

CHAPTER 2



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GENESIS OF A TOURISM INDUSTRY

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CHAPTER 2

Genesis of a Tourism Industry

2.1 Introduction

Man is known as a ceaseless wanderer since his very appearance on the earth whether we call it mysterious appearance or evolution. And traveling is a nomadic urge inherent in every human being. Pre-historic man was nomadic by nature. Being an agent of collecting economy, he was by occupation a hunter as well as gatherer of vegetables and fruits in those early days. Earliest type of agriculture was shifting agriculture (Boserup, 1981). Such nature of man and his curiosity for searching food perhaps gave birth of travel and travel led to tourism.

Tourism in its present form is of rather recent origin but man has been engaged in travel one way or the other from the very beginning of history. While getting through Paleoanthropology or prehistory or protohistory or archeology we will come to know that humanlike beings have been moving from place to place for about 1 million years. The early ancestors of human beings 'Homoerectus' originated in eastern and southern Africa. But remains of these same forms of early humankind have also been found in China and Java (Indonesia). It has been estimated that migration of this type took about 15,000 years. Various theories have been proposed regarding the motivation for such amazing journeys. Foremost is that these wanderings took place in search of food and to escape from danger. Another theory is that people observed the migration of birds and wanted to know where the birds came from and where they were going. Recently in the most dramatic discovery of its kind ever made, the preserved body of a man dubbed the 'iceman' who died 5000 years ago was found in the ice in mountainous northern Italy. Some of the scientists studying his body and accoutrement have concluded that he was returning to his home in what is now Switzerland from a journey to the south of what is now Switzerland. This reveals that the subject of travels is quite exciting and fascinating (Goeldner *et.al*, 2000). Gradually with the development of civilisation man became more and more curious about this unique world. Passing through different phases of time it has now changed in its form as well as purpose. Tourism has a multi-pronged history throughout its entire course of development. The shape, form, mode, objectives and contents of travel and tourism have always been changing. With regard to the development of tourism

Burkart and Medlik, 1980 have developed three principal epochs of tourism. In the first epoch, there comes the story to the early days of railway age that is to about 1840 in Britain, a little later elsewhere. The second epoch covers railway age itself. The years between the two World Wars which witnessed the significant development of the private motorcar, bus and coach, and the period after Second World War, when civil aviation came to share with the transport role in tourism form together third epoch. Transport is the necessary precondition of tourism. All three epochs are to be identified with particular modes of transport. Mechanised transport has made the travel possible at least for a significant part of the populations of the developed countries. An attempt is made to discuss the genesis of tourism under the following headings.

2.2 .Ancient Travels and Travelers

Travel is an ancient phenomenon. From the earliest historical period travel has had a fascination for man. History fully demonstrates that man has traveled from the earliest times as a wanderer and explorer. Early man always moved in search of his food and shelter. Slowly and gradually he recognised the resourcefulness of land and water and began to spend sedentary life especially in river valleys.

Travel in those days was largely self-motivated and unconscious and simple affairs. No travel formalities existed. Travel in distant past was not a thing of pleasure as is the case now. The traveler in the past was a merchant, a pilgrim, a scholar and even a curious wayfarer looking forward to new and exciting experiences (Bhatia, 2000). Trade and commerce were however the strongest motivators in the ancient time. The invention of money by Sumerians (Babylonia) and development of trade and commerce around 4000 B.C. perhaps marked the beginning of the era of travel. Sumerians first grasped the idea of money and used it in their business and commercial dealing. 'Shulgi' the rulers of ancient Babylonia had protected many roads and constructed rest houses for respectable wayfarers about 4000 years ago. The phoenicians were probably the first real travelers in the modern sense to go from place to place as traders. Early travel in the Orient particularly in China and India was also largely based upon trade (McIntosh, 1972).

Homer's 'Odyssey' records the wanderlust of the ancient Greeks. However the oriental world particularly India and China attracted many ancient travelers as both the countries enjoyed the reputation of possessing fabulous

wealth. India had attracted a series of invaders starting with Alexander of Macedonia who traveled from Greece to India in 326 B.C. discovering new routes between Europe and India. When Alexander the Great reached India, he found well-maintained roads, lined with green trees, wells for water, police stations and rest houses. Along one highway, twelve hundred miles long and sixty-four feet wide, the Greek historians recorded that men traveled in chariots, bullock carts, on elephant, camels, horses and oxen. Chinese travelers Fahiyen (40 AD) and Hiuen Tsang (629 AD) came to India and have left accounts of their well-known and extensive travels within the country. The great traveler Vasco-da Gama reached India via Capes of Good Hope in 1498. Columbus set out to invent a new route to India in the process discovered the New world (1492). Philosophers-Thales, Pythagoras and Plato all traveled to Egypt. Aristotle visited Asia Minor before starting his peripatetic school for wandering students. Greek traveled to spas, festivals, and athletic meets and to consult the oracle at Delphi and the Asclepiads at Epidaurus.

Trade and commerce remained a strong for many travelers to set out for a long journey. This was followed by an urge to explore new lands and to seek adventurous experience. There were many great explorers in the distant past who spent their whole life in this quest. In fact these great explorers can be credited with the distinction of being the pioneers who subsequently paved way for modern tourism. After Alexander the Great, Young Marco Polo was the most famous traveler who invented many countries. He left Venice in 1217 and traveled through Persia, Afganistan and unknown 'Pamir plateau'. After crossing the Gobi desert he reached China and remained there over twenty years. On his way back home he stopped in Sumatra, Java, India and Cylone. Benjamin of Tudela (1160 A.D) was the first medieval traveler who reached the oriental world. He wrote a detailed account of his thirteen years journey through Europe, Perisa and India. Ibn Batuta (1304-1324 A.D) was another famous traveler who visited various countries in Africa and West Asia, he wrote a detailed diary of his travel experience. The Chinese Buddhists traveled long distances to visit Lumbini, the birthplace of Buddha in Nepal and other Buddhist places in India, ending many hardships.

Traveling in those days was considered to be rather hard and not a thing of ultimate pleasure. The land traveling was done by foot, on horse back, yokes, donkey, camel and pony and also through river crafts, boat in Europe, Asia and

Africa and the very limited exploration by rafts and primitive vessels moved by tides oar and sail (Sharma, 1996).

2.3 The Idea of Pleasure Travel

The concept of travel for pleasure was ready to take off during 200 years of peace when the Roman Empire was at its peak. Probably Roman were the first pleasure travelers in the world. Travel became quite sophisticated by the time Christ was born. There are reasons to believe that pleasure travel also developed at the same time in China, India and Japan. Wherever the Romans went they constructed a fine network of roads and developed good communications system. Travel literature was published extensively during this period. The Romans used to travel up a hundred miles a day by using relays of horse, taken from the rest posts five to six miles apart. They traveled to see the temples in the Mediterranean area and, pyramids of Egypt. Medicinal baths and seaside resorts later named, as 'Spas' were very popular among the Romans. The patients using the spas required certain diversions and gradually they were provided various types of entertainment and amusement facilities various types of entertainment and amusement facilities like theatrical productions, athletics competition, festivals, etc. at the Spas sites. Subsequent development of Spas and seaside resorts by Romans played a great role in the development of pleasure travel all over the world. The fall of Roman Empire in the fifth century was a great setback for pleasure travel as well as for trade and commerce. In the absence of a prosperous community with incentive to travel for pleasure, traveling ceased to exist for its own sake.

2.4 Middle Ages and Religious Travel

Travel for religious purpose assumed significance during the middle ages. By the end of the middle ages large numbers of pilgrims were traveling to the main shrines in Europe and travel again gained popularity. However, it was dominated by religious motivations. Pilgrimages strengthened religious bounds. It served as a powerful means of forging unity and understanding among people from widely different regions. The adoption and expansion of Christianity in Europe and later in America and Hindusim, Buddhisim and Islam in Asia had played and continued to play a crucial role in tourism.

2.5 The Grand Tour

Evolution of Grand Tour in England in the seventeenth century marked the next important stage in the history of travel. During these period three types of people traveled Europe due to different circumstances. According to Fairburn, it was initially an Elizabethan concept. He pointed out that (i) the end of the wars of the Roses and the gradual achievement of law and order under the strong Tudor monarch sent a mass of out of pocket gallants into Europe as travelers and mercenaries.(ii) Next the development of the printing press and the arrival of renaissance learning from Italy encouraged more students to travel.(iii) The evolution of a rich and stable monarchy helped to create a class of professional statesmen and diplomats. Increasing number of potential diplomats, men becoming rich through England's growing foreign trade, and scholars in search of European learning, began to legitimise the gallants' jaunts which thus imperceptibly merged into the educative and political institution known as the Grand Tour.

By the middle of the eighteen-century it had become fashionable to take up continental tour. One of the interesting aspects of the Grand Tour was its conventional and regular form. A generally accepted itinerary was also laid down which involved a long stay in France, especially in Paris, almost a year in Italy visiting Genoa, Milan, Florence, Rome and Venice, and then a return by way of Germany and the low countries via Switzerland, of course, there were variation to this itinerary but this was the most popular route; it was generally believed that there was little more to be seen in the rest of the civil world after Italy, France and the low countries.

The eighteenth century is conventionally considered the golden age of the Grand Tour. It seems to have reached its peak in years immediately following the Seven-year War (1756-63). But after few years, French Revolution and the wars of Napoleon, which plunged the whole Europe into turmoil, brought a sudden end to the Grand Tour.

2.6 Industrial Revolution and Development of Travel

The concept of modern tourism came into existence in the second half of the nineteenth century with the development of the industrialised societies of Western Europe and North America. Industrial revolution has brought tremendous changes in society. Travel before the industrial revolution was largely a matter of pilgrimage or business. During the Roman Empire only the

rich and leisured class indulged in pleasure travel. But the industrial revolution brought a remarkable change in the trend. The gradual introduction of regular holidays and better wages made it possible for large numbers to indulge in a holiday always from home. As the industrial momentum gathered and the concentration of population in towns and cities increased, the need for escape became even more acute. Industrialisation also brought in an increase of material wealth and certain improvements in transport and communications. Until the First World War, the pre-eminent mode of transport was the railway; the motorcar was still in its infancy. This has the enough effect on concentrating development at particular points along the coast. Moreover, easy accessibility was important and this tended to stimulate regional development.

While in the beginning, the seaside resorts developed because of their natural resources, i.e. the sea and the beach, but soon the more popular thriving resorts turned their attention towards additional amenities and recreational facilities, or what may be termed created-resources. There was substantial investment by both municipalities and individuals in the provision of these created resources.

2.7 The Post-War Era and Modern Tourism

The Second World War marked a watershed in tourist movement. There was considerable decline in tourist travel not only within Europe but also all over the world. But after the hostilities of war a new philosophy of holiday making had begun to emerge and many of the old traditions had started declining.

Most striking feature of post-war era was the spectacular development in transport and communication facilities. Thomas Cook, the pioneer travel agent, is considered as father of modern tourism. He conceived the idea of running a special train from Leicester to Loughborough, a distance of 12 miles on the 5th of July 1841, the train for which Mr. Cook had bargained carried 570 passengers for this trip from Leicester to Loughborough and back. This is believed to be the first publicly advertised excursion train, which was run in England. Historically this can be credited as the beginning of first commercial travel enterprise. Thus, Thomas Cook can rightfully be recognised as the first travel agent whose pioneering efforts were eventually to be copied widely in other parts of the world. Moreover, introduction of air transport for commercial travel has certainly been a key factor in the growth of modern international tourism especially in respect of long distance and international travel. The

removal of war time restrictions on international travel and the tremendous increase in speed, safety and comfort provided by the new aircrafts, expanded the tourism in those region where it had been practically unknown earlier.

Post-war era also saw a rise in the standard of living of the working and the middle classes in America and in some European countries. This period also saw the first attempt to build a 'package holiday' around air transport, the model for most of today's global tourism.

Perhaps the greatest and most significant development in modern tourism has been the quite spectacular growth of holidays abroad. In Britain also near about 8 million people annually are holidaying abroad. It is chiefly due to the extraordinary development of the inclusive (package) tour which has transformed the holiday habits of millions .The motor car too has had a big impact on holiday making and been responsible for the rapid growth in the touring, camping and caravanning type of holiday which largely, if not entirely, ignores the traditional resort tours.

Likewise the introduction of railways and sea transport made significant contribution to travel during the nineteenth century. The concept of mass tourism emerged along with the introduction of holiday with pay. Introduction to paid holiday had led great mobility of the population, created new industries, resulted in the certain and growth of many towns of distinctive function and broadened the horizons of millions of people. In fact the introduction of paid holidays can truly be associated with development of modern mass tourism. Now paid holiday has got universal recognition and established all over the world. The duration of such holiday has become one to three weeks which is specified either by law or by collective agreements between employed and the workers. Similarly the development of road, air transport and advent of the Jet again boost up the international tourism in the global basis.

2.8 The Genesis of Tourism Development in Nepal

Nepal is one of the richest countries in the world in terms of bio-diversity due to its unique geographical position and latitudinal variation. It is famous for ancient and modern art, beautiful landscape, archeological and historical places. Since ancient time Nepal was known as the abode of God (Satyal, 2000). Many people from India and China came to Nepal to make long pilgrimage. For example, the great explorer Ashoka came to Nepal and made several Stupas in the Kathmandu Valley. He also entered matrimonial alliance

with Nepalese prince. Poudal (2059) noted that Fa Hein (403 A.D), Huen Sang (366 A.D) Both from China visited Lumbini, which is very important. Religion has been a powerful force which has a long caused to travel to religious centers in many parts of the world. Pilgrimage is the opening of tourism in Nepal. Pilgrimage by Hindu and Buddhist saints to different parts are examples. Similarly many Buddhists from China used to come to Nepal for religious purpose. The follower of Buddha never hesitated to go as far as Lumbini, a long traveling of millions of miles of difficult land. The people of India make journey to pay homage to Lord Pashupatinath, Muktinath and Barahachetra.

In commercial point of view, ancient Nepal was very famous for lure type of wool, which also impelled the merchants of India and China to make distant journey to seek rare and sought after product. During that time Nepal was divided into many states. Many dynasties ruled over those states likewise Gopal dynasty, Kirat dynasty and Shah dynasty. The first ruling dynasty in Nepal was Gopal dynasty. In that period, no history recorded about tourist came to Nepal. When Kirat dynasty came into power, Lord Gautam Buddha visited Nepal (Kathmandu valley) during the period of seventh kirat king Sthungo. Afterwards, this golden age of Nepal was stated in 400 A.D. when Lichhavis came into power. In this period the tourist visiting Nepal was negligible except pilgrimages.

In Malla dynasty, there was a significant development of arts and culture. So many Hindu temples and stupas of Buddhist built in Malla period in Nepal. Today these ancient temples and stupas are still famous for the attraction of tourists in Nepal. Shrangchang Gampo, the great Emperor of Tibet married the Nepalese princess Bhrikuti, the daughter of king Ansuvarma who ruled over Kathmandu. The Chinese visitor Huen Tsang described in his travel accounts the Kailaskut Bhawan, Mangriha of Lichhavi dynasty. At that period, the Shah dynasty ruled over Gorkha in west Nepal king Prithivi Narayan Shah conceived the dream of integrating the whole of Nepal under one crown. To this end, he invaded Kathmandu valley and owned complete victory after 25 years in 1767.

After the death of king Prithivi Narayan Shah, Nepal was ruled by his son king Pratap Singh and then king Rana Bahadur Shah and then king Girban Bikram Shah. The process of territorial expansion towards the south king Girban Bikram Shah put Nepal on a collision course with British East India Company, which was extending its hold over India. The war that took place in 1814 was concluded in 1816 under the treaty of Sugali. A British Resident was

appointed in Katmandu. Dr. Wallich visited Nepal in 1817 and carried on his botanical researches for a year (Daniel, 1877).

During the Rana autocratic regime Nepal was completely isolated from the world. The door of Nepal was not opened to all foreigners except some British personalities who had to ask for permission from the government before their arrival. Meanwhile, Mr. Schlagintweit was permitted to visit the country in 1856 to carry out some scientific research in Nepal. Some other personalities like King George V came for his famous shoot in Nepal Tarai in 1911 and the Prince of Wales (Duke of Windsor) in 1921. Nepal has a rich fauna and is famous for big game shooting. 'It is well mentioning the details of big game shooting in Nepal' as described by Mr. E. A. Smythies; B.A. Oxon CIE in the book 'Big game shooting in Nepal' 1942 (Smytheies, 1942).

From the point of view of tourism the great revolution against the autocratic family regime of Rana in 1950-51 was a boom for Nepal (Satyal, 2000). Because the century long isolation from the outside world was finished and the sky of Nepal became open for the lovers of tourism. The tourism was never even dreamt of as a phenomenon, which could have generated substantial resources to sustain the economy of the country. The foreigners who came to Nepal in those days came mostly for adventure and with focal interest upon scaling the challenging peaks, which had by then claimed an identity all by themselves. This was the singular attraction of the day. The expedition team who came to Nepal would be more or less on a transit to Katmandu and would be spending most of their period on the trekking routes. This therefore, led to a snails pace in the development of tourism in the early 1950s. There were numbered hotels which were of reputed. Nepal Hotel (which has now been converted into administrative staff college) probably the first quality hotel established in Katmandu in the early 1950s. The 'Rendevou' restaurant was the only popular joint where the foreign crowd (especially the diplomats and the tourists) could assemble to have food outside their residences. When Jawaharlal Nehru visited Nepal in 1951 along with his daughter Indira Gandhi, he was placed in the Royal Palace where His Majesty King Tribhuvan had very courteously offered his royal suite (Chand, 2000).

One of the most remarkable events that brought Nepal into the tourism perspective was the coronation of His Majesty King Mahendra in 1956, on May 2 which was filmed by the famous Cinerama and attended by 60 foreign correspondents. High-level dignitaries and maharajas and Indian princes

attended the coronation as well. The coronation also witnessed a conspicuous presence of the king of Sikkim H.M Chogyal. There were envoys from 15 nations formally attending the auspicious ceremony. Indian President Dr.Rajendra Prasad was also present on the occasion. Chains of hotels had been built trying to accommodate this event. Central Hotel, Royal Hotel, Snow View, the Green Hotel had already started functioning. It is said that the royal guests who had come to attend the royal ceremony were placed at Singh Durbar and some were even accommodated at Shah Mahal. During that time the condition of transport and communication was very critical. In lack of motrable roads it would have very difficult to go one place to another within the nation (Pradhanang, 2000).

Realising the great importance of tourism in the country, a 'Tourist Department Board' was established in 1956 under the department of industry to develop tourism industry throughout the nation. To boost up the tourism industry, a separate 'Department of Tourism' came into existence during the first five year plan in 1957. Nepal launched its 1st five year development plan in 1956. Since then many programmes and policies have been formulating for the development of tourism industry in the country. During the plan period, Nepal acquired membership of different tourist organisation. On request from the government, two tourist advisors from France, Mr. George Lcbrec and Dr.A.lth from Switzerland had come to Nepal to develop tourism in a planned manner. The setting up of hotels of various standards, establishment of travel agencies, development of Tribhuvan International Airport and tourist guide training are some of the achievements of the first plan.

In the second three year plan (1962-65), the sightseeing services, trained guides, publicity of Nepal tourism in international market, etc. were prioritised. The enactment of the tourism Act 1964 was a notable development for tourism during second plan.

The third five year plan (1965-70) focused on the establishment of hotels of international standard in Kathmandu, Pokhara and Biratnagar During the plan period, international marketing films on Nepalese attractions of tourism and tourism literature were produced and distributed. The steps were taken to preserve and maintain temples and historical places including art and architectures.

The fourth five year plan (1970-75) assumed tourism as the prime source of foreign exchange earnings in the economy. This plan was actually the turning

point in the history of tourism development in Nepal. In the same year a master plan was prepared for the growth and development of tourism. A team of experts under the guidance of the Government of the Federal Republic of Germany was formed in the chairmanship of Mr. Himalaya Bir Bikram Shah in 1971. Nepal Tourist Development Committee was constituted to formulate policies and develop tourism. Similarly Hotel Management and Tourism Training Centre, Travel Agencies, Tribhuvan Airport, Foreign Airlines, Royal Nepal Airlines Corporation came into operation (CNPC, 1970).

Seeing greater demand of tourism infrastructure, this sector had given first priority in the fifth five-year plan (1975-80). The Ministry of Tourism was set up in 1977 and Nepal received the membership of the International Union of Official Travel Organisation (IUOTO) and other organisation. Similarly, for the rapid development of tourism industry various programmes for tourism development were implemented during the sixth plan (1980-1985), such as Tribhuvan International Airport, Tourism Spots, temple and architectural places have been improved and preserved. To carry out tourist projects and programmes, a sum of Rs 60 million was spent. The plan had the policy to attract investment from both the public and the private sector in tourism. Emphasis had been laid to develop mountaineering and trekking tourism.

During the Seventh Plan period (1985-1990), the budget for tourism development was estimated Rs 74.4 million. It was also expected to give impetus for the growth of the inter-regional tourism in Nepal. Some progress was also made possible in tourism development. In 1990, 2,54,885 tourists arrived in Nepal as compared to 89,838 tourists in 1974. The growth in tourism during the period was 183.7 percent.

In 8th Development Plan (1992-1997), the government level in Nepal had carried out a number of programmes. It includes the development of trekking tourism, international contacts and market management, tourism research and survey, the production and distribution of campaign materials, the development of cultural and religious tourism, the expansion of tourism services, the setting up of the tourism manpower development project, the extension of major air fields, the construction of a deluxe hotel under Taragaon Development Committee, the expansion of flight information and control services, the expansion of fire control and rescue services, the production of technical personnel and feasibility study and initiation of construction for a second international airport. During the same plan period, the number of tourist arrivals

was estimated to increase by 8 percent per annum and increase of foreign exchange earning by 17.1 percent. A number of programs were carried out for promotion of tourism such as international contact, market management, production and distribution of publicity materials, publicity through satellite media, taking part in fairs, seminars and conference. The eighth plan had spell out the leading role to be played by the private sector in tourism. Rs. 3719 million was allotted in the eighth plan for programmes related to tourism sector including civil aviation.

To establish tourism and culture sector as one of the important sectors of the national economy, the ninth plan (1998-2002) had targeted the development of forward and backward linkages, and conservation of existing and purposed world heritage sites and their promotion as tourist destinations. During the plan period, with the help of international donar agencies, various infrastructures were added in the hilly and the busiest local airports. "Visit Nepal Year" was launched as a national campaign for the first time for the development of tourism sector. It played a crucial role in generating awareness on tourism, drawing attention and local investment on tourism related areas, bringing new tourism destinations to the forefront on tourism related contacts worldwide and re-establishing Nepals' tourism image in the world. New aviation agreements were reached with the friendly countries and existing ones were renewed adding a number of air seats and air routes. Similarly, Nepal Civil Aviation Authority was set up and Tourism department was dissolved to establish Nepal Tourism Board with the participation of the private sector. Cultural issue was brought under the tourism sector and the ministry was renamed as the Ministry for Culture, Civil Aviation and Tourism. The world Buddhist conference was convened in Lumbini, significant construction works and reconstruction of Maya Devi temple started in the area. Lumbini area has also been enlisted in the new world Heritage list. Similarly the improvement of the physical infrastructures and renovation works of other areas enlisted in the world heritage list such as Swoyambhu and Changunarayan.

The tenth plan (2002-2007) has targeted an integrated approach to the backward and forward market linkages in the tourism economy. Effective marketing, re-establishment of Nepal's tourism image, employment opportunities, increase in foreign currency earning and to channel the benefits derived from tourism sector to the rural areas are the major targets of the tenth plan.

The current three-year interim plan (2007/08-2009/10) has aimed to develop tourism sector as a major segment of the national economy by developing Nepal as a major tourist destination of the world through development of tourism related infrastructure as well as promotion, diversification and expansion of tourism. The plan also aims to develop healthy and competitive air service through the expansion of the domestic and international air service and involving private sector in construction, development expansion and operation of infrastructure related to air transport (Three year Interim Plan, 2007).

The development efforts of tourism both through the government and the private initiatives show that Nepal is deeply interested in developing its tourist industry by encouraging foreign capital investment and meeting the desire for knowledge about this country. Keeping in view the international tourism which is large and steadily expanding industry. Nepal is playing a tremendous role in the development of tourism in the country. Nepal government has made surprising progress in the field of tourism by creating tourist centres, hotels and catering industries, issuing of licenses for running hotel establishment, inspecting hotel activities with a view to liberalisation of frontier formalities and encouraging adherence to international convention in favour of tourism (Satyal, 2000).

2.9 Tourist and Tourism

2.9.1 Defining Tourists and Tourism

It is very difficult to define the term 'tourism'. It has, in fact, in the process of evolution. From time to time it has gone drastic changes. So there cannot be any single, clear, comprehensive definition of the word 'Tourism'. In this context 'O' Dris'll and person have rightly remarked, 'The whole concept of pleasure and travel has been revolutionised over the twenty years. The former concept of 'travel' which was concerned with 'leisured' and comfortably off travelers who were content to enjoy scenery, work of art and the general atmosphere of being abroad' has been replaced by something quite different" (Sharma, 1996).

Etymologically, the word 'tour' is derived from the Latin word 'tornare' and Greek word 'tornos' meaning 'a tool' for describing a circle or a turner's wheel. The suffix 'ist' is defined as an action or process; typical behaviour or quality; while the suffix 'ism' denotes 'one that performs a given action' when the word 'tour' and the suffixes 'ism' and 'ist' are combined; they suggest the action of movement around the circle. One can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore like a circle ,

a tour represents a journey that is a round trip, i.e. the act of leaving and then returning to the original point, and therefore, one who takes such a journey can be called a tourist ((Thebold, 1997). 'Travel' after all, has etymological connections 'travel 'with work and activity while tourism represents a packaged form of experience in which passivity prevails and contact with the alien and the real is avoided or prevented (Rapport and Overing, 2000). The tourism was for the first time described in the Oxford English dictionary in 1811 (Cellabos, Lascurain, 1996). This reveals that the word 'tourism 'did not appear in the English language until the early nineteenth century, and the word 'tour' was more closely associated with the idea of a 'voyage' or 'peregrination' or a 'circuit'. Then, with the of an individual being temporarily away from home for pleasure purposes a significant feature of the use of the word 'tourist' came into being.

The concept of tourism is not a new phenomenon for Hindus. In Sanskrit literature different terms of tourism was derived from the root 'Tirthata' which means leaving home for sometime to other places (Negi, op. cit). They had different types of tourism known as Paryatan (going out of home for pleasure and knowledge); Desatan (going out of the country primarily for economic gain); Tirthatan (going out of places of religious importance). Over the years the definition of both 'tourism' as well as 'tourist' has undergone significant changes in their approach and understanding.

According to Robert W, Macintosh "Tourism is the sum of phenomena and relationship arising from the interaction of tourists, business suppliers, host governments and the host communities in the process of attracting and hosting these tourists and other visitors" (Macintosh, 1986).

R, de Meyer defined tourism as "A collective terms of human movement and its attendant activities caused by the exteriorisation and fulfillment of the desire to escape that is more or less latent in everybody" (Kaul, 1985). This definition received the first prize by Academic interaction de Tourism at Montecarlo in 1952. But, it seems lack of precision and is not very useful for analytical purpose.

In accordance with the W.T.O.'s definition "A tourists is a person who travel to a place other than his usual place of residence and stay at hotels or other accommodations or establishment run on a commercial basis (or in any rent free places) for a duration of not less than 24 hours and not more than 6 months at a time, for any of the following purposes (a) pleasure (holiday, leisure. Sports,

etc.); (b) pilgrimage, religious or social function ;(c) study and health ;(d) meeting and (e) business.

No doubt, the definition made by UNO is broader and widely accepted definition, which involves every aspect of tourists (Chattopadhyay, 1995).

Apart from this, there are some authors who attempted to define the term 'tourism' as an activity in several senses. Some of them are dealt under the following.

2.9.2 Technical Definition

Tourism planners have different interpretations of tourism in accordance with their individual need and orientation. Swiss Professors Walfer Hunziker and KurfKrapf in 1942 defined the term 'tourism' in technical sense. In their opinion "Tourism is the sum of phenomena and relationship arising from the travel and stay of non-resident, in so far as they do not lead to permanent residence and are not connected with any earning activity" (Hunziker, 1942). This definition was subsequently adopted by the International Association of Scientific Expert of Tourism (AIEST).

Above definition deals that the tourist is a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit.

The most widely accepted, but technical definition of the tourist was purposed by the International Union of Official Travel Organisation (IUOTO) in 1963 and approved in 1968 by the World Tourist Organisation (Leiper, 1979). It states that' tourist is a person traveling for a period of 24 hours or more in the host country other than in which he normally works and resides (Rai, 1998). This definition is very useful for the statistical purposes at international level but is unsatisfactory for most socio-logical work.

In view of British Tourist Authority a 'tourist trip' is defined as "a stay of one or more nights away from home for holidays, visits to friends or relatives, business conferences any other purpose, except boarding education or semi-permanent employment". (Ryan, 1991, op. cit.).

2.9.3 Conceptual Definition

L.j. Lickorish presented conceptual definition of the term 'tourism'. According to him 'Tourism embraces all movement of people out side their community for purposes except migration or regular daily work. The most

frequent reason for this movement for holidays, but it will also include, for example, attendance at conference and movement on sporadic or infrequent business purposes (Lickorish, 1958).

Burkart and Medlik state "Tourism denotes the temporary and short-term movement of people to destinations outside the places where they normally live and work and their activities as those destination" (Burkart & Medlik, 1974).

2.9.4 Economic Definition

Technical and conceptual definition apart, tourism can be defined from a strictly economic standpoint as a business or an industry. By far the most comprehensive understanding of tourism as a business activity is found in Lundberg's, 'The tourist business'. Considering tourism as an "Umbrella Concept", he presents a series of economically related business beginning from advertising and promotion, development of destination area, including development of condominiums park and shop, traveling agency and tour operation; travel modes-air, railways; business catering to vacationers like photography, gasoline station; hospitality field-hotel, motel restaurants, and a host of other activities. Some of the segments of the tourist business are obvious although the economic importance of the segments depend upon the particular destination. There is also considerable permeability; i.e., spilling over into business not ordinarily identified as tourism (Lundberg, 1972).

Viewing tourism as an economic concept, Ryan views it primarily as an industry like any other industry. According to him tourism is "a study of the demand for, and supply of, accommodation and supportive services for those staying away from home, and the resultant pattern of expenditure, income creation and employment"(Ryan, 1991). Nielsen although, comments that this is a rather bland definition. It is to be noted that it excludes any reference to employment and leisure. It does, however cover other key ingredients such as demand and supply, and stay away from home (Nielsen, 2001)

One of the earliest views on 'tourism' brought in 1910 by an Austrian economist, Herman Von Schularck who defined the tourism in economic point of view. According to him, "tourism is the sum total of economic operations, which is directly related to the entry, stay and movement of foreigners inside and outside a certain country" (Bhatia, 2000). This definition highlights the economic aspect of tourism. It includes the whole business activities to provide facilities for tourists like hotel travel, trekking agent and other related activities.

Professor Edmond Picard defined 'tourism' as "the function of tourism is to import currency from foreign resources in to country. Its impact is what tourist expenditure can do to the different sectors of the economy and in particular the hotel keepers" (Satyal, 2000).

2.9.5 Sociological Definition

Beside the economic definition discussed above, a few viewpoints are highly illustrative from the social science perspective. A concise summarisation of the definition and scope of tourism is found in a recent work, by Mathieson and Wall. They state "Tourism is the temporary movement of people to destination outside their normal place of work and residence, the activities undertaken during their stay in these destination, and the facilities created to cater to their needs, The study of tourism is the study of people away from their usual habits, of the establishment which respond to the requirements of the travelers, and of the impacts that they have on the economic, physical and social well-being of their hosts, It involves the motivations and experience of the tourists, the expectation of the adjustment made by residents of reception areas, and the role played the numerous agencies and institutions which intercede between them (Mathieson and Wall,1982).

Cohen also defined the term 'tourism' in view to implicate in sociological research. In his opinion 'tourist' as a voluntary, temporary traveler traveling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round trip'(Cohen, 1974). On this basis, it can be said that there are four fundamental factors of tourism such as motive, mode, period and distance.

In the modern age tourism is being treated as an instrument of creating mutual human trust and love. In this connection the definition of Gustave Dias Ordaz would be more appropriate as he says," The world should no longer regard tourism merely as a business, but as a means by which man may know and understand one another human understanding being so essential in the world at this time".

2.9.6 Component of Tourism

Different elements which attract 'tourism' are called the components of tourism. Tourist will not be motivated to visit any particular place if these components are absent. The basic components of tourism are categorised in three sections, which are as follows.

i Transport ii Location and iii Accommodation

The development of tourism is not possible without a convenient and comfortable mode of transport. The mode of transport may be a motor car, a deluxe coach, an aeroplane, a ship or a train which enables a tourist to reach his decided place of destination. The term 'Locale' reveals the holiday destination which may offer natural attraction like sunshine, scenic beauty or sporting facilities, etc. Another basic component is of accommodation. After having reached his destination, a tourist must have some kind of accommodation which provides him food, rest and sleep. Location is the most important component out of these three components. It has its own attractions and amenities. Without these basic facilities, the tourist will not be motivated to go to a particular place. However, since interest and taste of tourist varies widely, the attraction of one place to some people may be different to others. Tourist demands also vary with the change in fashion. Tourist may decide to visit somewhere else only due to change in fashion. Peter has made an inventory of various attractions, which are of significance in tourism (Peter, 1969). His five categories are given below.

- i Culture: Sites and areas of archaeological interest; historical building and monuments; place of historical significance; museum culture; political and education institution and religious, institutions.
- ii Traditional: National festival arts and handicrafts, music folk, native life and customs.
- iii Scenic: Outstanding panoramas and areas of natural beauty, national parks; wild life, flora and fauna; beach and mountain resorts (Peters. M, 1969).
- iv Entertainment : Participation in viewing sport, amusement and recreation park, zoos and oceanariums, cinemas and theatres, night life, cuisine.
- v other attractions: Climate, health resorts, unique attractions not available else where.

Geographical attractions (components) according to Robinsion are the significant factors which promote tourism growth in an economy. Such as

location and convenience of place, landscape, water and vegetation have an esthetic and recreative value. Similarly climate condition, sunshine, temperature and precipitations are of special significance (Robinson, 1976). In addition, wildlife, hunting and fishing, tourists' cities, villages, historical monuments, cultural ethos like the way of life, folklore, arts, artistic impression, etc. provides a unique and memorable attraction to many tourists.

2.9.7 Element of Tourism

Besides the three basic components of tourism there are certain other element too, that play major role in the promotion of tourism. Some of these are pleasing weather, scenic attractions, historical and cultural factors, accessibility, amenities and accommodation.

Pleasing weather is naturally one of the important factors which promote tourism. Good and favourable weather is the main source of joy and pleasure. Millions of people from countries of extreme weather conditions visit sea beaches for having clear sky and bright sunshine. Countries like Italy, Spain and Greece in Europe and California, Florida and Hawaii Island in the United States attract a number of tourists only because of pleasant weather in summer. Beautiful sea beaches in India, Srilanka, Thailand, Indonesia, Australia, and some other places are yet more examples of what good weather can do. All these areas take full advantage of the good weather and thus they have become some important tourist spots. Scenic attractions are perhaps, the second most important factor in tourism. Beautiful landscape with mountains, lakes, etc. always attracts tourists. The magnificent mountain ranges with their snow clad peaks provide calm and tranquil atmosphere to the tourists. Great natural wonders such as Grand Canyon in United States, the Giants' causeway of Northern Ireland, the Niagara Falls the geysers of Iceland, Mount Everest and other highest peaks of Nepal, etc. are a source of great interest to many tourists and have become the key source for tourist industry.

Historical and cultural factors also largely add to the tourist interests. Stratford –on- Avon draws a number of people because of its association with Shakespeare. Similarly, Taj Mahal in India, Leaning Tower of Pisa in Italy and pyramids of Egypt attract millions of tourists. Cities of London, Rome, Venice, Paris, Moscow, Delhi, and Kathmandu are famous for their historical background. Many countries which are still developing tourist industries are using the legacy of their historical past as their major tourist attractions.

Accessibility plays a very crucial role in the development of tourism. Tourist attraction of whatever kind would be of little worth if locations were inaccessible by normal means of transport. Physical isolation and inadequate transport facilities are cleanly handicaps to tourism. So the nearness, easy accessibility, good roads and motorable highway facilities encourage holiday makers. Availability of amenities is equally very important for tourism development. Amenities are the factors which provide comforts to the holiday makers while enjoying the attraction of the destination. Amenities comprise both natural and artificial facilities like beaches, sea bathing, fishing, climbing, trekking, dancing, recreation and amusement, sheltered with bright sunshine, having palm and coconut trees, banking and so on draw large number of visitors.

Similarly accommodation is basic necessity to any tourist destination. However, the concept and types of accommodation have changed considerably during the last two decades. In recent years some of big suites have closed down as there has been a growing demand for more informal types of accommodation e.g., holiday village, apartment houses, camping and caravan sites and tourist cottage ,etc. have become very popular.

Apart from the factor discussed above, there are a variety of other factors which may influence the choice of tourist destination. Hospitality is one such factor. A friendly and warm attitude of local people certainly will make the visitor feel at home and help him enjoying his holiday better. Many tourists, because of the inhospitable attitude of the host country will be discouraged from making a return visit to such a country. A tourist, who is happy and satisfied with his tour, will prove an asset to promote and patronise tourism and the tourist destination.

Establishment of information bureau is another step in the directed of welcoming a visitor, who is unfamiliar with the country and cannot speak or understand the language of the country. So he can get information about places of interest and the various facilities available there immediately.

A trained and competent guide who can speak local language as well as tourists' language, are also essential and are a great help to the tourists. A part from certain essential formalities, the various formalities to be competed by the tourist should be reduced to the minimum. The United Nations Conference on Tourism held in Rome in the 1963 had recommended the gradual elimination of barriers, restriction and formalities to promote and facilitate the international tourism. It is noted that some countries have already gone a long way in doing away with certain formalities for visiting tourists. Many countries in Western

Europe have abolished the system of visas between themselves and have abolished the system of entry permits for the nationals of all countries on a unilateral basis. India and Nepal have also removed such superfluous formalities in order to encourage tourism in the region. Thus it is suggested that formalities be reduced to the minimum.

2.9.8 Classification of Tourism

As it is directly connected with the different motives of travelers, tourism can be classified on the basis of several factors such as geographical location, purpose of visit, movement patterns, sociological aspect, numbers of persons traveling, duration, etc. Basically, tourism is classified into two broad sections e.g., domestic tourism and international tourism. In domestic tourism, people travel outside their normal domicile to certain other areas within the country as compared to traveling outside the boundaries of a country in international tourism. The basic differences between domestic and international tourism is that of jurisdiction of travel. Since the travel takes place within the limits of the boundaries of a country, the various travel formalities which are necessary in international tourism are not to be observed and travel becomes an easy affair. The barriers of currency exchange, language and passports, visas, health documents, etc. are not faced by domestic tourists, But in international tourism, all the formalities such as passport, visas, health certificate, language .etc, are to be faced by international tourists.

As far as the purpose of visit is concerned, a broad distinction has been made according to the motivation of travels such as holiday tourism, business tourism and common interest tourism. Holiday tourism has been subdivided into recreational tourism, health tourism, sports tourism and cultural tourism. Recreational tourism aims at the relaxation of physical and mental capacities through rest and relaxation in resort areas. Health tourism on the other hand refers to the need to improve health and vitality by visiting those places which offers warm climate, spas, hot springs, mineral water, treatment, etc. Cultural tourism enriches knowledge about different people and their culture which involves visit to places of historical, archeological and monumental values. Sports tourism which satisfies people's hobby such as fishing, trekking, and mountaineering, rafting and hunting which is considered as a part of adventure tourism. At present, sport tourism also covers the international event of different games held in different countries.

The holiday tourists have the freedom of choice about where to go and when to go, thus their demand for travel is highly elastic as small change in the price of tourism products and facilities affects much for their choice of the destination.

Presently, business has become consideration form of tourism because due to economic globalisation their traffic is increasing and at the same time they are considered to be higher spender than holiday tourists.

Business and commercial tourism refers to a journey from one place to another to form or renew the business connections. Such journey is always determined not by the choice of the tourist but is determined primarily by the business consideration through which he may often mix business with pleasure. Presently business has become important form of tourism due to economic globalisations. Their traffic is increasing and at the same time business tourists are considered to be higher spenders than holiday tourists. Common interest tourism is different type of tourism rather than holiday and business tourism. It can be categorised under various forms. Some of them are dealt under the following heads.

- **Social Tourism**

A type of subsidised tourism practiced by low income group who could not able to meet the cost without social intervention. The subsidies may be provided by the state, local authorities, trade unions, employers, clubs or other associations to which the travelers belong.

- **Ethnic Tourism:** Visit of a group of people from particular race.
- **Group Tourism:** A type of journey held in group for common interest.
- **Mass tourism:** Large scale movement of travelers.
- **Youth tourism:** Represents the young traveler basically interested in cheap airfare, train fare and other attractions provided by travel agents and accommodation units.
- **Rural tourism:** Rural tourism is a form of tourism taking place in rural areas or settlements. Providing employment and income to local population, and offering individualised holiday products to consumers. Rural tourism is based

on accommodation service which is complemented by additional services / facilities according to the principle of sustainable development.

- **Cultural Tourism:** Tourism activities related to human history and wondrous doing of man i.e., archaeology and cultural heritage resources.
- **Village Tourism:** A form of tourism activity where tourists can book houses in village and stay as guests providing a substantial part of tourist revenue directly to the villagers.
- **Ecotourism:** Environmentally friendly tourism where both host and guest are aware of environmental degradation as a result of participation in tourist activities. Protection and preservation of natural resources as well as socio-cultural environment while travelling has attracted the attention of all concerned with tourism. Although it is a new concept, it has become quite popular in tourism literature and tourism activity.
- **Highway Tourism:** Especially popular in that country where highway infrastructure is well developed and accessory services, motels and gas station are well developed. Automobile is the mode of transport used by tourists.
- **Urban Tourism:** Involves the visit to capital cities, metropolitan cities, historical towns, that was popular from the very beginning.
- **Farm Tourism:** Charms of agriculture and farming attracts visitors to farms. Buying and ownership of second home in rural areas has become popular to urban dwellers as a result of increased income, more leisure time and the wish to escape from the pressure of urban life have made farm tourism popular these days.

2.10 Tourists and Experts Response on the Performance of Tourism in Nepal

This chapter highlights the tourists' response in regard of tourism development in Nepal who visited Nepal in middle of the June 2009 as well as the experts representing businessmen from tourism industry related to government officials and academicians. This representation is based on the sample of 72 tourists and 26 experts drawn on the basis of random sampling. The main objectives of the questionnaire were to collect the views of tourists on

different aspects of tourism in Nepal including their perception on the multifaceted impact of tourism in the economy. The sample of the tourists was taken at the departure lounge of Tribhuvan International Airport on the eve of their departure from Nepal. Similarly the questionnaire administered for the experts were related the performance of tourism in Nepal and its purpose was to get their views to know its effect and to develop Nepal as a popular international destination.

2.10.1 Tourist Response

Here, presenting an interview of the tourists visiting Nepal during April 1999. The main ingredients of the interview included the composition of Nepalese tourism, products, services and facilities available and its effects on Nepalese society and culture. The responses of the tourist coming from different countries are presented and analysed below in table 2.1

Table 2. 1: Visitors by Nationality

Nationality	Number	Percent
Thailand	1	1.39
Belgium	2	2.78
Austria	3	4.16
Poland	1	1.39
United Kingdom	5	6.94
France	13	18.05
Germany	8	11.11
Canada	3	4.16
UAE	3	4.16
Russian	2	2.78
New Zealand	2	2.78
Serbia	2	2.78
Dutch	5	6.94
Bangladesh	2	2.78
Japan	2	2.78
Finland	2	2.78
Israel	2	2.78
USA	7	9.72
India	2	2.78
Spain	3	4.16
Others	2	2.78
Total	72	100.00

Source: Field Survey, 2009

Tourist arrivals from different corner of the world are presented in table 2.1 Tourists from more than twenty countries are included in the sample. Of the total sample of 72 visitors, 18.05 percent are from France, 11.11 percent from Germany and 9.72 percent from USA. The United Kingdom and Denmark shared 6.94 percent of the total sample and the country like Austria, Canada, UAE and Spain comprise 4.16 percent each. The arrivals from Belgium, Russia, New Zealand, Serbia, Bangladesh, Japan, Finland, Israel and India have been registered at 2.78 percent each whereas Thailand and Poland comprise only 1.39 percent each of the sample. The other 2.78 tourist arrivals from rest of the world like Srilanka, Pakistan, Argentina, etc. are also involved in the study. The data presented in the table reveals that Nepal is not an unknown tourist destination in the world. Therefore, to attract more tourists from other corner of the world it requires to adopt promotional marketing approach instead of reducing dependency on other market.

Table 2.2: Attraction of Visiting Nepal

Attraction	Number	Percent
The Country of Mt.Everest	49	68.05
The birth place of Lord Buddha	13	18.05
The Land of BraveGorkha	11	15.27
The Land of Scenic Beauty	36	50.00
Other, Specify If Any	14	19.44

Source: Field Survey, 2009

Note: Percent is calculated on the basis of frequency of response of each item to total samples.

Table 2.2 represents the view of tourists (respondents) in regard of attraction which attracts them to visit Nepal. Among the options, respondents were asked to choose some of them to say that what attracted them to visit Nepal. 68.05 percent of the respondents replied that they attracted to Nepal as a country of Mount Everest. Similarly, 50.00 percent perceived Nepal as the land of scenic beauty and other 19.44 percent respondents observed Nepal as a shopping centre and the country of friendly people and exotic culture.

Basically the visitors from Japan, Srilanka, Singapore and few Europeans attracted to visit Nepal because of the birth place of Lord Buddha. 18.05 percent of the respondents observed Nepal as the birth place of Lord Buddha and 15.27

percent respondents perceived Nepal as the land of brave Gorkha. Overall response of the visitors liked Nepal as a country of Mt. Everest.

Table 2.3: Reasons for Selecting Nepal as a Tourism Destination

Destination	No. of Response	Percent
Pleasure and sight seeing	31	43.05
Mountaineering	6	8.33
Trekking	35	48.61
Pilgrimage	3	4.16
Business	2	2.77
Official	3	2.16
Study	-	-
Shopping	2	2.77
Rafting	1	1.38
Other Specify If Any	5	6.94

Source: Field Survey, 2009

Note: Percent is calculated on the basis of frequency of response of each item to total samples.

Table 2.3 represents the view of tourists in regard of the reason for selecting Nepal as a tourism destination. 48.61 percent of the visitors have chosen Nepal as a trekking destination. Another 43.05 percent visitors have the reasons to select Nepal as a pleasure and sight seeing destination and 8.33 percent gave their opinion to choose Nepal as a mountaineering destination. Similarly, 6.94 percent of the visitors had the reasons to select Nepal as a tourist destination due to friendly and hospitable people. 4.16 percent of the tourists perceived Nepal as an important destination for pilgrimage.

The reason for selecting Nepal responded by 2.77 percent of the tourists, is the centre for business and shopping whereas 2.6 percent respondents are found to visit Nepal for official purpose. A very few respondents (1.38 percent) have the opinion to select Nepal as the rafting destination. The above table represents a clear picture to select Nepal as a tourist destination by the respondents. Their view in this context may be proved as an important clue for developing tourism products and services in the country.

Table 2.4: Accommodation Selected by Respondent in Nepal

Accommodation	No. of Restaurant	Percent
Star	29	40.27
Non-Star	20	27.77
Lodge	35	48.61
With Friends & Relatives	4	5.55

Source: Field Survey, 2009

Note: Percent is calculated on the basis of frequency of response of each item to total samples.

Accommodation is one of the important tourism infrastructure which leads to tourism development in the country. 48.61 percent respondents have been to stay in lodge and 40.27 in star hotel. It is also observed that other 27.77 percent have stayed in non star hotel rather than star hotel (Table 2.4). Some visitors are also found to stay with friends and relatives have been registered 5.55 percent. It is to be noted that the visitors who come to visit Nepal, they do not always attach to only one type of accommodation but are found to shift star to non star hotel and lodge or shift with friends and relatives in Kathmandu and outside of it. Therefore it is advisable to be developed various types of accommodation facilities in different tourism sites of Nepal.

Table 2.5: Tourism Site Visited by the Respondent

Tourism Sites	No. of Response	Percent
Annapurna	33	45.83
Kathmandu	59	81.94
Helambu	7	9.72
Khumbu Everest	22	30.55
Pokhara	39	54.16
Gosaikhunda	7	9.72
Lumbini	5	6.94
Bardia National Park	2	2.77
Langtang	10	13.88
Janakpur	-	
Karnali	-	-
Dolpa	2	2.77
Kanchanjunga	8	11.11
Chitwan	25	34.72
Muktinath	6	8.33
Other Specify, if any	4	5.55

Source: Field Survey, 2009

Note: Percent is calculated on the basis of frequency of response of each item to the total samples.

Table 2.5 represents the view of tourists in the context of tourism sites visited by them. The majority of visitors (81.9 percent) have been found to visit Kathmandu and then prefer to visit other tourism sites of Nepal. In the sample 54.16 percent visited to Pokhara whereas 45.83 percent visited to Annapurna tourism site. The Chitwan wildlife reserve and Khumbu Everest have been visited by 34.72 and 30.55 respondents respectively. The Bardiya National Park and Dolpa have attracted 2.77 percent visitors respectively. There are some important tourism sites in Nepal which could be marketed by a negligible number of visitors e.g. Janakpur and Karnali etc. Thus it is advisable to make tour operators of Nepal more active on the one hand and marketing promotional activities to be diversified in abroad and other parts of world on the other.

Table 2.6: Selection of Sites for Trekking by Respondent

Trekking Sites	No. of Response	Percentage
Sgaramatha National Park	13	18.05
Annapurna Conservation Area	35	48.62
Langtang National Park	7	9.72
Royal Chitwan National Park	10	13.88
Kanchanjunga Conservation Area	5	6.94
Other Specify, If Any	2	2.78
Total Respondent	72	100.00

Source: Field Survey, 2009

The selection of trekking sites by the tourists is very helpful in developing the desired type of tourism products. Table 2.6 presents the view of respondents regarding the trekking sites of Nepal which they choose to visit during the present trip to Nepal. The majority of tourists (48.62 percent) have been preferred to visit Annapurna Conservation Area rather than Sagaramatha National Park whereas 13.89 percent visited to Royal Chitwan National Park. The Langtang National Park and Kanchanjunga Conservation Area are although very popular among the trekkers but it couldn't attract a large number of trekkers due to the lack of proper trekking and physical facilities. A total 9.72 percent have selected Langtang whereas 6.94 percent moved towards the Kanchanjunga Conservation Area for trekking. Thus the tourism department and concerned authority should adopt some measures to increase facilities in the trekking sites where physical as well as other trekking related facilities are seen to be scarce.

Table 2.7: Choice of Airlines to Travel within Nepal

Airlines	Number	Percent
RNAC	7	9.72
NEOCON	9	12.5
Everest Airways	-	-
Yeti Airlines	17	23.62
Shree Airlines	2	2.78
Buddha Airways	13	18.05
Lumbini Airways	5	6.94
Agni Air	6	8.33
Sita Airways	3	4.16
Other Specify If Any	10	13.83
Total Response	72	100.00

Source: Field Survey 2009.

When the private airlines were not being operated in Nepal the tourists had to rely only on RNAC for traveling within Nepal. Presently the tourists have a choice to travel by several airlines. Altogether 62 visitors out of 72 have been travelled by various airlines, The Yeti Airlines ranked first for domestic travel comprising 23.62 percent of the respondents (table 2.7). In the sample 18.05 percent tourists have chosen Buddha airways whereas 12.5 percent entertained NEOCON to travel within Nepal. The 13.89 percent respondents are found to travel by bus inside Nepal. Thus, 86.11 percent of the total visitors are found traveling within Nepal by air which indicates that there is a greater scope for expanding air transport in Nepal especially for the speedy development of tourism.

Table 2.8: Decision Making Process to Travel within Nepal

Decision	Number of Response	Percentage
Organised Tour	19	26.39
Semi-organised Tour	15	20.84
Self Guided Tour	30	41.66
Other Specify If Any	6	8.33
Not Response	2	2.77
Total Respondent	72	99.99

Source: Field Survey, 2009

The above Table 2.8 reveals the decision- making process of the respondents while traveling Nepal. Among the visitors to Nepal 41.66 percent have made self- decision to travel Nepal whereas 26.39 percent have found to visit Nepal through tour agents for their respective countries and 20.84 percent are found to tour Nepal through their tour operators or they themselves or in a semi-organised tour. Similarly 33 percent of visitors are found to be motivated with their friends in regard of making decision of touring Nepal whereas other 2.77 percent have not responded at all in course of their present trip to Nepal.

Overall response of the visitors indicates that the majority of tourists have made plan at their own to visit Nepal. Their friends and tour operators have also the power to influence decision making process of choosing the destination. Therefore, the tour operators of tourist generating country should be mobilised in order to attract the tourists to Nepal.

Table 2.9: Response Regarding the Quality of Service of Domestic Airlines

Quality of Service	Number of Response	Percent
Very Good	20	27.78
Good	36	50.00
Satisfactory	11	15.27
Not Satisfactory	2	2.77
Not Response	3	4.17
Total Respondent	72	99.99

Source: Field Survey, 2009

When the tourists were asked to express their views regarding the service of domestic airlines, all 72 respondents have shared their experience which reveal that out of 72, 36 (50 percent) replied service to be good whereas 27.78 percent responded very good. The 15.27 percent experienced quite satisfactory and 4.17 percent didn't response (Table 2.10.1.9). Few tourists, (2.77 percent) showed their dissatisfaction about the domestic air services in Nepal whereas 93.05 percent are being found satisfactory with internal air service of Nepal. This definitely shows a significant development of domestic air services in Nepal.

Table 2.10: Perception of the Respondent Regarding the Facilities and Services Available at Airport

Facilities	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Don't know/can't say	No. Response	Total
International Airlines	38 (40.9)	22 (28.6)	6 (23.7)	1 (7.1)	5 (3.3)	72 (20)
Domestic Airlines	19 (20.4)	17 (22.0)	6 (23.7)	5 (35.7)	25 (16.7)	72 (20)
Immigration	16 (17.2)	17 (22.0)	8 (30.7)	- -	31 (20.7)	72 (20)
Customs	18 (19.3)	15 (19.5)	3 (11.5)	4 (28.6)	32 (21.3)	72 (20)
Others	2 (2.1)	6 (7.8)	3 (11.5)	4 (28.6)	57 (38)	72 (20)
Total Response	93 (25.8)	77 (21.4)	26 (7.2)	14 (3.9)	150 (41.6)	360 (100)

Source: Field Survey, 2009

Note: Percentage is calculated on the basic of total number of responses rather than total samples.

Regarding the facilities and services available at the airport in Nepal, 25.8 percent tourists have been found quite satisfied and 7.2 percent are dissatisfied. As far as the international airlines are concerned, 40.9 percent are satisfied whereas 23.7 percent are dissatisfied and 7.1 percent did not respond because they might have not traveled by air within Nepal (table 2.10). Similarly, 20.4 have shown their satisfaction with the domestic airlines in Nepal whereas 23.7 percent are found dissatisfied and 35.7 percent didn't respond. Perhaps they traveled within Nepal through land route. Approximately, more than 52.4 percent respondents do not seem to have traveled within Nepal by air. In regard of the immigration service 17.2 percent are found to be quite satisfied whereas the highest number of respondents (30.7 percent) are dissatisfied and 20.7 percent have not responded. Likewise, 19.3 percent respondents have been found to be satisfied with the customs facilities and 11.5 percent are dissatisfied, 28.6 percent have found unknown and 21.3 percent didn't have

responded. In connection with other facilities, only 2.1 percent are found to be satisfied whereas 11.5 percent are dissatisfied and 38 percent have not replied.

Looking at the dissatisfaction row, the respondents have shown their dissatisfaction regarding the facilities of international airlines (23.7 percent) followed by domestic airlines (23.7 percent), and immigration (30.7 percent).

Therefore, it is advisable to improve all the facilities in the way so that it could meet the international standard. Moreover the immigration and custom procedures should be made simple and systematic for international visitors.

Table 2.11: Perception of the Respondent Regarding the Facilities and Services Related to Tourist Activities

Service and Facilities	Satisfied	Neither Satisfied nor Dissatisfied	Dis-satisfied	Don't know, can't say	No. Response	Total
Trekking and Camping	16 (20.8)	11 (20.4)	1 (6.7)	10 (32.2)	34 (18.7)	72 (20)
Sight Seeing	20 (26)	15 (27.8)	3 (20)	2 (6.4)	32 (17.6)	72 (20)
Rafting	9 (11.7)	3 (5.6)	3 (20)	9 (29)	48 (26.4)	72 (20)
Shopping	14 (18.2)	17 (31.5)	5 (33.3)	5 (16.1)	31 (17)	72 (20)
Guides	18 (23.4)	8 (14.8)	3 (20)	6 (19.4)	37 (20.3)	72 (20)
Total Response	77 (21.4)	54 (15)	15 (4.2)	31 (8.6)	182 (55.5)	360 (100)

Source: Field Survey, 2009. Figures in parenthesis represent percentage of total.

Note: Percentage is calculated on the basis of total number of responses rather than total samples.

Regarding the facilities and services related to tourist activities 21.4 percent respondents have been found to be satisfied whereas 4.2 percent have shown their dissatisfaction and 8.6 percent reported as "don't know/ can't say". The highest no of respondents i.e. 55.5 percent have not responded (table 2.11).

It seems that either the visitors have not involved themselves in these activities or they don't wish to share their experience. In regard of the individual

facilities 26.0 percent are satisfied with sight seeing facilities followed by facility of guides (23.4 percent) trekking and camping (20.8 percent) facilities. 18.2 percent respondents are satisfied with the facilities of shopping and 11.7 percent are experienced to be satisfied with rafting facility. Looking at the dissatisfaction row, the highest (33.3 percent) of the number of the respondents have been found dissatisfied with shopping facilities in Nepal whereas 6.7 percent with trekking and camping and so on. It has been reported that the harassment made by hawkers and beggars, lack of conservation of ancient monuments, environment pollution are some obvious reasons which disappointed the visitors in Nepal. Therefore an attention should be given to beggar behaviours, less bargaining practices in the shops and improvement in trekking and camping facilities in Nepal.

Table 2.12: Perception of the Respondents Regarding the Facilities and Services of Miscellaneous support

Facilities & Services	Satisfied	Neither Satisfied nor Dissatisfied	Dis-Satisfied	Don't know/ Can't say	No. of Response	Total
Local Transport	17 (20.5)	23 (27)	13 (23.6)	4 (13.3)	15 (8.4)	72 (16.7)
Quality of Transport	6 (7.2)	17 (20)	20 (36.7)	2 (6.7)	27 (15)	72 (16.7)
Currency Exchange	19 (22.9)	16 (18.8)	5 (9)	3 (10)	29 (16.2)	72 (16.7)
Acceptance of Credit Cards	9 (10.9)	14 (16.5)	7 (12.7)	7 (23.3)	35 (19.6)	72 (16.7)
Impression of Host Population	26 (31.3)	9 (10.6)	1 (1.8)	3 (10)	33 (18.4)	72 (16.7)
Extension of Visa	6 (7.2)	6 (7)	9 (16.4)	11 (36.7)	40 (22.3)	72 (16.7)
Total Response	83 (19.2)	85 (19.7)	55 (12.7)	30 (6.9)	179 (41.4)	432 (100)

Source: Field Survey, 2009. Figures in parentheses represent percentage to total.

Note: Percentage is calculated on the basis of total number of responses rather than total samples.

Table 2.12 presents the perception of respondents regarding miscellaneous support such as local transport, quality of transport, currency

exchange facilities, acceptance of credit cards, impression of host population and extension of visa, etc. Looking at the table out of 432 responses, 83 respondents (19.2 percent) have been satisfied with various support services whereas 12.7 percent of them have expressed their dissatisfaction regarding these facilities. 41.4 percent of the total has not responded and 6.9 percent have expressed as “don't know or can't say” about the support services available in the destination. Impression of host population has been found very impressive, 31.3 percent of the respondents have been satisfied whereas 1.8 percent only are found dissatisfied with the behaviour of the host population which has become the positive sign of tourism development of Nepal. About the impression of currency exchange 22.9 percent have expressed their opinion as quite “satisfied” followed by local transport (20.5 percent) facilities.

Similarly as regard the acceptance of credit cards and extension of visa, 10.9 percent and 7.2 percent of the respondents are found to be satisfied whereas the percentage of dissatisfaction in both the cases has been found 12.7 and 16.4 percent responding which is higher than the percentage of satisfaction. Likewise in the case of local transport and its quality, 23.6 and 36.7 percent respondents have been found dissatisfied having low standard of transport and its quality. Therefore it is an urgent need to improve the quality of support services like local transport, acceptance of credit card and extension of visa; etc. for the promotion of tourism in the country.

2.10.2 Experts' Response

Here, an attempt has been made to present the views of the experts on the importance of tourism industry in Nepal. On the basis of their views it enabled us to deal with the multifaceted impact of tourism industry in Nepalese economy. Almost all the experts who are involved in the tourism industry have realised that international tourism is of great importance in Nepalese economy. This is shown in table 2.13

Table 2.13: Experts' View on the Importance of Tourism in Nepal

Source	No. of Response	Percentage
Foreign Exchange Earning	26	99.9
Employment Generation	23	88.46
Government Revenue	21	80.76
Regional Development	17	65.38
Environment Conservation	5	19.23
International Understanding	23	88.46

Source: Field Survey

The experts have been asked; why is tourism so important in Nepal? All the respondents put forward their views that international tourism is of great importance for all round development of Nepal. They perceived its importance because of foreign currency earning. Similarly, 88.46 experts have viewed its importance for generating employment and increasing international understanding whereas 80.76 percent realised its contribution as an important source of government revenue and 19.23 percent experts observed its importance for regional development. Therefore, the development of tourism industry in Nepal is indispensable for the economy as a whole.

Table 2.14: Experts' Satisfaction with the Pace of Tourism Growth

Response	Number	Percent
Yes	3	11.54
No	22	84.62
No Response	1	3.84
Total Respondent	26	100.00

Source: Field Survey, 2009

The experts were asked about the pace of tourism development in Nepal and 84.62 percent of them gave their negative reply whereas 11.54 percent have showed their satisfaction with the present pace of tourism development in Nepal. Thus, it is essential to sort-out the problems in order to develop tourism sector at a desirable pace.

Table 2.15: Experts' Perception Regarding the Present Growth of Tourism

Status	Number	Percent
Rapid Growth	-	-
Normal Growth	10	38.46
No Satisfactory Growth	16	61.53
Total Response	26	99.99

Source: Field Survey, 2009

Regarding the growth of tourism industry, the majority of experts (respondents) are not satisfied with the present growth of tourism in Nepal as expressed by 61.53 percent of experts. The 38.46 percent of the experts perceive it as the normal growth. No experts have viewed that tourism in Nepal has developed rapidly as shown in table 2.15

Table 2.16: Experts' View Regarding the Satisfaction of Tourists

Response	Number	Percent
Yes	21	80.76
No.	50	19.23
Total Respondent	26	99.99

Source: Field survey, 2009

80.76 percent experts have expressed their satisfaction regarding the visit of tourists in Nepal whereas 19.23 percent have expressed that tourists do not return with satisfaction due to various reasons. The system for dumping litters and garbage along the road of major city of Nepal and annoying behaviour of roadside hawkers, taxi drivers and beggars are some of the major reasons which disappoint the visitors to Nepal.

Table 2.17: Tourism as an Important Sector of Nepal Economy.

Response	Number	Percent
Yes	25	96.15
No	1	3.84
Total	26	99.99

Field survey, 2009

Regarding the status of tourism industry in Nepalese economy 96.15 percent experts recognise tourism sector as an important sector of the economy whereas 3.84 percent experts deny telling that tourism sector as an important

sector of the economy. They are of the opinion that tourism sector in the context of Nepal is less important than the sector like agriculture and electricity in the country.

Table 2.18: Rank of Tourism Industry in Nepalese Economy

Rank	Number of Response	Percent
I	-	-
II	20	76.92
III	4	15.38
IV	2	7.69
Total Sample	26	99.99

Source: Field survey, 2009.

In regard of the ranking of tourism industry in Nepalese economy 76.92 percent of the respondents have ranked it in the 2nd whereas 15.38 percent respondents have accorded it in 3rd rank. Only the 7.69 percent of the experts categorised the tourism industry in 4th rank. No experts have placed it in 1st position in the Nepalese economy.

Table 2.19: Experts' View on the Visitors' Expectation from Nepal

Category of Expectation	No. of Response	Percent
Exotic scenes	25	96.15
Shopping Facilities	15	57.69
Adventure Activities	19	73.07
Ethnic Culture	18	69.23
Wildlife	24	92.30
Snowy Himalaya	16	61.53
Casino	17	65.38
Other Specify, If Any	1	3.84

Source: Field Survey, 2009

Note: The percent is calculated on the basis of frequency of response of each item to total Samples.

Visitors' expectation regarding the destination differs from each other. 96.15 percent of the visitors, according to the experts, expect, exotic scene whereas 92.30 percent viewed in favour of wildlife. Similarly, 73.07 percent expect adventure activities and 69.23 percent look for ethnic culture. The experts express their concern that the visitors who come to Nepal also expect to have

the proper facility of casino as well as market for shopping. In the response 65.38 percent tourists expect casino and 57.69 percent shopping whereas 61.53 percent are found in favour of snowy Himalaya and 3.84 percent look for good hospitality and services.

Table 2.20: Purpose to Select Nepal as a Tourism Destination

Destination	Number of Response	Percent
Mountaineering	26	99.9
Trekking	22	84.6
Wildlife	21	80.76
Historical and Cultural Attraction	23	88.47
Cheap Destination	13	50.00
Friendly and Hospitable People	23	88.46
Other Specify If Any	5	19.23

Source: Field Survey, 2009

Note: The percent is calculated on the basis of frequency of response of each item to the total samples.

Nepal is one of the famous tourist destinations in the world. Tourists from the world visit Nepal for different purposes. Almost all the experts choose Nepal for mountaineering whereas 84.6 percent for trekking. Historical and cultural attraction and friendly and hospitable people are the factors which attract the visitors to decide Nepal as their tourism destination. In the response 88.46 percent of the experts gave their opinion for each of them. Likewise, they also view that 80.76 percent visitors come to Nepal for the propose of wildlife and due to cheap destination in the world as expressed by 50 percent of experts. 19.23 percent tourists make their tour to Nepal for the purpose of sightseeing and pleasures as expressed in the table 2.20.

Table 2.21: Experts View on the Economic Impact of Tourism

Nature of Impact	No. of Response	Percent
Job Opportunities	24	92.30
Tourist Enclaves	5	19.23
Inflationary Trend	17	65.38
Tax Income	21	80.76
Foreign Exchange	25	96.15
Souvenirs	14	53.84
Privileged Treatment of Tourists	6	23.07
Improved Standard of Living	22	84.61
Introduction of Cash Economy	7	26.92
Uneven Economic Development	9	34.61
Regional Development	9	34.61
Better Infrastructure	16	61.53
Other	4	15.38

Source: Field Survey, 2009

Note: The percent is calculated on the basis of frequency of response of each item to total samples.

Experts are asked about their perception on the economic impact of the tourism in the inhabitants of Nepal. Their reply was positive. 96.15 percent of the respondents have opined that tourism has a great impact on the foreign exchange earnings. Similarly, 96.15 percent perceives its economic effect because of job opportunity whereas 84.61 and 80.76 percent respondents realised its economic effect on the improvement in the standard of living and government revenue. Likewise 65.38 percent are of the view that economic effect of tourism is to lead inflationary trend in the economy and 61.53 percent have viewed on the better infrastructure. Other economic impacts of tourism as indicated by the respondents are souvenirs (53.84 percent), uneven economic development (43.61 percent), regional development (34.61 percent),

introduction of cash economy (26.92 percent), privileged treatment of tourists (23.07 percent), tourist enclaves (19.23 percent) and 15.38 percent did not perceive any economic impact of tourism in Nepal.

2.11 Conclusion

The tourists' perception in the context of tourism industry in Nepal is obviously being quite beneficial for the further development of tourism in the country. Tourists appreciate Nepal as a country of Himalaya. Its natural scene and scenery, adventure activities, cultural heritage, people and historical monuments, etc. are some of the attractions which are unforgettable for the tourists who come to visit Nepal. They are found very desirous to get more facilities to enjoy such potentials of tourism. The trekkers and mountaineers have showed their ever interest to visiting Nepal reputedly and found satisfied with their travel experience. However, a large numbers of respondents are found annoyed with the acute problem of litters and garbage in major cities of Kathmandu, Chitwan and Pokhara, lack of proper facilities of sanitation and cleanliness, trained guides and services regarding the immigration and customs. They are also found very much disappointed with the instable political situation of the country which enables them to fulfill their purpose of visit due to regular band and strike throughout the year. In their view, quick solutions of these problems are absolutely necessary for attracting the greater number of tourists in the country.

Nevertheless, the tourists visiting Nepal are quite happy even though the facilities provided are not as per their need and expectation. To give a pace of tourism in Nepal, the respondents have equally emphasised developing adequate tourism infrastructure like roads, airport, capacity at airports, sufficient toilets in tourists' area and en route and in the trekking trails, different standard of hotels, etc. They also emphasise the need to improve marketing efforts about Nepal tourism at the international market.

Similarly, the opinions of the experts are very important in order to accelerate the rate of tourism growth in the country. The experts are of the view that although, a number of barriers are there in the field of tourism development in Nepal but political instability and disturbance in the present context is one of the main hurdles in the promotion of tourism development in the country. Most of the experts are not satisfied with the present growth of tourism in Nepal. In their

view unhealthy competition, tourism centres concentrated only in certain areas, lack of joint efforts from the government and the private sectors and efficient market strategy, an acute shortage of air seat in international level and less air connectivity, regular bund and strikes, pollution and dirt in major cities , negative impact of image of Nepal and concentration of tourism benefit in limited hands, etc. are the other factors which impacted inversely the rapid growth of this industry in Nepal

Likewise, some of the experts (respondents) also opinion that since the peace accord was made between the Maoist ant the government of Nepal, a sliver sign has been seen in the path of tourism development in Nepal. The government as well as the people of Nepal has given an outmost priority for promoting the tourism sector as an engine of growth.