

Wheels in Motion: Exploring Challenges and Opportunities in Motorsports Management in Nepal

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ABSTRACT

Nepal is a beautiful country with diverse terrain; Nepal's landscape consists of mainly three zones plain or terai, which occupy a quarter area of the country's land this is almost surrounded by hills, which is around 40 per cent of the total area of the country. These hills are crowned by the majestic Himalayas including the world's highest peak Mount Sagarmatha (Mt.Everest)and other eight globally recognized mountains over 8000 meters. This unique backdrop of the country landscape gives enough trilling to motorsports events, including motorcycle, four-wheeler sports, and karting. The beautiful landscape of the country, where hill terrain is immediately accessible from the 5-10 km plain terai zone, (Plain Zone) along with beautiful scenes of mountains, lakes, rivers, and greenery, provides an ideal setting. The amazing fact is that when the riders reach the peak of the hills, not only the scenery will attract them but when they feel that the sky and stars are near to them and seem that they can be touched by their naked hand gives both pleasure, enjoyment and race emotion. We can assume Nepal as one of the best locations for the motorsports activities like touring. Additionally, the living cost is low, it is affordable for foreigners, and visitors, safety may be the other wonderful reason thus we can argue that Nepal is the best destination for motorsports tourism, presenting one of the main opportunities for the industry. To capitalize on the above potential, professionalism in event management is essential. Sometimes the traditional definitions of sports management may not work and redefining sports management may require however, traditional concerns of planning, budgeting, organizing, directing and ensuring profitability may need to be done for successful event execution in a country like Nepal. These are the functional areas that Sports managers perform. This article is the pathway to determine the challenges and opportunities in motorsports in Nepal. The findings are assumed to guide the Enthusiasts' club owners/managers and other concerned associates, they are engaged here in this article for their valuable inputs involving them in primary data collection. The Primary data are collected from clubs/ Motorsports Professionals national and international motorsports professionals to determine their major challenges. The importance of a disciplinary attitude among players is also highlighted. Primary data was collected through a questionnaire approach, and focus groups involving stakeholders such as clubs, federations, and provincial associations. The survey aimed to analyze the challenges and opportunities in motorsports management in Nepal. It has been observed that the Nepal Automobile Association (NASA-NEPAL) is the one and only Motorsports Federation, which is working in the development of motorsports in Nepal since its inception in 2008-09. It is affiliated with national and governmental regulating bodies like the Nepal Sports Council and international bodies like FIA, FIM, and CIK. Around 10 national clubs are associated with NASA Nepal and seven Provincial level associations are actively collaborating with the National Federation where approximately 200 players 100

marshals and 100 sports volunteers are primarily engaged in Nepal. During Primary data collection and the focus group discussion, it is also observed that this organized structure provides governance, safeguarding players, providing officiating training, and managing volunteers. In the primary stage of the Nepal motorsports fraternity, Nepalese youth or we can say players are drawn towards motorsports through their enthusiasm and they can be symbolized as self-taught players. Now the scenario has changed second stage Players are now playing the game. Apart from these systematic governing bodies, some of the motorsports clubs are now working in professional and business modules; secondly, Government investments in infrastructure, like racetracks, further enhance opportunities in the motorsports sector in Nepal. However, multiple challenges remain, and we have tried to identify the maximum by the research. Some of the heart-touching and crucial challenges may be financial security for players to compete nationally and internationally, along with the limited involvement of national automobile businesses in event sponsorship. The absence of automobile manufacturers poses challenges in fundraising, but collaborations with numerous other sponsors remain viable in the nation. In conclusion, Nepal's motorsports scene holds immense promise, contingent upon addressing financial challenges and securing support from stakeholders. This article offers insights into the challenges and opportunities in motorsports management in Nepal, contributing to its potential on the global stage.

KEYWORDS

Budgeting, Challenges, Directing, Encompassing, Ensuring profitability, (FIA), Federation Internationale de l'Automobile, (FIM Federation Internationale de Motocyclisme), Management, Motorsports, Nepal Automobiles Association.

INTRODUCTION

In the last decades, either Nepal has done tremendously well in motorsports, in human resource development or in infrastructure; there is not a single untouched area for the development of motorsports. We all admire that motorsports management consists of many big challenges. It is expensive to buy equipment, and there is a risk of accidents and injuries and many. However, despite these challenges, Nepal's motorsports community is flourishing (Jones et al., 2016). Looking back on our experiences over the past fifteen years is important to make a good plan for managing motorsports in Nepal.

The FIA's Brand Book 3 shows that they are involved in motorsport and cars all over the world, with more than 230 clubs in 134 countries. These clubs, with over 60 million members, actively take part in motorsport globally. The slogan "world in motion" represents how the FIA works to drive progress and change worldwide in motorsports. My article "Wheels in Motion" relates to FIA and tries to deliver about the dynamic nature of motorsport and its possibilities of growth in our country.

Sports management means organizing everything needed to achieve goals in sports. This includes planning, organizing events, and making sure everything runs smoothly (Bartoluci, 1997; Chelladurai, 1994). FIA in its International Sporting Code, 'Statutes,' or 'Regulations,' the Fédération Internationale de l'Automobile (FIA), the global governing body for motorsport, does not define motorsport (Dingle, 2009). However, as this term is widely used in the paper, we will adopt the definition provided by Angus, Aylett, Henry, and Jenkins (2007): Motorsports is defined as competitive racing with similar vehicles on tracks. These vehicles can be motorcycles, karts, historic cars, dragsters, open-wheel cars, single-seat cars, sports cars, GT cars, Formula Ford cars, touring cars, rally cars, sports compacts, and Formula 1 cars.

Nepal has its unique challenges like not having enough money and trained people for motorsports. However, we can learn from established principles to make things work better (DeSensi et al., 2003). Good teamwork is crucial, like during pit stops in races where everyone has to work together quickly and efficiently

(Lawhorn, 2009). Education and experience are also important in managing motorsports. We need to understand how to organize and direct sports activities properly.

Nepal does not consist of good or proper motorsports tracks and of course, without proper tracks, managing motorsports becomes even more crucial, however without proper tracks and structure Nepal is regularly organizing motorsports events well (Jones et al., 2016). These events are exciting for both participants and fans, and they can help the local economy (Ncedo, 2016).

Analyzing Challenges and opportunities in motorsports management in one nation may need to cover a huge area; here the article is trying to find the major factors. To make motorsports successful, we need to focus on various inputs, the financial matter which always comes in the first lane is an important factor but not vital. The successful ideas for collecting money and sponsorship are temporary solutions for planning and organizing events properly. Here the article discusses opportunities or challenges in motorsports management for the long run. Nepal's beautiful scenery to attract more people to motorsports events or get cherished ideas and support from organizations like NASA can be considered a valuable opportunity.

In sports, understanding why people get involved and stay committed is important. Psychologists have found that the reasons people join competitive sports differ from those who engage in casual activities (Deci & Ryan, 1985; Frederick & Ryan, 1993). Enjoyment plays a significant role in maintaining participants' interest, as emphasized by coaches and researchers alike (Vazou, Ntoumanis, & Duda, 2007). Motivation and professionalism are pivotal for the establishment and success of a particular sport. Additionally, in motorsports, as motorsports symbolize courage, intelligence, tactfulness, and adventurous spirit. Physical willingness is a very important factor of involvement in motorsports. These factors including willingness are also essential in the analysis of quality motorsports management.

The factors such as potential earnings, safety considerations, and social respect are also important factors that the people involve themselves in motorsports activities.

This research article is based on the knowledge and experience of people who have been involved in motorsports in Nepal for many years.

Objective of the study

The prime objective of this research is to find out the challenges and opportunities in motorsports management in Nepal.

The article tries to identify the four important points as mentioned below.

1. To identify the important challenges that motorsports management is facing in Nepal, including financial constraints, limited sponsorship opportunities, and inadequate infrastructure.
2. To find opportunities for growth and development in Nepal's motorsports industry, including finding the potentiality for motorsports tourism and international recognition.
3. To Examine the role of regulatory bodies, such as the Nepal Automobiles Association (NASA), in managing Motorsports development and addressing motorsports industry challenges.
4. To provide recommendations for stakeholders to address challenges, capitalize on opportunities, and foster the sustainable growth of motorsports in Nepal.

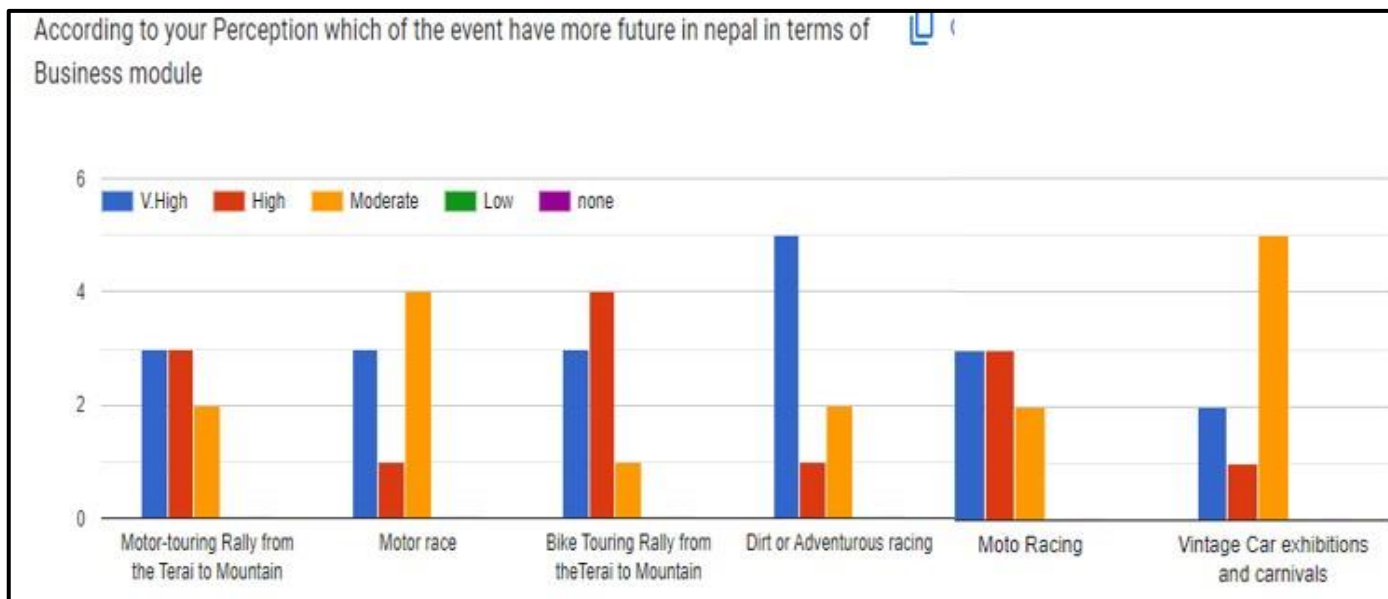
In summary, we can say, the objective of the study will provide a comprehensive framework for analyzing and addressing the challenges and opportunities in motorsports management in Nepal.

The questionnaire Survey Data analysis

The analysis report of the primary data of the research (questionnaire) has made us ease in analyzing both the opportunities and challenges in motorsports management in Nepal.

The ten respondents, who participated in the survey are from different Motorsports clubs, associations or professionals and are experts in the motorsports field. In the line or framework of business management or a business module, their perceptions regarding the future of motorsports events in Nepal were notified Figure A3. Six segments (Table 1) are presented, covering various potential motorsports activities in Nepal's current context.

Table 1: Six segments of the sustainable and business-centric event



1. Motor Touring and Rallies(Terai to Mountains via hills)

The respondents give a very high mark on motor-touring rallies from the Terai to the mountains this means the experts agree that there is significant business potential. This data aligns with the growing popularity of such events in Nepal and the diverse landscapes of Nepal offer for such exploration.

2. Motor Race

Additionally, the survey results indicate that motor races have moderate business potential. This is attributed to the high costs associated with motor vehicles and the lack of proper tracks in Nepal. Despite these challenges, there remains a considerable interest among motor race enthusiasts, including the author, indicating a promising albeit comparatively less profitable market segment.

3. Bike Touring Rally from the Terai to Mountain

The respondents highlight that bike touring has the potential to emerge as a major business in motorsports and significantly contribute to national tourism. The survey indicates a high potential mark for bike touring, reflecting its appeal and promising prospects within the motorsports industry.

4. Dirt or Adventurous racing

The respondent emphasized that dirt bike activities hold significant business potential, especially considering their adaptability to uneven terrain. This flexibility opens up vast opportunities for organizing games or events in challenging landscapes, indicating immense potential for growth within the motorsports industry.

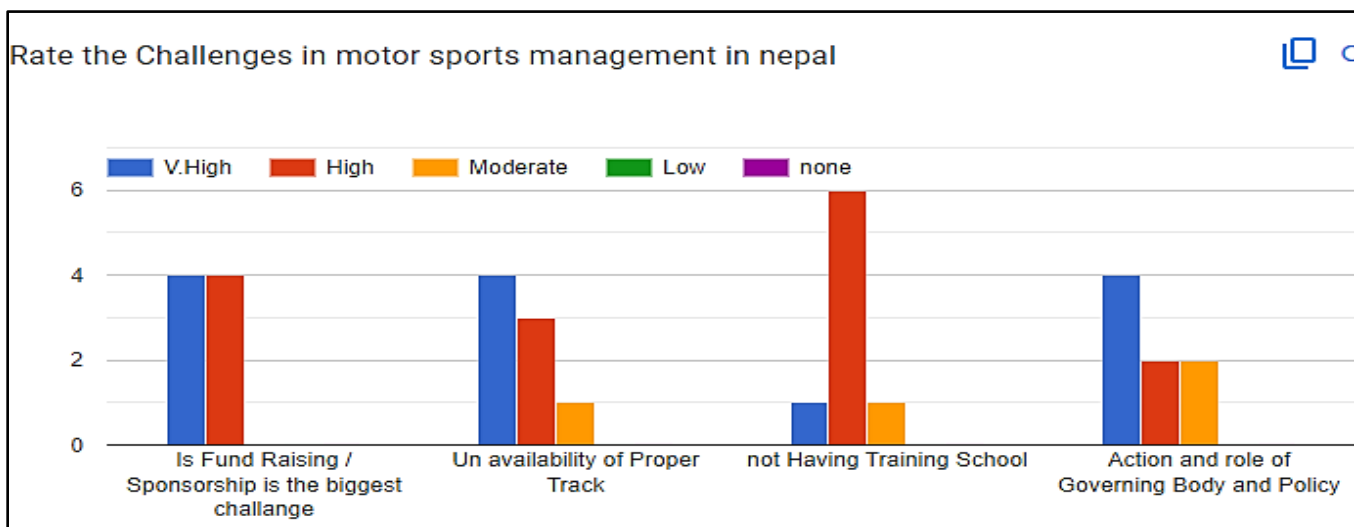
5. Moto Racing

The survey indicates that moto racing within the motorcycle segment is highly satisfying and in demand in motorsports. Events like Road Racing and Race-mandu, Crossmandu are considered signature events in Nepal, eagerly awaited by players and enthusiasts alike. The survey underscores the significant potential for sports business in this segment, reflecting the strong interest and anticipation among participants and spectators.

6. Vintage Car exhibitions and carnivals

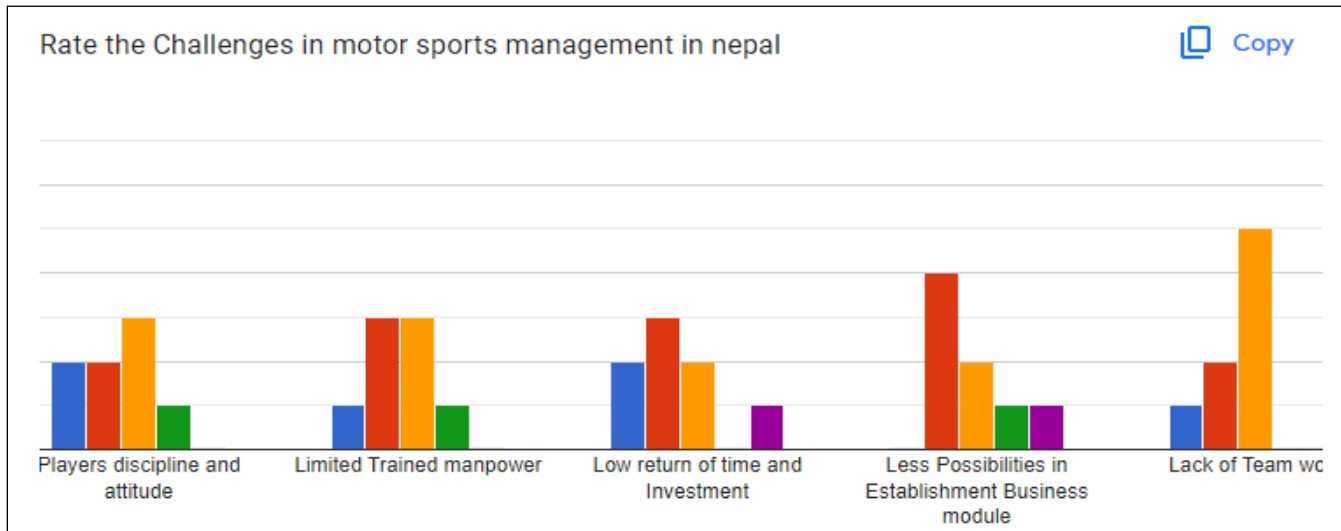
The surveys show that vintage rally events and carnivals have moderate business opportunities in sports management. Enthusiasts own vintage vehicles and pay high taxes for them. Building good relationships with these enthusiasts is important. Hosting high-quality events tailored to their interests can satisfy them. The survey results indicate that vintage rally events and carnivals offer moderate business prospects in sports management. Enthusiasts who own vintage vehicles often incur high taxes to maintain them. It is crucial to establish strong relationships with these enthusiasts. By organizing top-notch events that cater to their interests, satisfaction can be achieved.

Table 2A: Rating on Challenges



Nine potential challenges were presented to respondents for suitable rating, as outlined in Tables 2A and 2B. The findings indicate that respondents predominantly agree on two significant challenges within event management in Nepal: fundraising and sponsorship collection, as well as the unavailability of proper tracks. Additionally, the absence of a dedicated training school emerges as a major obstacle in motorsports management in Nepal. Respondents also highlighted challenges related to rules, regulations, or governmental perceptions regarding the high-speed nature of the sport.

Table 2B: Rating on Challenge



While there is variability in responses regarding player discipline, limited trained manpower garners significant attention from respondents, ranging from high to moderate challenge levels. The cumulative effect of these challenges suggests potential low returns on time and investment. Notably, the current context in Nepal sees sports activities not being viewed as a viable business model by club professionals, thus amplifying the challenge. Furthermore, the lack of teamwork is acknowledged as a moderate-level challenge, as evident from the data presented in Table 2A and 2B.

Table 3A: Scaling the Opportunities

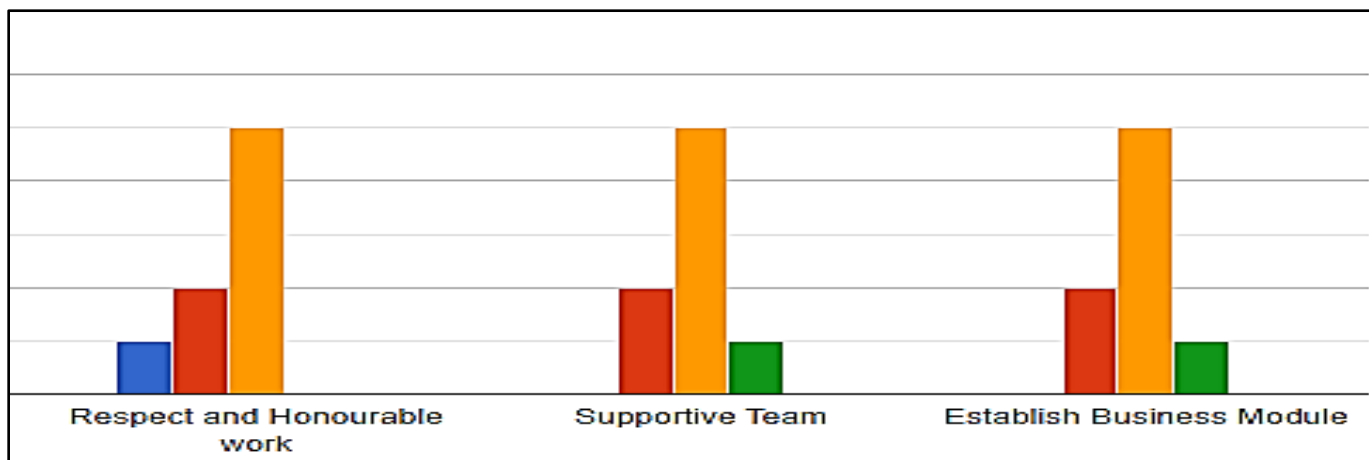
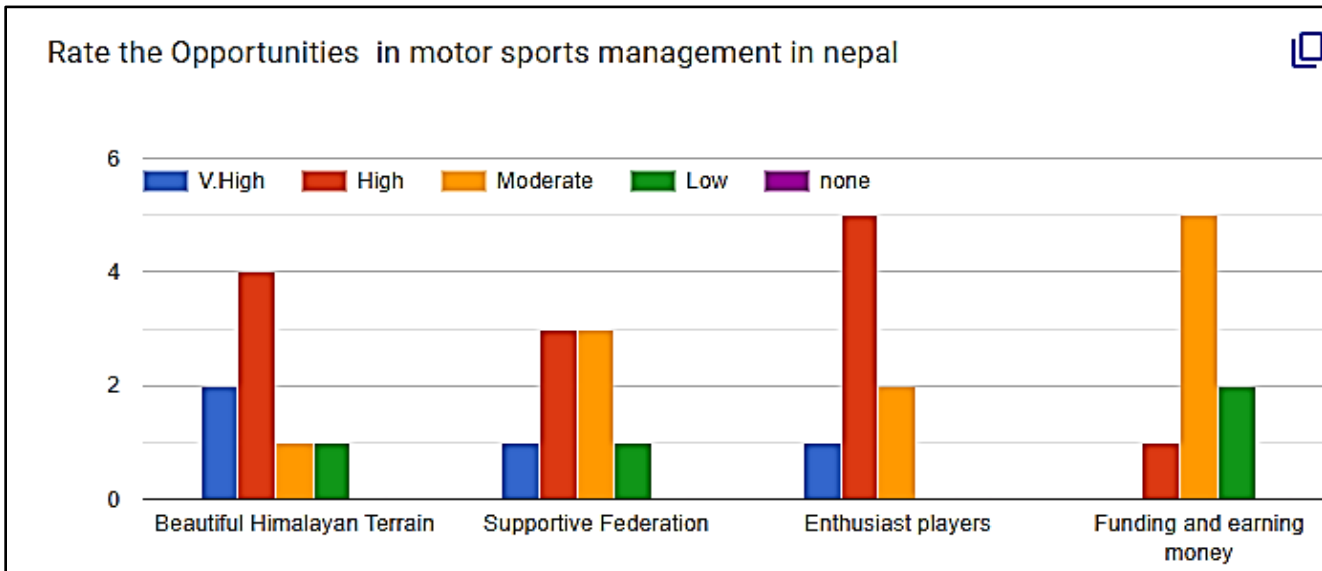


Table 3B: Scaling the Opportunities



In Table 3A and 3B above, we observe respondents ratings across seven distinct components of opportunities. Notably, respondents overwhelmingly agree on the Immense potential and opportunity presented by Nepal's scenic terrain for motorsports management, marking it as a very high potential area. Additionally, there is a significant level of acceptance towards factors such as having a supportive federation and enthusiastic players, with ratings ranging from high to moderate. Conversely, funding and earning potential receive mixed ratings, with responses varying between moderate and low ratings on this parameter. Interestingly, respect and honorable work, along with having a supportive team and an established business model, are perceived as presenting moderate-level opportunities. These insights highlight the varying perceptions among respondents regarding different components of opportunities within motorsports management in Nepal. Further analysis and discussion may be warranted to gain a deeper understanding of these opportunities and their implications for the industry.

Table 4: Sports Management Parameter

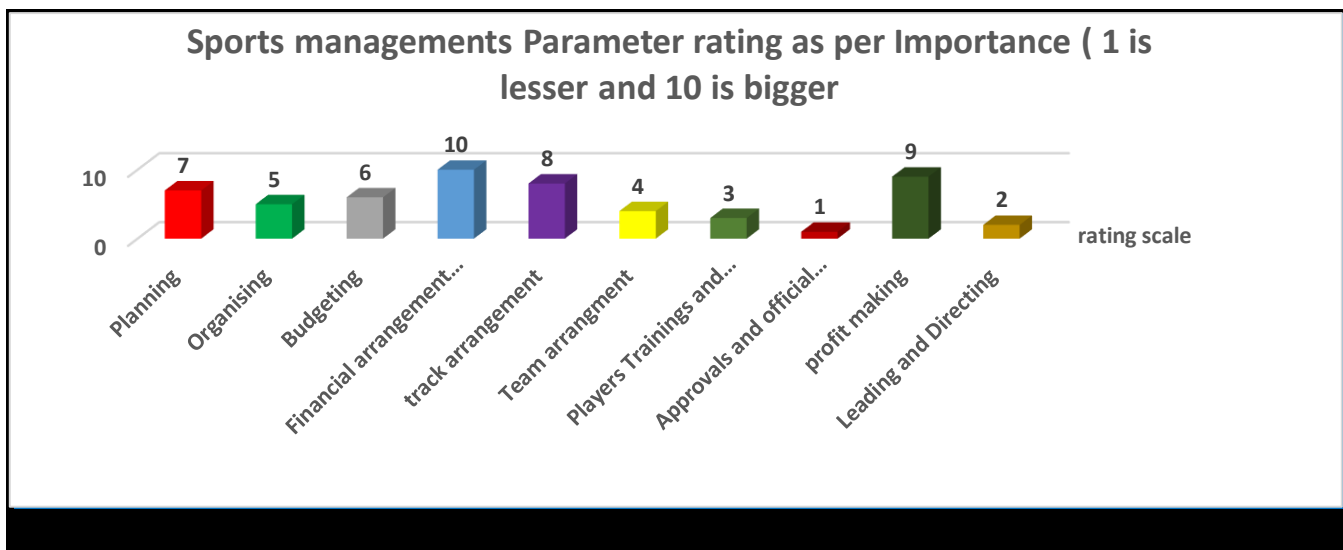


Table 4 illustrates the ratings provided by ten respondents regarding the importance and difficulties associated with various elements of sports management. Among these elements, financial arrangement emerges as the most challenging aspect in motorsports management. Conversely, obtaining approval from the sporting authority is perceived as less difficult in the realm of sports management.

The Most of the respondents are experiences in sports management as shown in Chart 6 Building upon these findings, a deeper exploration of the opportunities and challenges were conducted through focus group discussions with experts to gain further insights.

Exploring Opportunities for Motorsports Management in Nepal

1. To fully clutch the potential opportunities in motorsports management in Nepal, it is essential to understand what motorsports enthusiast's value most within motorsports activities. One of the key aspects is undoubtedly the breathtaking natural terrain of Nepal. Enthusiasts are drawn to the unique and stunning landscapes that the country offers, from pleasing river valleys to luxurious green plains and towering mountains.

The scenic beauty of Nepal, with its dissimilar landscapes and attractive panoramas, creates a one-of-a-kind experience for motorsports enthusiasts. The opportunity to navigate through such varied and awe-inspiring terrain adds an unparalleled thrill to motorsports activities. Whether it is the adrenaline rush of racing through winding mountain roads or the exhilaration of off-road adventures in remote regions, Nepal's landscape provides a playground unlike any other in the world.

Understanding and connecting the allure of Nepal's natural beauty can be a pivotal factor in unlocking the potential of motorsports management in the country. By showcasing the country's stunning landscapes and leveraging them to enhance motorsports events and experiences, Nepal can attract both local and international fans, driving growth and development in the industry.

In essence, recognizing the importance of Nepal's breath-taking terrain and incorporating it into motorsports activities can be a key strategy for capitalizing on the opportunities in motorsports management in the country.

2. Nepal's affordability and simplicity make it a unique destination where living and enjoying life are accessible to all. This characteristic is rare globally. Furthermore, Nepal's diverse geography allows for a quick immersion into its rich cultural tapestry. The hospitality and respect shown to guests and tourists by Nepalese society are notable. Leveraging motorsports as a major tourism attraction could capitalize on this opportunity and contribute significantly to Nepal's tourism industry.

3. During the focus group discussions, participants noted a significant increase in public participation in motorsports events, rallies, and races over the past decade. This trend highlights the vast opportunities in motorsports management. The substantial turnout suggests that events have the potential to generate significant revenue solely from gate ticket sales. This observation underscores the promising prospects for the growth and sustainability of motorsports in Nepal.

The link is provided as a proof (https://www.youtube.com/watch?v=sxrXNm_0XBQ)

4. The internationally recognized and affiliated federation, endorsed by both the FIA and FIM, World Karting Association, serves as a cornerstone within Nepal's sports arena. Complemented by 7 provincial associations and approximately 15 club-level organizations, this robust network reflects widespread interest and engagement in various sports activities across the country. It underscores the foundation upon which the sports industry can thrive, presenting opportunities for development and growth within Nepal's vibrant sports sector.

Key Challenges Facing Motorsports Management in Nepal

The challenges in motorsports management are truly vital, in a research article we have tried to take out key challenges with the support of expert **focus group** discussion. We have listed seven major challenges from the research.

1. **The Nature of Country:** The nature of the country plays a vital role in the development of adventurous sports, particularly those with technical or engineering components, such as motorsports. Our country is agriculturally based and renowned for its natural sciences, we are rich in spiritual and philosophical heritage. In contrast, motorsports principally involve technical and engineering features. These differences in nature resulting one of the greatest challenges for Nepal in the development of motorsports management

2. **Academic pathway:** It is a universal truth that the role of education is very important for the establishment of any subject matter. In the absence of a proper academic plan, long-term development in motorsports management cannot be achieved. Academic courses related to motorsports in Nepalese universities are not active, up until now we can say practically non-existent. The absence of appropriate academic institutions or a lack of dedicated motorsports academies in the country is a significant obstruction to the establishment of Motorsports in Nepal. Without a structured academic framework, the development of sports talent, conducting proper research, and fostering innovation in motorsports become immensely challenging.

3. **The Policy maker's eyes:** The challenges always persist due to differences in your perceptions about motorsports and the views of policymakers. The policymakers are concerned about motorsports; they often view the game with high-speed road riding and assume that it is responsible for road crashes. These thoughts of policymakers impact the development of motorsports management in Nepal. Finally, hampers on motorsports progress in Nepal. Another sign of this challenge arises from the lack of proper insurance policies for high-speed gaming, where comprehensive coverage is not freely available. These ultimately create further hurdles in motorsports development in Nepal

4. **Restrictions on Modifications:** The restrictions on the Modification of their vehicle in Nepal compel users to keep their vehicles in their original state, thereby limiting their ability to modify them according to their preferences. This constraint significantly affects the customization options available to users, ultimately impacting their interest and participation in motorsports activities. Another challenge is the high prices of bikes and cars in Nepal. Nowadays the world is concerned with environmental pollution and equally concerned about noise pollution. This can be considered as one of the good challenges in the development of motorsports management in Nepal.

5. **Lack of Commercialization of Events:** Another significant challenge in motorsports management in Nepal is the commercialization of events as products. Despite its potential, motorsports struggles to become commercially viable in Nepal, posing a major obstacle to its management. Neither private banks nor commercial institutions, nor government banks, have designed any banking loan facilities specifically tailored for motorsports events. This lack of commercial support further obstructs the growth and development of motorsports in the country.

6. **Technical centers:** The academic concern is already mentioned in point no two, however, we have separated these points because we are focusing on more technical and practical degrees. Trained manpower in motorsports, including volunteers, marshals, officials, jury members, Chief Operating Officers (COO), Clerk of course (COC)

and stewards, are precious assets for sports management, similar to diamonds for the sport. However, in Nepal, apart from the Nepal Automobiles Association, no institution offers academic or commercial licensing degrees or certificates for these roles. Diploma-level and proficiency-level courses should be established, treating them as technical courses. The Council for Technical Education and Vocational Training (CTEVT) should adopt such initiatives. This lack of structured training and certification programs poses a major challenge in sports management in Nepal. The book "Fundamentals of Sport Management" by Robert E. Baker and Craig Esherick highlights the growth of sport management programs in the United States from 1980 to 1999. By the late 1990s, there were over 200 programs, including undergraduate, master's, and doctoral degrees, to meet the needs of the sports industry. Comparatively, in Nepal, there are only one or two professional or academic courses related to sports management, and these have only recently started in the 21st century. This shows that Nepal is lagging far behind in developing sports management education compared to the world.

7. Quality matters more than quantity: In Nepal, the propagation of businesses exceeds actual demand, leading to suboptimal performance. In Nepal, we can observe this phenomenon in the sports sector too. Over a hundred national federations are handling various sports like martial arts, chess, football etc. In contrast, larger countries like India, which is 22 times bigger in geographical size, and developed nations like Japan have fewer federations despite having diverse sporting cultures. The abundance of federations in Nepal often results in fragmented efforts and a lack of cohesive development strategies. Consequently, governing institutions like the National Sports Council are often diverted towards unproductive activities, detracting from support for emerging sports like motorsports. This challenge hampers the growth potential of various sports, including motorsports, which could benefit greatly from government support and attention. Indeed, while motorsports appeal to a wide range of age groups, it is undeniable that the youth demographic holds significant dominance, particularly in motorcycle sports. recently Nepal has been undergoing new political change, Political instability brings lots of social changes, and this action leads towards huge youth migration, these youth are the main center of attraction of motorsports, ultimately becoming a big challenge for motorsports management in Nepal. As stated above the exit of youth from the country can lead to a loss of national talent,

Statement of Problem

In Nepal, managing motorsports faces several significant challenges. According to our research, the primary obstacle identified by stakeholders is the lack of financial resources and sponsorship opportunities. Insufficient funding and limited chances to secure sponsors make it challenging to support motorsports activities in the country. However, we believe that leveraging sports marketing strategies could offer a solution to this pressing issue. Sports marketing, a widely recognized practice since its inception in the US in 1978, involves collaborations between sports teams/events and companies to secure support and funding. Shilbury (2009) highlights the effectiveness of sports marketing in facilitating the growth of sports by attracting sponsors from different countries.

Another major challenge confronting motorsports management in Nepal is the inadequate infrastructure, including the absence of suitable tracks and trained personnel. The lack of proper facilities and skilled workforce poses significant barriers to the organization and execution of motorsports events. Addressing these infrastructure deficiencies is crucial for the advancement of motorsports in Nepal.

Furthermore, the absence of effective management structures exacerbates the challenges faced by motorsports in Nepal. Without proper planning and organization, the growth and professionalization of motorsports become increasingly difficult. Scholars such as Maguire (2002) and Shilbury et al. (2003) emphasize the importance of robust management practices in sports. However, in the context of Nepal's unique geography and economy, tailored approaches are necessary to overcome these management challenges and foster the growth of motorsports.

According to sports management books by Estkeen, two outside factors influence sports clubs: the general environment and the task environment. In Nepal, both these environments affect motorsports management. However, the general environment factors such as legal issues, politics, finances, and technology are more important than task environment factors like competitors and suppliers. In the book "Contemporary Sports Management," sixth edition, authored by Paul M. Pedersen, Lucie Thibault, and Janet Parks, it is noted that numerous studies have indicated that competencies in sports management are universal and have remained relatively stable over time (Danylchuk & Broucher, 2003). Moreover, contemporary sports management organizations emphasize not only traditional tasks such as planning and personal management but also value communication skills and technological aptitude. Being able to effectively communicate within a global community is increasingly important in today's sports management settings.

RESEARCH METHODOLOGY

1. Primary Data Collection

Questionnaire Approach Utilizing a structured questionnaire to gather insights from eight prominent motorsports clubs in Nepal. This method facilitated the collection of quantitative data regarding challenges, opportunities, and perspectives on motorsports management.

2. Focus Group Discussions

Stakeholder Engagement: Conducting focused group discussions involving ten experts from various domains within the motorsports industry. This interactive approach allowed for in-depth exploration of challenges, opportunities, and strategic insights about motorsports management in Nepal.

3. Data Analysis

Qualitative Analysis: Descriptive Method, Employing a qualitative approach to analyze data from the questionnaire and qualitative insights from focus group discussions. This comprehensive analysis enabled a holistic understanding of the motorsports landscape in Nepal.

4. Literature Review

Experiential Insights: Incorporating insights from seasoned professionals with decades of experience in motorsports establishment in Nepal. Drawing from existing literature and expert knowledge provided a robust foundation for the research.

5. Synthesis and Interpretation:

Integration of Findings: Synthesizing findings from primary data collection, focus group discussions, and literature review to derive key insights into the challenges and opportunities of motorsports management in Nepal. Interpretation of data facilitated the formulation of actionable recommendations.

6. Expert Validation:

Peer Review: Subjecting the research findings to expert validation through peer review within the motorsports community. This process ensured the credibility and reliability of the study outcomes.

Significance of the study

The significance of the study lies in its exploration of the opportunities and challenges facing motorsports management in Nepal. By delving into these aspects, the study sheds light on several key points:

- 1. Understanding Opportunities:** The study highlights the potential for leveraging Nepal's unique natural terrain and cultural richness to enhance motorsports experiences and attract enthusiasts. This understanding can guide stakeholders in harnessing these opportunities effectively.
- 2. Tourism Potential:** Recognizing motorsports as a tourism attraction underscores its significance in contributing to Nepal's tourism industry. This aspect not only promotes economic growth but also fosters cultural exchange and international visibility.
- 3. Public Participation:** The study's findings regarding increased public participation in motorsports events signify a growing interest in the sport within Nepal. This trend underscores the importance of further nurturing and capitalizing on this enthusiasm.
- 4. Organizational Structure:** By examining the organizational landscape of motorsports in Nepal, the study highlights the existing framework and opportunities for collaboration. Strengthening coordination among federations, associations, and clubs can streamline efforts and maximize impact.

Overall, the study's insights provide valuable guidance for stakeholders involved in motorsports management, from event organizers to policymakers. By addressing the identified challenges and capitalizing on the highlighted opportunities, Nepal can enhance its motorsports industry, contributing to economic development, cultural promotion, and community engagement.

FINDINGS

The study uncovered several key findings concerning the challenges and opportunities present in motorsports management in Nepal through a combination of primary data collection, focus groups, and analysis. These findings shed light on the prevailing financial insecurities among players, the limited sponsorship from national automobile businesses, and the pivotal role played by regulatory bodies like the Nepal Automobiles Association (NASA) in overseeing the development of motorsports. Additionally, the research underscored the potential for motorsports tourism in Nepal and emphasized the importance of collaborative efforts to effectively address challenges and capitalize on opportunities.

1. Natural Terrain as an Attraction: Nepal's diverse landscapes present unique opportunities for motorsports activities. Motorcycle touring rallies, especially from the Terai to the mountains, and dirt/adventurous racing leverage the country's varied terrain. Participants unanimously recognized the business potential of motor-touring rallies, highlighting their increasing popularity and the diverse landscapes that Nepal offers for exploration. Similarly, dirt bike activities were perceived to have significant business Potential due to their adaptability to uneven terrain, enabling events in challenging landscapes. Moto racing, including road-racing events like Road Racing and Bike-mandu, Crossmandu, was identified as highly satisfying and in demand, indicating a promising market segment within the motorcycle sports sector.

2. Financial Challenges: The primary challenge confronting motorsports management in Nepal is the scarcity of financial resources and sponsorship opportunities. Respondents identified fundraising and sponsorship collection as the most significant challenges, citing the difficulty in securing funding for motorsports events. The limited involvement of national automobile businesses in event sponsorship exacerbates these financial challenges. Furthermore, the absence of banking loan facilities tailored for motorsports events further impedes financial support for the industry.

3. Infrastructure Deficiencies: Inadequate infrastructure presents significant barriers to the progression of motorsports in Nepal. The lack of proper tracks emerged as a major challenge, constraining the organization of

motorsports events and hindering industry growth. Additionally, the absence of a dedicated training school for motorsports professionals contributes to the shortage of skilled personnel in the field. Addressing this infrastructure gap requires investments in track development and training programs to bolster the growth of motorsports in Nepal.

3. Management Structure: Effective management structures are notably absent in Nepal's motorsports industry, impacting event organization and execution. The absence of proper planning and organization impedes the professionalization of motorsports and restricts industry growth. Moreover, the fragmented efforts among numerous national federations and associations result in a lack of cohesive development strategies, further hindering progress. Strengthening coordination among stakeholders and implementing robust management practices are imperative for overcoming these challenges and fostering the sustainable growth of motorsports in Nepal.

CONCLUSION

In conclusion, Nepal's motorsports scene holds immense promise, driven by its unique landscapes, passionate enthusiasts, and government investments in infrastructure. However, challenges such as financial insecurity and limited sponsorship require urgent attention and collaborative solutions. By addressing these challenges and capitalizing on opportunities, Nepal can establish itself as a force in global motorsports, contributing to economic growth, tourism development, and international recognition.

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RECOMMENDATIONS

Based on the findings of the study, several recommendations can be proposed to improve motorsports management in Nepal.

- 1. Enhanced Financial Support:** Stakeholders should explore avenues for increasing financial support and sponsorship opportunities for motorsports events. This could involve establishing partnerships with corporate sponsors, seeking government grants, and leveraging crowdfunding platforms to raise funds.
- 2. Infrastructure Development:** Investments should be made in developing proper tracks and facilities for motorsports activities. Training programs for personnel should also be implemented to ensure safety and professionalism in event management.

3. Improved Management Practices: Establishing effective management structures and protocols is crucial for the success of motorsports events. Capacity-building initiatives and training programs should be conducted to enhance the skills of organizers and officials.

4. Promotion and Awareness: Efforts should be made to raise awareness about motorsports and its potential contribution to tourism and economic development in Nepal. Marketing campaigns and promotional events can help attract both local and international participants and spectators.

By implementing these recommendations, Nepal can overcome its challenges and realize the full potential of its motorsports industry, contributing to economic growth, cultural exchange, and community engagement.

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APPENDIX A

Figure A1: Specialization area of respondents

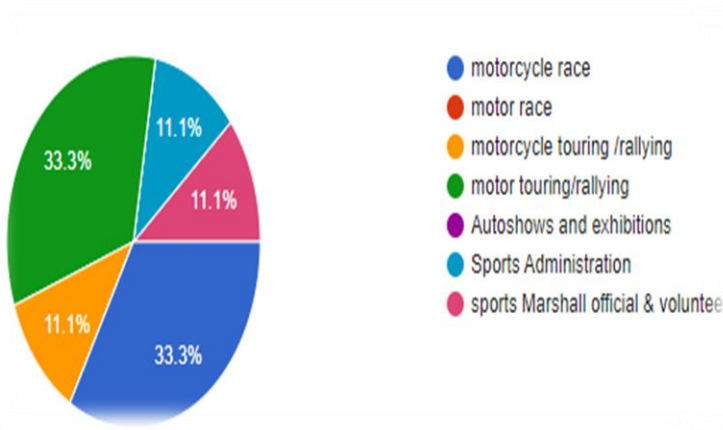


Figure A2: Experience of Respondents

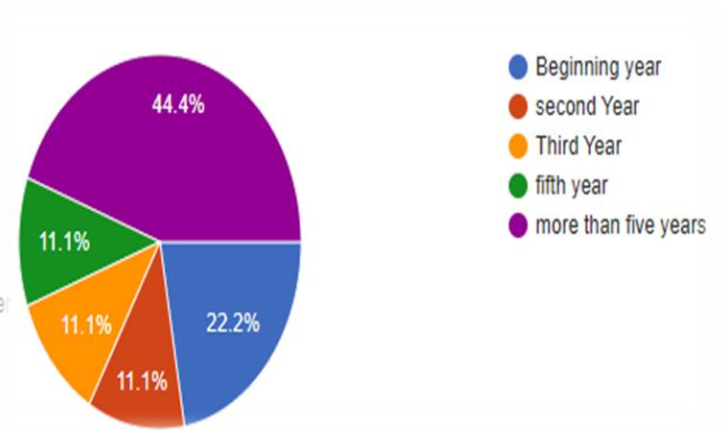


Figure A3: Knowing Sporting Laws and Regulations

Are you Familiar with sports laws and regulations

8 responses

