**A Proposal on**

**A STUDY ON DISCERNMENT OF TOURISTS IN NEPAL**

**Study Conducted By**

**School of Natural Resource and Bio-Environment (SoNRBE)**

**Kathmandu, Nepal**

**November 2018**

Table of Contents

[1. Background 1](#_Toc529945049)

[2. Objective 2](#_Toc529945050)

[3. Scope of the Work 2](#_Toc529945051)

[4. Limitation 2](#_Toc529945052)

[5. Methodology 2](#_Toc529945053)

[6. Expected Outcomes 3](#_Toc529945054)

[References 3](#_Toc529945055)

# 1. Background

Tourism has become the largest and extending service sector in the global economy. According to the UNWTO World Tourism Barometer report 2017, it is stated that there is 1322 million of tourists has been recorded and that was grew by 7% compared to the previous year. And it is also expected that in 2018, the volume of tourist flows extended by the 4% to 5%. In this report, Asia and Pacific witnessed 324 million of tourists which is 6% higher than the preceding year. Statistics of the same report reveals that south Asia has 10% extension that stands highest growth among other region. World bank report 2017 has estimated that due to the tourism inflow in the world, it has generated 1.34 trillion USD revenue which contributes around 3% on the global economy.

Being a small land locked country, characterizing it with the giant neighbor, land of highest peak-Mt Everest, Nepal has enlisted in the top 10 best place to travel in the world in 5th rank by the lonely Planet. It indicates the rapid expansionary potentiality of this sector in the days to come. The trend of tourist inflow is growing rapidly and it was nearly one million in 2017 which is expected to be soars up. Moreover, Government of Nepal is going to celebrate the Visit Nepal 2020 aiming to bring 2 million tourists each year by the targeted year.

Nepalese tourism sector has complete packages for every kind of tourist: safe for individuals, entertaining for group and homely for family. It is a land of Gautam Buddha, soil of 8 highest peak more than 8 thousand meter, 6 thousand rivers and rivulets, 13 world heritage sites, more than hundred caste and languages, hundreds of ecosystem and biodiversity and many more. Due to this reason country remains outstanding for adventure tourism, cultural tourism, religious tourism, eco-tourism, sport tourism. Thus, this country, ranges from 58 meter to 8848 meter with T*erai*, Mountain and Hill within 194 KM, is a complete and ultimate tourist destination in world tourist arena.

After being a federal country, three spheres of government has been elected, completed one year. Every layers do have constitutional provision on revenue generation and expenditure estimation; mostly in ever layers they are facing the deficit finance for which every tiers of government believe that tourist would be the most viable source of managing their fund. Though there is the viability of growth of tourism sectors, the perception of the tourist about the Nepal has not been studied in very level. This research will study the initial level of judgement made by international tours about Nepal.

We counts the number if tourists and happily accepts the increasing trend, nevertheless, we concern about the basic thing that creates their perception about the whole tourism product of the country. It is said that Tribhuvan International Airport has upgraded its services; now the concern is that are they comfortable with the facilities that we offer? How do they experience when they interact with the logistic providers that begins outside the airport to the hotel? Do they feel any changes in their expectation while going to their destination to travel? Are we familiar with the primary need of the tourist to the destination that causes them to stay more and to spend higher? These issues has not been studied in the changing context.

# 2. Objective

This research paper aims to identify the discernment of international tourist in Nepal at the very level.

# 3. Scope of the Work

This research has following scopes

* Provides the basic determination of being in Nepal
* Provides the indicators to executive Visit Nepal 2020
* Suggests the role of lower two tiers of government for tourism development

# 4. Limitation

This study has bounded within the following limitations

* Study area will be only Kathmandu Valley
* Only international tourists (excluding SAARC tourists) has been considered

# 5. Methodology

The methodic of this research will be:

* Exploratory research design has been applied
* Non-probability convenient Sampling has been used
* Semi structured questionnaire has been used
* Descriptive Statistics will be applicable for analyzing information

# 6. Expected Outcomes

* Identify the basic determinants that attracts international tourist in Nepal.
* Strategic-variable-matrix will be developed to executive Visit Nepal 2020.
* Defining the role of State and Local Government for tourism Development.

# References

 1. UNWTO World Tourism Barometer Report, 2017

2. World Bank Report, 2017

3. CEICData.com

4. https://www.welcomenepal.com/

5. http://www.tourism.gov.np/