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PROSPECTS OF TOURISM IN NEPAL

A study of Pokhara City

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ABSTRACT

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Name of thesis PROSPECTS OF TOURISM IN NEPAL. A case study of Pokhara city		
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<p>The aim of this thesis is to analyse the possibilities of employment opportunities, growth in National income, tourism activities, attraction and challenges in tourism development in Pokhara city, using available resources and to promote Pokhara as the best touristic hub in Nepal. The objective behind this thesis is to understand the potentiality of the tourism industry in Pokhara city through the collection of data and its analysis, and then provide information and relevant suggestions for the upliftment of tourism in Pokhara. The Author has chosen this topic with the thought of pursuing her career in the field of tourism business in Pokhara, Nepal.</p> <p>The theoretical part of this thesis covers the introduction, general concept of tourism, history of tourism, tourism in Pokhara and its history, importance of tourism in the city of Pokhara, tourism activities, religious importance, culture, tourism statistics, economic impact and prospects of tourism, government and non-government bodies related to the development of tourism industry in Pokhara, tourist attractions in Pokhara and other tourism-related aspects and their prospects in the city of Pokhara.</p> <p>The objective of this thesis is to find out the possibilities of tourism industry development in near future. Moreover, this thesis reflects the importance of tourism in Pokhara and potentiality to growth in GDP, providing employment opportunity and promotes Pokhara as the best touristic destination of Nepal. Quantitative research method will be used to understand the needs and desire of visitors and to find out the possibilities of tourism development in the city. The acquired data and survey report also focus on understanding the possible factors that may influence the length of stay of the tourists in Pokhara, thereby helping create a favourable environment for a prolonged stay of visitors.</p>		
Keywords History, Pokhara, Prospects, Tourism, Tourism activities		

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ABBREVIATIONS

NPHC	= National Population and Household Census
UNWTO	= United Nation World Tourism Organization
GDP	= Gross Domestic Product
UNESCO	= United Nations Educational Scientific Cultural Organization
WTTC	= World Travel Tourism Council
PTC	= Pokhara Tourism Country
ABC	= Annapurna Base Camp
PATA	= Pacific Asia Travel Association
NGO	= Non-Government Organizations
INGO	= International Non-Government Organizations
PCCI	= Pokhara Chamber of Commerce Industry
CAAN	= Civil Aviation Authority of Nepal
DTDC	= District Tourism Development Committee
PTO	= Pokhara Tourism Office.
MoCTCA	= Ministry of Culture and Tourism and Civil Aviation

1 INTRODUCTION

Tourism is regarded as social, cultural and economic experiences that demand the activity of people from their usual place to another place for shopping, business, holiday or many other purposes. For instance, people from Nepal usually go to the neighboring country of India for visiting the religious place, for medical treatment or business. Tourism does not always mean traveling from one country to another, but it may be domestic as well. Tourism industry may be one of the factors for the overall development of the country. It is helpful for infrastructure development such as transportation, accommodation, Food & Beverage and means of communication because most of the tourism destinations are in the remote areas of the country. Development of the tourism industry in Nepal plays a vital role in the socio-economic development of the country.

The aim of writing this thesis is to discuss the types and prospects of tourism in Pokhara city of Nepal and to analyze the outcome from the tourism industry. The objective behind this thesis is to understand the potentiality of the tourism industry in Pokhara city through the collection of data and its analysis, and then provide information and relevant suggestions for the upliftment of tourism in Pokhara.

This thesis contemplates the prospects of Pokhara city, tourism activities in Pokhara city, attraction in Pokhara, cultural and religious importance inside Pokhara city and tourism business in Pokhara city. The author has decided to find the potentiality of the tourism industry in Pokhara, as well as adequate resources available in Pokhara city and the activities or involvement of Government and Non- government bodies. The main aim of this thesis is to analyze the challenges, tourism activities, possibilities of employment opportunities, growth in national income and scope of tourism industry development in Pokhara city and derive the proper plan to work.

Furthermore, this thesis contains the introduction, general concept of tourism, history of tourism, tourism in Pokhara and its history, importance of tourism in the city of Pokhara, tourism activities, religious importance, culture, tourism statistics, government and non-government bodies related to the development of tourism industry in Pokhara, tourist attractions in Pokhara and other tourism-related aspects and their prospects in the city of Pokhara. It concisely defines the content and purpose of the thesis and outlines the aims and objectives and means to achieve them.

The author has focused on statistics of tourism, business, employment opportunities and growth in national income. The acquired data and survey report also focus on understanding the possible factors that may influence the length of stay of the tourists in Pokhara, thereby helping to create a favorable environment for a prolonged stay of visitors. The author will analyze the statistics of tourism in Pokhara, find out the difficulties and challenges in Pokhara visit throughout the survey and derive the conclusion for tourism prospects. The author has decided to make a few questions for the survey and will contact a few hotels, travel and trekking agencies to get the information regarding tourists and tourism activities in Pokhara City as well as conduct the survey among visitors. The author will contact the different organizations, related to the development of the tourism sector in Pokhara city and conduct the survey among the visitors to understand the taste and preferences of people in the tourism sector.

The author has chosen Mr. Uttam Gautam as her commissioner. Mr. Gautam is the owner of Gautam Holidays, one of the reputed travel agencies in Kathmandu City. They are working for promoting Nepal, as a beautiful and potential tourism destination and organize the tour for visitors from Kathmandu to Pokhara, Manang- Mustang, Chitlang, and many more places. They pick up tourists from the Airport and arrange their stay and travel from Kathmandu to Pokhara. They have their contacts in Hotels and guides of Pokhara to arrange the hotel and travel for visitors. The revenue they take from one visitor covers pick up from Kathmandu airport, arranging their stay, food, and visit and later they drop them to the Kathmandu airport for departure.

The author has decided to use the quantitative research method in her thesis. The author has planned to do a survey among the visitors inside the country and visitors from another country in Pokhara city as well as the survey among the visitors who goes to visit other beautiful places such as Manang, Mustang, Baglung, Poon hill trekking, ABC trekking, and goes for mountaineering via Pokhara. The author will conduct the survey via questions related to travel, transportation, accommodation, food, place and derive the conclusion which will be shown via charts and tables. The survey will be helpful for the author to understand the needs and desire of visitors, an attraction of Pokhara and the prospects of tourism in Pokhara. The author will use the books, online sources, articles, blogs, and previous thesis during the thesis. The author will use the sites of Nepal Tourism Board and Ministry of Culture, Tourism and Civil Aviation for recent data.

2 CONCEPT OF TOURISM

There are different forms of tourism based on the geography of the place. One may find one or many forms of tourism, depending upon the place where they are. There are diverse categories of tourism existing in the world such as adventure tourism, cultural tourism, religious tourism, birth tourism, sports tourism, virtual tourism, business tourism, and eco-tourism. The tourism industry is growing rapidly, and people are attracted to important and known tourism sectors such as eco-tourism, adventure tourism, sports tourism, religious and cultural tourism, and business tourism. People are visiting different religious places inside or outside the country. (Himalayan Glacier 2014.)

Tourism is defined as the activities of persons identified as visitors. A visitor is someone, who is making a visit to the main destination outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education or other purposes. This scope is much wider than the traditional perception of tourists, which included only those traveling for leisure. (World Tourism Organization 2011.)

Tourism generally refers to the term "moving from one country to another or inside the country for business, education, vacation or other purposes". After the 2nd world war, tourism is growing rapidly in the world. Tourism is travel for leisure and business. Tourism is an activity of moving from people's usual place or home to another place for business, leisure, and recreational activities. If people leave their usual place for less than 1 year or for 24 hours with the purpose of business, adventure, leisure or any other purpose is considered tourism. People usually go to another place for shopping, visit historical and religious places, have fun, experience cultural attractiveness. But in the end, they should come back to their own place. (Ugurlu 2010.)

Tourism has become one of the factors to lessen the stress of people associating with quality life issues by presenting a chance to take a break from daily activities, stressful working life, and complexities. Tourism delivers the framework for relaxation and an opportunity to do something that makes people relaxed and happy in a different place. Tourism has become a global phenomenon because tourism must turn out to be discretionary activities and important factor of a growing economy. (Page 2009.)

2.1 History of Tourism

Tourism was meant to be traveling in ancient time, but it became more than a traveling after spas and grand tours were developed in 17th and 18th -century. After the opening of seaside resorts in 19th- century tourism has been developed and the agency of Thomas Cook and his successors was the one to spread international tourism. The movement of the tourism sector has been enhanced via jet airplane and charter flights from the mid of 20th century. The role of pioneers and entrepreneurs, improvement in transportation and social simulation are the factors for the changes in tourism. The taste and attitude of travelers such as food, accommodation, and transportation have been particularly known through the research of 18th-century grand tour of Europe. (Towner 1985.)

In an ancient time, tourism was experienced by high- class society because at that time travel was booked for only an upper class and royalty due to their ability to travel. In the 17th century, young high standard people were encouraged to travel via Europe in Grand Tour. In the middle age, tourism was developed in society as a form of religious pilgrimage, inspired by Chaucer's Canterbury Tales and other literature. In 1841, Thomas cook has opened his leisure travel agency to help the Britons to see the world for the improvement of lifestyles. The growth of the tourism industry was interrupted due to world war and great economic depression. (Towner & Wall 1991.)

People have focused on travel and holidays in the non-work period as their interest to spend their leisure time. This interest became a global phenomenon identified as 'tourism'. People started to take part in trips and holidays to visit different places, communities, and destinations and this movement of people from one place to another place helped tourism rise. WTTC has made an estimation of economic growth from travel and tourism as an economic activity in 2005 that creates US\$6201 billion by 2015. Tourism indicated 10.4 percent of whole personal consumption in 2005, while it considered for more than 9 percent of all global capital investment and 10 percent of the world's GDP. (Page 2009.)

2.2 Changing Aspects of Tourism

Since ancient time, travel and tourism have been an important social activity of human beings. People have wished to explore new places either inside the country or outside the country and to experience

environmental changes. Tourism has been growing rapidly globally. Tourists find easier to get information regarding travel destinations and tourism activities due to the increased travel agency services, development of road and air transport, and technological development. Online booking facilities provided by travel and tour agencies stimulates the growth of the travel industry. Internet facilities are helpful for visitors to explore the desired destinations and understand the culture using electronic devices available at home. In this technological world, it is easy to access massive information available on internet which consents tourists to check hotels, check the weather forecast, know local food, and gets the information about desired destinations, talking to the visitors who have already experienced their travel in the same place. (Chaudhary 2019.)

Tourism job has become challenging because of this new trend. Travelers expect the satisfied tour on their expense. Facilities of quality rooms, food service, and ambiance provided make the hospitality industry successful. Fitness has been popular among everyone and visitors with the purpose of leisure and business seems to have a goal to maintain fitness even though far from home. Eco- practices that can be fitted to the growing community should be adopted for tourism promotions as eco-tourists are growing community. Tourism these days does not only mean developing products rather it is worth, intuitive thought, and proficiency to have overall information about technology, co-operation, quick response over international and local trends. Both the society and Tourism related organizations should participate as active trade associates for the integration of several mechanism and promotion of tourism. (Chaudhary 2019.)

By analyzing the new trends and growing change in the tourism industry, we can see how the job of travel agency is becoming complicated nowadays. To cope with the challenges they face due to the growing change in tourism they should focus on proper training and a comprehensive study of the correlated subject to work in the industry. (Chaudhary 2019.)

3 TOURISM IN POKHARA

Pokhara has many varieties to offer in the tourism sector of Nepal. It is a geographical landscape of beauty and its prime attractions include 3 of the tallest mountains in the world, the large number of lakes, religious sites, cultural heritages, trekking and hiking routes, and other manmade tributes. People who visit Pokhara for purposes of adventure, pleasure, leisure or any other, can be expected to have fulfilled their desire or to have enjoyed a unique experience. Pokhara is often reflected as an adventurous destination, offers paragliding, zip flying, bungee jumping and trek to Annapurna Base Camp (ABC). Pokhara is categorized as number one Adventure and Leisure city. (Nepal Tourism Board 2018.)

Pokhara is a city with all the natural beauties, the famous Himalayas, lakes and waterfalls, and a place wealthy of hospitality and culture. Pokhara is always regarded as a destination to travel for the people who visit Nepal for touristic purpose. Pokhara is the key junction which connects the major trekking and mountaineering routes of Nepal. Phewa lake in Pokhara city has a reflection of Fishtail mountain which is one of the fantastic views in Pokhara. Trek to ABC, Ghorepani Poonhil, Mardi Himal, Dhampus village trekking, and Upper Mustang are the best trekking destinations in Pokhara where anyone can enjoy the views of different mountains closely. Pokhara is located at an altitude of 827 meters from sea level, owns climatic variations, diverse floras, numerous beautiful lakes, the gorgeous canyon of Seti river and arrays of snow-covered mountains. Pokhara is furnished with 9 lakes, world's three highest mountains (Annapurna 1(8091 m), Dhaulagiri (8167 M) and Manaslu (8164 M), astonishing climate, canyon of Seti river, strange caves, Seti-Gandaki river system and amazing Davis Falls. One of the best features of Pokhara- the reflection of Fishtail (Machhapuchhre) mountain into Phewa Lake, attracts thousands of tourists from all over the world. (Upreti & Upadhyaya & Sapkota 2013.)

3.1 History of Tourism in Pokhara

There is no proper record of tourism in Nepal before the democracy in 1951. Prior to democracy, Nepal had not opened the door for tourists but after the emergence of democracy, political, social and economic aspects of Nepal have developed and since then Nepal has opened the door for foreigners to visit Nepal. Mountain tourism has played a vital role at the beginning of tourism development in Nepal because tourism in Nepal began with mountain tourism. Late. Sir Edmund Hillary and Tenzing Norgay Sherpa have successfully ascended the world's highest peak Mt. Everest of Nepal in 1953, the first successful

ascent exposed Nepal all over the world. (Shrestha & Shrestha 2012.) Nepal is a country with geographical diversity and a unique climate. The climate of Nepal differs in topographical areas. Nepal, a landlocked country situated between India and China, is divided into three ecological regions; Mountains, Hills and Terai. These all are parallel to each other, from east to west, rarely intersected by the country's river system and each region has a different natural environment and socio-cultural environment. Nepal has a diversity of structure that is contemplated within the variation of weather and climate simultaneously. Nepal is a federal democratic country, recognized as the land of Gorkhas is evaluated as bliss with glorious views of nature, mountain, multiethnic, multilingual and multicultural groups. Tourism, trekking, hiking, mountaineering, jungle safari, rafting, national wildlife parks, heritage sites, beautiful temples are the reason behind the recognition of Nepal all over the world. (Sahayogee 2018.)

Pokhara is the second largest city of Nepal, lies approximately 200 km away from the capital city, Kathmandu. Around 1950s to 1960s Pokhara was known as the waypoint for climbers. Thousands of tourists have discovered Pokhara as a waypoint for climbing the mountain in 1962. Mount Annapurna (8091m) is first historic climbing by French national Maurice Herzog and team on 3 June 1950. These ancient mountaineers have exposed Pokhara as a waypoint for mountaineering in the world. Another exposor of Pokhara is Thomas Cook from United Kingdome has talked about the Pokhara and its surrounding through the tourism perspective in 1966. Western hippies were the first risk bearer and thrill seekers to travel around the new places of Annapurna region in the 1960s and 1970s. Pokhara has become hippies favorite place in that era and their photography has helped Pokhara to become popular in the world. Thus, still, their contribution is remembered. Series of activities and consecutive ancient inclinations have made Pokhara a popular city of Nepal. There was a time when Pokhara was known only as the destination of mountain tourist but now it is at a peak of popularity for its various attributes and the increasing number of tourists in Pokhara. In 1961 Tourism information center was established and invented the draft of the physical development plan which became the landmark for tourism development in Pokhara. Likewise, in 1968 Siddhartha highway was constructed which has connected Pokhara with the outer world. This connection has increased the flow of tourist in Pokhara. At the end of the 1970s only started the development of tourism in Pokhara. Pokhara has recommended as first and leading Himalayan adventure destination by PATA (Pacific Asia Travel Association) Development Authority in its developing stage. Historically, Pokhara was used as a trade route between India and China in the 18th and 20th century. (Upreti & Upadhyaya & Sapkota 2013.)

3.2 Importance of Tourism in Pokhara

Nepal is recognized for a thrilling adventure and nature lover's ecstasy. It has panoramic views of an eye-catching Himalayas, a great diversity of landscapes, and the expeditious flow of rivers. Nepal is a beguiling beautiful country having potential in adventurous tourism such as trekking, rafting, kayaking, paragliding, jungle safari, wildlife reserves, mountaineering, hiking, bungee jumping and many more to explore adventure tourism in Nepal. Adventure tourism works as a tonic among all tourism market. (Nepali Times 2015.)

Pokhara is a touristic hub where both the international and domestic tourist enjoys the natural beauties and climate. Pokhara has more potential to develop the tourism industry using all the available resources. Tourism is not only important in Pokhara but also in the whole country. The tourism industry is one of the important factors which helps to increase national income and promote Nepal all over the world. Pokhara's motive is not only to attract thousands of tourists with its physiographic uniqueness rather it explores opportunities for policy makers and planners to take necessary precautions and preventive measures from the possible natural disaster analyzing related risks and their effect. (Upreti & Upadhyaya & Sapkota 2013.)

3.3 Economic Impact of tourism in Pokhara, Nepal

About a decade ago, tourism was used as a means of relaxation only but nowadays it has become a source of earning foreign exchange and it also generates employment opportunities which are helpful for the economic growth of the country. Everything has its pros and cons, so the tourism industry has also some pros and cons, but it depends on how the industry runs. It needs enough capital and enough resources to get a proper and positive outcome. Nepal has celebrated Visit Nepal 2011 with the belief that such kind of event helps to provide employment opportunities and reduce poverty by increasing number of tourists because tourism is enormously one of the important factors of the world economy which contributes more than 10 percent of global spending. World Travel and Tourism Council (WTTC) has researched about the economic impact of tourism in Nepal and through their official website they have delivered the direct and indirect impact of tourism on Nepal's GDP and employment opportunity. (WTTC 2015.)

Pokhara is the place where visitors can experience the thrill via paragliding, mountain climbing, skydiving, Bungee Jumping and Rafting in a Seti river. Pokhara city is one of the best adventurous places to experience the thrill and enjoy the panoramic view of Himalayas, lakes, falls, cave and many more.

Pokhara city has the potential to contribute to the country's GDP via hotel business, trekking, travel agencies, providing employment, unique culture, varieties of natural resources, and many tourism activities. It creates employment opportunities inside the country so that people should not go abroad to earn for their living. Tourism is a tool to develop the living quality life because it has focused on the positive impact such as employment, tax, revenue, technological improvements and economic development. GDP has been used as a tool to measure the economic effects of tourism in the country. Tourism in Nepal has developed since the 1950s and now it has risen as one of the major funders to the country's economy. Ministry of Culture, Tourism & Civil Aviation has figured out that the number of visitors is increased from 602, 855 in 2010-2011 to 803,092 in 2011-2012. (Ministry of Culture, Tourism & Civil Aviation Planning & Evaluation Division 2014.)

3.4 Tourism Statistic of Pokhara

Nepal is a multiethnic, multicultural, multi-religious and multilingual country where according to 2011 census more than 120 languages are spoken by the people in Nepal. Even though Nepal has multiplicity in languages, an official language is Nepali. Nepali as a mother tongue, spoken by 44.6 % of the total population followed by Maithili (11.7%), Bhojpuri (5.98%), Tharu (5.77%). According to the 2011 census, there are Ten (10) types of religion followed by Nepalese. Where the majority of Hinduism is higher. 81.3% people followed Hindu religion, Buddhism is followed by 9%, Islam is followed by 4.4% respectively and remaining Kirat, Christianity, Prakriti, Bon, Jainism, Bahai and Sikhism are followed. (NPHC 2011).

Pokhara embraces the strategic position because it is located in the central part of the map of Nepal. Pokhara is a place with specific infrastructure facilities, for instance, road network, airport, restaurant, hotels, motels, drainage system, power supply and so on which helps Pokhara to grasp the strategic position. Pokhara is a transit point for various natural and tourist attraction such as national parks, wildlife reserves, hunting reserves in Nepal's western, mid-western, and far western development region. There are three triangles; Pokhara-Kathmandu-Chitwan (Golden Triangle), Pokhara- Chitwan- Lumbini (silver triangle) and Pokhara-Manag- Mustang (Adventure triangle). For these triangles, from tourism

prospects, Pokhara has been kept as a bridge. Pokhara is an entry and exit point for trekking, mountaineering, paragliding, skydiving, rock climbing, river rafting, and many more adventurous activities. Tourists can experience numerous activities and enjoy events in Pokhara based on nature, culture, heritage, sports, adventure, tradition and so on. Pokhara offers numerous activities for thousands of visitors. (Upreti & Upadhyaya & Sapkota 2013.)

Most of the people who travels from Kathmandu to Pokhara use the bus or air transport as the main means of transportation. Lakeside, a touristic hub is a heart of Pokhara and the bus station and airport are nearby the lakeside. Most of the visitors and local people incline to use the bus, minibus, microvans, cars, and so on as the road of transport which is a reasonable and easy mode of transport. People can use tourist buses too, but it is a bit expensive and the ticket should be pre-booked. Tourist bus leaves earlier in the morning than the other local transport. Price and time vary in local transport and people can purchase their ticket during the journey too. (Lonely Planet 2016 a.)

To reach Pokhara city People can use different modes of transport such as road transport and air transport. Air transport is the easiest mode of transport which cost expensive but luxurious and take less time to reach the destination. It is easier to get the flights from Kathmandu to Pokhara all day. It only takes 25 min to reach the Pokhara by air and so many airlines to choose according to traveler's preference. Prices may vary in airlines too but generally; the normal charge is approximately US \$120. You will get a chance to enjoy the beautiful and fascinating views of Himalayas during your journey from Pokhara to Kathmandu by picking the seat of the right side of an airplane. (Lonely Planet 2016 b).

TABLE 1: Flight and movement of Passenger in Pokhara airport via airlines in 2014 (Adopted from Ministry of Culture, Tourism and Civil Aviation 2015.)

S.N.	Airlines	Flight Movement			Passenger Movement			Foreign Passenger		
		ARR	DPT	To- tal	In	Out	Total	In	Out	Total
1	BUDDHA	149	149	298	5314	5790	11104	2005	2634	4639
2	YETI	174	174	398	4071	4589	8660	2121	2588	4709
3	SIMRIK	85	85	170	1166	1344	2510	493	663	1156
4	TARA	41	41	82	392	358	750	268	235	503
5	NAC	6	6	12	0	1	1	0	0	0

6	AVIA CLUB	424	424	848	255	255	510	216	216	432
7	POKHARA UL- TRA LIGHT	196	196	392	180	180	360	150	150	300
8	FISHTAIL UL- TRA LIGHT	72	72	144	59	59	118	11	11	22
9	FISHTAIL AIR	1	1	2	0	0	0	0	0	0
10	DYNASTY	10	10	20	10	32	42	5	9	14
11	SIMRIK HELI	9	10	19	10	15	25	2	2	4
12	MOUNTAIN	8	8	16	14	17	31	4	4	8
13	MUKTINATH	7	7	14	2	5	7	0	0	0
14	NEPAL ARMY	1	1	2	0	0	0	0	0	0
15	MOUNTAIN WAVE PROJECT	20	19	39	0	0	0	0	0	0
		1203	1203	2406	11473	12645	24118	5275	6512	11787

The above table explains the number of total flights accessible to Pokhara as a means of air transport, mountain flights, and ultra light-flights. Above mentioned flight details and the services are provided by both government and private sectors. All the data of each airline mentioned on the table are based on flight movement, passenger movement, and foreign passenger. According to the comprehensive data presented on the table total flight movement is 2406, total passenger movement is 24118 and total foreigner passenger is 11787 in the year 2014.

Civil Aviation Authority of Nepal (CAAN) has made a report on flight movement of Pokhara airport on 2017, and according to that report, Pokhara has become the airport to indicate the huge number of passenger movement in the first 10 months of 2017. Movement of the passenger in Pokhara is increased by 32% than the previous year's data. In 2016 passenger movement in Pokhara airport was 253,873 which is increased and reached at 373,403 in 2017. (My Republica 2019.)

Pokhara is the second main tourist destination of Nepal. There is no exact data of travelers in the total of Pokhara due to lack of proper data of surface transport, but the estimated data made by some hotel entrepreneurs of Pokhara is more than 550000 yearly. Pokhara is the main waypoint for the traveler traveling to Annapurna Conservation Area (ACA), where approximately 50% of tourist has rerouted from Pokhara in the last 10 years. (Upreti & Upadhyaya & Sapkota 2013.)

3.5 Organizations and Associations Related to Tourism Industry of Pokhara

Political instability has been always the major challenge and hindrance in tourism development of Nepal. Even though many tourism organizations and government are working for the development of tourism, still the resources are not properly used. Due to the lack of co-operation between government bodies and other tourism organizations, the potential of tourism has been left behind. Approximately one-quarter of the total population is living below the poverty line and it is one of the least developed countries. Nepal is filled with natural resources, diverse culture, ethnicity, tradition and religious heritage where the tourism industry has the potential to create employment opportunities and increase national income. Tourism is important for the country itself to end the crisis. It does not only generate income and provide employment, but it is also helpful for foreign exchange which may lead to the possibility to end the crisis. Tourism also helps to create a good relationship between countries and there is a possibility of international marketization on local product. (Shrestha & Shrestha 2012.)

The tourism industry in Pokhara encompasses of the distinct but practically compatible several sub-sectors and their performer and occupational institution to expand, handle and organize this industry. The given figure portrays the composition of sub-sectors with the interdependence with each other directly or indirectly. Media, worker's tourism association, tourism related educational institutions and other commercial associations such as Hotel, Bar, Restaurant, money exchanger, Cyber, sports, Nepal mountaineering, trekking, bus, taxi, tour and travel associations, trekking mountaineering equipment shop, Nepal Tourism Board, Pokhara Regional association and Ganesh Laxmi Trust are functional and co-related to each other. All the association coordinates each other for the development of tourism industry in Pokhara and to promote the Pokhara as a beautiful and potential touristic destination of Nepal globally. (Upreti & Upadhyaya &, Sapkota 2013.)

The Figure shown below shows the institution and organization involved in tourism development of Pokhara.

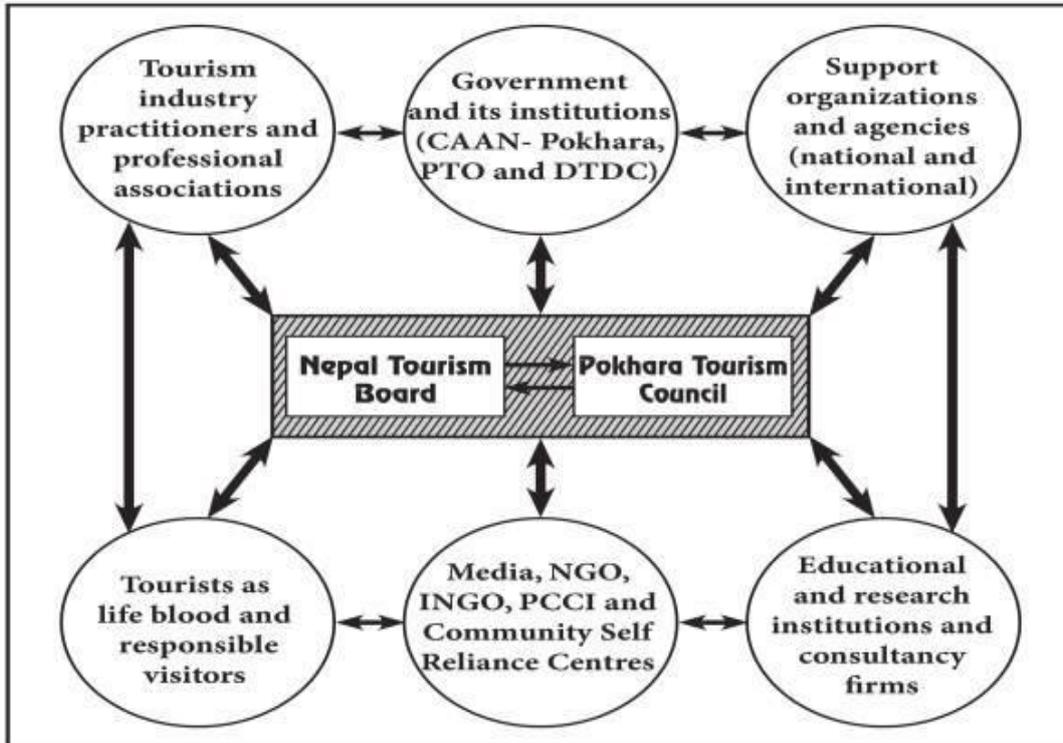


FIGURE 1: Institutions and actors involved in the Tourism industry in Pokhara

(Adapted from Tourism in Pokhara: Issues, Trends and Future Prospects for peace and prosperity 2013.)

Symbols Used in the diagram: NGO- Non-Government Organizations, INGO- International Non-Government Organizations, PCCI- Pokhara Chamber of Commerce Industry, CAAN- Civil Aviation Authority of Nepal, DTDC- District Tourism Development Committee, PTO- Pokhara Tourism Office.

In the above figure 1, all the organizations and performers are classified into eight foremost parts. There are three organizations; Nepal Tourism Board (NTB), Pokhara Regional center and Pokhara Tourism Council (PTC) have grasped the central position and working as an umbrella organization for all the organizations and perform as the close coordination with each other. NTP is regarded as a public-private institution which is responsible for the development of tourism product and services and work on their marketing and promotion. Pokhara Tourism Council's role is to assist the government by providing important ideas and creative suggestions to execute the plan and policies made for sustainable development of tourism industries, on behalf of all the member organizations. Pokhara Tourism council is also involved in encouraging and saving the tourism industry in Pokhara, coordinating with government bodies, tourism associations, government, and foreign agencies. All the above tourism correlated associations are efficient and interconnected to each other. (Upreti & Upadhyaya & Sapkota 2013.)

4 SOME POPULAR TOURISM ACTIVITIES IN POKHARA

Nepal is geographically and naturally beautiful country where varieties of tourism possibilities are available. All kinds of pleasure tourism, sports tourism, mountain tourism, nature tourism, pilgrimage tourism, adventure tourism, and hospitality tourism are available in Nepal. Thousands of tourists enjoy tourism activities every year in Nepal. (Himalayan Glacier, 2014). Nepal has so many varieties in the tourism sector to explore Nepal. It is geographically beautiful country along with thousands of flora and fauna, different kinds of birds, tallest mountain, natural landscape, wildlife, rivers, lakes, religious temples, cultural heritage, and manmade tributes. People who come to visit Nepal for different purposes such as adventure, pleasure, leisure and any other purposes, can fulfill their desire or meet their satisfaction. (Ministry of Foreign Affairs 2018.)

Pokhara has an ideal potential in tourism sector due to its natural beauty, demographic location and climatic variation. Trekking, rafting, kayaking, paragliding, mountaineering, hiking, sightseeing, view from Sarangkot, boating in lakes, various temples, cave visit, forests, waterfalls, terraced fields and many more are the activities that can be done in Pokhara. There are few places in the world to provide a dramatic view in a subtropical background, Pokhara is one of them. Pokhara stands high on the list of 'must visit' places in Nepal, which is more enjoyable and relaxed than Kathmandu city. Pokhara is the starting point for trekking. Lakeside in Pokhara is a popular destination for everyone and Phewa lake is one of the largest lakes of Nepal lies in the lakeside area of Pokhara. Phewa lake is famous for boating and the Tal Barahai temple situated in the center of the lake. (Sahayogee 2018.)

Pokhara has successfully conducted various tourism activities such as Mountain flight, Mountaineering, mountain sightseeing, trekking, soft walking, rural or village home-stay, community-based tourism, eco-tourism and adventure sports tourism and many more. Among numerous major tourism destinations in Nepal, Pokhara is one of the beautiful, blessed and naturally gifted country which has huge potential in the tourism industry. Pokhara has become one of the most attractive tourism destinations with a flawless combination of uneven cuteness and mystery of culture. Pokhara is the second largest metropolitan city of Nepal that occupies 464.24 km sq., is full of natural attraction, cultural beauty, and natural varieties. Pokhara has attributes such as cultural variety, the hospitality of Pokhrelis and unaffected nature, which leads Pokhara to perfect tourism destination with huge potentiality. (Upreti & Upadhyaya & Sapkota 2013.)

4.1 Adventure Tourism

Tourism has been used as a means of relaxation before, but it has broadened the area as people are more interested towards adventurous activities such as Paragliding, Mountaineering, Mountain flight, Bungee jumping, sky diving, mountain flight, hiking, trekking and many more. In this era, tourism is not only for relaxation and holidays but also to experience thrill and be adventurous. Tourism is a medium of earning and employment opportunity in Nepal. There are several tourism activities, but adventure tourism has more potential to generate income and to introduce Nepal into the world. This helps to increase employment opportunities such as trek guide, safari guide another daring activity guide for kayaking, paragliding, bungee jumping, and rafting. It also helps to promote the local marketization on the remote areas which helps people to earn money by selling the local products. (Nepali Times 2015.)

4.1.1 Paragliding

Pokhara has been nominated world's fifth-best paragliding destination. Sunrise Paragliding is Nepal's first Paragliding company established in 2000 AD, with the help of British Pilot, Adam Hill. Pokhara, a beautiful city of Nepal, is famous for paragliding. There are many paragliding companies to provide daily service. The paraglide starts from the place called 'Sarangkot' and ends in the bank of Phewa lake. It is approximately 20-30 minutes of glide. An experienced people who have sufficient knowledge regarding paragliding can fly without a pilot, but the permission of flight aviation authority is needed, and an inexperienced people can experience the paragliding with the pilot, provided by paragliding companies. (Travelsauro 2017.)

4.1.2 Trekking

Trekking in the remote area of Nepal is the most challenging one. It is one of the popular tourism activities among people who love challenges. It is rated as an easy, medium and hard to trek but the trekking in a remote place is the most challenging job to do. Some of the popular trekking destinations in Nepal are Annapurna Base Camp, Kanchenjunga Base Camp trek, Upper Mustang, Rara Lake, Langtang, Manaslu circuit, and Everest Base Camp. (Alex 2015.)

Some of the popular treks of Nepal such as Kanchenjunga, Annapurna, Manaslu, and Everest has the accommodation facility too and the people living in the Himalaya region has earned for living through

Tourism, being a trekking guide. Hiring a trekking guide is not only helpful for generating income but also an opportunity for tourist to learn the culture, tradition and the value of the place, they are traveling to. Every tourist should have an entry permit and should be aware of the environment and culture. (Nepal Tourism Board 2018.)

4.1.3 Mountaineering

Nepal has potential in mountaineering in the form of tourism because it has an immense history with the early explorer being tempted into giant peaks by the challenges of inexperienced height. Although skill and training are needed in mountaineering, there may be the possibility of being unsuccessful to reach the top of the mountain. Thousands of people mount the peak each year, but it is not possible for everyone to get success to touch the height of the mountain. (Nepal Tourism Board 2018.)

4.2 Religious and Cultural Tourism

Religious tourism is also called Faith- tourism as the earliest form of tourism which influences and involves our daily life. There are so many holy places developed as religious tourism places of tourist. People travel to explore historical, religious and cultural sites all over the world. Generally, religious tourism is understood by a human being is travel with the purpose of visiting pilgrimage but as the people have started visiting the holy site since the dawn of history, people started exploring the cultural and heritage sites too. After the exploration of cultural and heritage sites, cultural tourism is introduced. According to Richards (1996, p24) cultural tourism is defined as "the movements of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs." (Jongmeewasin 2010.)

Nepal is rich in cultural heritage which is surrounded by diverse culture, religion, and ethnicity. This diversity in culture demonstrates various forms such as music and dance, art and craft, philosophy and religion, languages and literature, food and drinks, festivals and celebrations. The main specialty of Nepalese is they believe in 'unity in diversity'. Nepalese people always respect the visitors and they always welcome them with a big bright smile. UNESCO has identified 10 world heritage sites in Nepal. They are Pashupatinath Temple, Lumbini, Swayambhunath Stupa, Boudha Stupa, Kathmandu Durbar Square, Patan Durbar Square, Bhaktapur Durbar Square, Changunarayan Temple, Chitwan National

Park, and Sagarmatha National Park. People of Nepal has multiple languages, multiple religion, diverse culture, and various ethnic groups. (Mountain Mart Treks and Expeditions 2017.)

Pokhara is rich in culture and tradition. Culture diversity is the main in Pokhara city. Pokhara is the second largest city in terms of population and people residing inside the small city in terms of area are following different religion such as Hindu, Islam, Christian, Buddhist and so on. Although there is variety in religious and culture, they have a unity. In Pokhara, there are so many temples and gompas that embraces the meaning of Hindus and Buddhists. Tal Barahi temple, Bindhyabasini temples and many gompas such as Shanti stupa can be found in Pokhara. Pokhara has also the first church of Nepal. Pokhara is famous for musical traditions and the majority of concerts and some traditional music can be found in Pokhara. (Yatra online 2017.)

4.3 Leisure Tourism

Although tourism is an interest and passion of people towards adventurous activities such as kayaking, rafting, boating, paragliding, trekking, hiking and many more, people travel for relaxation, family holiday and site seeing too. Pokhara is a beautiful city for people to relax or spend holidays with family. Pokhara is a perfect place for every tourist. People not only experience adventurous activities such as paragliding, rafting, mountain flight, trekking, and mountaineering in Pokhara but also can sit and relax in Lakeside, can observe the nature and the reflection of Fishtail mountain into the Phewa lake, enjoy the nightlife of Pokhara. Thus, Pokhara is a beautiful and potential destination for every kind of tourist. Some leisure activities that can be done in Pokhara are as follows. (Nepali Sansar 2019.)

4.3.1 Relaxation

People usually go for a vacation to relax from their daily life. Lakeside, Pokhara is the best place to sit back and relax. The climate of Pokhara is good enough and lakeside Pokhara is a place with the natural beauty of Phewa lake where you can feel good and relaxed. People can see the beautiful reflection of the Fishtail mountain inside the Phewa lake. There is a Taal Barahi Mandir in the center of Phewa lake when you can sit and relax peacefully. People should go by boat to reach that place. You can eat a happy meal, massage for relaxation, view sunset, do yoga, and boating on the lake. (Inside Himalayas & Royal Mountain Travel 2016.)

4.3.2 Sightseeing

Sightseeing is one of the best and popular activities to visit different places to explore the natural beauties, lifestyles, tradition, and culture. Pokhara is a country consists of beautiful nature, climate, cave, religious places (Temples and Monasteries), lakes, river, falls, Sarangkot, hills, mountains, and museums. Pokhara is a place where tourist can enjoy a lot and spent a good holiday along with natural beauties and historical monuments. (TCI 2008.)

4.3.3 Boating

Boating is one of the enjoyable activities especially in the place with many lakes. Pokhara is a city of the lake where Phewa lake, Rara lake, and Begnas lake are popular among tourist for boating and kayaking. The place these lakes are located in a peaceful and beautiful environment and they can do the boating and kayaking at a minimal price which attracts a lot of tourist to these places. (TCI 2008.)

4.4 Wellness Tourism

Wellness tourism is a trip that includes yoga and meditation. Nowadays yoga and meditation become a necessity than a trend. People have a busy schedule and they work passionately these days, but they also need rest and refreshment for a balanced life. The speed of our life is constantly momentum because of technology advancement. Wellness tourism can create a balanced life to slow down the speed of everyday life. Wellness tourism is perfect for relaxation, peace and to recharge yourself which helps you to maintain inner balance and sanity. The Global Wellness Institute (GWI) has assessed the main estimated development area by categorizing wellness in 5 main categories such as Spa, Wellness tourism, Workplace Wellness, Wellness Lifestyle Real Estate and Thermal Springs from the period 2015-2020, will be Wellness tourism. Roman and Greeks have paid attention to well-being in 18th and 19th century. Spa and quest for spiritual enlightenment of medieval pilgrims are wellness retreats which are ancient forms of Tourism. More than 80% of people are likely to practice yoga in the US in 2017. Yoga and meditation have found their place in our global culture in the form of wellness Tourism. Travel for yoga and meditation helps you to feel the magical meditation effect and experience your vacation in a different way. (Eden Goldman 2017.)

Beginning of Yoga is related to Hinduism. Yoga is popular in Nepal as more than 80% of people are Hindu. In Nepal, there are so many popular yoga retreats for visitors to disconnected from everyday activities and hurry. Pokhara has also so many yoga centers for visitors which is exceedingly popular activities of the visitors. Yoga is not only a stretching nowadays, but it becomes a lifestyle of people. Atmashree yoga Retreat, Pokhara is providing sun and moon salutations, traditional poses, breathing meditation and philosophy each day which shows yoga as a lifestyle in Nepal. Similarly, another yoga retreat in Pokhara is Purna Yoga Retreat which provides the package according to the visitor's length of stay. They also deal with the detox and wellness retreat, juice cleanses and cooking classes. Alike, few more yoga retreats such as Begnas lake resort, Everest trek and yoga retreat, GRG's Adventure Kayaking and Yoga and Tiger Mountain Pokhara Lodge are proving wellness packages such as yoga classes, Buddhist philosophy, and many other wellness-related activities in Pokhara (Rough Guides 2019).

4.5 Business Tourism

The tourism industry is known as the prime industry of the world. Business tourism is profitable, a vigorous element of the world's prime industry sector. Tourism has combined as the foremost means for economic growth in the developing and changeover economies. Business tourism is one of the most important sources to create employment and essential for the tourism market. Business Traveler is essential for hotel and airlines market. Rob Davidson has tried to define business tourism in 1994. According to Rob Davidson, "Business tourism is concerned with people traveling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having traveled for this purpose of trade since very early times". Although 'Business Travel' and 'Business Tourism' are repeatedly used as exchangeable, some authors have found the difference between them. Meetings and demonstrations are the exceptional corporal services of business tourism. The business traveler can experience leisure tourism during exhibitions, meetings, and conferences but there is a difference between business tourism and leisure tourism. Business tourism is costlier in tourism activities. Business travel and tourism is an intricate area of the modern tourism industry. (Swarbrooke & Horner 2001.)

Neighborhood, hotel entrepreneurs, businessmen, farmers, government employees, CBOs and NGOs, and political parties are the foremost stakeholders who should pay attention for the conservation of tourism properties because tourism business in Pokhara depends on the preservation of tourism resources. All the stockholders should be involved in the preservation of tourism assets to conserve the beauty of

Pokhara city and to create ecotourism by promoting Pokhara through preserving local culture and tradition and upgrading the socio-economic status of people. Responsible tourism should be performed by concentrating on conservation of environment together with tourism promotion. Pokhara has challenges in emerging composed qualitative and quantitative development of tourism. Hotel networks, trekking agencies, travel and tour, trade unions, restaurant and bar, and airports concerns erratic struggles and tensions may affect negatively in future with quantitative growth target. To achieve the benefits from tourism by various tourism sectors and, business in Pokhara should work together, developing mutual respect, trust, and compliments. (Upreti & Upadhyaya & Sapkota 2013.)

5 RESEARCH METHODS

Redmon and Mori have defined "Research is a systematic effort to gain knowledge". Research is done to examine the problems and to derive the solutions. Research is defining as a methodological and scientific process to find out the information regarding the exact issue. The purpose of the research is to expose the undiscoverable fact. Research is a process of collecting information, defining problems and forming and estimating data. Research is a diversified dedication to find out the knowledge and to understand the physical and social phenomena as well as a stratify struggle to gain new knowledge. Research is done through experimentation, observation, and comparison to find out the facts and answers to the questions. (Kumar 2011.)

The author has decided to use quantitative research in her thesis to find out the potentiality of the tourism industry in Pokhara City. The author will analyze the outcomes from her survey where her questions are based on people's taste, behavior, choice, spending and many more. The survey took place in Pokhara, the second largest city of Nepal. Pokhara is a beautiful city with a mesmerizing view of Himalayas and a destination with possibilities to develop the tourism industry and economic growth through the adventure, business and leisure tourism. The survey paper was distributed among 50 travelers where 38 has responded joyfully. This survey has done at the end of December to analyze the future possibility of growth in the tourism industry. The survey has 15 sets of multiple-choice questions regarding their purpose of visit, expense in a one day on accommodation, transportation, and food, length of stay, activities they prefer to do and so on.

5.1 Quantitative Research Method

The quantitative research method is used to quantify the problems by generating numerical data. Quantitative research method can be primarily identified, and it relies on the mathematical suggestion. The quantitative technique is used to evaluate attitudes, behaviors, opinions and to create statistical data from the larger sample population. Quantitative research is done to collect the data through several survey methods. Quantitative research includes several forms of a survey such as online polls, a paper survey, online survey, phone survey, and systematic observations. Data may derive from questioner' survey, observation and secondary sources in quantitative research. Quantitative research is more structured than qualitative research. (Veal 2006.)

5.2 Qualitative Research Method

Qualitative research method doesn't concern with numbers rather it tries to gather large information through interview, group interview, and participant's observation. Qualitative research doesn't deal with the questionnaire. Qualitative research differs in using techniques for data collection. It has either unstructured or semi-structured data collection technique. The sample size and respondents are smaller in qualitative research. (Veal 2006.)

5.3 Validity and Reliability

Validity is the area where the researcher collects the information which reflects the existence of real facts. Empirical research is a method of obtaining knowledge through information based on people's attitude and behavior. The information can be derived from the response of people on the questionnaire made by the researcher. Validity is important for finding the survey results. Reliability is the area where the researcher derives the same findings even if the research is done twice with different samples. Reliability differs according to natural science and social science. In natural science, it doesn't matter when and where the research is conducted but the results should be same in repeated experiment and experiment situation should be fully controlled whereas social science may differ in changing social situation and results. (veal 2006.)

The researcher has conducted the survey in a systematic way to be certain about the validity in this thesis. Due to collecting data through a survey done in a systematic manner, this thesis is valid. The data collected via questionnaire survey among the visitors in a specific place is reliable and based on traveler's Choice, behavior and attitude. The questionnaire is distributed among the visitors traveling to a specific place using travel agencies and travelers from different country staying in a restaurant inside the Pokhara valley with the help of a few restaurant staffs. Gautam Holidays, travel and tours have helped me to do the survey among the travelers who were using his agency to visit the Pokhara.

6 FINDING AND ANALYSIS

The author has illustrated the finding of research done via survey and analyzed the data. Author has shown the complete analysis of a survey among 38 participants. 50 sample were distributed among the domestic and international tourists in Pokhara valley where only 38 responded. The responses got from the visitors are shown via pie chart and column bar in the first part and in the second part author has discussed the possibility of growth of tourism industry in Pokhara city which author has analyzed during her research.

6.1 Findings

The author has carried out the fact that being a naturally beautiful and culturally rich, opulent in biodiversity, Pokhara city still needs to develop in infrastructure, communication, preservation of heritage sites, improvement in websites and online access for the promotion of Pokhara city as a tourism destination globally, focus on social media marketing and advertisement and so on. All the government and non-government organizations and institutions should make a proper plan to work on it collaborating. Pokhara is domestically popular but it should be popularized globally because of its potential in the tourism industry. Pokhara is full of natural resources, the range of mountains, cultural diversity, and tranquil atmosphere. Pokhara in this era is famous for trekking and Annapurna base camp trek is famous among youth. Alike, other adventures activities such as paragliding, mountain biking, mountain expedition, zip-flyer, Bungee Jumping, Ultralight flight are famous in Pokhara. Pokhara is also famous for village tourism but lack of land and air transportation facilities in the rural area it is difficult for people to reach their desired destinations. The government and non-government sectors are responsible for the development of tourism industry in Pokhara city.

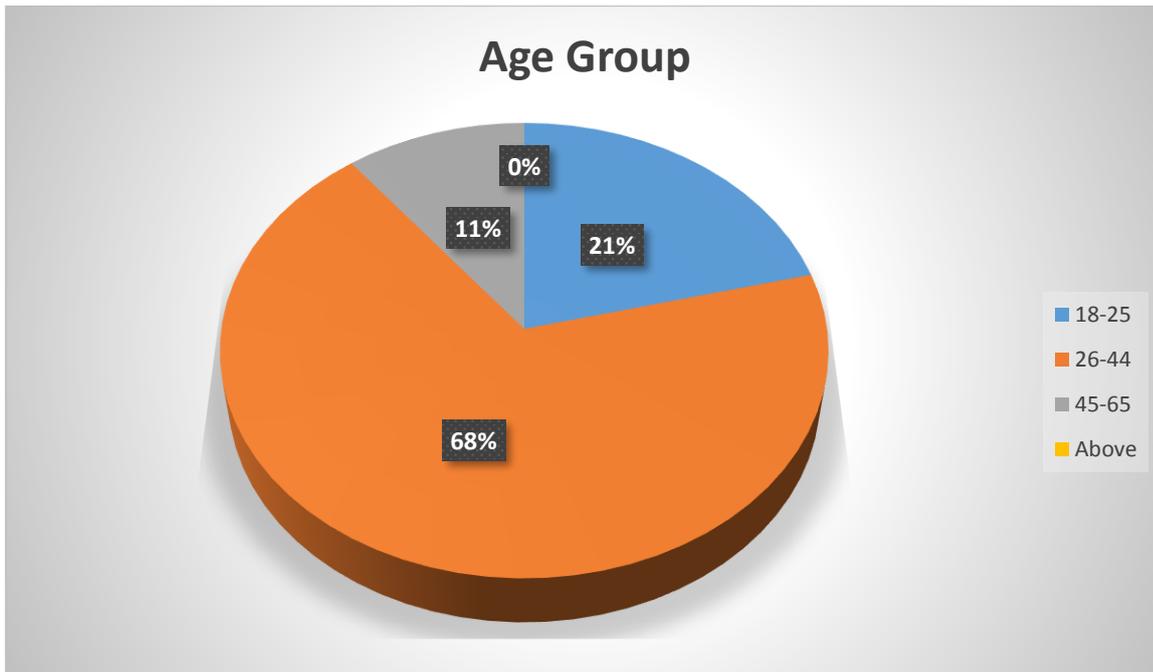


FIGURE 2: Age Group

Figure 2 shows the age group of the survey who has filled the questionnaire. The first question in the form was which age group do you belong to? Where options were given like 18-25, 26-44, 45-65 and above. According to the survey result, 21% of respondents are from age 18-25, 68 % are from age 26-44 and only 11%. are from age 45-65. This survey results could point towards the direction that people from age group 26-44 may probably be more interested and active in tourism than the other age groups.

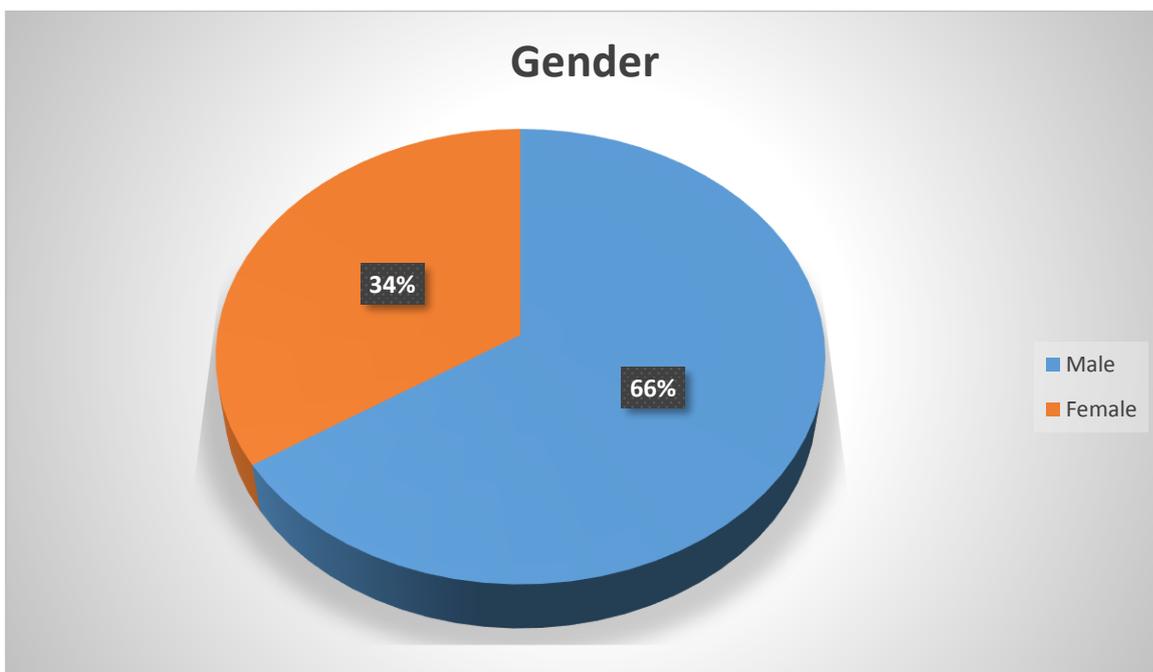


FIGURE 3: Gender

Figure 3 shows the percentage of male and female that have participated in the survey. In the questionnaire, there were two options to choose from, i.e., 'Male' and 'Female'. The proportion of male respondents was higher than the female. In the above figure, it can be observed that 66% are male and 34% are female.

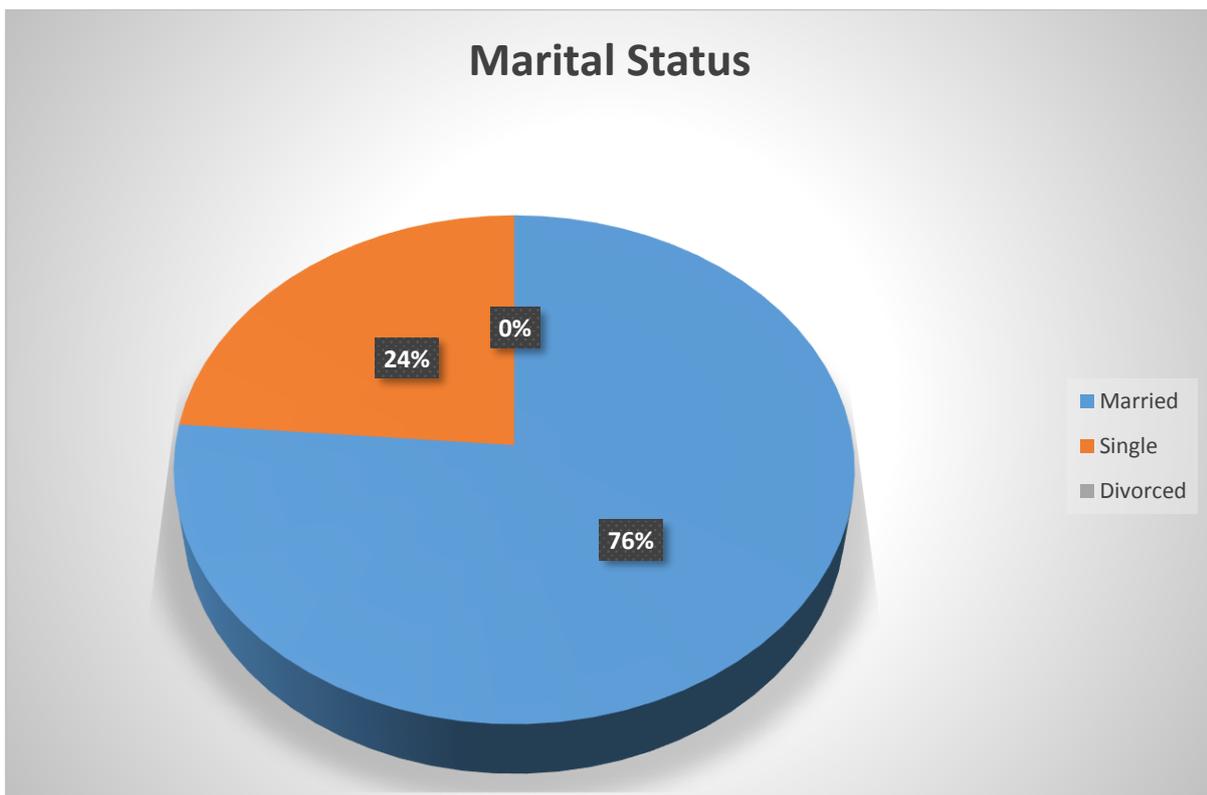


FIGURE 4: Marital Status

Figure 4 describes the third primary question of the survey where participants were asked to choose the status of being married, single or divorced. The respondents were provided the options of 'Married', 'Single', and 'Divorced'. Above figure shows that the majority of respondents were married, i.e., 76% and single were 24%.

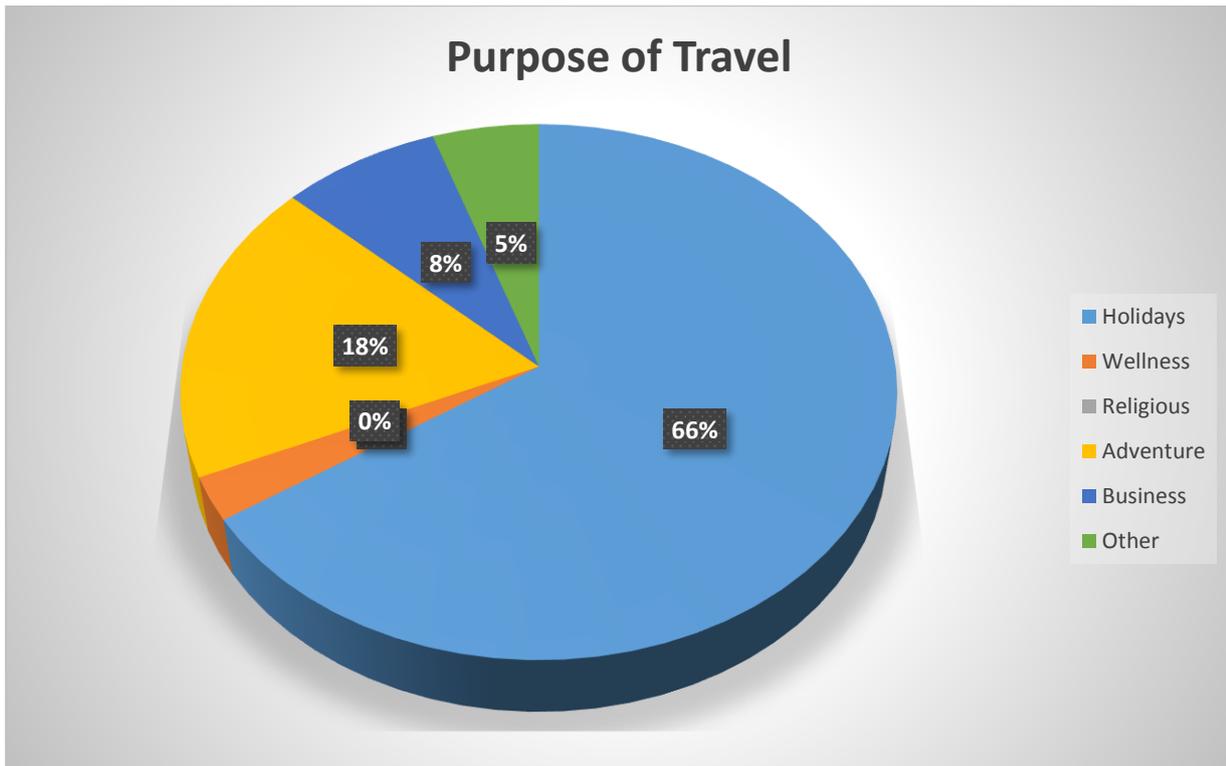


FIGURE 5: Purpose of Visit

Participants were asked to choose their purpose of visiting Pokhara city where six options were included in the survey. Purpose of visiting Pokhara was categorized into six parts such as Holidays, Wellness, Religious, Adventure, Business, and other Purpose. Among the six options, spending the holiday is the purpose of 66% respondents which is highest among all. Likewise, 18% of people have traveled for adventure, 8% has traveled for business, 5% has traveled for other purpose and 3% has traveled for wellness. Even though Pokhara is religiously and culturally popular destination too, this survey shows that the purpose of the holiday is highest.

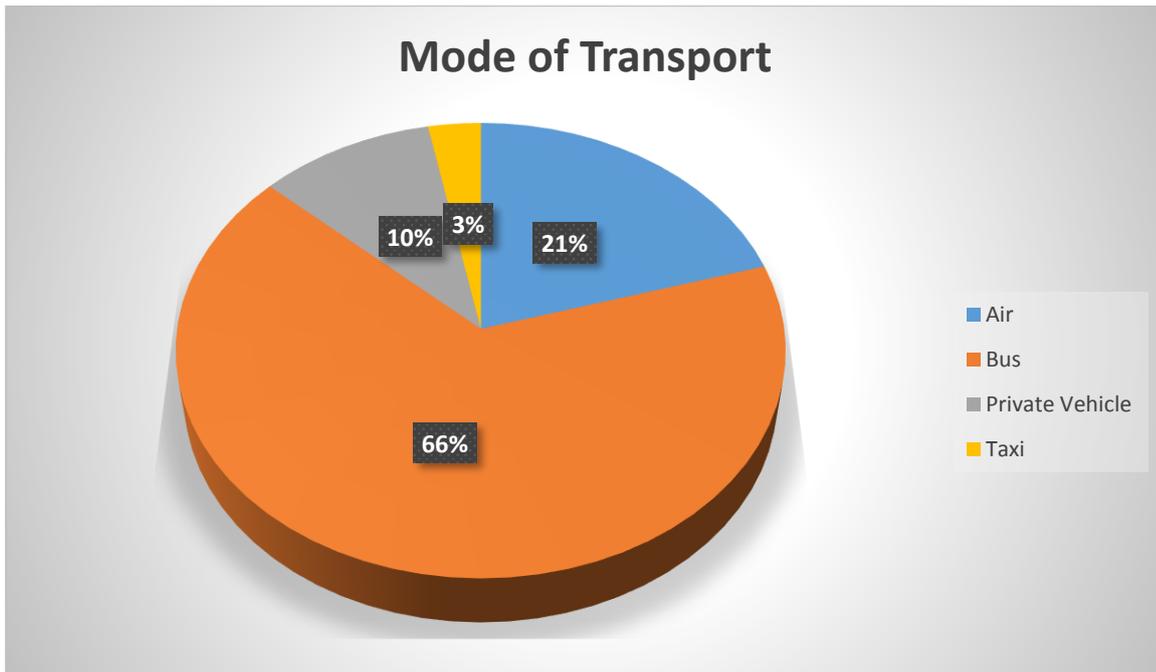


FIGURE 6: Modes of Transport

Another question for participants was which mode of transport they prefer to travel? Where they have given four options 'Air', 'Bus', 'Private vehicle', and 'taxi' to choose. The given figure 6 depicts that 66% participants' preference for mode of travel was bus whereas 21% chose air transport, 10% preferred private vehicle and the remaining 3% participants preferred taxi as a mode of transport to travel.

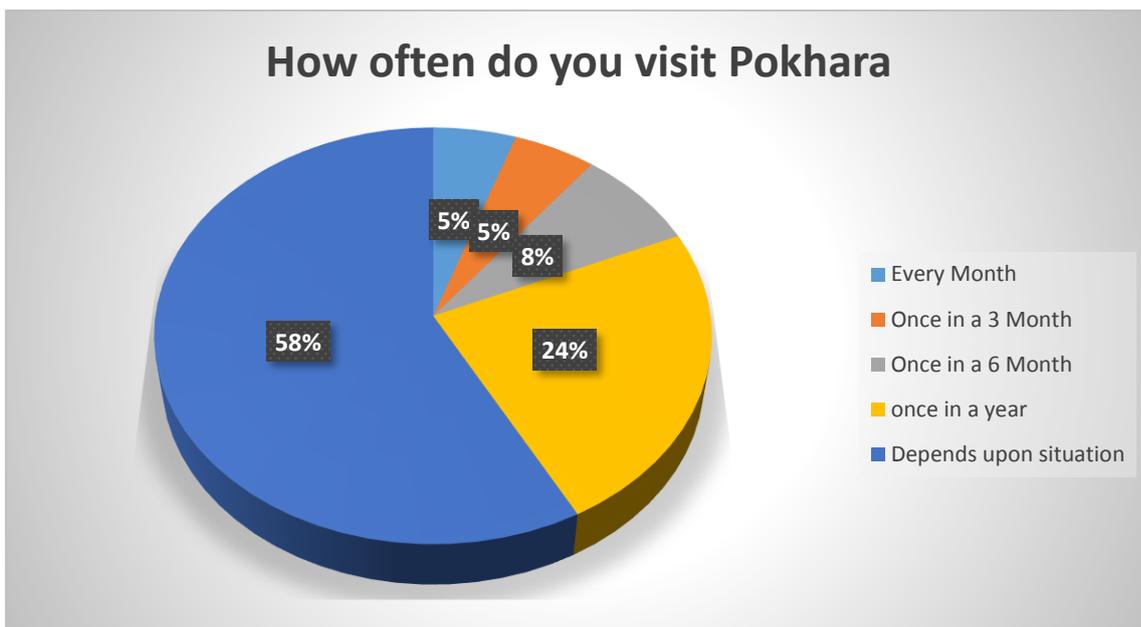


FIGURE 7: How often do you visit

The sixth question of the questionnaire was how often you visit Pokhara where 58% of participants have chosen the option depends upon the situation which shows that they frequently travel as their purpose of visit. Alike, people visiting once a year and once in six months are 24% and 8% respectively. This survey result shows equal participation of people every month and once in a three month which is 5% and 5% respectively.

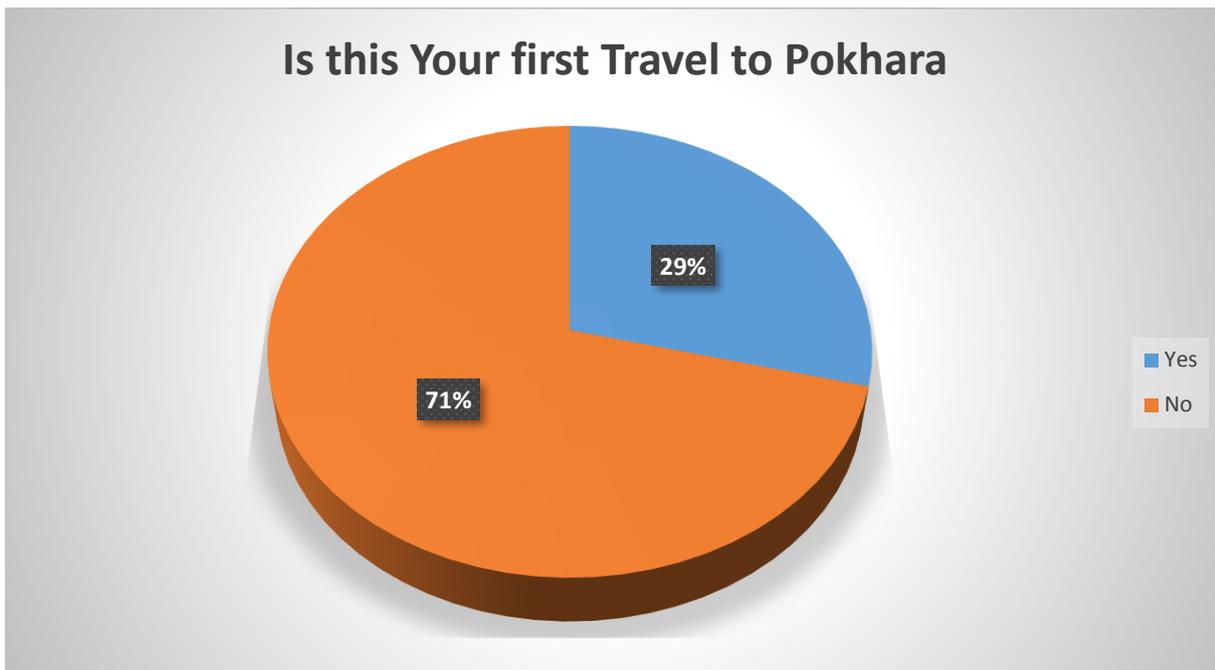


FIGURE 8: Is this your first travel to Pokhara?

This figure 8 explains the answer to the question that if this is the respondents' first visit to Pokhara. Two options were given where participants had to choose either 'Yes' or 'No'. 71% of the participants chose 'No' and 29% chose 'Yes'.



FIGURE 9: with whom you visit often?

Survey question number eighth is all about the companionship. People usually go with family or friends or colleagues and sometimes alone to travel to different places with a different purpose. The question was with whom you visit often where four options were given as 'Family', 'Friends', 'Colleagues', and alone, where 56% participants responded 'Family', and 34% chose 'Friends'. Likewise, for the option 'Colleagues' and 'Alone', the results stood at 5% and 5% respectively.

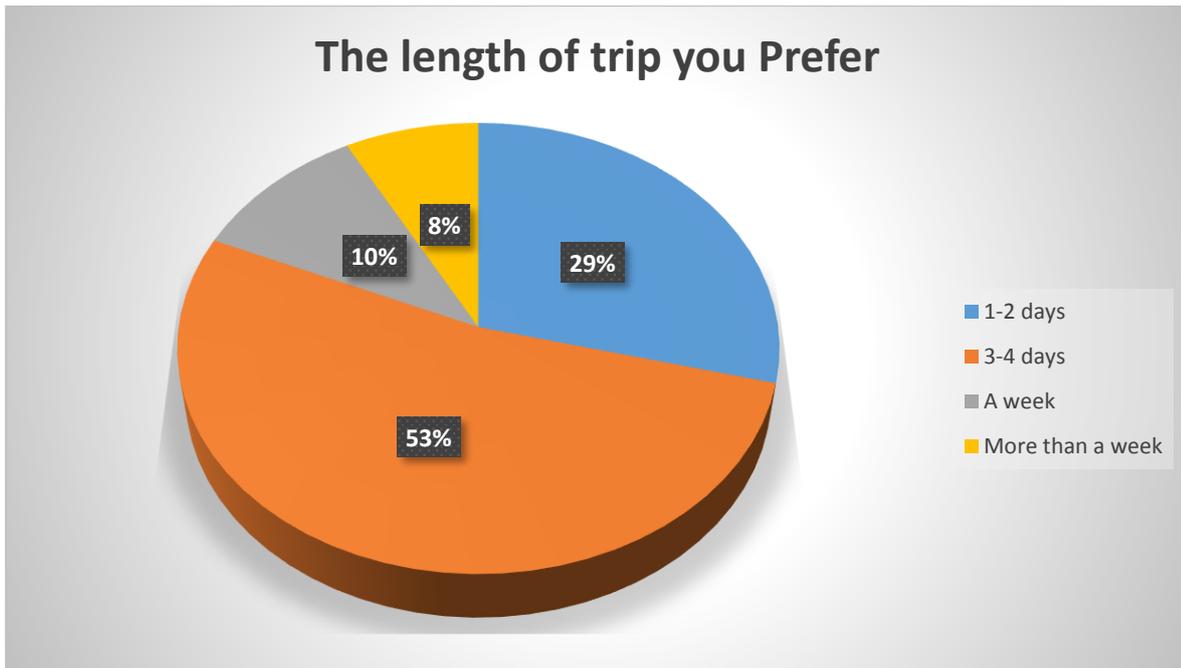


FIGURE 10: The length of the visit

Figure ten illustrate the answers to question number nine i.e. ‘what is the length of trip you prefer?’ The options were given as 1-2 days, 3-4 days, a week, and more than a week. According to the figures above, 53% of participants prefer the trip length of 3-4, 29% prefer 1-2 days, 10% prefer a week, and more than a week is preferred by 8 %.

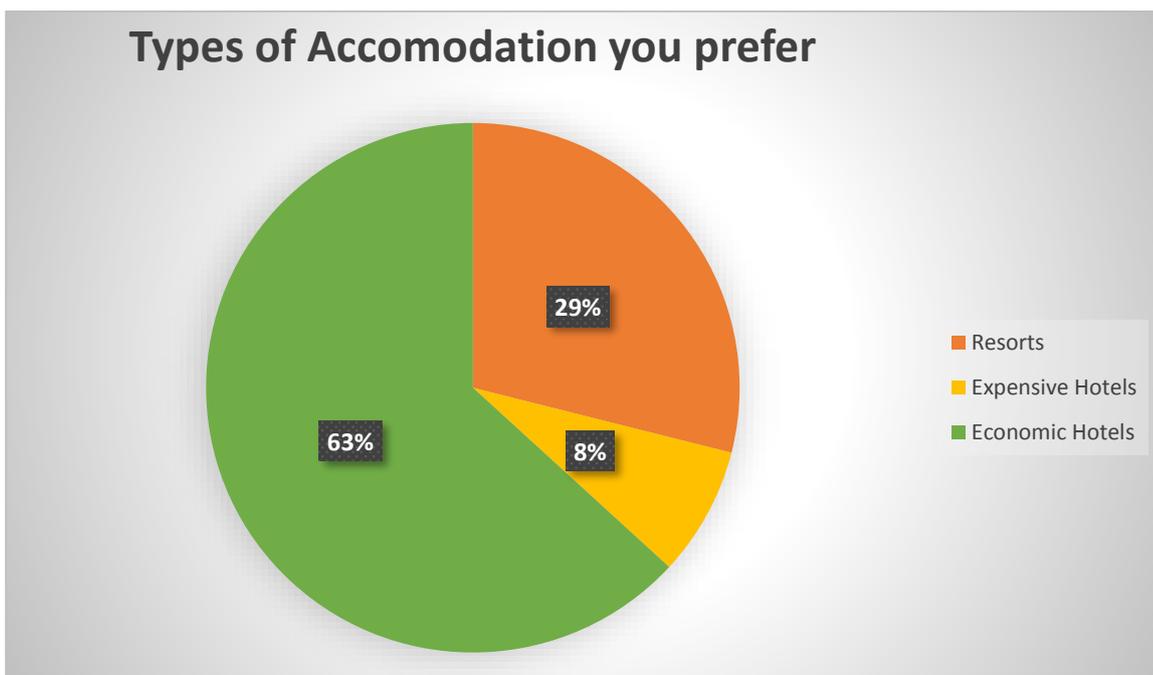


FIGURE 11: Types of accommodation you prefer

The above figure is the analysis of question number ten of the distributed questionnaire. ‘What types of accommodation you prefer during your travel to Pokhara?’ was asked to the participants where three options were given to choose from. The options for accommodation were ‘Resorts’, ‘Expensive Hotels’, and ‘Economic Hotel’ where the percentage of participants choosing an economic hotel was the highest. 63% of respondents chose the economic hotels while the percentage of respondents choosing resorts and expensive hotels were 29% and 8% respectively.

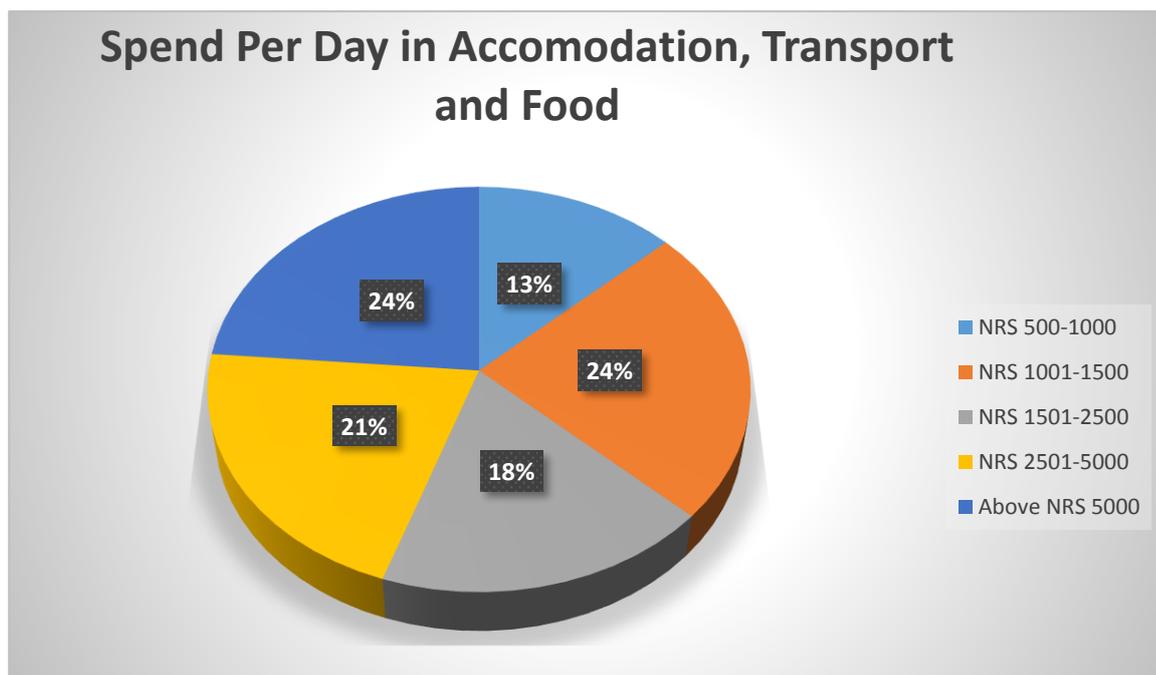


FIGURE 12: Expense per day in accommodation, transportation, and food

In eleventh questions, participants responded about how much they spend per day on accommodation, transportation, and food. Prices were given in Nepalese currency because it would be easier to calculate for domestic travelers and the author’s commissioner’s travel agency and few hotels from Pokhara were helping the international travelers to fill the questionnaires. The options were given as NRS 500-1000, NRS 1001- 1500, NRS1501-2500, NRS 2501-5000, and above NRS 5000. The percentage of people who spend NRS 1001-1500 and above NRS 5000 per day is the same, i.e., 24% each. Likewise, 21 % chose NRS 2501-5000, 18% chose NRS1501-2500, and 13% chose NRS 500-1000 as their daily spending on accommodation, transportation, and food. This figure shows the spending habit and capacity of people in the tourism sector.

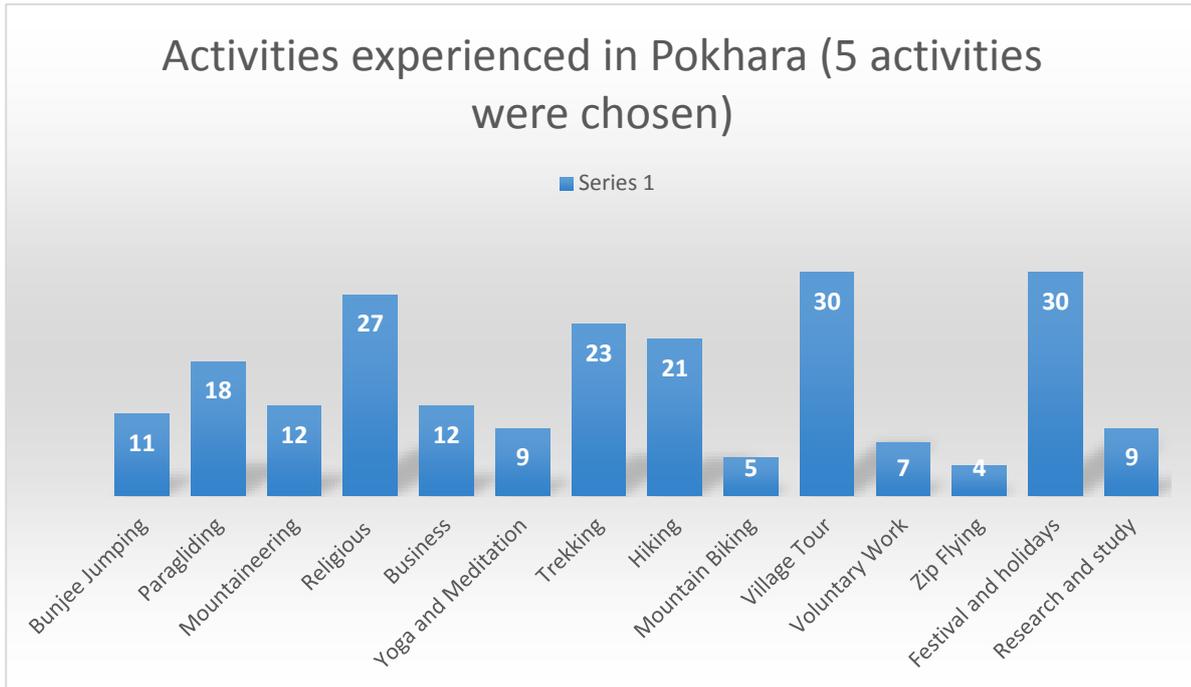


FIGURE 13: Activities experienced in Pokhara

In question number twelfth participants were asked to choose at least 5 activities that they have experienced in Pokhara where 14 (Fourteen) options were given to choose. Pokhara is a place where visitors can experience multiple tourism activities. People can experience more than fourteen tourism activities in Pokhara but here only popular activities have been mentioned. According to figure 13, most of the people were interested in the village tour and festival and holidays in Pokhara. 30% of participants had experienced a village tour and another 30% was involved in festival and holidays. Similarly, other experienced activities were religious 27%, Trekking 23%, Hiking 21%, Paragliding 18%, Mountaineering 12%, Business 12%, Bungee Jumping 11%, Yoga and meditation 9%, Research and study 9%, voluntary work 7%, Mountain biking 5% and the least was zip- flying 4%. This survey result shows that people are still not so much known about adventure activities. Adventure activities should be promoted too. Government and other organizations should have focused on promoting adventure tourism by creating a safe environment and technically well developed.

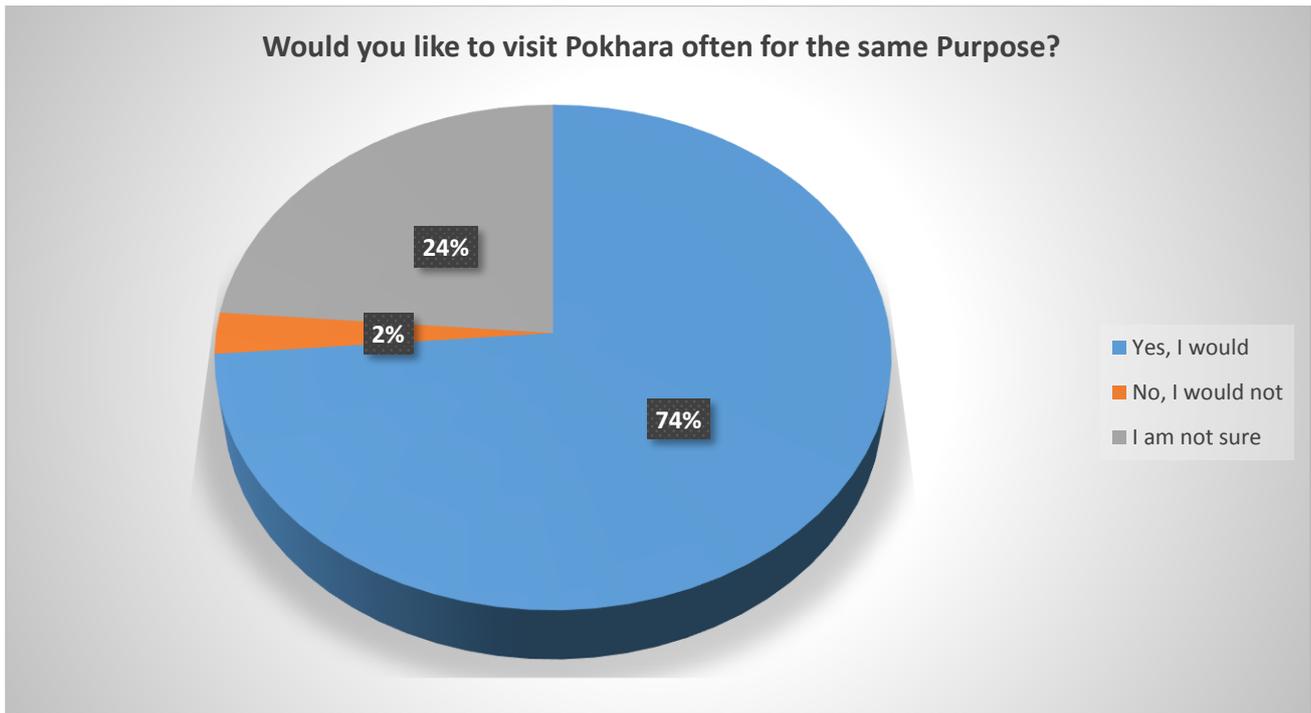


FIGURE 14: the same purpose of visiting Pokhara

In this question number thirteenth, the question would you like to visit Pokhara often for the same purpose was asked. Three options 'Yes, I would', 'No, I would not', and 'I am not sure' were given there to choose where 74% respondents have responded as 'Yes, I would', 2% has denied visiting for the same purpose and 24% were not sure about it. This survey shows that most of the people would like to visit the same place often for the same purpose.

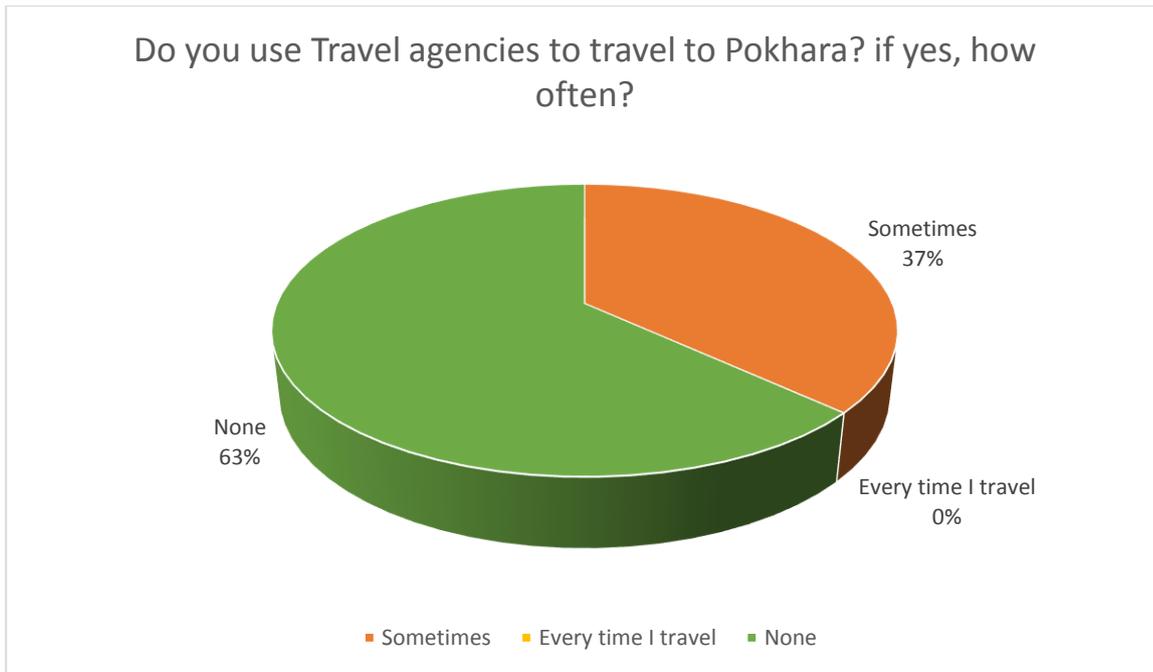


FIGURE 15: Use of Travel Agencies

Figure 15 deals with whether the participants use travel agencies to travel to Pokhara. If yes, how often? The available options were 'sometimes', 'Every time', and 'None'. From the above figure, it is identified that using a travel agency sometimes is 37% and not using is 63%. It describes that only in few cases and few trips, travel agencies are used. Domestic travelers only use the travel agency if they are in a group or else, they get the cheap travel package. But International traveler uses travel agency as they already booked the trip via online.

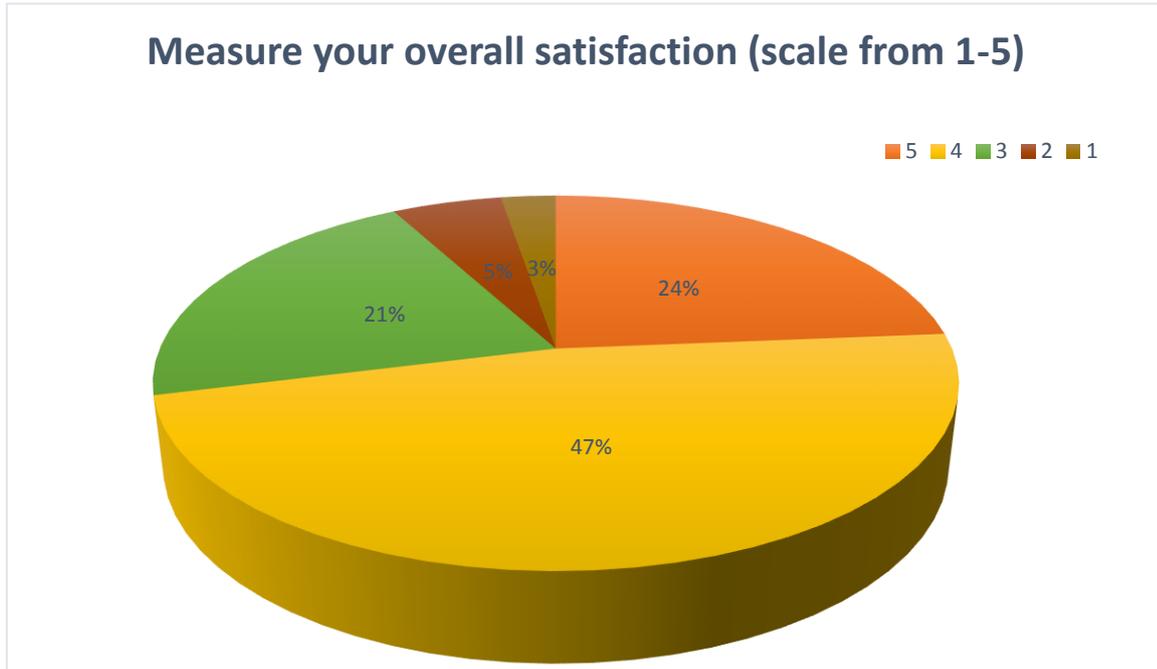


FIGURE 16: Overall satisfaction from traveling to Pokhara

The last question for participating in the survey was to rate their level of satisfaction from 1 to 5 where 1 stand for worst and 5 stands for best. According to the figure, 3% of participants have rated 1 for their satisfaction from the journey to Pokhara which means that 3% of people found the worst trip to Pokhara. Similarly, 5% has rated 2, 21% has rated 3, 24% has rated 5 and 47% have rated 4 respectively. Only one has responded as worst among 38 participants. Nepal tourism board and Pokhara Tourism organizations should still work hard for the development of tourism industry in Pokhara using all the available resources.

6.2 Survey Analysis

The survey illustrates that Pokhara has more potential in the tourism industry. It shows that even though Pokhara is not popular in the world, Pokhara is one of the desired touristic destinations. There are difficulties in the road and air transportation to reach the desired destination in the rural area. There are so many challenges in the tourism industry of Pokhara which can be eradicated with the help of co-relation between all the organizations and institutions that are related to tourism development.

Furthermore, each year tourist arrival is increasing in Pokhara which can be analyzed through the length of the stay of visitors and their spending habits and activities they prefer to attend in Pokhara. According to the survey results, in Pokhara, there are so many activities that can be done and a complete package for adventure, religious and cultural, leisure, and business tourism is available in Pokhara city. By this survey we can see the length of visitor's stay is high in Pokhara, people can experience different activities, their spending habit is good for the economy, high preference to visit Pokhara again and again which shows that development of tourism industry in Pokhara is growing but still there are so many things to take care of by related organizations and institutions.

Being a Nepali citizen, the author has also been to Pokhara frequently as she loves Pokhara a lot to visit, meet friends and spend quality time with dear ones. Author has also experienced few tourism activities such as yoga, sightseeing, paragliding, rafting, boating, trekking and night life of Pokhara city. The beauty of Pokhara and friendly environment always attracts the author to visit the place with her family, friends, and husband. In Pokhara, people can find affordable accommodations, food, and activities according to their spending habit and earnings.

During her survey, the author has realized that Pokhara is one of the best destinations of visitors but still government and non-government organizations and institutions should have focused on the development of the tourism industry. They should work for the development of infrastructure (transportation, electricity and so on), preservation of heritage and monuments, safe tourism activities, hygiene, improving hospitality and so on. International travelers should be landed to Kathmandu airport before going to Pokhara due to lack of international airport in Pokhara. But the construction of international Pokhara is running now which would help Pokhara to increase in tourists each year and promote the Pokhara globally. I have asked my commissioner to study my thesis to help me throughout finalizing my thesis.

6.3 About Commissioner

Gautam Holidays is one of the fastest growing and leisure management company, located in Kathmandu, Nepal. They are financially able to handle the company and they are earning a high reputation in the competitive market providing travel solutions, destination management and leisure holidays management to their customers. The motto of the company is Customer satisfaction with good services and good quality products. They have designed the company for the complete arrangement of their customers. They take care of customer's preferences, travel destinations and discuss travel related issues. They have many travel and tour packages to explore beautiful destinations. They offer one-day city tour, multi-week mountain expeditions, and adventure packages and they also have outbound travel packages for outside the country. Their pricing policy is affordable and negotiable with the interest of both stakeholders. They will determine the cost of analyzing the size of the group, days spent there, destinations, transportation, and other facilities, for instance, food and accommodation, internet and so on. They are flexible in payment depending on the interest of the customer either they pay in a group or individual. They are conscious to reach the expectation of their customers.

Author's commissioner has helped her to do the survey among the travelers who were using his agency to visit the Pokhara. Due to his help, the Author is able to get all the data and the information about the travel agencies and Pokhara city. According to him, people usually visit Pokhara for so many purposes such as adventure, leisure, holidays, trekking, and mountaineering. Most of the travelers are from the age above 20 years to around 50- 60 years. Married people generally prefer to visit places like Pokhara with family. Pokhara's beauty attracts the newly married couple through its nightlife, natural beauty, and peaceful environment. I am thankful to the commissioner who is an owner of Gautam Holidays, and I wish them to run their company successfully and may their company contribute some in the country's growth.

6.4 Prospects of Tourism in Pokhara

Tourism is a strength of Nepal to recognized all over the world as well as the most effective tool for the development of the nation. To create employment in the country is one of the challenges of Nepal because due to unemployment youth are migrating to earn for them and their family. Tourism can be an

essential factor to create employment in the country. In 2002, Pokhara Tourism Council (PTC) has established to conserve and promote the lakes, historical monuments, cultural heritage, and tradition. It has been one of the growing industries in the world which is not only the medium of foreign exchange but also a medium of cultural exchange and knowing people. (Pokhara Tourism Council 2018.)

Infrastructure facilities such as roads, water supply, electric power, waste management, and telecommunications should be developed in tourism. This will be beneficial for local communities too. Tourism not only helps local communities to develop through infrastructure development but also helps to create a market for local products. It creates employment opportunities and encourages improved retail, recreation, and cultural facilities as well as encourages to develop new facilities. Tourism plays an essential role in the least developed countries (LDCs) to increase in National income and infrastructure development. (Page 2009.)

Although Pokhara is a second huge touristic hub of Nepal, it is not introduced properly in a world due to lack of international airport in Pokhara. People should have landed in Kathmandu international Airport at first and only they can either take domestic air transport or surface transport to reach the Pokhara. The statistical data of Nepal shows that the numbers of visitors in Pokhara is increasing each year but once the Pokhara airport is constructed there may be the possibility of doubling the numbers of visitors. Pokhara International Airport is in the phase of construction and most probably built in 2020. Joint effort of all the political leaders, governmental and non-governmental sectors, local people and tourism-related organizations can promote Pokhara as a beautiful touristic hub in the world.

If the government and non- government bodies involved in the development of the tourism sector in Pokhara city with a planned and strategic tool systematically, Pokhara has an opportunity to enhance its tourism industry. Pokhara valley is known as hanging paradise due to its time worth original culture and intact nature. Pokhara has a complete package to attract thousands of tourists such as a beautiful snow-capped mountain (Annapurna, Fishtail, Dhaulagiri, and Manaslu). Similarly, it has few lake Begnas lake, Davis Fall and gorgeous Seti river. The multiethnic blend of Gurung, Magar, Thakali, Brahmin, Chhetri, Newar and others are also the specialties of Pokhara which mark Pokhara as a favorite touristic hub for different kinds of tourists. All the tourism development organizations and institutions should have focused on the increasing number of tourists, their length of stay and expenses that benefitted the local economy. (Upreti & Upadhyaya & Sapkota 2013.)

All the tourism related institutions and government and non- government bodies should focus on introducing Pokhara as eco- friendly, culturally and environmentally sensitive, promotion and development of rural tourism, and promotion of major historical inheritance, numb and values, natural attraction. More events and tourism activities should be conducted in Pokhara frequently. Furthermore, Pokhara needs good planning and investors to develop tourism in Pokhara and promoting Pokhara globally. (Pokhara Information Center 2014.)

Nepal has celebrated Visit Nepal 2011 with the belief that such kind of event helps to provide employment opportunities and reduce poverty by increasing number of tourists because tourism is enormously one of the important factors of the world economy which contributes more than 10 percent of global spending. It has been one of the growing industries in the world which is not only the medium of foreign exchange but also a medium of cultural exchange and knowing people.

Ministry of culture, tourism and civil aviation (MoCTAC) is going to celebrate Visit Nepal 2020 with a vision of making Nepal as a travel and vacationer destination, backing up the tourism foundation of Nepal, intensify the development of tourism industry, and boost local tourism as a sustainable industry, to attract more tourists in the country. Alike, they should also have focused on infrastructure development, advancement of hospitality services, improve facilities and noticing new touristic destination. MoCTAC has planned to organize visit Nepal 2020 with the main vision of attracting more tourists each year (Nepal Hiking Team). Pokhara is the first largest city based on area and second largest city based on population and it is located approximately 200 km away from the capital city Kathmandu. Pokhara has been one of the favorite tourist destinations as it holds the mesmerizing snow-capped mountains, so many beautiful lakes, temples, gompas, church, multi-ethnicity, cultural diversity and many more to attract both international and domestic tourist. This Visit Nepal 2020 may help Pokhara to recognize all over the world.

7 CONCLUSIONS

Pokhara has a unique geographical structure which has a benefit to creating various adventure activities in the form of tourism. Although it has the potential to earn national income from adventure tourism, it is difficult to start such kind of activities in Pokhara due to the lack of skilled manpower and negligence of the government. Initiating such adventure activities creates employment opportunities, earn national income and attracts the tourist. The tourism industry is a medium of foreign exchange and a potential source which helps to promote Nepal, a beautiful country in the world. Nepal is rich in natural beauty with flora and fauna, wildlife reserves, lakes, mountains, rivers, and cultural heritage. Many adventure tourism activities may take place in Nepal.

During research in this thesis, it has been found that there are many tourism activities that can be experienced in Pokhara which helps Nepal to develop more economically and helps to introduce Nepal globally in the world. It has a potential to collect national income and to create employment opportunity, but the government should have a concern about it and they must provide training and education about how tourism sector helps to develop the country globally and economically and what can be done to promote the tourism industry. Advertisement and social marketing are the important factors in the tourism sector because it directly impacts the attitude and beliefs. Every tourism organization working for the development of tourism in Pokhara should have proper plan to work and focused on attracting more tourists each year. Advertisement through media and paper, marketing, various offers may attract domestic tourist as well as international tourist, but government and non- government bodies should have more strategy to increase the number of tourist arrivals.

During her thesis, while doing research to find out the prospects of tourism in Pokhara, the author has found that Pokhara is a city with full of natural attraction, rich in culture and religion, natural variety and the mesmerizing Himalayas, proposes marvelous possibility for strategic growth of tourism in the future. Beautiful mountains, trekking route to basecamp for various mountain area, beautiful lakes, temples and pilgrimage, hotel, resort and various tourism-related institution and organization, ethnicity and the standard services providing to tourists are suitable for different tourism such as pleasure tourism, ecotourism, green tourism, adventure-sports tourism, community-based village tourism, environmental tourism and so on. Various tourism development organizations and institutions as well and the government should focus on increasing growth of tourist arrival by multiple times and increasing the length of stay which could be helpful for the growth of income generation and local employment in Pokhara.

Infrastructure development, air transportation, and land transportation facilities from and to Pokhara for tourist to reach the desired destinations, improving current facilities and improving hospitality services may expand tourism in the future. Tourism entrepreneurs must be aware of qualitative services and hospitality.

Throughout her research the author has come to know that still there are so many things needed to do for the development of tourism industry in Pokhara and promotes Pokhara internationally, such as improving service and hospitality, create market for local product, rural area development, conservation of lakes and other natural, forming land transportation or air transportation to reach the rural destination, allotting adequate resources through proper planning, proper information related to tourism sector should be easy to access via websites and online, promoting campaign and international conferences helps the country to be recognizable globally. This thesis and the survey will help the author to know the prospects of the tourism industry in Pokhara for her future career. Author has done the survey to find out the prospects of Pokhara city based on traveler's tastes and preferences.

This thesis contemplates the prospects of Pokhara city, history of tourism in Pokhara, organization related for the development of tourism industry in Pokhara, tourism activities in Pokhara city, attraction in Pokhara, cultural and religious importance inside Pokhara city and tourism business in Pokhara city. The author has tried to derive a conclusion that if the related organizations and institutions have focused on infrastructure development, hospitality service improvement, conservation of attraction of Pokhara city, ecotourism, an involvement of social media Pokhara will be promoted globally in near future. The author has found little harder to determine the theoretical structure but tries to make her thesis understandable and informative.

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APPENDIX

I am Sabina Adhikari, a student at Centria University of Applied Sciences, is writing my final thesis. I am doing this survey to find out the possibility of tourism growth in Pokhara city by analyzing people's attitude and behavior towards tourism activities and Pokhara city through their eyes. The questions were made to find out the prospects of the tourism industry in Pokhara city and distributed among you all. So, I kindly request you all to fill the questionnaire to help me out to find out the possible outcomes for my thesis. Your participation is appreciated, and I am grateful to you all for helping me to analyze the fact through your answers. Below are the questionnaires you should fill to help me to get the proper data and to meet my objective.

Sabina Adhikari

Centria UAS, Jakobstad

Survey Questions

Study on attitude and behavior of Tourist

1 Which age group do you belong to?

- 18-25
- 26-44
- 45-65
- Above

2 What is your gender?

- Male
- Female

3 What is your marital status?

- Single
- Married

3 What is your purpose of travel?

- Spiritual
- Religious
- Adventure
- Business
- Family Holidays

4 Which mode of transport do you prefer?

- Plane
- Bus
- Taxi
- Private Car

5 How often do you Travel?

- Every month
- Once in a 3 month
- Once in a 6 month
- Once in a year

6 Is this your first travel to Pokhara?

- Yes
- No

7 With whom do you visit often?

- Family
- Friends
- colleagues
- Alone

8 What is the length of trip you prefer?

- 1-2 days
- 3-4 days
- A week
- More

9 What kind of accommodation do you prefer?

- Resorts
- Expensive hotels
- Economy hotels

11 How much do you spend on a trip for transportation, accommodation, and Food per day?

- Nrs. 500-1000
- Nrs. 1000-1500
- Nrs. 1500-2500
- Above

12 What activities have you experienced in Pokhara?

- Bungee Jumping
- Paragliding
- Mountaineering
- Religious
- Business
- Yoga and meditation
- Trekking
- Hiking

- Mountain Biking
- Village tour
- Voluntary work
- Zip flying
- Festival & Holidays
- Research and study

13 Would you like to visit Pokhara often for the same purpose?

- Yes, I would
- No, I would not
- I am not sure

14 Do you use travel agencies for your trip?

If so how often?

- Sometimes
- Every time I travel
- None

15 How do you measure your overall satisfaction with the tourism activities in Pokhara? Rate it 1 to 5 (1 being the worst & 5 being the best)

- 5
- 4
- 3
- 2
- 1