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ADVENTURE TOURISM AS A BUSINESS IN NEPAL

Future Perspective

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ABSTRACT

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<p>The aim of this research was to identify the current situation of the adventure tourism related market and organizations running and to try to focus on the key factors to develop adventure tourism as a business in Nepal in the future with the fact that tourism fosters peace, prosperity, diversity and brings people together, promotes mutual respect and understanding, offers a wide variety of social and economic benefits, works as a base for cultural exchange and learning and ultimately brings unity in diversity with peace and love. The emphasis was placed on the tourism related activities which were in existence in Nepal and their prospects. The thesis covers the discussion about the prospects of adventure tourism industry and its probable potentials to change the country a step forward towards adventure tourism business. The bright sides of the adventure tourism were discussed in theoretical framework whereas, evidences that support theoretical concept were brought up through research work.</p> <p>The theory part of the thesis covers different topics regarding adventure tourism, human psychology towards it and the history of adventure tourism along with the current market situation of the adventure tourism related business organisations in Nepal. The current existing adventure tourism activities have been also revealed in a brief. Besides that, the key elements to enhance Nepalese Adventure Tourism Business have been highlighted by studying the current situation of the market along with the detailed information about the case study company named “The Last Resort” which is also the commissioner for my thesis.</p> <p>In overall, the result which I received after conducting my research survey tends to be quite a positive one with lots of positive aspects with regards to adventure tourism in Nepal since the opinion and experiences of the participants seemed to be more of a pragmatic one. In spite of the fact that, Nepal itself being one of the poor developing landlock countries, many tourists who come to Nepal to explore different kinds of leisure and adventure tourism activities seem to be satisfied besides some fewer ones being unsatisfied with poor management of hospitality and infrastructural facilities.</p>		
Key words Adventure, ecological, myriad, peace, prosperity, rural, sustainable		

ABBREVIATIONS

ABC – Annapurna Base Camp

ATTA - The Adventure Travel Trade Association

GDP – Gross Domestic Product

HAN - Hotel Association Nepal

NAC – Nepal Airline Corporation

NATTA – Nepal Association of Tours and Travel Agents

NMA - Nepal Mountaineering Association

NTB - Nepal Tourism Board

UNWTO - World Tourism Organization

WEPA- World Elephant Polo Association

WTTC – World Travel and Tourism Council

TBCSA – Tourism Business Council of South Africa

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1 INTRODUCTION

The word Adventure Tourism itself defines that it involves adventure and thrill. The experimental engagement of travelling through sports, travelling or by any kind of outdoor recreational activity can be simply termed as Adventure Tourism. The typical land lock country like Nepal having lots of natural aspects has higher chances to explore the beauty of the nature in terms of outdoor activity and can greatly assist for the development of Tourism Business in the country. As Nepal being itself a landlock country, it has enormous potential to explore especially with regards to adventure tourism because of its natural aspects and geographical structure of the land. The natural aspects consist of many Himalayas, mountains, rivers, forests, lakes, floras and fauna as well as plain valley. Therefore, with these natural aspects in the country adventure tourism business has emerged as one of the great potentialities to increase the national revenue and to strengthen the livelihood of the local people especially in the mountain and Himalaya regions. Beside different means of potentialities in adventure tourism sector trekking, rafting, kayaking, rock climbing, paragliding, bungee, cannoning, mountain biking, mountain climbing, jungle safari and mountain flight are the ones which is famous and are in existence in various parts of the country.

The aim of this research was to identify the current situation of the adventure tourism related market and organizations running over it and to try to focus on the key factors to develop adventure tourism as a business in Nepal in the future. The emphasis was placed on the tourism related activities which were in existence in Nepal and their prospects. The thesis covers the discussion about the prospects of adventure tourism industry and its probable potentials to change the country a step forward towards adventure tourism business.

The objective of this study was to conduct research with the tourists who come to Nepal for various kinds of adventure tourism activities in Nepal. For the same, I was there in three different adventure activity spots, which were High Ground Bungee, Zip Flyer and Paragliding in Pokhara for my survey. I must say that I have gotten very positive and interesting feedbacks and suggestions from all those collected surveys and in overall it was a very interesting survey in deed. The findings are analysed, and further suggestions and feedbacks are raised for the betterment of Adventure Tourism Business in the country for the future.

The thesis was conducted by applying quantitative research methods. The purpose of the research was to reveal the prospects and the future of Adventure Tourism Business in Nepal, where I had described the study and let people know that their participation was voluntary and that their data were completely anonymous and confidential. The research was carried out as a questionnaire with 22 questions altogether. All the questions were filled up by the different adventure tourism activity participants in written form in a paper.

The theory part of the thesis covers different topics regarding adventure tourism, human psychology towards it and the history of adventure tourism along with the current market situation of the adventure tourism related business organisations in Nepal. The current existing adventure tourism activities have been also revealed in a brief. Besides that, the key elements to enhance Nepalese Adventure Tourism Business have been highlighted by studying the current situation of the market along with the detailed information about the case study company named “The Last Resort” which is also the commissioner for my thesis.

The commissioner, The Last Resort is a leading travel agency company which works for providing all kinds of services related to booking and ticketing for any kinds of adventure tourism activities in Nepal. The company was established in 1999. The company has total number of around 58 members of staff working for it. Employees are well educated and trained in their respective field with healthy relationship between employees according to marketing manager of the company, Ms. Shreya Singh Dongol. The company believes in quality service in which they serve their guest as their priority with due respect.

2 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 prominent level of involvement and activity by the participants which are usually outdoors. Adventure tourism can be anything that carries any kind of thrill and adventure feeling to people while travelling. You do not necessarily have to do base jumping or go scuba diving along with sharks to be an adventure tourist. The experimental engagement of travelling through sports, travelling or by any kind of outdoor recreational activity can simply be termed as Adventure Tourism (Hudson, Lientz & Rea 2003, 203). When it comes to adventure tourism, the three main components are the crucial factor for determining adventure tourism activities which consists of physical activity, nature and cultural exchange. The point is that every adventure tourism activities can be related to any kinds of cultural, natural or physical aspects. Adventure Tourism is all about being connected to a new culture or landscape, at the same time being physically active with what you do. Adventure Tourism is not about doing something risky or pushing your boundaries every time, in fact it is especially important to know and respect your limits while you are in an unfamiliar area or when you do some different activities (Wicker 2017). All that matters is you to be aware of something you do and always make sure to use safety precautions which basically is important to all kinds of activities but not only with adventure tourism activities.

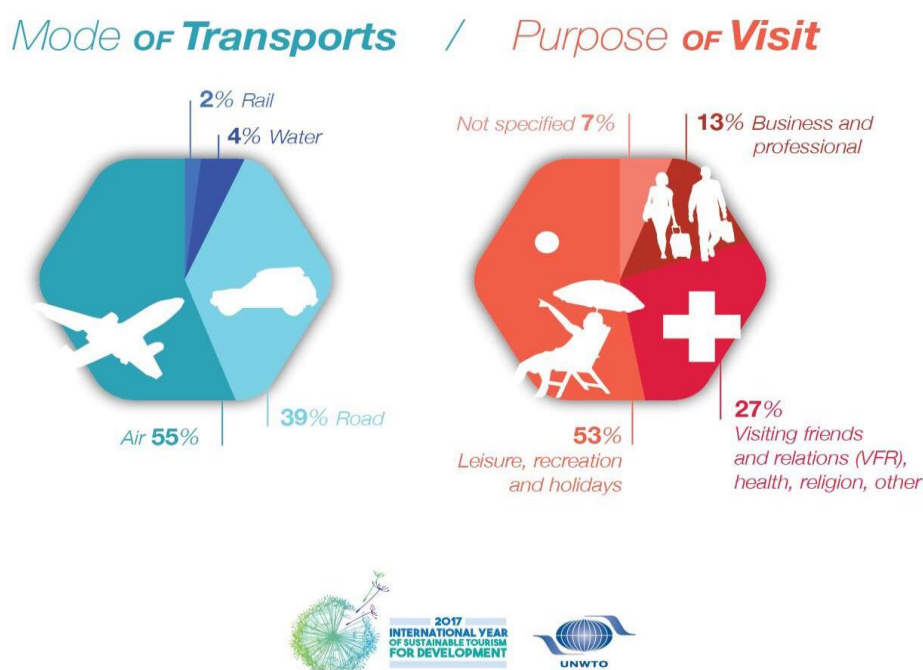


FIGURE 1. Mode of Transport and Purpose of visit (UNWTO 2017)

The above picture which I have picked from UNWTO report 2017, shows that the maximum number of tourists travelling in the year 2017 were for leisure and recreational reason which was 53% of the whole travelling population all over the world. Out of whole travelling tourists 27% of them travelled for visiting friends, relatives and for health and religious reasons, 13% for business and professional and the last 7% of them for some other reasons. And the interesting fact is that air service was the most relevant and the most used common means of transport with 55% of tourists traveling through air service. Likewise, 39% road, 4% water and 2% of them by railway service.

Basically, Adventure Tourists are someone who dare to do any kind of re-creational activities by stepping outside of their comfort zone. It can be by experiencing any kind of cultural shock or by performing any kinds of task that involves intensive risk or any kind of physical danger. But having said that, not all adventure tourism activities are dangerous ones in terms of risk. There are various kinds of soft adventure activities through which people can inherit maximum entertainment and fun. For instance, social and jungle tourism can be very fun and are very famous soft adventure activities nowadays. With the enhancement of intensive technology, with respect to global positioning system for instance, social networking and photography have increased the worldwide interest of the people towards adventure travel. Access to inexpensive consumer technology with respect to navigation systems, flash packing, social networking and photography have increased the worldwide interest in adventure travel (Kumar 2009, 63). The interest in independent adventure travel has resulted in offering more different travel websites by offering more new niche travel destinations and sports activities from different corners of the world.

The term “Adventure Tourism” may represent distinct kinds of experience and infinite range of tourism situations but the important thing to remember is that it creates special sense of excitement and adventure memories to a traveller. At the same time, it will also help to make people refreshed by taking away from the normal regular working hectic life. This can be a very useful in decreasing stress for a normal working people. The very important thing is people must have the feeling of sense of escapism to be considered as adventurous. This is also the important reason for adventure tourism operations being occurred in natural areas which in a sense can make people escaping from normal lives. But again, it is important that adventure can mean different thing to different people depending upon people and their situations and everyday working lifestyle. For example, sailing a boat in a lake in some island may seem to be adventurous one to some people but of course not to everyone though.

2.1 History of Adventure Tourism

The history of Adventure Tourism can be found way long back. During the early days Marco Polo, Captain James Cook and Sir Ernest Shackleton had either scientific, geographic or some kind colonial motives for traveling between places. However, commercial adventure travel is relatively a new phenomenon, in which travellers hire a different specialized expert, professional guides to provide a technical support and equipment for doing any kind of cultural or natural interpretation activities.

In the mid-1800s, adventurers began to push their limits of mountain climbing and river rafting. The “National Geographic Society” was formed in 1888 to increase and diffuse geographic knowledge and the “Explorers Club” was formed in 1904 to promote the scientific exploration of land, sea, air and space. Both of these institutions continue to support adventure and expeditions and the result is the popularity of Adventure Tourism being in existence also today (UNWTO Report 2014).

In the mid-1950s, many individual ascents and descents attracted global attention by inspiring many people to attempt their own expeditions. Sir Edmund Hillary from New Zealand and Tenzing Norgay Sherpa from Nepal succeed to climb the top of the world, Mt. Everest on 29th May 1953 which was hailed throughout the media around the world. The duo was the inspiration for the people around the world to explore mountaineering since their first successful climbing to the mount Everest (UNWTO Report 2014).

Later, in 1920s Don Hatch and his brother built a wooden raft to explore the Green River. Hatch eventually formed a company, Hatch River Explorations, which was also the first business to receive a national park concessioner permit for rafting in 1953. Other seminal adventure companies formed during this time such as Ker & Downey in 1946, Abercrombie & Kent in 1962, Micato Safaris in 1966 (luxury safaris) and OARS in 1969 (river rafting). Oars led several first river descents, including Bio Bio in Chile, Zambezi in Zimbabwe, and blending exploration with many other commercial adventure (UNWTO Report 2014).

2.2 Human psychology towards Adventure

As noted by Cater (2005), participants in commercial adventure travel commonly want to experience thrills and even fear but do not necessarily want to be a subject to actual risk (Buckley 2006, 18). Adventure activities offer opportunities for personal development and creates a sense of escapism from everyday life, a chance to enhance self-image, an opportunity to test capabilities, in otherwise safe existences. Adventure is something where participants voluntarily put their lives in such kind of position in which they are determined to take step forward towards the unknown activity or something else, where they will face challenges and will eventually discover or gain something valuable from their core experiences. The state of mind upon doing an adventurous activity depends upon the individual's perception of the situation and of themselves and therefore the "adventure" is subjective and unique to each person (Swarbrooke, Beard, Leckie & Pomfret 2003, 14). Adventure is a personal choice which is completely based upon individual's mental and emotional perceptions rather than physical abilities. For example, beauty which lies in the eye of the beholder whereas adventure is something that lies in the state of mind and heart of the participant. Basically, people's state of thinking and their personal choices is the one that determines adventure to every single individual based upon their personal state of mind.

The thing to be clear about is that, adventure is not determined only by specific activities in fact, is defined with the state of mind and psychological approach of the participant. Like I said earlier, to know other else's culture can be an adventure at times in a sense that spending time living in different religious community or attending function from other culture can be as much as adventurous as trekking up at Mt. Annapurna or Mt. Kilimanjaro. All that matters is about the practical engagement of people towards nature or culture through physical, intellectual, emotional or spiritual state of mind of people. However, Adventure requires maximum effort and commitment and often mental and physical preparation and training to gain a maximum fun or entertainment. Nowadays the perspective with regards to adventure tourism about risk and danger of life relatively does not apply just because of the growing number of adventure tourists from different aged groups towards different kind of adventure activities and because of the provision of different safety measures, equipment and experts. In fact, the adventure tourist heralds from variety of backgrounds which is equally likely to be male or female, married or single or even it does not matter whether young or old. Motivations to take part in adventure activities are equally diverse during these days.

2.3 Adventure Tourism Pros and Cons

To everything there can be a positive or negative effects. Similarly, adventure tourism also does have both positive and negative sides of it. When we talk about positive aspects about adventure tourism, it can highly help to get refrain from normal daily hectic routine and minimize stress, the outdoor activities can prevent wide range of health issues and help to keep people fit and healthy. It also is a wonderful way of having fun and loading thrill to life and those core experiences can remain as memories throughout life. (Williams 2016) The sense of achievement is developed when accomplished nature-based activities which automatically makes people happier and motivated to the new journey of life every day. Similarly, it can greatly assist to overcome fear and build strength, physical and mental endurance. The last but not the least, it always helps people to get in touch with the nature. (Williams 2016.)

On the other hand, they can be dangerous and needs extra precaution, attention, safety issues while performing these kinds of activities all the time. Somehow it can be like putting your life in an unnecessary danger just for recreational purpose and sometimes even unprecedented accident might occur unknowingly. There is always high chance of being injured even with the higher precautions and can be traumatic one at times. Safety equipment and special training are required for special activities and they can be very expensive ones. A good training and a well experienced crews and staffs are very much necessary while performing such kind of adventurous activities. (Williams 2016.)

Like the coin has two sides in it, extreme adventure sports have their own kind of advantages and disadvantages. However, one needs to understand that these kind of adventure activities are not something we do in our regular life. In fact, they are just a means of entertainment and fun over a certain period. Therefore, one needs to be very cautious and focused while doing such kind of sports. Proper precautions and training can lead the people to enjoy to their fullest and can remain as memory throughout life.

2.4 Popularity of Adventure Tourism in Today's world

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing industry in the world. Over the next two decades it is predicted that tourism will more than double, reaching 1.6 billion international arrivals by 2020 with an average growth rate of more than 4 percent annually (Buhalis & Costa 2006, 2). Among different means of tourism, adventure tourism arises as one of the very important pulling factors for inbound tourists. In today's world it has

been so much famous and popular in a sense that people are thirsty to try out new various kinds of activities especially in their holidays and vacations. People want to make their holidays memorable by creating or doing something fun which can be in terms of adventure activities or any other kinds of other task related to nature and culture. Adventure tourism has been closely linked to the development and encompasses a growing number of new destinations from different corners of the world which has resulted to the dynamics that have turned tourism into a key driver for socio-economic progress. The global tourism industry has known to be at the growth rate of 4% per annum, new destinations are being constantly added to accommodate 1,2 billion tourists all around the world (UNWTO report, 2016). Each day the new destinations are being added on the list and new destinations have been a boost in adventure tourism especially. Adventure traveling has seen an incredible increase in the past years and is estimated to reach new records every next year (Thomas 2017). Nature has been the big motivation factor for adventure travel to all aged groups. People are generally looking to take profit of the nature and to explore new culture and destinations in an active and sustainable way. Adventure tourists are passionate and risk taking. (UNWTO report 2016.)

Different people find various kinds of expectations and experiences while doing adventure travel. For instance, nowadays short active and adventure travel are supposed to be pretty much famous in which people travel for experiencing soft adventure activities like safaris, hiking alps, swimming with whale, fishes and cycling kind of activities. Similarly, female solo travel has also been in practise in terms of traveling. Female travellers are bold, independent and are looking to explore new experiences at their own. The other factor is food tourism which means people are very much enthusiastic about trying out new food each day. A lot of tourist travel to separate places just to try new foods which has been one of the modern trend in traveling. Engaging with food culture has been major determinant in their holiday and destination choices (Laing & Frost 2014, 236).

These experiences are closely tied to the culture and location from different destinations. Mobile photography is the other very important reason behind adventure tourism being famous these days. It is not surprising that each individual tourist captures the memories in terms of photo, video or any other kind of travel documents nowadays. Easy access of highly sophisticated cameras and handheld mobile devices has made the travellers to capture their memories very easily. Last but not the least is business and leisure travel which is also the other key factor behind the popularity of adventure tourism. People working in different organization or any kind of offices travel to certain places for their official purpose and enjoy the holidays at the same time. People have started to extend their business trips into leisure travel which in a way is fruitful to both parties, office and to a person individually. And hence, the growing

number of tourists traveling to various places just to seek the entertainment and get attached with the nature has been growing in huge volume which has resulted to make adventure tourism as famous tourism aspect during these days.

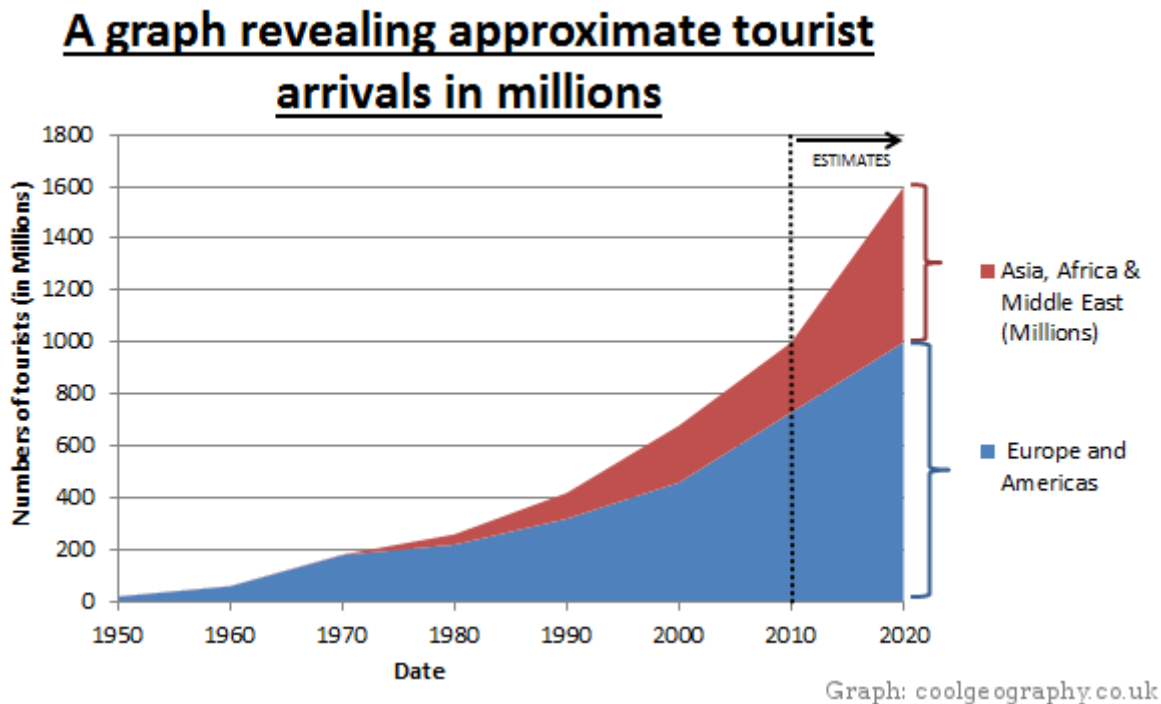


FIGURE 2. A graph revealing approximate tourist arrivals in millions by 2020 (Responsible Travel 2018)

The above graph is the graph that shows the approximate arrival of tourists in millions starting from 1950 until 2020. The result according to graph shows that the growing number of tourist arrivals was gradually increasing each next year starting from around 1 million of tourist arrival in the year 1950 resulting to the increasement of 200 million by the end of 1970, which followed increasement to 400 million by the end of 1990 and reached 1000 million by the end of 2010. Eventually it is expected to reach 1600 million number of tourist arrival by the end of 2020.

Therefore, the number of tourist visiting for different purposes whether that can be for entertainment, recreational, official or any kind of personal reason but the number of tourist visiting to different countries and places has been increasing each next day. We can proudly say that tourism business has been emerged as one of the integral part of the world's economy now and then in the future.

2.5 Impacts of Adventure Tourism

Any form of tourism activity is somehow related to environment, culture or economic impact depending upon the nature of the tourism activity. And all of them has either positive or negative impacts towards society. The thing is that the basic target of the adventure tourism as a management is to maximize the sector's economic, sociocultural and environmental benefits, while minimizing its associated costs (Weaver & Lawton 2010, 239). For the same, it is important to study the most likely positive and negative impacts of tourism and the circumstances under which those are most likely to occur and to deal those negative impacts sustainably without any kind of degradation of environment or the nature.

2.5.1 Environmental

Adventure tourism has both the positive and negative effects towards environment directly or indirectly. For example, in the name of constructing new routes and destinations can degrade the natural forest or resources in different ways while constructing roads and trekking routes. Construction of road, airport, resorts can generate biological or non-biological waste products, which has direct effect on the human as well as the agriculture by degrading the fertility of the land. The cultural impacts of tourism are also a paradigm for effects on environment while socio-cultural impacts are to be concerned mainly in the urban areas subjected to tourism inflow, where tourism adds to environmental pressure and pollution. (Satyal 2000, 102) Trekking and Mountaineering not only provides job in agricultural off season but at the same time by doing so, they can alter the life of farmers and herders and offset the fragile balance intrinsic to mountain (Satyal 2000, 102-103). The more concern about the maximum number of flow of adventure tourists to high Himalayas does somehow means the negative impact on environment in a sense that cutting down of fuelwood, increase in the prices of food and beverages, rising and overgrazing etc. An environmental impact analysis must be made based upon both cultural aspects and nature conservation, in determining carrying capacities of routes and receiving areas.

Basically, there are three major negative impacts of tourism activities on the environment. Among them, natural resources are one of them. The development of tourism indirectly creates problem in areas where the resources considered to be essential are already scarce. Tourism activities can also create pressure on local resources like water, food, energy directly or indirectly. The other impact on the environment is pollution. Nowadays specially in the developing country like Nepal, Bangladesh, Vietnam, emission

of different gases from different means of transport causes air pollution, which has been the biggest challenge to overcome due to dense population and the growing number of health issues with respect to air pollution in those countries. Natural resources such as minerals, fossil fuels, fertile soil, forests, wetland and wildlife are also being affected because of noise pollution made by different kinds of vehicles and machinery equipment (Regmi 2016, 9). An increasing number of construction in tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes, which is creating direct impact on natural resources, from both renewable and nonrenewable sources.

At the same time, it has also positive impacts towards environment when managed properly. In certain kinds of tourism for example, ecotourism, an unspoiled environment and its associated wildlife may result in attraction of more number of tourists along with providing an added incentive for its preservation. Adventure Tourists who personally experience endangered natural sites through tourism can help to support their preservation in the political arena and to become more sensitive towards environmental issues (Weaver & Lawton 2010, 252). Similarly, clean and clear scenic places or destinations are the main attractions for the positive flow of tourists therefore, destination managers have an incentive to protect and enhance their peripheral environmental assets.

2.5.2 Socio-Cultural

When it creates social impacts either positive or negative towards the change of the lives of people, towards improvement in infrastructure or towards the change of lifestyle it can be termed as socio-cultural impacts. Adventure Tourism also does have both good and bad effects towards society and culture. To boost tourism in a certain place a huge money is invested to preserve the local heritage and resources, to improve infrastructure and to provide better local facilities which also means creation of better education, better leisure facilities, organizing frequent social events and thus a better lifestyle for the locale people. The very important positive impact is locals can get to interact and share each-others culture and experiences from different backgrounds and society which also helps to cosmopolitan culture in the region. With the flow of more tourists, more job opportunities are created within the region which automatically helps for better living.

There are many factors which somehow can disturb the local lifestyle and culture knowingly or unknowingly. For example, a heavy traffic might lead in a certain place where there are more cultural heritages and national monuments which can lead towards heavy traffic and making of more noise pollution. At

the same time, it might lead towards increased rush thus leading to overcrowding, poor sanitation which may further lead to different kinds of diseases to both tourists and local people. The intrusion given by tourist guides to the foreign tourists in the area somehow can be a disturbance to the local culture and create unrest among the people. There is chance that local people might want to copy the lifestyles of tourists through the demonstration effect and the result could be loss of native customs and traditions. This problem has been very serious during these days specially in Nepal since the country is in the phase of transition with the flow of high number of tourists these days. Some people may also enter criminal activities to fetch easy money from tourists which leads to an increased crime and anti-social activities and to the loss of moral and religious values. (Regmi 2016.)

2.5.3 Economic

The growth of tourism and development will eventually have a huge impact on most aspects of the destination country. Especially it pays attention to the highest level of planning with the purpose to protect long term social and economic health of the country which automatically fluctuate the whole economy of the country. Adventure Tourism development has a significant impact on all facts of the economic, social and physical structure of the country. For example, building hotels and resorts for mainstream tourist market requires significant capital and investment from different private and government agencies along with regulatory market which creates economic structures that are highly focused on national level economy scale. Similarly, the development of adventure travel can assist a lot to the local communities in terms of upliftment of their living with the investment as well as to create employment opportunities in their own areas (Regmi 2016, 11). At the same time, it helps to stimulate trade, income and entrepreneurship especially in the service and small business enterprises which helps to earn foreign currency.

Even though the development of adventure travel and tourism industry mainly focuses on beneficial features of tourism economic impacts, there are also some of the negative consequences also to consider such as over dependency on tourism only, leakages of expenditure out of the local economy, inflation and higher land values, seasonality issues, over reliance on expatriate labour, problems over foreign capital investment, expensive to develop infrastructure. The other important negative impact can be it leads to the loss of traditional jobs such as farming, mining, fishery in the name of service jobs from tourism sector. This can also lead to a negative significance towards agriculture sector specially in the landlock countries.

3 ADVENTURE TOURISM IN NEPAL

Nepal has the distinction of being one of the best adventure hub in the world because of its unique culture and geographical land feature of the country. The country with thousands of mountains, rivers and lakes along with natural floras and faunas greatly assist all the adventure sports lovers to explore to their fullest. The history of adventure tourism in Nepal starts from the early attempts to ascend world's highest peak Mt. Everest which was about five decades ago. The country provides you the access to climb the Himalayan peaks, trek in the scenic countryside with the mountains forming the background, raft down a river and go to a jungle safari in some of the densest forests. Nepal has many snow-capped mountains with wide range of Himalaya panoramic view. The world's highest Mountain Mt. Everest is also situated in Nepal and is famous for Everest base camp trekking. Nepal has thundering wild rivers to encounter the adventure and many national parks to encounter such as Royal Bengal Tiger and one horned Rhino along with elephant ride. Thanks to the varied elevations the country provides in which even an adrenalin junkie will agree that Nepal offers extreme sports to engage in for the enthusiastic adventure lovers. While trekking, mountaineering and rafting have been popular for long time, an entire range of other possibilities such as paragliding, bungee jumping, rock climbing to mountain flights have been emerged as new possibilities and are being explored during recent years. Nepal beckons you to be part of this wonderful experience. (Nepal Tourism Board 2017.)

3.1 Existing Adventure Tourism Activities

There are several types of adventure activities in Nepal. Among them I have tried to highlight briefly the most famous ones which are in existence in recent years in Nepal.



FIGURE 3. Adventure Tourism Activities in Nepal (Mission Khabar online Newspaper)

Mountaineering was something which first opened up Nepal to the outside world or let's say it was the thing which renowned Nepal throughout the entire world in the past. Out of world's 10 highest peak above 8000 m, eight lies in Nepal along with the highest peak of the world the Mt. Everest. Not surprisingly, the fascination of love towards mountain draws crowds of visitors from abroad year after year without any let up. The mountains are open for climbing in all the four climbing seasons accordingly, Spring (March – May), Summer (June – August), Autumn (September – November) and Winter (December- February). Ministry of Tourism issues permits for climbing bigger mountains, and the Nepal Mountaineering Association issues permits for the smaller trekking peaks between 5,587m to 6,654m (Nepal Tourism Board 2017).

In the same way, Nepal is the ultimate destination for trekking enthusiast which offers a myriad of possibilities from the short and easy trek to demanding challenges of the snowy peaks. Nepal has apparently been known as “A Trekkers Paradise” just because it provides spectacular trekking routes from different geographic regions of the country known as Mountain, Hill and Terai regions. Moreover, trekking in Nepal is as much a cultural experience as a Himalayan Adventure. In the shadow and foothills of the icy pinnacles of the Himalayas, one passes scenic and charming villages inhabited by diverse ethnic groups. Trek in Nepal can vary from expeditions, high altitude to simple easy paced walks. The most popular trekking routes have traditionally been the Everest, Annapurna and Langtang regions (Hockey2018).

But recently, Kanchanjangha in the extreme east and Dolpo in the Northwest has been popular as a new destination for trekking in Nepal. More recently, the government of Nepal has developed several heritage trails in various parts of the country where you can combine a trek with a peek into the cultures of the local ethnic groups and communities. (Hockey 2018.)

The ultimate thrill of bungee jumping can be experienced in Nepal in two places, Bhotekoshi bungee jump in Sindhupalchowk district operated by The Last Resort and High Ground Bungee in Pokhara which is operated by High Ground Nepal. The bungee jump was designed by one of New Zealand's leading bungee consultants and is operated by some of the most experienced jump masters and technicians in the business. The last resort bungy takes place under suspension bridge in which the jump is at the height of 160m over the wild natural flowing Bhotekoshi river with spectacular scenery. (Royal Mountain Travel 2013) Nepal's first and only Tower Bungee has been also recently introduced in Pokhara for the Bungee thrill lovers.

The other very exciting and must do adventure activity in Nepal can be a paragliding from Pokhara. Paragliding is relatively a new adventure activity in Nepal. It is the simplest, safest and least expensive way of discovering the joys of flying and allows you to experience the aerial view of the magnificent Himalayas in the backdrop as you soar over lakes, villages, monasteries, temples and jungles together with the eagles and griffins. Sarangkot at the height of 1450m above sea level in the Pokhara valley is the jumping point for the paragliders. One can take the elegant sceneries of Mt. Annapurna and Mt. Dhaulagiri (Nepal Tourism Board 2017).

Mountain flights offer the luxurious option of a Himalayan experience for those who can't go trekking to see mountain up close. One can clearly experience the beautiful scenes of mountains, peaks, glaciers and valleys. Mountain flights are offered by several airlines in the morning from domestic airport in Kathmandu. Flights from Kathmandu reveal the eastern Himalaya, while western Himalayas are highlighted from flights of Pokhara. (Nepal Tourism Board 2017.)

Very few rivers in the world can match the thundering course of the rivers of Nepal originating from the snow meltdown of the Himalayan Terrain. The rivers flow down towards Terai from mountain and Himalayan glaciers and the thrill is associated with rafting down a ferocious river over crashing waves with swirling rapids (Nepal Tourism Board 2017). While exploring the rivers from Nepal, one can go either a paddle rafting as a team or go kayaking alone. The Trishuli River is the most popular and famous one for Rafting but there are also other rivers equally good for rafting and kayaking known as Bhotekoshi,

Karnali, Marshyangdi, SunKoshi river etc. Rafting is usually done in the month of October until mid-December since those months are known to be dry season and has pleasant weather for rafting.

Similarly, the other means of adventure activity to explore with Nepalese rivers can be to do canyoning which is basically a sport when you travel down canyons using variety of techniques such as walking, climbing, scrambling, abseiling and swimming and so on. Canyoning in Nepal is famous in Manang and sidhupalchowk districts where a lot of tourist travel for trekking at the same time do canyoning.

The other exciting adventure activity in Nepal can be a Zipline which is also relatively a new adventure activity introduced in western part of the country called Pokhara. High ground Nepal runs the Zipline with all the necessary equipment and experienced staffs. Zip flyer Nepal is also one of the world's longest, steepest and fastest zip-line to give you the ultimate adventure thrill. It consists of a trolley mounted on a steel cable which is 1.8 km in length, the ride drops 600m vertically from the top of the Sarangkot hill with resulting speed of 140 km per hour and finally ride concludes with a break-activated landing on the High Ground's Triangle in the village of Hemja (Nepal Tourism Board 2017).

At the same time, Everest Sky Dive is emerging as an extreme form of aerial adventure, making it one of the adventure world's top unique experiences. Everest Sky Dive is considered as one of the extremist adventure activity which is held in Nepal. Sky diving is made from a plane or a chopper onto the world's highest drop zone at Gorak Shep, Kala Patthar Plateau (Nepal Tourism Board 2017). The sky dive takes place in front of the Mount Everest (8848m). Very experienced pilots with sky diving takes the aircraft that is why safety is guaranteed. Sky diving can be either a solo jump or in tandem. It is famous for experiencing the Himalayas in close range from both up above the sky and below from the land as well.

Elephant Polo is the only sports event which is held as a world championship in Nepal. The tournament is organised by World Elephant Polo Association at Meghauri airfield near Chitwan in South central Nepal in every December of each year. The tournament was first held in 1982 ever since that it has become an annual event. There are teams representing from the world such as Scotland, Thailand, England, Hong Kong and Nepal itself participating in the tournament (Nepal Tourism Board 2017). Elephant polo is somehow similar like horse polo in which each team of four players plays on a marked pitch using a standard size polo ball. The game consists of two 10-minute chukkers of playing time, with an interval of 15 minute.

Likewise, the tropical jungles of Nepal Terai preserve some of the best wildlife habitats where hundreds of different birds and animals can be seen live. The wildlife attractions of Nepali jungles include the rare one-horned rhinoceros, the exclusive Royal Bengal Tiger, snow leopard, red panda and musk deer etc., some of the famous national parks for jungle safari in Nepal are Chitwan National Park, Bardiya National Park, Parsa Wildlife Reserve and Shuklaphanta Wildlife Reserve. Jungle safaris can be enjoyed through riding on an elephant back or by jeep safaris over the jungles. Jungle safaris in the national park combine dug-out canoe ride, jungle walks, visits to nearby local villages and a cultural program by the local community in the evenings and, National Parks provide all kinds of facilities and tourist guides in and around the areas.

Mountain Biking can be exciting to do in Nepal as it has diverse terrain which can make one of the best place to go for mountain biking for cycle lovers. One can discover small villages and towns with steep land and gravelled roads. A biking trip can also be an opportunity to immerse in the peaceful surrounding as well as to experience culture with the locals very closely. There is provision of short one day trip as well as long trip for mountain biking depending upon rider's choice and planning.

On the other hand, rock climbing in a way can be a challenging sport for outdoor lovers. There are two popular rock climbing situated near Kathmandu known as Nagarjun rock climbing and one in Shivapuri National Park area. The cliff here is 12-15 m high and is suitable for both beginners and the experienced ones. In Pokhara, an artificial climbing wall named after French alpinist Maurice Herzog, the first mountaineer ever to summit an 8,000m peak, Annapurna I, in 1950 is open at the mountaineering museum which is 23m high (Nepal Tourism Board 2017).

Last but not the least, Backpacking has been relatively the new phenomenon in terms of modern adventure tourism in Nepal as well as in the entire world nowadays. Backpacking has been quite famous and popular during these days in Nepal for both local and foreign tourists. Within backpacking market sector, significant changes have been occurring with increasing commercialisation of the product. From the supply perspective, providers of backpacking accommodation found their clients with considerable number of older people and those using the accommodation during normal paid holiday leave from the work (Woodside 2007, 184). Going for the backpacking to Gosaikunda, Annapurna Base Camp, Mustang, Manang has been pretty much famous and in practice during recent years in Nepal.

3.2 Flow of Adventure Tourists in Nepal

Mankind has always been dynamic for some reason or to the other. For instance, people visit from one place to another for some purpose are termed as a tourist. The same way, in the last three years after massive earthquake that hit Nepal in 2015, the growing number of tourists flying from different countries only for leisure and recreational reason has been grown up instantly. Historical data shows that more than 50% of the tourist arrived with purpose of holiday celebration, pleasure and recreational reason. Nepal is a true Himalayan kingdom. With Mt. Everest, the Earth's highest mountain to the north and with more than seven 8,000m peaks sprinkled around the country, Nepal has the best trekking and mountaineering to explore in the world. The year 2016 seems to be remarkable improvement in tourist arrivals. Tourists arrivals increased by 40% compared to 2015 (Nepal Tourism Statistics 2016).

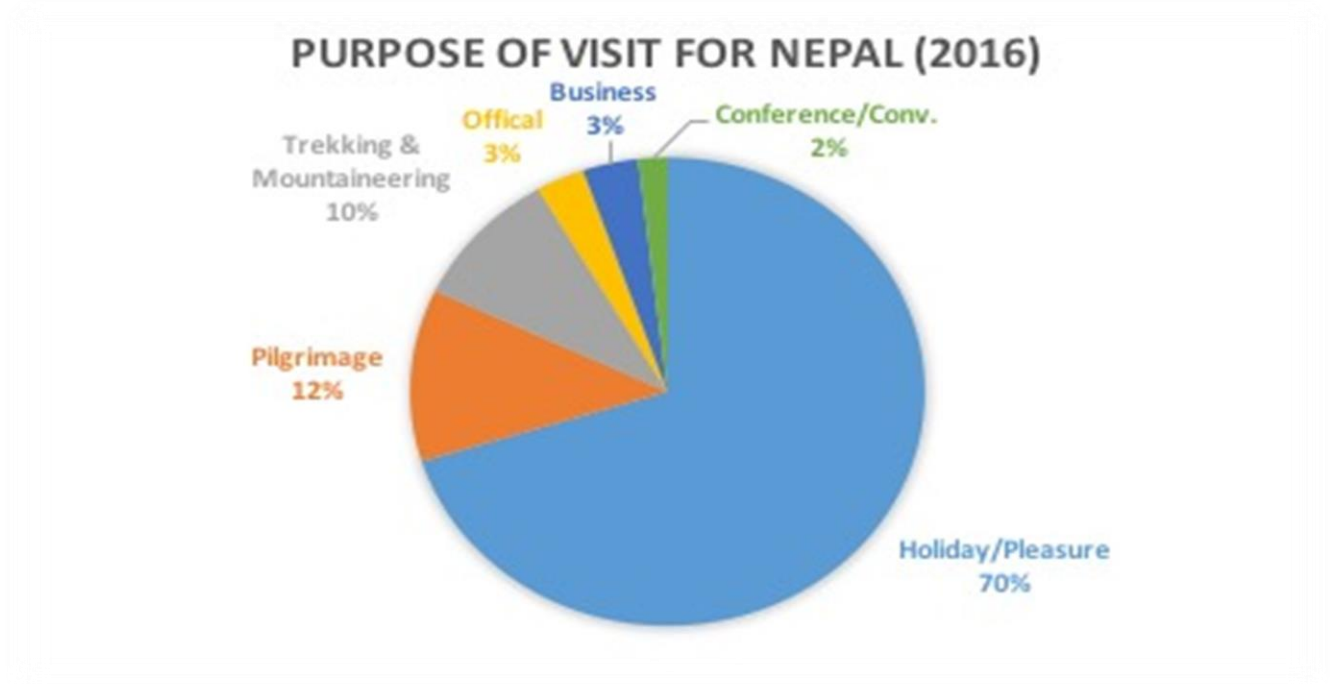


FIGURE 4. Purpose of visit to Nepal (Nepal Tourism Statistics 2016)

The above statistics of the picture was provided by Government of Nepal, Ministry of Culture, Tourism and Civil Aviation named as Nepal Tourism Statistics 2016. The statistics shows that the highest number of tourists that travelled Nepal in the year 2016 were with the purpose of Holiday and pleasure with 70% of them along with 10% for trekking and mountaineering. Beside them 12% travelled for religious, 3% official, 3% business and 2% of them with conference reasons.

3.3 Prospects of Adventure Tourism in Nepal

When it comes to modern tourism concept, tourism is relatively a recent new phenomenon in Nepal. But, the number of tourists that visited Nepal were in continuous existence from the very early times. For example, a lot of tourists from Europe and America used to travel Nepal in 70s and 80s when there were hippies' era just for holiday and entertainment purpose. Ever since that, Nepalese tourism has flourished more and more every next year. The development of Adventure Tourism depends upon demographic, socio-economic, political and technological changes. Of course, it is risky predicting political, social and demographic changes and is hard to know how quickly they will develop, but these trends are the most fundamental defining factors for the growth of the adventure tourism business (Swarbrooke, Beard, Leckie & Pomfret 2003, 248). In the same way the development of Nepalese adventure tourism highly depends upon Nepalese political, technical and economic issues. In terms of adventure and recreational activity, there are a lot means of activities to explore in Nepal but what it matters the most is the stable government with proper investment as well as maintaining peace and security in the country. When these things can be guaranteed, there can be a very huge potential equally to develop national tourism as well as to strengthen the national economy of the country.

4 ADVENTURE TOURISM AS A BUSINESS IN NEPAL

Nepal is generally considered to be poor developing country. The main income of the people for their living is generated from agriculture and tourism in the whole country. Recently in the year 2015 hotel and tourism related organizations celebrated their golden jubilee which has been very pivotal for Nepalese tourism industry. By the 50 years of history, Nepal's modern tourism has been the envy of the world by generating great experiences and memories to whoever came to Nepal between those past years. However, country has not been able to utilize every resources and has not been able to reap the maximum output from the tourism business as it should have. Now the time has arrived for the Himalaya nation to explore all the new possibilities in adventure tourism sector and get the optimal benefits with business motive.

4.1 Current Situation of Hotel, Travel and Tour Business

The year 2015 is considered to be historic for Nepalese tourism sector because it was the year the industry celebrated their 50 years of continuous service in the field. Hotel Association Nepal, Soaltee Hotel, Nepal Association of Tours and Travel Agents all celebrated their 50th anniversary in 2016 whereas, Hotel de l'Annapurna celebrated their service of 50 years in the year 2015 (Sharma 2017). The celebrations of the tourism related organizations denote that the Nepalese tourism industry is maturing with the flow of time, becoming stronger and managing to survive through very tough times over a period of years. For example, the year 2015 was absolute loss for tourism industry because of the massive earthquake that hit Nepal had highly affected the tourism organizations. Many small and low budget tourism organizations were compelled to be shut down whereas even so-called bigger tourism organizations had to bare huge loss by the massive earthquake. Despite of going through many difficulties over the period of years, the industry still is survived without lowering the quality of Services which has been very remarkable. (Sharma 2017.)

The Nepalese tourism business has considerably evolved with positive aspects over the past five decades. The number of arrival of tourists is growing each year along with the expansions of hospitality business and incorporating new and emerging trends, the sector has move step forward towards positivity over the past half century. Hotel Association of Nepal was first established in the year 1966 with eight hotels has now been transformed to bulky one with around more than 1,000 hotels and businesses running over

the industry. The eight founding member hotels consisted of Hotel Soaltee, Annapurna, Shanker, Paras, Malla, The Royal, Coronation and Everest View. At present, the association has almost 1,000 quality hotels with more than 23,000 rooms. In the past, the hotels and accommodation services were centralized only in big cities like Kathmandu, Pokhara, Biratnagar but now we can find many small hotels and motels and smaller tourism related business services even in the mountain and remote areas as well (Sharma 2017).

Similarly, the number of travel and tour operating organizations has increased massively ever since the establishment of NATTA in the year 1966. The association has almost more than 500 leading travel and tour agents in Nepal now. Many of those travel and tour organizations consists of highly trained personnel in their respective adventure field with highly equipped all kinds of modern equipment nowadays. (Sharma 2017) Meanwhile, the airline business has also expanded quite remarkably over the past years. The airline sector began to gather upward momentum right after the establishment of national carrier NAC in 1958 which was also known as Royal Nepal Airline Corporation in the past. Currently there are 14 domestic airlines and 24 international airline companies that has been giving services to incoming and outgoing tourists in Nepal (Sharma 2017). Various factors have resulted in the change of travel and hospitality business. For instance, the growing number of tourists coming to visit Nepal has been the most common reason because tourist arrival in the year 1965 was around 9,000 whereas it has crossed over 700,000 by 2016 (Sharma 2017). The tourism industry has somehow been able to maintain its reputation and has made the tourists from different countries as a must go country for many decades resulting in success to bring visitors to marvel at what the country has to offer.

4.2 Benefits of Adventure Tourism Business

According to WTO finding, one tourist creates jobs for 12 individuals directly or indirectly. Meaning, tourist and tourism can mean a lot in terms of generation of economy and employment opportunities to people. Adventure Tourism business has been very fruitful for Nepalese economy because of the growing amount of national revenue collected from the tourism industry. However, in the recent years, adventure travel has been even more famous and popular which has also resulted in increasing number of small and bigger adventure tourism business enterprises. Several business organizations running over adventure tourism business organization also has been contributing a lot to Nepalese national level economy. The sector's direct contribution was rupee 83.7 billion or 4.3 percent of the country's GDP in 2014. By the end of the year 2016, it was Nepalese rupee 91.3 billion which was almost 7 percent of the whole

GDP (WTTC Report 2015). WTTC report ranks Nepal as third among 184 countries with regards to direct contribution to the GDP by travel and tourism (WTTC Report 2015). Similarly, the development of infrastructure facilities is the backbone for the development of any projects in the country where adventure tourism business in Nepal can greatly assist to support the development of new projects such as road construction, internet, electricity, hotel and accommodation in the mountain and remote areas.

At the same time, it is also important to consider that the utilization of both local and natural resources simultaneously is very important. When there is feasibility of adventure tourism or any kind of tourism in one place, it is certain that the available local as well as natural resources can be highly beneficial to the community because of the enormous number of tourist visiting that certain place. The natural resources like mountains, animals, lakes are visited by the tourist where they can see and learn the local culture and lifestyle which helps to preserve the originality regarding tradition and cultural aspects of that certain place. In addition, foreign exchange earnings are the monetary value gained by selling goods and services or by exchanging currencies in the global market. Adventure Tourism business can also help to earn foreign currency by selling the adventure services to foreign tourists.

When it comes to creating job opportunities, travel and tourism business has been one of the very leading industry to provide maximum number of employment opportunities all over the world (WTTC Report). The Nepalese Hotel Industry has also provided employment opportunities to more than 50,000 people in the country. Travel and tourism sector have generated 426,500 direct jobs which accounts for 3.2 percent of the total employment figures in Nepal (WTTC report 2015). Beside that local people get the employment opportunity in their own community especially in Hilly and mountain regions in Nepal. Along with that, the number of tourists who comes to Nepal for adventure and travel somehow will get to know the Nepalese culture and lifestyle because of the enormous number of people living in high Himalayas and mountains. At the same time, Nepalese people will also get to know about their culture and lifestyle of the tourists coming from different countries in return. Sharing of cultural values and norms can be taken as give and take situation to embrace the outer world more precisely.

4.3 Key to succeed Sustainable Adventure Tourism Business in Nepal

According to UNWTO, sustainable tourism is defined as “envisaged as leading to management of all resources in such way that economic, social and aesthetic need can be fulfilled while maintaining cultural

integrity, essential ecological processes, biological diversity and life support systems". Sustainable tourism development is a concept of perpetual long-term development plan in which, the tourists while visiting the host region attempts to make low impacts on local environment as well as the culture and helps to generate the employment opportunities for local people at the same time. Development of sustainable adventure tourism business thinking about the future has been the most crucial factor to develop tourism business in Nepal. In other words, sustainable tourism is also known as responsible tourism as each individual from both host and tourist sides are equally responsible at their own for the preservation of nature, culture and the ethnicity from the certain area where they go for their visit. The tourists could be more sustainable while visiting the destination region to protect and enhance the favorite destination for the future enjoyment. (Thomas Cook 2010.)

Social media marketing can be one of the important factor to enhance Nepalese Adventure Tourism Business. There still lacks a lot of entrepreneurs with the proper knowledge of social media which has been one of the major marketing tool in recent years. Social media and tourism marketing are indeed a match made in digital heaven (Uhuru network 2018). Social media allows to bypass the core feeling and jump straight forward to the point of being trusted resource for adventure, excitement, rest or any kinds of relaxation. For example, one can directly share direct pictures, videos or the core experiences with amazing quality (Uhuru network 2018). Similarly, political stability is one of the key elements that is very important for the betterment of tourism industry for the future of Nepal. Right now, there has been a lot conflicts between political parties resulting in the poor system in the country. Right leaders with right sustainable vision who can transform plans into actions has been the most need factor in Nepalese politics to bring favorable changes towards adventure tourism industry. It is also important that they make proper laws and orders regarding tourism industry in the constitution of Nepalese Government. At the same time along with the stable government the investment from both government and private sectors is very essential to plan development projects regarding tourism industry. For instance, looking at the current situation of Nepal, construction of international airport has been very much necessary since the country has only one international airport currently.

Furthermore, construction of roads and other means of transportation facility in the rural and mountain areas can enhance Nepalese rural tourism. The same way, proper development of internet, education, electricity water supply etc. are also equally necessary to be developed as they are the most determining factor for the survival of today's modern tourism world. In other words, tourism infrastructure is the

basis for the development of tourism as well as for the utilization of existing destination available resources. Tourism infrastructure can meet the large number of services which is necessary to meet the needs of tourists and increase level of satisfaction during their stay at the destination. (Ecoforum 2016.)

Long term vision planning along with effective management can greatly assist for the success to any kind of projects. The formulation of very clear plans and strategies looking at the future of entire tourism business and to manage them effectively without any misuse of physical, social and natural resources can greatly assist to the development of Nepalese adventure tourism business. For the same, everyone along with the mutual understanding and cooperation between government, travel and hotel association of Nepal and Nepal Tourism Board is a must need factor. Besides that, a well experienced and good knowledge of language within tourist guides can play vital role to attract more tourists for the future. For the same, education is the key to quality service in tourism and that is why it is very much important to provide all kinds of necessary trainings and education to tourist guides, tour managers, tour directors and escorts. Being a tourist guide he/she must be able to explain all the information on cultural, historical religious and other important facts about certain place or heritages. A tour company is nothing without its tour guides in which they are supposed to be as the backbone of the entire operation (Steinberg 2015).

The other key to success within tourism business is to ensure proper peace and security in the country. Despite the strength of tourism demand in Nepal, the country is still facing in tourist arrivals, due to unsafe political conditions and internal violence of the country. A turbulent security environment, caused by international and civil wars, coup d'etat and terrorist attacks has already demonstrated its negative impact on tourism development in many countries around the world (Taylor & Quayle 1994). Travel and tourism can drive peace, security and understanding. A research says that, countries with more sustainable and open tourism are very likely to enjoy higher levels of positive peace in the future. Similarly, the more sustainable a country's tourism sector, the lower the country's level of violence and conflict is likely to be. (TBCSA Report 2016.)

4.4 Future of Adventure Tourism Business in Nepal

Adventure tourism is one of the fastest growing sectors among tourism industry in Nepal by attracting high value customers, supporting local economies and encouraging sustainable practices. The growth of adventure tourism business does not only help to increase the national revenue in fact, it will also help for destination economies, their people and their environment (UNWTO Report 2014). "Tourism is ever

changing and never ending. We need to have an eagle eye to observe the history, legacy, boundaries and opportunities of our tourism sector,” says Karna Shakya (Sharma 2017). According to him, new package related to adventure tourism, extreme sports and festivals are needed to be developed to increase the number of visitors every year (Sharma 2017). Meanwhile, the seasonality factor has also somehow affected to the lower number of tourist arrivals in Nepal. NTB has been trying to make tourism activities run all year around says NTB CEO Joshi. The board has been promoting tourism by offering attractive packages to visitors in the off seasons by the slogan of different kinds of themes like “Romantic Monsoon Weekend”, “Monsoon Madness” etc. (Sharma 2017).

The ministry of tourism and Nepal Tourism Board is going to take all the possible steps to develop wide range of new tourism activities (Satyal 2000, 114). Besides the older products of mountaineering, trekking, rafting and newer packages of paragliding and bungee jumping at limited places, Nepali Adventure Tourism has not been able to explore new products to excite visitors. There still are huge possibilities to devise new tourism products and activities such as in caves having a lot of caves, lakes and other natural waterfall segments. The country has an abundant amount of such places that can be developed as new avenues of adventure tourism. In the same way, the country’s colonial era palaces could be also made a new visiting place as they can be the exciting ones to visitors as they carry important historical facts. The founder of Kathmandu Guest House Mr. Shakya also says that the tourism stakeholder including the government should come up with cottage industry packages where handmade merchandise products are made in the capital valley and other parts of the country. (Sharma 2017.) With the likes of exploring new products, and new packages of different activities during off season we can say that the number of tourist arrival can be increased throughout the year in Nepal. It means we can tentatively say that, there is positive and bright future regarding adventure tourism business sector in Nepal.

THE TARGETS			
	2015	2020	2025
Arrivals	538,970	1.33m	2.52m
Growth	-33%	17.5%	12.5%
Length of stay	13 days	14 days	15 days
Per day spending	\$69	\$70	\$90
Tourism income	Rs49.78b	Rs132b	Rs340b
Contribution to GDP	2.44%	4.94%	9.29%
Employment	633,000	749,000	898,000

FIGURE 5. Ministry of Nepal Tourism Targets. (Travel desk pvt.ltd 2018)

The above Table shows the goals set by Ministry of Nepal tourism until 2025. The ministry had launched the new National Tourism Strategy 2016-2025 which envisages a fivefold increase in tourist arrival by setting a target to reach 2.52 million by the end of 2025 (Travel Desk 2018). Similarly, to increase the growth rate of tourist arrival up to 12.5% by the end of 2025. Likewise, length of stay was 13 days in 2015 and the goal is to make it 15 days by 2025, per day spending was 69\$ in 2015 whereas goal is to make it 90\$ by the end of 2025, tourism income was 49.78 billion rupees and the target is to reach 340 billion rupees by 2025, contribution to GDP was 2.44% in 2015 and the target is to reach 9.29% and the last but not the least creating employment was 633,000 in the year 2015 and the ultimate target is to make it 898,000 by the end of 2025.

5 THE COMMISSIONER (The Last Resort)

I personally visited the company The Last Resort, Nepal back then in January 2018, when I was in Nepal. During that time, I got chance to meet Ms. Shreya Singh Dongol also the marketing manager of the company through whom, I have gotten all this witnesses and facts about their company. Therefore, she was offered as the commissioner to my thesis.

The Last Resort is a leading tourism business organization which works for providing all kinds of services related to booking, ticketing, accommodation and does provide various kinds of adventure tourism activities in Nepal. The company was first established in 1999 by Mr. David Allardice from New Zealand, later three other members Sam Voolstra, Patrick 'O' Keffe and Bishnu Neupane joined the company and is run by all four of them currently. The company has total number of around 58 staff working now. Employees are well educated and trained in their respective field with healthy relationship between employees according to marketing manager of the company, Ms. Shreya Singh Dongol. The company believes in quality service in which they serve their guest as their priority with due respect.

During the early days, the company's first motive was to provide accommodation and to promote bungee being themselves the first to introduce bungee in Nepal. They run Bhotekoshi Bungee Jump with the height of 160m over the wild Bhotekoshi river which is also near to Nepal-Tibet border located at Sindhupalchowk district (EcoTrek 2011). The Resort is home to the spectacular Bungy Nepal, the world's highest Canyon swing and the first high ropes in Nepal. As pioneers of rafting the company also offer a variety of kayaking, canyoning, multi day river trips on the wild Bhotekoshi river. Beside them, day hikes, cycle rides, camping, small treks can be explored around the resort areas. The most important part is that you can visit different ethnic groups, each with their own costumes, culture, language and traditions and try to pursue them more precisely around the resort areas. The resort also provides relaxation services such as sauna and plunge pool and have a cold beer in a hammock or make new friends in the Bar. They also provide amazing massage treatments of Himalayan Healers in the resort's spa for the massage lovers. The Last Resort can be the perfect place for exciting adventures and complete relaxation. The stunning natural surrounding near to the Tibet makes the last resort an ultimate adventure playground with lots of activities to cheer along with the views of Tibetan mountain range and the nature. (The Last Resort 2018.)

By staying at Last Resort does not mean someone is just relaxing or getting entertainment. In fact, someone is also supporting several local projects such as education, infrastructure and women empowerment especially to the local communities. A certain fixed amount from every bungee, canyon, swing and canyoning trip is spent on developing and maintaining the local infrastructure and supporting several projects in health, education, women empowerment and microfinance. The owners also contributed to the area by building a suspension bridge which has helped thousands of local people with the easy access to crossing the river and reach the main roads. The company hires the resort staff locally and give all kinds of necessary trainings to them (The Last Resort 2018). Their basic motive is to minimize impact on the environment and maximize employment and income generating opportunities.

In overall, the company Last Resort has been very successful tourism business organization with regards to providing its services and facilities to all their customers. At the same time, the way it has helped a lot to enhance the local community and women empowerment has made a huge positive difference to support the local communities in Nepal. This can also be taken as the role example for all the other business organizations where they can play vital role to support rural development in Nepal. I believe this specific reason also played a pivotal role for the popularity and tremendous success of the company so far.

6 RESEARCH METHODOLOGY

The empirical part of this thesis was conducted through quantitative research method in which I had described the study and let people know that their participation was voluntary, and their data were completely anonymous and confidential. The form of quantitative research method was chosen because of the assumption that more honest answers will be received if the respondents can be completely anonymous. The research was carried out as a questionnaire with 22 questions altogether. The survey mainly focused on the prospects of adventure tourism in Nepal such as about tourism infrastructure, involvement of Nepal tourism board in promoting adventure tourism, marketing and suggestions and feedbacks for the betterment of adventure tourism in the future in Nepal.

In the study, different foreign and local tourists who came for doing various kinds of adventure activities were submitted survey questionnaire. The survey was conducted in three different spots in beautiful city of Pokhara, Nepal. The different spots were High Ground Bungee, Zip flyer and Paragliding spot at Pokhara. All three of them were in complete existence with their most precious services to different adventure and thrill loving tourists currently. Altogether 30 local and foreign tourists took part in my survey from which I distributed them my questionnaires in the form of paper. All those valuable answers were collected and used for the distinct result to my research.

6.1 Quantitative Research Method

Quantitative research method is useful to collect numerical data from collective group of people to generalize those collected results to larger group of people to explain certain phenomenon. Researchers use quantitative research method to figure out objectives and conclusive answers in average. (Bhatia 2018) It is always important to take in consideration with regards to topic and to have a clear structure of the questions while preparing a functioning questionnaire. The benefit of quantitative research studies is that the post-production can be relatively quick.

Basically, quantitative research method is conducted either by questionnaire survey or by interviews. The survey consists of certain number of questionnaires with questions based upon theory and assumptions depending upon researcher's study and aim. Questionnaires can be done both either with paper or by electronically. There is no any effect to one another's answer whether you do it by electronically or

in a paper either way. Quantitative research methods help to provide comparatively a conclusive answer to the research questions. The data collected and analysed are in accordance with standardized reputable methodology and the results are usually trustworthy (Bhatia 2018).

6.2 Validity and Reliability

Validity refers to the level of extent to which a concept is accurately measured in quantitative study (Veal 2006). For example, a survey aimed to explore depression and measures anxiety would not be considered as a valid one. It is important that every research study be reliable for the validation of the research. (Validity and Reliability, Educational assessment 2012.) The validity of a leisure and tourism data may not be as accurate as a social science. But the important thing is to measure the data in a realistic way to get more accurate results. Validity ensures the information collected and questions answered are understood and interpreted in the same way by the researcher and respondents (Holme & Solvang 1997, 167). Since I personally went to different existing real adventure spots and provided the participants with my survey questionnaires and also got the answers right away in the spot. I can proudly say that my research is as valid and more or less as accurate with respect to prospects of adventure tourism industry in Nepal.

Reliability simply means a consistency of a measurement, meaning to what level can a measurement be reliable enough. For example, the weight of a person must be measured the same each time the person step onto the weighing machine and must be the same all the time with different weighing machines as well. Basically, it means that the result of the research must be the same in different periods of time whether the researcher uses a same or different tool to measure each time (Validity and Reliability, Educational assessment 2012). It is the task of a researcher to minimise the number of errors in the research to ensure the reliability. Usually there are not enough time or money to conduct re-test or survey the second time therefore, the author must monitor the whole research process precisely to reduce the errors as minimum as possible. (Holme & Solvang 1997, 163-165). I believe that in case of my research, the witness of 30 survey questionnaires with best alternative answers by each of them from different 30 participants are well enough to make it a reliable one.

7 RESULT AND ANALYSIS

The survey conducted in this study was a questionnaire with 22 questions altogether. Out of 22 questions 4 of them were statement question in which they had to answer question as a statement answer and rest of the all other 18 questions were to choose the best alternatives depending upon the structure and interpretation of the question. The survey consisted of altogether 30 participants in which 18 were foreign tourist meaning other than Nepalese and the rest of the other 12 were Nepalese. The data was collected from the 10th of February until 21st of February 2018. The questionnaire was made in paper and distributed to the participants and the answers were collected in the same paper as well.

The first three questions I started with my survey was about the participants gender, age and nationality. The following two questions concerned about whether the participant have been on any adventure trip and if yes where and what kind of activities. In the same way, the following thirteen questions were concerned about the infrastructures, government policy, marketing and promotion, participation of Nepalese tourism board, government and private sector in promoting adventure tourism, economic benefit, development activities etc with in Nepal. The final 4 questions were about satisfaction or dissatisfaction level, rating of Nepalese adventure tourism, recommendations and feedbacks about adventure tourism in Nepal. The ultimate aim of the researcher was to know whether if there is a positive or negative future with regards to Adventure Tourism activities in Nepal and its related businesses.

7.1 Chart, table and analysis

The below are the results in figure that I calculated with the help of Microsoft Excel based upon my survey. My survey consisted of total 30 total participants from which I have gotten the following results for each question I have asked to them. I have also tried to analyse the result in brief to every single question as follows.

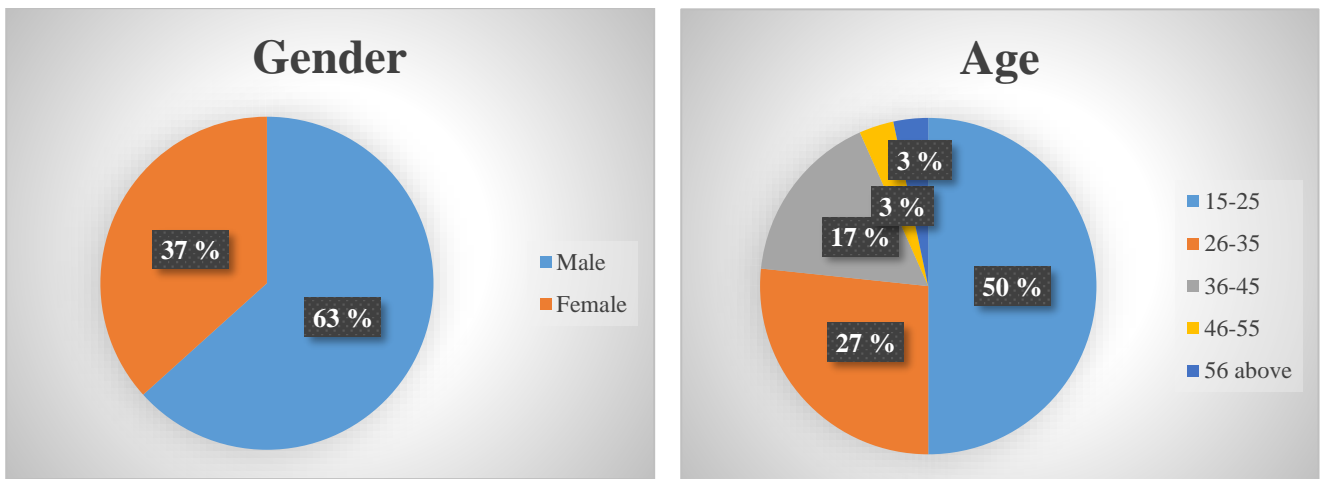


FIGURE 6. Gender and Age

Since my survey consisted of both male and female participants from different aged groups and from different countries, my initial three questions were to figure out the respondents' specific gender, their respective ages. Out of 30 respondents, there were 19 males and 11 females. When it comes to age, there were 15 people aged from '15-25', 8 people from '26-35', 5 people from '36-45' and 1 each from both '46-55' and '56 above' respectively. Tentatively I could say that 50 percent of the respondents were aged in between 15-25 which shows that a greater number of young travellers were travelling in seek of adventure activities in Nepal

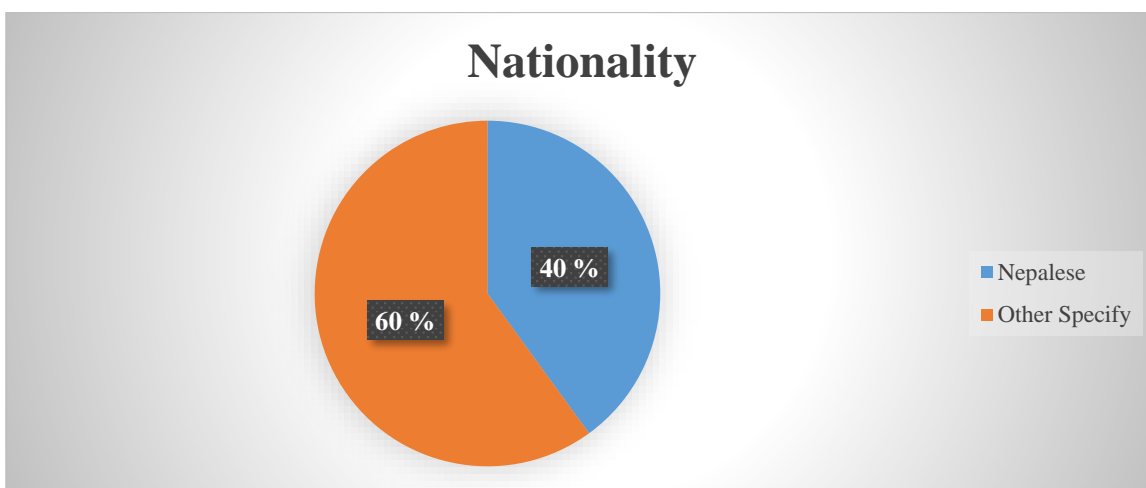


FIGURE 7. Nationality

The third question was to figure out whether the respondents were Nepali or other than Nepali, in which 18 people which was 60% of the total were foreigners and 12 were Nepalese.

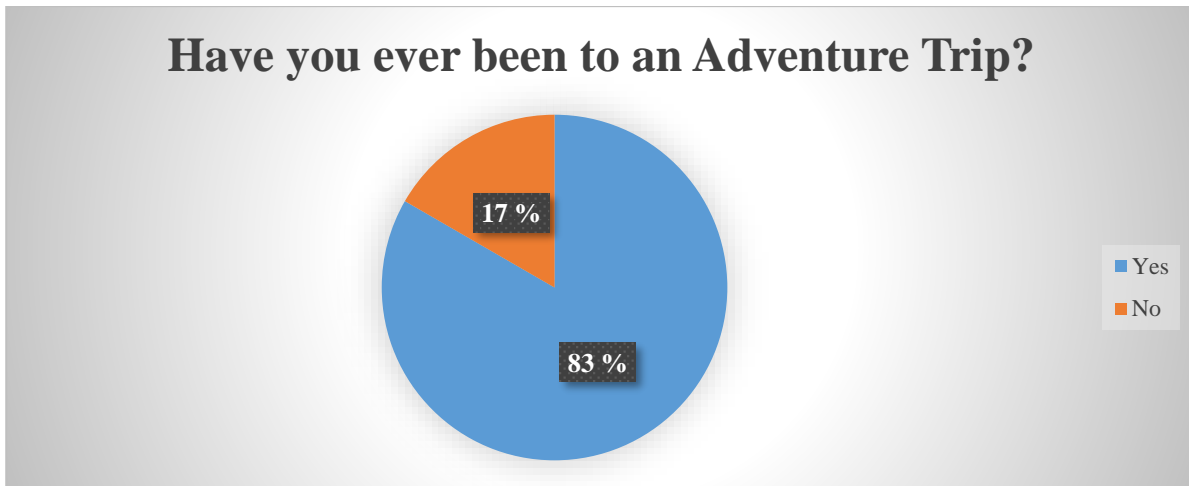


FIGURE 8. Adventure Trip

Question number 4 with my survey was about if the respondents had been in any kind of adventure trip or not and the answers to the statement shows that the majority of the participants had been in adventure trip which was 25 with the 'Yes' to the statement and only 5 with 'No'. Meaning 83% had travelled for some kind of adventure activities whereas 17% had not travel for any kind of adventure tourism activities.

Question number 5 was related with question number 4, where I asked If your answer is 'Yes' to question number 4 where and what kind of activities, in which the respondents had answered the question by writing their specific adventure activity and the place where they explored their activities in a paper itself.

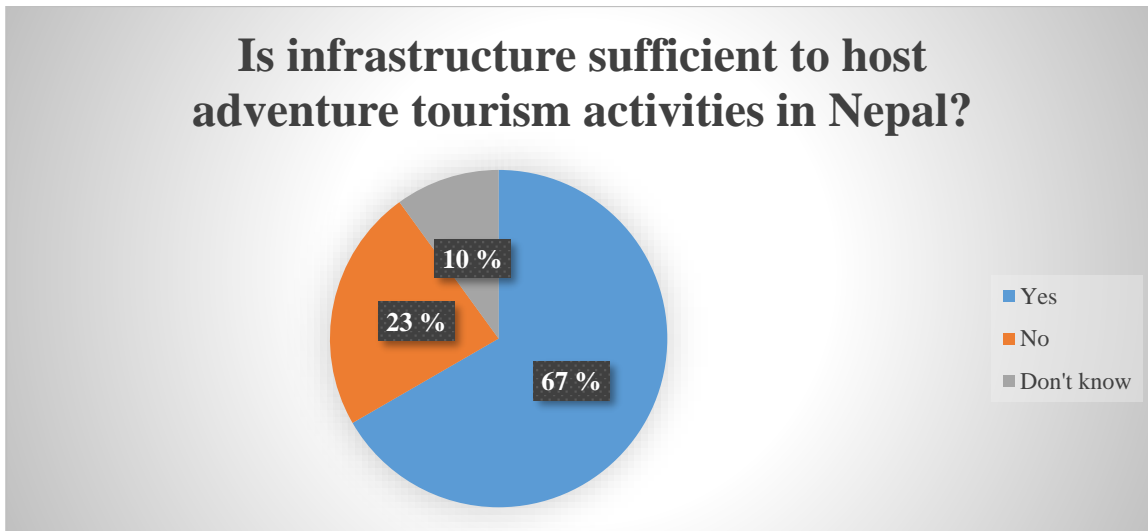


FIGURE 9. Infrastructure

In question number 6 I had asked participants whether the infrastructure was sufficient to host adventure tourism activities in Nepal? As seen in table 9, 20 people which was 67% of the total survey answered 'Yes' to the question and 7 people worth 23% answered 'No' and rest of the 3 worth 10% answered 'Don't know' from the total participants.

Question number 7 was also the question with written answer statement related with question 6 in which I had asked if your answer is 'no' to question 6, what kind of infrastructure do you think is insufficient? I got different answers regarding insufficient infrastructures in paper from the people who answered no to question 6.

The level of tourism board and the local participants to promote adventure tourism activity is satisfactory?

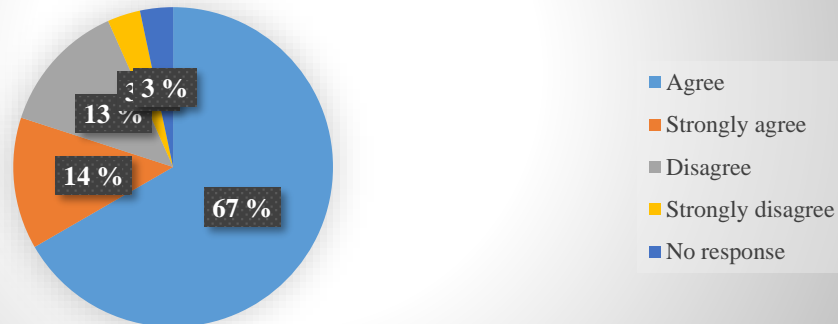


FIGURE 10. Adventure Tourism promotion

Question number 8 was about, if the level of tourism board and the local participants in promoting adventure tourism activities was satisfactory? Majority of the respondents answered 'Agree' with 67%. 14% answered 'Strongly agree', 13 % 'Disagree' and 3% each with 'Strongly disagree' and 'No response' respectively.

Nepal government is successful in providing adequate number of facilities for any sort of adventure tourism activities in Nepal?



FIGURE 11. Facilities regarding adventure tourism

Similarly, question number 9 was about if the government of Nepal is successful in providing adequate number of facilities for any kind of adventure tourism activities in Nepal? With regards to the question

9, most of them were unsure about the situation in which 40% of them answered with the option 'Maybe'. Likewise, 27% with 'Yes', 27% with 'No' and 6% of them with 'Not at all'.

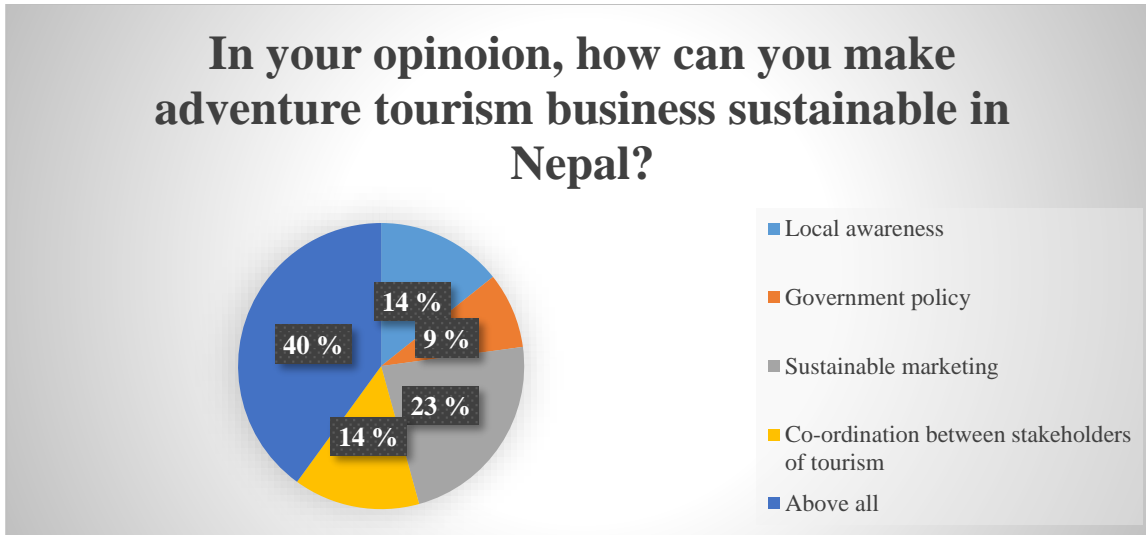


FIGURE 12. Sustainable adventure tourism

Similarly, question number 10 was about, in your opinion, how can you make adventure tourism business sustainable in Nepal? There were 5 options to choose the best alternatives from which most of the respondents answered 'Above all' with 40% of them. 14% of them with 'Local awareness', 9% with 'Government policy', 23% with 'sustainable marketing' and 14% of them with 'co-ordination between stakeholders of tourism'.

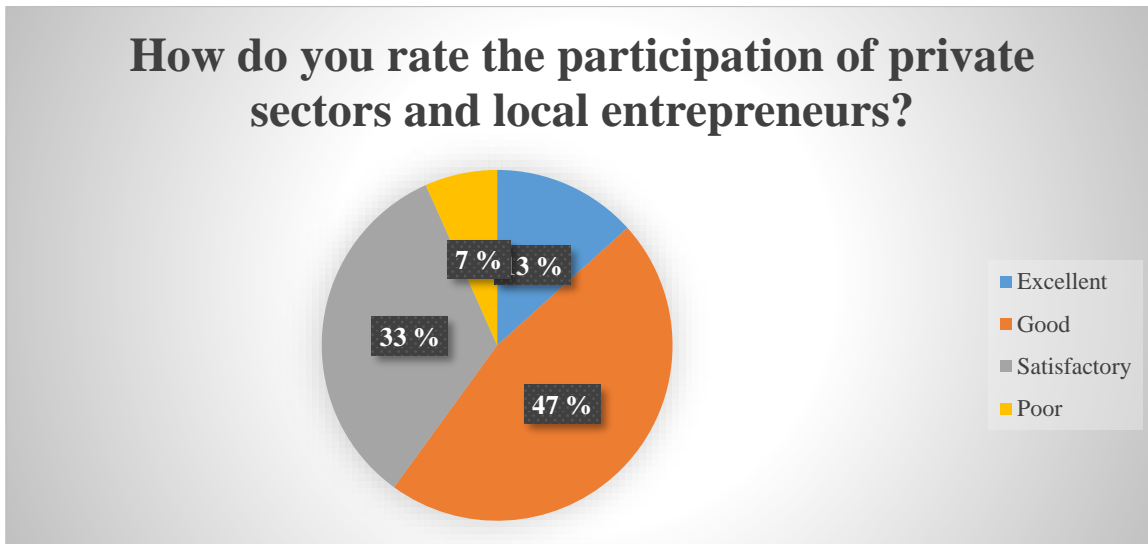


FIGURE 13. Rating for participation of private and government sector

Likewise, question number 11 I asked was to rate the participation of private sector and local entrepreneurs? Out of the total survey, 47% of them answered 'Good', 13% answered 'Excellent', 7% answered 'Poor' and 33% of them answered 'Satisfactory'.

In the same way in question number 12, I had asked the participants to mention few suggestions about what can be done by Nepalese government to promote sustainable adventure tourism business in Nepal from which I received number feedbacks and suggestion in written form instead of choosing best alternatives.

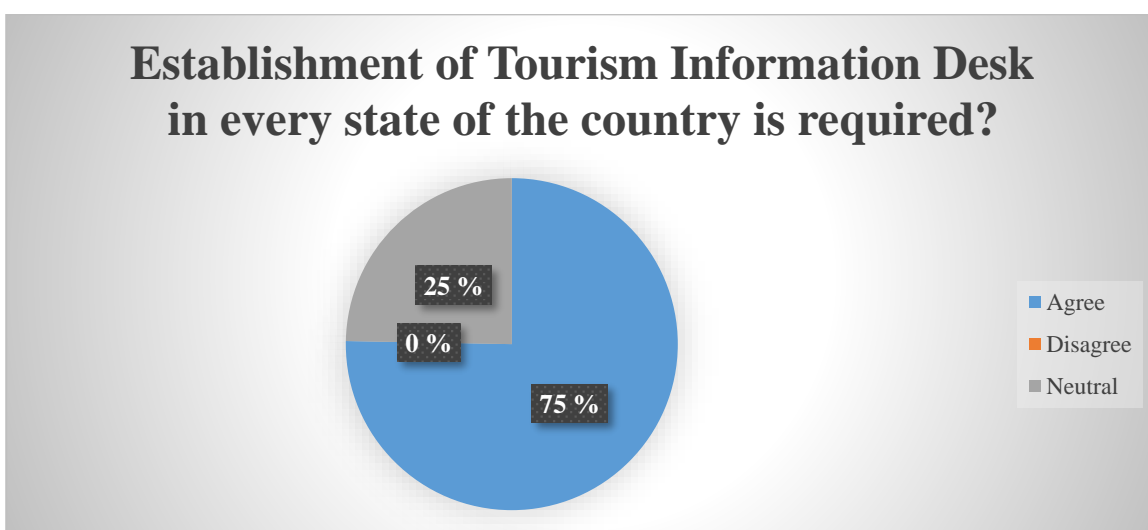


FIGURE 14. Tourism information desk

Question number 13 was about, establishment of tourism information desk in every state of the country is necessary? Out of the total respondents, most of them answered 'Agree' which was 75% of them. 25% choose to stay 'Neutral' and there were no respondents with the option 'Disagree' at all.

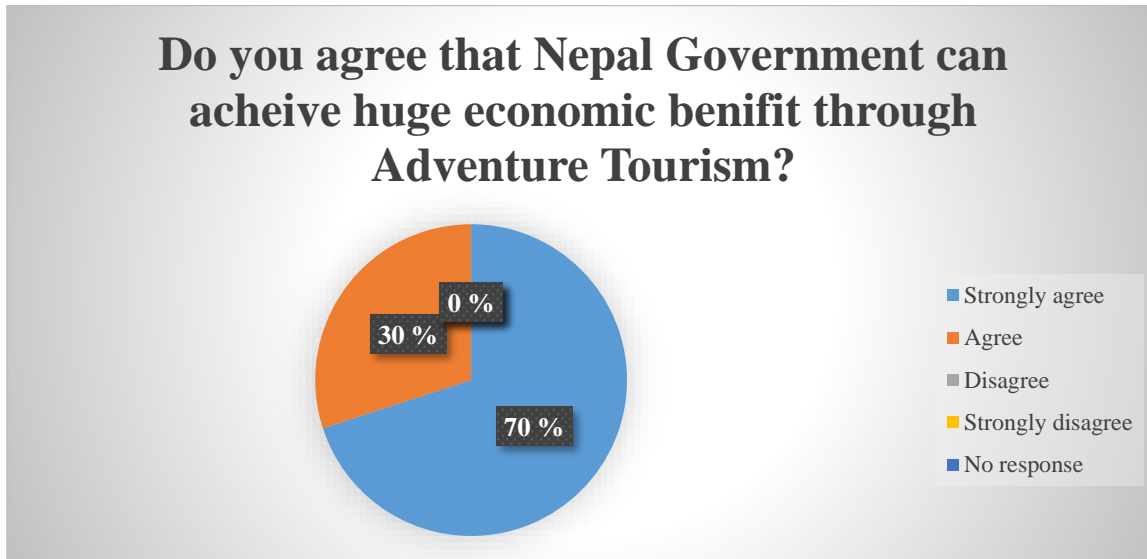


FIGURE 15. Economic benefit

Question number 14 I asked was about, do you agree that Nepal government can achieve huge economic benefit through adventure tourism in which 70% answered 'Strongly agree' and 30% with just 'Agree'. There were no respondents with the options 'Disagree', 'Strongly disagree' and 'No response' at all.



FIGURE 16. Marketing and promotional activities

In the same way, question number 15 was about, if the marketing and promotional activities carried out for adventure tourism is active enough in Nepal? Out of the total survey 40% answered 'Agree', the same number of 40% also answered 'Disagree' and 13% with strongly agree, 7% with 'No response' and there were no participants with 'Strongly disagree'.

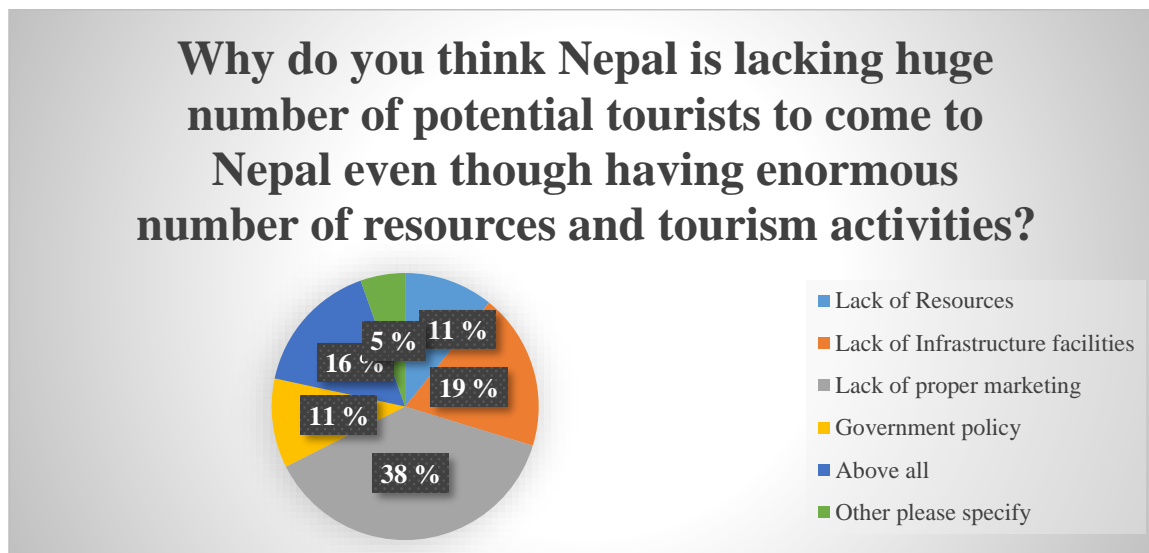


FIGURE 17. Reasons behind poor flow of tourists in Nepal

Question number 16 was about, why do you think Nepal is lacking huge number of potential tourists to come to Nepal even though having enormous number of resources and tourism activities? In this question I had 6 different option to choose for the respondents. There were mixed answers to all alternatives in which 38% of them with 'Lack of proper marketing', 11% with 'Government policy', 19% with 'lack of infrastructure facilities', 11% with 'Lack of resources', 16% and 5% each with 'Above all' and 'Other please specify' respectively.

The level of development activities carried out with regards to adventure tourism business is satisfactory?

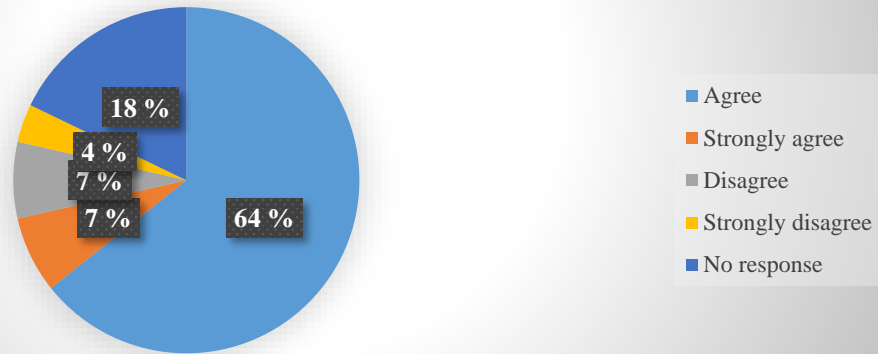


FIGURE 18. Development activities

Question number 17 was about, if the level of development activities carried out with respect to adventure tourism business was satisfactory enough? With this specific question the answers were mixed for all the alternatives with 64% of them with the option 'Agree', 18% of them with 'No response', 4% 'Strongly disagree', 7% 'Disagree' and 7% with 'Strongly agree'.

In your opinion, what kind of media can greatly promote adventure tourism in Nepal?

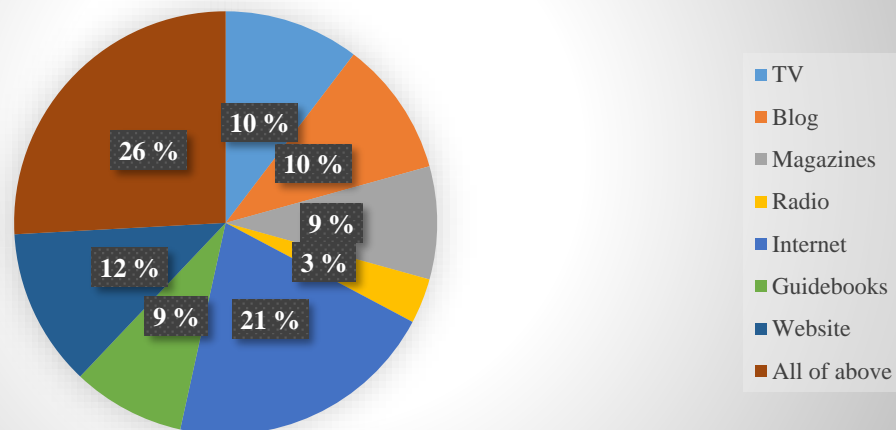


FIGURE 19. Media and marketing

In the same way question number 18 was about, in your opinion, what kind of media can greatly assist to promote adventure tourism in Nepal? There were the maximum number of 8 different alternatives with regards to different means of medias to this specific question. Some respondents had answered more than 1 option depending upon their choices with this question. Out of the whole survey, 10% with 'TV', 10% with 'Blog', 9% with 'Magazines', 3% of them with 'Radio', 21% with 'Internet', 9% with guidebooks, 12% with 'Website' and the last 26% of them with 'All of above'.

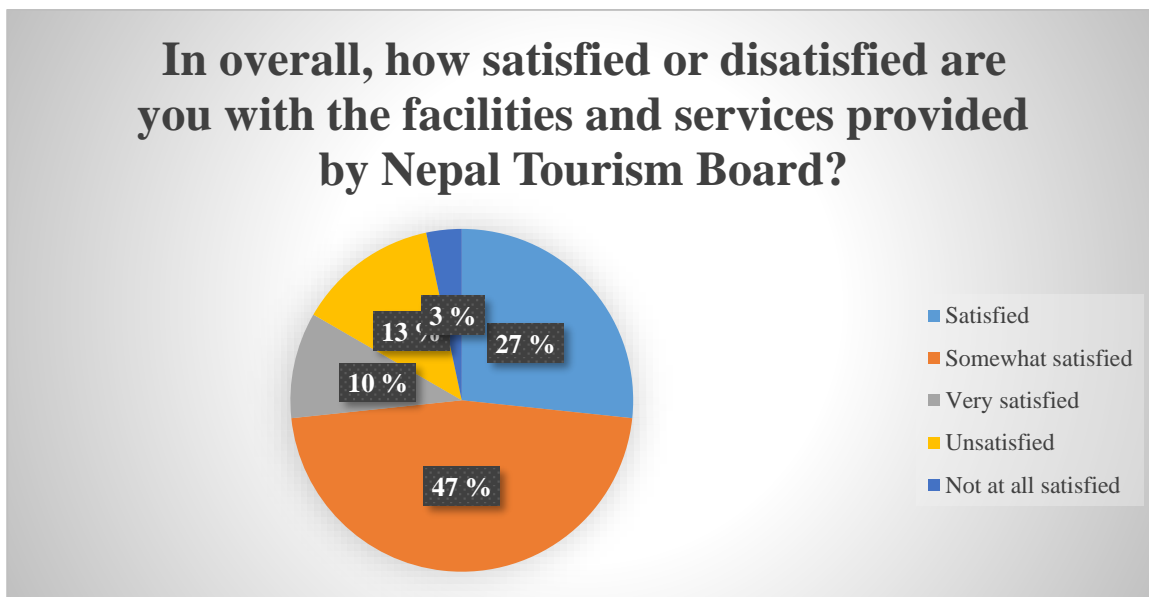


FIGURE 20. Satisfaction level of facilities services and Nepal Tourism Board

Question number 19 was about, how satisfied or dissatisfied are you with the facilities and services provided by Nepal Tourism Board, in which most of them answered 'Somewhat satisfied' which comprised of 47% of them from the total survey. Besides that, 27% choose 'Satisfied', 10% 'Very satisfied', 13% 'Unsatisfied' and 3% of them with 'Not at all satisfied'.

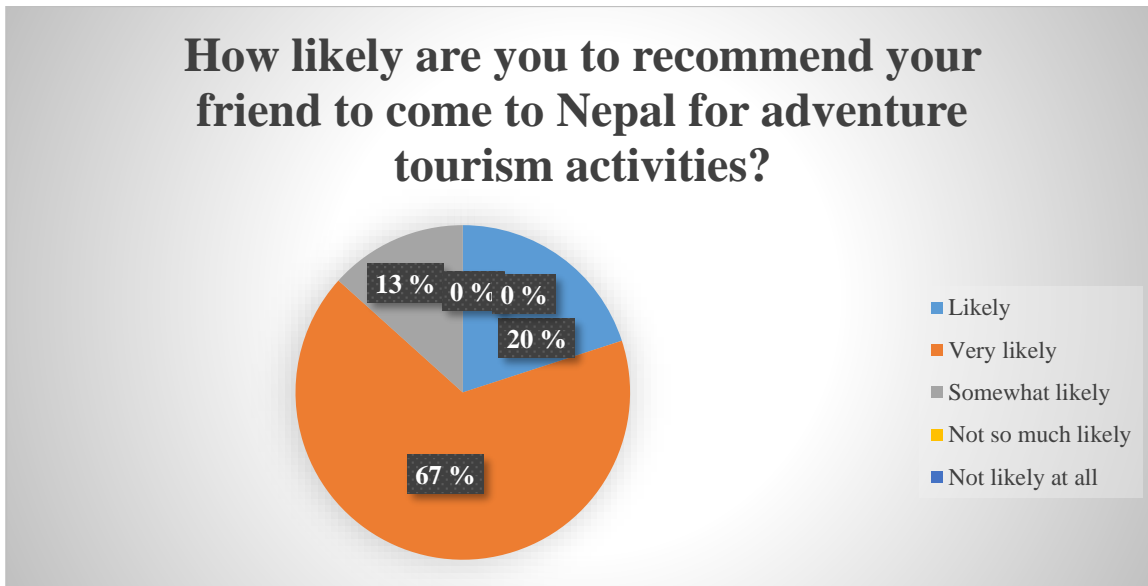


FIGURE 21. How likely are you to recommend?

Question number 20 was asked about, how likely are you to recommend your friend to come to Nepal for adventure tourism activities? With respect to this question most of the participants with 67% said 'Very likely' to recommend. 20% said 'likely', 13% 'Somewhat likely' and there were no respondents to say, 'Not so much likely' and 'Not likely at all'.

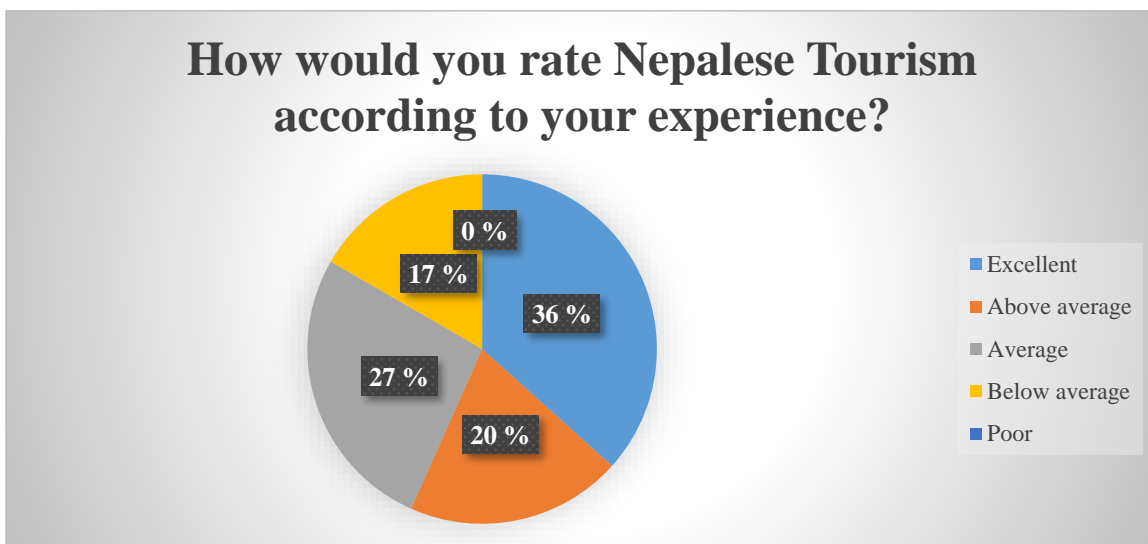


FIGURE 22. Rating of Nepalese Tourism

Similarly, question number 21 of my survey was about, how would you rate the Nepalese Tourism according to your experience? To this question, 36% of the people responded 'Excellent', 20% with

‘Above average’, 27% with ‘Average’, 17% with ‘Below average’ and there were no people to respond with ‘Poor’ at all.

The last but not the least question number 22 to my survey was asked to give the suggestions and feedbacks from the participants point of view to promote the Nepalese Adventure Tourism Sustainably in which I received written answers collected with regards to feedbacks and suggestions which I have discussed about it more in detail in my recommendations in the following heading.

7.2 Recommendations

The study analyzed the bright sides of tourism in Nepal for the future with considerable number of suggestions and constructive feedbacks. At first, Nepal government as well as the local people from Nepal must make a common effort to ensure the security and avoid internal violence in the country. This would mean proper peace and security which automatically motivates to attract more likely tourist to come to Nepal in near future. In the same way a very stable government policy and their support to enhance private sector entrepreneurs financially is must essential. Try to improve trash collection and recycling to provide a better and more sustainable service. Many foreign tourists believe that Nepal government and private travel agencies should deal with the bigger travel agencies around the world and try to market the tourism industry with considerable use of social media and internet and webpage marketing. In the same way it is also important to take incentives and support for business, advertise, expand infrastructure and high web exposure is needed.

There still lacks a quality tourist guide specially language being a barrier therefore, motivation to youths and generating of more tourist guides with proper language education and trainings can create job opportunity as well as help to the tourism industry equally. Spreading of more awareness program to expand rural tourism, social media presence, marketing, political stability, presence of more private sectors can help a lot to promote tourism in the country. There is a significant need of awareness among people about the dominance of tourism. Tourists in many cases have been found to be victims of cheat and frauds which must be stopped to maintain the greater image of Nepal as an attractive destination to tourists. For the same, tourism related education and trainings right from the school as well as university level can greatly assist to produce tourism exports and eventually they will pioneer tourism development in the future. It is also important to promote reasonable price adventure travel packages to every possible customer targets.

7.3 Findings

In overall, the result which I received after conducting this survey tends to be quite a positive one with lots of positive aspects with regards to adventure tourism in Nepal since the opinion and experiences of the participants seemed to be more of a pragmatic one. In spite of the fact that, Nepal itself being one of the poor developing landlock countries, many tourists who come to Nepal to explore different kinds of leisure and adventure tourism activities seem to be satisfied besides some of the few ones who had mentioned the poor management and facilities with regards to tourism activities.

According to Table 1, I could also figure out that a greater number of younger people were enthusiastic and attracted to come to Nepal to travel and explore adventure tourism activities whereas there were almost identical number of participants for both male and female in fact, males being slightly more. Table 3 tells that majority of the people have been involved with doing some kind of adventure activities in their life which was almost 25 people out of 30 and I would take that as a very positive reason behind adventure tourism being so much popular these days. Many participants according to table number 12 believes that Nepalese Tourism is lacking way behind in terms of marketing. Lack of poor and proper marketing has been one of the weakness for adventure tourism not being popular enough as it is supposed to. According to the participants they believe that more use of internet, social media marketing and websites can enhance to promote Nepalese Tourism very well in future. In overall, almost majority of the tourists that took part in my survey were satisfied with the facilities and services provided by Nepal tourism board according to table number 15 and they were very likely to recommend their friends and relatives to ask to come to Nepal for adventure tourism activities.

7.4 SWOT analysis, Adventure Tourism Business in Nepal

There are several issues that can be discussed regarding SWOT analysis of Nepalese Tourism. Among them, by looking at current situation of Adventure Tourism Business in Nepal, I have picked the following reasons as my SWOT analysis.

7.4.1 Strength

The strength about Nepalese adventure tourism business are natural and cultural diversity because of its multi caste, multi lingual and multi cultured people from different ethnic groups, the world's tallest mountain the Mt. Everest along with seven other mountains above 8,000m height lies in Nepal, it is an ultimate adventure destination for mountaineers and trekkers along with white water rafting, largest assortment of Aerial, Terrestrial and Aquatic sports, it is also a birth place of Gautam Buddha, Nepal is known as the world second richest country in water resource.

7.4.2 Weakness

The weaknesses are there is only one international airport so far which has resulted in making the tourist difficulties in travelling around the country, it is a landlock country which has made difficulties in import and export of goods, there is insufficient infrastructure, meaning roads, electricity, water, internet facility are limited and centralized only in urban areas but not in remote areas, there is a very weak partnership in between public and private investment which has created more complications for the construction of new projects, there is lack of strong government policy regarding tourism development, high pollution especially in Kathmandu, there still exists security problems and internal violence. A good marketing system is missing and the last but not the least there is lack of several facilities especially in mountain and remote areas.

7.4.3 Opportunities

There are many opportunities and possibilities regarding adventure tourism business in Nepal. Some of them are to create favorable environment for the development of infrastructure facilities, a government can benefit a lot more by making poverty alleviation through developing adventure tourism as a national policy. To make new international airport, government has placed high focus about tourism industry, competitive ground handling cost, growing demand for adventure travel, sustainability of nature and cultural heritage through tourism economic development, Nepal is the gateway to Himalaya region, rising income and salary of people, the motto of "visit year 2020" with the aim to bring 2 million tourist from all over the world etc.

7.4.4 Threats

Political instability has been one of the biggest threats to Nepalese tourism industry. Besides that, fluctuations in arrival of international tourists, increasing competition, inflation, pollution, cross-border disease, climate change, continuous strikes and blockades, lack of number of experienced tourist guides and linguistic problem etc. has been the most common threats.

8 CONCLUSION

The inspiration behind naming the thesis “Tourism as a business in Nepal” was the belief that the author had the positivity of tourism going far more beyond economic benefits if operated sustainably. The aim of the thesis was to show the relationship between adventure tourism and its related business in Nepal with the fact that tourism fosters peace, prosperity, diversity and brings people together, promotes mutual respect and understanding, offers a wide variety of social and economic benefits, works as a base for cultural exchange and learning and ultimately brings unity in diversity with peace and love. The bright sides of the adventure tourism were discussed in theoretical framework whereas, evidences that support theoretical concept were brought up through research work.

The initiation of right and proper adventure tourism business would not just only help to attract millions of tourists each year, in fact it would also help to create more job opportunities and would assist in the upliftment of government revenue with the taxation, and foreign currencies earned from those activities. However, due to the lack of good techniques and proper safety reason many adventure activities have not been fully accessed in the country. The existing adventure activities are widely popular and congested throughout the year, which shows that people are thirsty to try out different outbound activities in the nature. All it matters is right initiation and mutual co-operation between tourism board, Nepal government as well as the tourism enterprises which can certainly support to broaden the Adventure and Tourism business industry in Nepal.

Nepal is naturally, historically, socially a very profound and rich country which lacks a real leadership in the sector of economy, tourism promotion and overall socio-economic life style. Despite the fact that having more enable products and efficiency with regards to fundamental aspects like transport, energy, health, drinking water etc, proper national level strategy, planning and visions unlike traditional mindset is required. Being an economically third world country, a first world level of mentality, knowledge-oriented research, national plans and policies with dynamic visions and mobilization of active youth is necessary to run adventure tourism sector in Nepal. To conclude with, a decentralized system with 100% involvement of all the in-bound and out-bound related personalities must work professionally in a win-win strategy so as to succeed with respect to Adventure Tourism Business in Nepal.

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Adventure Tourism Business in Nepal.

The purpose of the research is to reveal the prospects and the future of the Adventure Tourism Business in Nepal. This is where I described the study and let people know that their participation is voluntary and that their data are anonymous and confidential.

1. Gender

Male

Female

2. Age

15-25

26-35

36-45

46-55

56 above

3. Nationality

Nepalese

Other, specify

4. Have you ever been on an adventure trip?

Yes

No

5. If your answer is “yes”, where did you travel and what kind of activities?

6. Is infrastructure sufficient to host adventure tourism activities in Nepal?

Yes

No

Don't know

7. If your answer is “no” to question number 5, please specify what kind of infrastructure you think is insufficient?

8. Do you think that the level of tourism board and the local participants is promoting adventure tourism activities satisfactorily?

Agree Strongly agree
 Disagree Strongly disagree
 No response

9. Nepal government is successful in providing adequate number of facilities for any sort of adventure tourism activities in Nepal?

Yes No
 Maybe Not at all

10. In your opinion, how can you make adventure tourism business sustainable in Nepal?

Local awareness Government policy
 Sustainable marketing policy Co-ordination between stakeholders of tourism
 Above all

11. How do you rate the participation of private sectors and local entrepreneurs?

Excellent Good
 Satisfactory Poor

12. What can be done by Nepalese government to promote sustainable adventure tourism business in Nepal?
 Please mention few suggestions.

13. Establishment of tourism information desk in every state of the country is must? Do you agree?

Agree Disagree
 Neutral

14. Nepal government can achieve huge economic benefit through adventure tourism. Do you agree?

Strongly agree Agree
 Disagree Strongly disagree
 No response

15. Marketing and promotional activities carried out for adventure tourism is active enough?

Strongly agree Agree
 Disagree Strongly disagree
 No response

16. In your opinion, why do you think Nepal is lacking huge number of potential tourists to come to Nepal even though having enormous number of resources and tourism activities?

Lack of resources Lack of infrastructure facilities
 Lack of proper marketing Government policy
 Above all Other please specify _____

17. The level of development activities carried out with regards to adventure tourism business is satisfactory?

Strongly agree Agree
 Disagree Strongly disagree
 No response

18. In your opinion, what kind of media can greatly promote adventure tourism in Nepal?

Tv Blog Magazines
 Radio Internet Guidebooks
 Website All above

19. Overall, how satisfied or dissatisfied are you with the facilities and services provided by Nepal tourism board?

Satisfied	<input type="checkbox"/>	Somewhat satisfied	<input type="checkbox"/>
Very satisfied	<input type="checkbox"/>	Unsatisfied	<input type="checkbox"/>
Not at all satisfied	<input type="checkbox"/>		

20. How likely are you to recommend your friend to come to Nepal for adventure tourism activities?

Likely	<input type="checkbox"/>	Very likely	<input type="checkbox"/>
Somewhat likely	<input type="checkbox"/>	Not so much likely	<input type="checkbox"/>
Not likely at all	<input type="checkbox"/>		

21. How would you rate Nepalese tourism according to your experience?

Excellent	<input type="checkbox"/>	Above average	<input type="checkbox"/>
Average	<input type="checkbox"/>	Below average	<input type="checkbox"/>
Poor	<input type="checkbox"/>		

22. What are the suggestions and feedback from your point of view to promote Nepalese adventure tourism sustainably? Please mention few reasons.

Thank you so much for your active participation.