that right now and they need to know about the activity first.

This shows that if the government of Nepal and the tourism considered on introducing a new kind of tourism activity in Nepal then lots of people are ready to try it out. So, the government of Nepal should consider on introducing a new kind of tourism activity. This way it won’t just bring in lot of tourists but also create a huge number of employment opportunity.

Do you think, if Nepal were to introduce new kind of tourism activity in Nepal, you would try that?

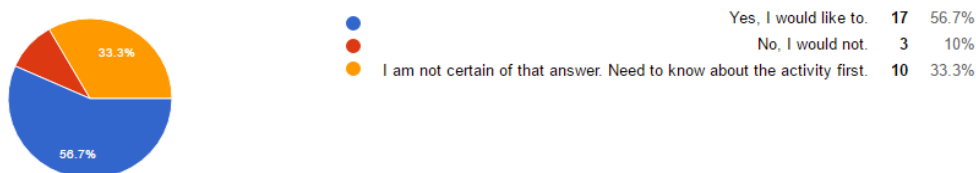


Figure 18: Survey Question #7 Response

Question 8: Do you think the tourism services in Nepal are good enough (considering it is a developing country)

The eighth question was ‘Do you think the tourism services in Nepal are good enough (considering it is a developing country)?’ For that 14 people (46.7%) people said they are happy with the tourism services but 16 people (53.5%) said they are not happy with the tourism services.

So, it is crucial right now for the tourism industry business to upgrade their services and introduce the new features and facilities in existing tourism activities.

Do you think the tourism services in Nepal are good enough (considering it is a developing country)?

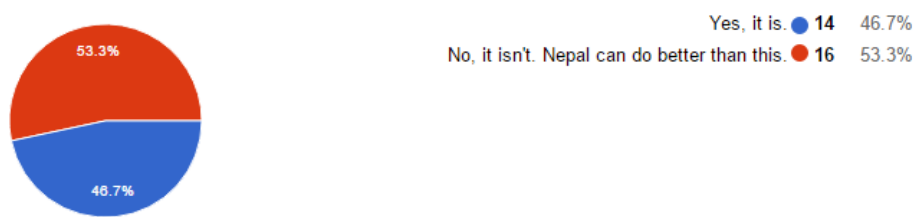


Figure 19: Survey Question #8 Response

Question 9: Which infrastructure sector of Nepal do you think needs an upgrading or maintenance right now?

The ninth question was ‘Which infrastructure sector of Nepal do you think needs an upgrading or maintenance right now?’ For which 16 people (53.3%) chose roads, 5 people (16.7%) said communication, 3 people (10%) said electricity (energy), another 3 people (10%) said education and the rest 3 people health services, food and others.

This shows that the government of Nepal needs to focus primarily on construction on roads and the maintenance of the existing roads. This transportation services of Nepal should be renovated and the new means of transportation should be introduced in Nepal for the easy access of all places. Also, the electricity issue of Nepal should be taken care of since a lot of load shedding happens in Nepal on a daily basis. Other means of infrastructures are the secondary priorities that needs to be upgraded in terms of promoting and uplifting the tourism service in Nepal.

Which infrastructure sector of Nepal do you think needs an upgrading or maintenance right now?



Figure 20: Survey Question #9 Response

Question 10: Which infrastructure sector of Nepal do you think needs an upgrading or maintenance right now?

The tenth question was ‘What is your overall satisfaction with the tourism activities in Nepal? Rate it 1 to 5. 1 being the worst and 5 being the best. For that 12 people (40%) rated it 3, 16 people (53.3%) rated it 4 and 2 people (6.7%) rated it 5. None of them rated it 1 or 2.

It shows that all the people are somewhat satisfied with the tourism activities available in Nepal. None of them rated it the worse or worst which shows the activities are not all bad. Even though, it

is crucial that the activities available in Nepal are to be upgraded and added some features. Since, very few of them rated it the best.

What is your overall satisfaction with the tourism activities in Nepal? Rate it 1 to 5. 1 being the worst and 5 being the best.



Figure 21: Survey Question #10 Response

Question 11: Who is accompanying you on your current visit to this tourist destination?

The final and the eleventh question was ‘Who is accompanying you on your current visit to this tourist destination?’ For this, 6 people (20%) said they were travelling alone, 7 people (23.3%) said they were travelling with friends, 4 people (13.3%) said they were here with partners, 7 people (23.3%) said they were here with family and/or relatives, 4 people (13.3%) said they were here with co-workers, 1 person (3.3%) said they were with business partner and rest 3.3 person said they were with others.

This shows that 80% people travel in Nepal with someone or in group. So, it is crucial for the hotels and resorts to design their rooms in reference to this. They need to have big and family rooms rather than single bed rooms. Also, travel and tours companies also need to have family and group packages. This would motive tourists to travel Nepal and have a vacation here.

Who is accompanying you on your current visit to this tourist destination?



Figure 22: Survey Question #11 Response

This survey shows that the tourism sector of Nepal is not at its best but also not at the worst. Even though it shows that the tourism sector as well as the tourism activities in Nepal are not worst, the government of Nepal and the tourism industry should focus on making the tourism activities more

fun, safe, thrilling, versatile and provides the best service. Tourism activities in Nepal needs a new form. New kind of tourism activity in any form would be a great boon for the country.

The forms of tourism available in Nepal are limited but the potentiality of it is high. So the primary focus must be in finding out that tourism form or type and establishing it. The promotion and advertisement of these tourism activity is important too. Nepal has lots of resources hidden underneath it. Since, number of tourists who visits Nepal are interested in pleasure tourism and adventure tourism, it is important to focus on those things because it has higher potentiality of getting established easily and soon.

New trekking routes, hiking routes, mountaineering routes, open new mountains for climbing, tourist destinations, new restaurants, new adventure sports need to be established in Nepal if we were to reach the projected estimation of tourist number in 2026 as mentioned in the part above entitled 'Economic Impact of Tourism in Nepal'. Establishing just these things won't be enough but preserving what are here in present day is also important. Not just the government of Nepal, tourism sectors of Nepal but the people in the country itself must work into it. People must show enthusiasm and they must do what they can do from their side in order for this to happen.

The country was devastated by an earthquake and the tourism sector got hit the most. Even though the government and tourism sector are working hard for recovery, it has a been hard work to do so. The tourist places in Nepal such as temples, monasteries, trekking sites and routes, hiking trails as well as the infrastructures that were destroyed by the earthquake should be renovated, reconstructed and maintained in order for the tourism business to keep on. To conclude, it is safe to say that Nepal holds a lot of potentiality in tourism industry. The prospect of tourism in Nepal has a bright future.

10.7 SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis guides you to identify your organization's strengths and weaknesses (S-W), as well as broader opportunities and threats (O-T). Developing a fuller awareness of the situation helps with both strategic planning and decision-making. (Renault, n.d.) In this chapter, we will be doing a SWOT Analysis of tourism prospect in Nepal and establishment of new tourism activity.

10.7.1 Strength

The advantage of having a new kind of tourism activity in Nepal means opening a whole new door in tourism sector. Lots of people would get a job which would help in economic growth of the country. Huge amount of foreign currency will enter into country. The import and export market would also grow. Establishment of new tourism activity means development of new infrastructure such as roads, electricity, health, education. This could mean potential establishment of new businesses which means more employment opportunity.

10.7.2 Weakness

The weakness about this is that the country is going through a huge economic loss at this moment and trying hard to recover. So, it would be hard to establish new businesses and new tourism activities soon. The political instability of Nepal is major hurdle for any kind of business to start. There are strikes and revolutionary acts going on all the time which does not just affect the country's situation politically but also the whole nation from small business to big ones and the people. The lack of proper developmental infrastructures is also major setback for any kind of tourism activity to establish and grow in the country. So, the first thing that needs to be done is the proper development of existing infrastructures and establishment of new ones.

10.7.3 Opportunity

The opportunity is huge in case of establishment of new tourism activity. The prospect of opportunity is bright. New business means new job opportunity and new job opportunity means potentiality of economic development.

This won't just mean an opportunity for the people in Nepal but it also means an opportunity for the tourists to try new stuffs here in Nepal. This would provide an opportunity for the locals to start new business and sell their products in the market and earn for their livelihood.

10.7.4 Threats

There are threats as well in doing this. Just because it's a new business doesn't mean it is going to do good and last long. Opening a new kind of business and being hit means having a competitor and a competitor means threat. The failure of new business or activity means economic loss. In this modern age of technology, the technology itself is a great threat. The technology advances each year and pretty quickly which means the it would be hard to keep up with that since the business would just be new and that is very expensive.

11. Conclusion and Discussion

The overall research done for this thesis points out to the fact that the tourism industry of Nepal needs an upgrading in all its services and areas. If that is done, then only the tourism in Nepal would be better and the lifestyle of people will change as well. The fact that the tourism of Nepal still relies on old and primitive ways is a negative factor. That is why it is crucial at this moment to change those in order to attract more tourists and for the safety purposes as well. There are few things that the country needs to focus on so as to ensure the stable development of the tourism business as well as the country.

First of all, there must be a political stability in the country. The country where the government is unstable and changing time and again, it would be impossible to maintain a certain rule on anything and the governmental works won't progress further. Only when there is one and stable person to run the country, then only it can work in peace and with full dedication. This was the government can look into all the sectors that need to be maintained, changed or upgraded. For the

development of tourism industry, the foremost thing that needs to be done is to work in development of infrastructural sectors such as roads, energy, communication, health, education. The priorities of these must be set and work accordingly. Easy access to places and availability of these services would make it easy for others to establish or start new businesses which would help attract tourists and local people as well. The available resources in the country can be used if these infrastructural sectors are developed first.

The business industries should focus on starting and establishing new tourism activities in different parts of country to widen the scope of tourism in the country. Right now, most of the tourism businesses are concentrated in the same places and most places are left untouched. There needs to be diversity in it. The communities which have potentiality of new tourism activities in their areas should work on maintaining those places and promote it. The involvement of local people in such activities is also important. People who work on different sectors such as agriculture, animal husbandry, services industries must do what they can from their sides as well.

The author, based on his survey, thinks that there is a high potentiality in tourism development in Nepal if all the aforementioned things are to be done. Nepal has got everything that is needed for tourism development in itself. Tourists who visit Nepal are looking for unique and new activities to engage on and they are willing to try new things out. Most of the tourists have said they are willing to visit Nepal again and most of them have been here multiple times. The tourists who visit here are not satisfied with the infrastructural developments and they think that all these needs to be upgraded as soon as possible.

This thesis is an outcome of hard work, continuous research and long understanding of things from the author's perspective. The author has poured his blood, sweat and tears into this thesis paper. For the purpose of having a reliable and fresh as well as unique data for the thesis, the author travelled to the destination himself of which the thesis was being prepared and conducted a survey himself. The author also contacted and went to the viable authorities in order to get the detailed and updated information. Even though most of the data used in this thesis are from online sources, the author has tried his best to have the latest data as much as possible.

This thesis was prepared for better understanding of the tourism industry in Nepal and the probable perspective of tourism activities in Nepal. That is why the author hopes that this thesis would serve that purpose to anyone reading or referring this document in the near future which would later help in betterment of the tourism industry of Nepal.

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