
RESIDENTS PERCEPTION AND ATTITUDE OF TOURISM DEVELOPMENT: A CASE STUDY OF PATAN DURBAR SQUARE THE WORLD HERITAGE SITE

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Abstract

Tourism is growing rapidly and is one of the most important industry in many developing countries. The tourism sector has become major factor of importance in the world GDP because of its rapid growth and development. It is a power force of change in the economy. So, development of tourism influences the development of other sector such as agriculture, food processing, handicraft etc. which can contribute to the well-being of the entire community.

Tourism development is strongly related to local communities. Local people are a key element that helps in the development of tourism. They are the important component that influence the future development of tourism destination. The development of certain area or place is impossible without the help of people living in that area. Therefore, the involvement and participation of local people is very important for the development of any sector.

Tourism development is one of the important components for the economic growth of the country. In this respect, the perception and attitude of local people plays the most important role. So, the present study provides an idea about the tourism development by the local people perception and explore the need of the tourist by identifying their problems and study the involvement of local people for its development.

Based on the survey, the analysis revealed that the facilities like internet, parking facilities, information center, sanitation, safety and security, good food, pure drinking water are the most needed facilities. This study also analyzed that government sector plays a significant role and is required in the development of tourism through infrastructure and hospitality. The infrastructure like road and transport, electricity, water and hospitality like communication, accommodation, and food and beverages. This study also explains that the involvement of local people through various activities like trade and business, maintaining good environment, hospitality, cultural program. The major problems like lack of sanitation, information center, shops in every place in unmanaged way, lack of infrastructure was also revealed by this study.

Keywords: *Tourism, Development, Community, Economic Growth, Perception and Attitude.*

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Introduction

The word "Tourism" so popular today is derived from of the French word. Tourism that originated in the nineteenth century. Tourism means journey from place to place for pleasure. Some describes tourism as a system consists of four interrelated parts- market, travel, destination and marketing.

In general, Webster's new international directory defines tourism is "Travelling for recreation".

According to International Association of Scientific expert on tourism (IASSET) and tourism society Cardiff, "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home".

Nepal is a diverse country with the snow-capped mountains from the east to the west on the north and plains of Terai, consisting the dense forest with wide varieties of flora and fauna into the south. It is a multilingual, multicultural and multiethnic country which is rich in natural beauty. It is largest landlocked country in the world. Though it is a small country, it has undulating topography and stands between two huge economically growing country, India in the south and China in the North. The geographical wonder, diverse culture and rich diversity of this country have always been a matter of curiosity for the outsiders. The nation has been conducting many efforts for the development of the country. The development and promotion of tourism sector may play vital role in the overall development. Tourism industry is the backbone of Nepal which can bring drastic change in the economy. Tourism is the dynamically developing sector in the world economy. The growth of tourism brings both positive and negative impacts throughout the globe. The positive effects of tourism are the entrepreneurial opportunities, increase in employment opportunities, increase in income, preservation and the resurgence of the culture, improvement of the infrastructure, and many others. It has contributed 70% of nation economy. The increase of tourism has many positive impacts, beside them it can also be the cause of the lots of the negative impacts in local environment. The increase in pollution, increase in criminality, increase in taxes and prices, degrade of tradition and culture, traffic congestion, deforestation, loss of natural resources, etc. are some of its negative impacts.

Nepal has been one of the prime destinations from the ancient times, which is manifested by the rich architectural character and the cultural heritage of the country. It has unsurpassed scenic beauty great climatic diversity and indolent and hospitable character of the people after a perfect and meaningful retreat for most of the people around the world. Nepal, though a very small country, it is one of the county destination for the adventure and leisure time. Due to the geographical, cultural, ethnic and bio-diversity, Nepal is known as the kingdom of diversity. Agricultural development and tourism development are the two main pillars of economic development for Nepal. This sector has become one very important alternative way to develop the economy of our nation. Tourism sector has contributed to around from percentage of gross domestic product for the last five years. It is the main source of foreign currency and employment creation. Tourism is the major contribution in Nepal's economy and is widely considered to be one of the economic activity that has the potential to bring considerable benefits to Nepal and its people. There are several projects in Nepal, which have been actively working that address and

concern that tourism impacts must be managed, the promotion of tourism products and retaining the benefits within the locals and local areas.

The world tourism organization defines tourist as people “travelling to and staying in a place outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Nepal is the country of highest mountain in the world where the world highest peak Mount Everest is located. Mountaineering and other adventure tourism and ecotourism are important attraction for visitors. The majority of world heritage sites are located in the center of Nepal that is capital Kathmandu. And there are other important pilgrimage sites throughout the country.

Tourism has been an important element of the global development. The recent studies have found that the tourism not only impact the country, but also benefit individual communities through job opportunities and wages and improve public infrastructure. It has influenced segments of Nepal's economy and social system through the multiplier effect. Tourism industry is one of the few sector in which Nepal holds a comparative advantage. Some 20% of Nepal's foreign exchange earnings are contributed by this sector. The promotion of industry has been helpful for regional development as it has stimulated the business of hotels, restaurants, homestays, teashops as well as souvenir production and other peripheral industries are significant economic growth possible by tourism. Hence, the lack of proper planning and management in tourism industry can directly affect the economy of the country which has greater impact on its GDP.

Nepal offers a tremendous scope for tourism in treasures of nature, man-made heritages and culture, naturally sheer environment and boon or contribution of the nature. The intersection of local resources, readiness of local people and interest of extravagant people helps to originate or promote tourism. Different cultures and local typical lifestyle are the close component of tourism. In the Nepalese context, the communities carry a significant historical and cultural weightage in which a long historical and cultural traditions are preserved. Tourism industry is a comparative advantage industry of Nepal by important role in Nepal's economy. It has helped to increase the employment, income and to improve the balance of payments of the country. If it is managed effectively, tourism can be used as a vehicle to deliver socio-economic benefit directly to rural and remote areas. The service industries which benefit from tourism includes transportation services, such as airlines, and taxi-cabs, hospitality services such as accommodation including hotels and resorts and entertainment venues such as amusement parks, casinos, shopping malls, music venues and theatres. This in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

Tourism is one of the fastest growing industries with an annual average growth rate about 5%, and numbers of international travel might nearly double until 2020 compared to 2006. Having experienced a growth of 25 % between 1995 and 2005, tourism today accounts for 10 % of the world's economic activity and is one of the main generators of employment. Tourism is also a major source of foreign exchange earnings for many developing countries. The tourism industry ranks about 6th in international trade after trade in fossil fuels, telecommunications and computer equipment, automotive products, and agriculture. In the tourism business, natural resources are intensively used and consumed, and tourism has major impacts on environment, ecosystems, economy, societies and culture. If it is managed well, tourism can contribute significantly to regional development, if not, it can have devastating effects on nature and society. Tourism is in

comparison with other industries dependent on national, regional and local resources (e.g. destinations, attractions, etc.) of a country. It is an industry which is bound to territory. Other industries generally depend on natural resources and/or services. Furthermore, tourism depends on traditions, culture, etc. These features are incorporated into tourism businesses becoming part of the tourism industry. This in turn creates a cross-sectoral, dynamic approach to tourism with a corresponding management schema. (Sustainable Tourism Development in UNESCO)

Tourism is a service industry which depends strongly on human resources at all levels (regional, national, international) and from many different service sectors, e.g. accommodation, gastronomy, travel agencies, travel writers & publishers etc. Each of these sectors are the industry of its own. Human resources include all the people who work in the tourism industry at all levels, from the cleaners who tidy the hotel rooms to the individuals who manage tourism resorts. This dependence on human resources means the quality of tourism fluctuates constantly. The people employed in the tourism industry are often those employed for a shorter amount of time than those in other industries. Skills learnt involving tourism often do not stay in one place for very long because of this high roll over rate. Combining these resources to produce well managed tourism that works well is often difficult. This also leads to the fluctuation in quality. Tourism also undergoes continuously high fluctuations in terms of its products. This is also a big difference in comparison with other industries. The tourism product market changes constantly trying to keep up with tourism trends. Each year new more specialized products are introduced to the market. Different products come in and other products out. Each year many tourism companies fail to keep up with this change and go out of business. (Sustainable Tourism Development in UNESCO).

Brief Introduction of the Study Area

Nepal is a paradise for many travelers on earth. And the center of Nepal is Kathmandu valley which has three different district namely Bhaktapur, Kathmandu and Lalitpur which are listed in

UNESCO World Heritage site. The later one is called Patan which is regarded as the oldest city in Kathmandu Valley. Patan holds historical importance with most of the infrastructure and monuments dating back to 16th century. Situated in the district of Lalitpur, Patan is renowned as one of the oldest Buddhist cities in the world.

The history of Patan dates to 3rd century when the kingdom was ruled by Kirat Dynasty. Then the kingdom was handed over to Lichhavis and Mallas until the Shah Dynasty took control over the entire Kathmandu Valley and Patan became a city in the kingdom of Nepal. Today Patan resides within the city of Lalitpur which got its name from a farmer named "Lalit". He was believed to carry Rato Machhindranath, a Hindu God, from the state of Assam, India, to the valley to end the worst drought going on in that time. It is believed that the Great Emperor Ashoka visited the place in 250 B.C. and built five Buddhist stupas, four at four different corners of Patan and one at the center. There are thousands of temples and monuments located inside and around the Durbar Square.

Patan Durbar square is the center of Patan city. Though it is the smallest of all durbar square it is often referred as the most beautiful of all. Patan is the lonely little city also called the city of fine arts and crafts. It is one of the oldest city among the three cities of Kathmandu valley. The city is

situated on a plateau across Bagmati River and is surrounded by four stupas at four corners, one at each corner of its cardinal points. These stupas are said to have been built by the famous Emperor Ashoka when he came to Kathmandu valley on his pilgrimage tour some 250 B.C. This is one of the most elegant architectural treasures of which Patan is very proud. About the beauty of Patan, Western Lady Writer has said that "Patan means eternity itself and Patan Durbar Square is a spectacular sight of Asia indeed." Patan is the only monumental area in all three cities of Kathmandu valley that still outstand with its most magnificent architectural splendor and unique artistic beauty. It is full of Hindu and Buddhist monuments with bronze gateways, guardian deities and wonderful woodcarvings.

Statement of the Problem

Tourism has been an important element of the global development. It has keen role in the economic development of Nepal. It is a backbone-leading sector for the economic development of the developing countries like Nepal. However, it has not well developed and tourism activities are not succession to be pro- poor. Tourism contributes Rs.85.2 billion that is 3.6% to the GDP in 2016 and it is 6.8% which is 91 billion in 2017. Nepal is ranked 37th in terms of travel and tourism direct contribution to GDP among 185 countries surveyed. Therefore, development of tourism is the foremost task to be completed for economic development of the nation. However, it has not been well planned. The lack of knowledge, lack of proper sanitation facilities, increase in pollution, lack of infrastructure have been the major problem.

The infrastructure of development has always been a challenge. The government, tourism entrepreneurs and local people can together stand as a pillar for its development. The development of tourism is an essential task for the upliftment of socio-economic status of the people. This research is to find the answer to the following issues:

1. What is the perception and attitude of local people for tourism development?
2. What are the needs of the tourist and problems face by them through locals?

Objectives of the Study

The main purpose of this research is to analyze the perception and attitude of local people for tourism development. The specific objectives are as follows:

- a. To study the perception and attitude of local people for tourism development.
- b. To explore the needs of the tourist by identifying the problems through locals.

Literature of Review

Tourism is the activity of travelling to a place for pleasure. It is the business of providing hotels, restaurants, entertainment, etc. for people who are travelling. The first definition of tourism was made by Guyer Feuler in 1905. According to Macintosh and Goeldner, "The sum of phenomenon and relationships arising from the interaction of tourists, business suppliers, host governments and

host communities in the process of attracting and host in these tourists and other visitors". Tourism is different from travel. For tourism to happen, there must be a displacement an individual has to travel, using any type of means of transportation. But all travel is not tourism. Tourism is the business of providing information and services such as transport, places to stay, or entertainment for people who are on holiday. It is the activity or practice of touring, especially for pleasure. "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from the home" which is given by Association of International Scientific experts in tourism 1981. Tourism means people travelling for fun. It includes activities such as sightseeing and camping. People who travel for fun are called tourists. UNWTO defines tourist are the persons who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". According to Valence L Smith, "Tourist is a temporary leisured person who voluntarily visits a place away from home for the purpose of experiencing a change". Tourism in its modern form is not same as travels of the early periods of human activity. In 'Latin' the word Tornos stands close to it. 'Tornos' was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, 'Paryatan' means leaving one's resident to travel for the sake of rest and for seeking knowledge. First definition of tourism: It was given by Austrian economist Herman Van Scheullard in 1910. According to him, "The sum total of operation mainly of economic nature which is directly related to entry; stay and movements of foreigner inside or outside a certain city or region is tourism". UNWTO 1993, "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". The meaning of the word Tourism is organizing touring or other services for tourists. Generally, tourism is to travel abroad from country to country with a view of sightseeing, trekking, mountaineering, enjoying scenic beauty, studying cultural heritage etc. At one time, tourism was concerned to travel related jobs only. Mass competition developed the cutthroat competition and developed the concept of "survival of the fittest" new ideas and destinations, exploring virgin landscape, providing but quality service and accommodation at best prices. The technique of managing all these aspects of travel related jobs is known as "tourism". In conclusion, "Tourism is all activities undertaken by people staying away from home for 24 hours or more on holidays visiting friends or relatives, at business or other conference or any people other than for that is boarding education and semi-permanent employment. It does not include day trippers from home address either outside the country or within.

The word "Tourism" so popular today is derived form of the French word. Tourism that originated in the nineteenth century. Tourism means journey from place to place for pleasure. Some describes tourism as a system consists of four interrelated parts- market, travel, destination and marketing. In general, Webster's new international directory defines tourism is "Travelling for recreation". In 1981, According to International Association of Scientific expert on tourism (IASSET) and tourism society Cardiff, "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home".

In the ancient time, people used to travel only for food, hunting etc. They know nothing about tourism. They were not civilized and travel for their own purpose. People used to travel from one

place to another place. The travelling is related to civilization of people. When the civilization started travelling also begun. At that time there was only single mode of travelling and that is walking. Slowly people became civilized and they started to travel using animals. They use donkey, horse, yak, bull, etc.

Global tourism industry has a large been improving since the nineteenth century, when the earliest travelers were walking or riding domesticated animals. The invention of technology has provided new mode of transportation and increased individual opportunities to travel. Because improved infrastructure and stability of government, interest in travelling arouse for studying as well as cultural and religious purposes.

Since the world war second, travelers have grown up and let to move abroad, even though the ability to do that was restricted by political conditions and insufficient funds. Furthermore, travel business changed due to the advance in airplane technology which led to grow commercial flight industry. New technology played an important role on transforming people living, working and tourism. Consequently, it gave more spare time, intensified communications and originated many effective approaches. (nomercydaniel.blogspot.com)

Tourism History of Nepal

Nepal has long been a destination of travelers. Along with the other Himalayan regions, Nepal had a tradition of pilgrimage and trade dating back to long before the Indian Emperor Ashoka's famed 250 B.C. journey to the Kathmandu Valley and the birth of Buddha in southwest Nepal. However, tourism, in the sense of leisure travel for pleasure, developed rather later in Nepal than in many other areas of the Himalayas.

Nepal was closed to foreigners under the autocratic Rana Regime until 1951. Entrance to Nepal was still tightly restricted during this early period in the 1950s, with the primary foreign visitors being development officials and scientists. Tourist visas were not granted by the government and plans for tourist development were nonexistent. The beginning of the modern tourism in Nepal can be pointed to the first ever successful ascent of the mighty Mt. Everest on 29th May 1953 by Tenzin Norgay and Sir Edmund Hillary. Initially, most tourists were Americans who were of the retirement age.

In 1955, Nepal issued its first tourist visa on persistent request by Boris Lissanevitch. The legendary Russian hotelier pleaded to the then crown and Prince Mahendra to allow Thomas Cook and Sons Ltd. to send tourists to Nepal. The building of an airport in Kathmandu by the Indian Army as a foreign-aid gesture had meanwhile enabled air service from Calcutta to begin and the first tourists began trickling in. In 1957, group tours began to visit Kathmandu; the first of these was escorted by Valene Smith as a side excursion from Calcutta by members of an around-the-world cruise (Smith 1981). But, throughout the late 1950s, the number of such elite tourists passing through Kathmandu was quite small. When figures first began to be kept in 1962, the total number of tourists was 6,179, and tourism, except for government-authorized mountaineering expeditions, was solely a Kathmandu phenomenon.

In 1956, National Planning Council on Tourism set up the first five-year plan on tourism. The plan stated that travel profession was an important tool to popularize Nepal and earn foreign

currency. In 1957, The Nepal Transportation Department was set up which paved the way for civil aviation. The same year National Tourist Development Board also came into existence (RNAC) now known as NAC, started its operation member of International Union of Official Travel Organization, with a plan to develop tourism in Nepal. This plan was created by George Lebree, a French national.

The year 1965 showed a 40% increase on arrival of tourist. The following years in late 60s drew in a new breed of tourists – ‘The Hippies’. During the late 1960s the hippie tale started to take off. Almost 50% of the tourists were aged between 16 to 30 and followed a radical and liberal anti-war philosophy along with “mind - exploring” activities that involved experimentation with sex, drugs, religion. One of their main reasons to come Kathmandu was hashish as it was legal at that time. They took the cheapest form of transportation like buses, trains, and hitchhiking. Hippie trail shows a popular route from Europe via parts of Asia to India and Nepal. Most of them would start their journey from Istanbul (Turkey) and ending it in Goa (India) or Kathmandu (Nepal).

The beauty of Himalayas, mountains, hills and Terai with their ecosystems, habitats and rich cultural diversity, natural and cultural/historical sites/ monuments are the invaluable tourism resources that have been attracting an increasing number of national/domestic as well as international tourists from all over the world (Bhusal, 2014).

Nepal has immense resources to promote tourism to lead for economic prosperity of the country. However, the country has been unable to identify the priority sectors and implement policies accordingly and careless to give emphasis on internal tourism. Tourism industry has suffered a lot for many years due to the political conflict. We must try to increase the arrival of foreign tourists’ at large level within our country to explore our hiding treasures internal tourism. Along that we can promote introducing Holiday Pay Act. It can be a new attempt for making new Nepal. Besides, agriculture and water resources, tourism in one of the crucial and potential sectors, which can be led to the country for socio-economic and cultural prosperity. (Domestic Tourism in Nepal, Pankaj Panjiyar).

Conceptual Review

Tourism is a collection of activities, services, and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home. (Ugurlu, 2010). The activities such as travelling and staying in places far from their usual community or home that are done by the individual or group, who are called tourists, for either leisure or business is termed as tourism.

Tourism is different from travel. Tourism consists of travel, but travel cannot be termed as tourism. For tourism to happen these three criteria must be covered. First, a person should stay out of his/her usual environment i.e. the traveler must be non-residence. Second, the travel must be for a purpose such as leisure activity, business, fun, adventure. Lastly, the traveler must not spend more than a year but may stay the night or not. (Ugurlu, 2010). The person who is supposed to leave his/her hometown in order to visit a different area for the purpose of living an experience of shopping, entertaining, visiting, cultural & historical attractive having fun and so on the condition that she/he should return to his/her own place, stay no longer than 12 months, make use of a

tourist activity and spend his/her on money. (Ugurlu, 2010) One of the most mushrooming industries in the world is tourism industry. Millions of people throughout the world travel from one place to another each year to travel exotic and new places or get the experience of the world. Tourism has expanded even more with the development of technology providing possibility to reach and explore difficult parts of the world.

Basically, tourism is divided into educational and leisure category. Nevertheless, these two seem to be vanishing as the visit to the unknown land makes a person learn and enjoy at the same time. The existing forms of tourism throughout the world are adventure tourism, birth tourism, business tourism, culinary tourism, dark tourism, cultural tourism, disaster tourism, doom tourism, drug tourism, ecotourism, genealogy tourism, LGBT tourism, medical tourism, nautical tourism, religious tourism, sex tourism, slum tourism, space tourism, sports tourism, virtual tourism, war tourism and wellness tourism.(Pradhan,2013).

Tourism is one expanding industry through at the world and there is now a growing recognition of its importance. It is the main source of foreign exchange and an important factor in the development of the industry and international trade. Besides its economic boom, international tourism may satisfactorily encourage the growth of an international society with deep social and cultural understanding. The searing of travel is very ancient. Yet tourism is often considered and presented as a contemporary phenomenon, inseparably attached to modern civilization by the name of 'Leisure time civilization'. They travel undertaken for pleasure, holiday, health, study, and religion, sport or to accomplish a mission attend a conference or as a business trip. (Satyal,2012).

Tourism is one of the important factors in economic sector of Nepal which doesn't just create employment opportunities and income generation but also in foreign currency income which shows that the tourism industry's development could lead to the end of economic crisis in this country.(Types of Tourism and their Perspectives, Subash Basnet) Tourism is important not just for people but for country itself. Tourism is a medium or portal via which people around the globe can share the ideas and knowledge whilst creating an understanding amongst themselves. Tourism provides an opportunity to understand the different societies, cultures, tradition, foods and lifestyle of various countries around the world. Tourism doesn't just help generate income, but it also helps to maintain the economic stability in the country. Tourism is not only a good industry for economic development but equally important medium for socio- cultural links. On the contrary, physical, socio-cultural factors are equally responsible for the growth of tourism. In this globalized world, tourism may help to come closer, and would lead to maintain healthy relation between two countries, two states, two districts, and two village and ultimately within two people.

Tourism is very important to Nepal and is a key industry; so much so that to some extent it represents the third most prominent religion in Nepal after Hinduism and Buddhism. Given the increase in international visitors, the potential to expand this sector to generate more income, employment and other benefits is enormous, considering the low level of tourism development in the country. Due to the economic significance of badly needed foreign exchange, the government's tourism philosophy is to increase tourist arrivals, and subsequently hopes to generate more income, employment, and tax revenues. However, tourism growth is dependent on several factors such as development and improvement of infrastructure, information, facilities, access, transportation options, safety and security (Goeldner, Ritchie, and McIntosh, 2000).

Tourism income not only improves the economic situation of a destination but can foster environmental protection. Direct financial contribution to conservation is generated through entrance fees for protected areas, grants with which tour operators and other tourism providers support conservation measures, taxes which the government partly uses for financing environmental protection. Tourists appreciate a healthy and beautiful natural environment and reject destinations where the pollution and destruction of the natural environment takes place. Tourism can therefore raise the awareness of the local population concerning environmental problems and enhance the motivation for conservation activities or promote the improvement of conservation management. (Sustainable Tourism Development in UNESCO Designated Sites in South -East Europe).

Tourism development of an area includes some stakeholders who make plans and policies interactively. The support of local community is also indispensable for the sustainability of tourism development. Local people perceive tourism in a positive manner as it provides with a job opportunity, creates a flow of investment and source of income, helps infrastructure and services develop, and is a way of improving a welfare (Abdollah Zadeh and Sharif Zadeh,2012). Tourism product is a composite product with the combination of attractions, transport and accommodation of entertainment. Some of the scholars conceptualize tourism product as a bundle of activities, services and benefits that constitute the entire tourism experience. The bundle consists of four components: destination attractions, destination facilities, accessibility image and the price.

Participation of local people in decision making process and in investment process are of great importance. As a sustainability of tourism is highly related to the involvement of local people in decision making, their assistance must be assured in the planning and management of tourism areas (Zamani Farahani and Musa, 2008). If local people make investment in developing tourism area, they will obtain greater benefit and therefore have a positive attitude towards tourism, but this may not be ease every time as land values could be very prohibitive for small scale entrepreneurs (Lepp 2007), (Aziz 1995) assumes that if local people cannot generate economic benefit out of tourism which affects sometimes their social and religious life, it would be more problematic for them to accept tourism and easily allow a negative attitude toward tourism as a cost of living would show an increase in line with tourism (Liu, Sheldon and Var 1987).

Nepal as a tourism destination in South Asia. As known to everyone, the state of tourism infrastructure in the country is not good. Unavailability of adequate and proper infrastructure has remained one of the major setbacks to the country's tourism growth. Thus, the key to unleash Nepal's tourism potential is developing competitive infrastructure, especially related to air-connectivity and airports. Standardization of Tribhuvan International Airport (TIA) and operation of the Gautam Buddha International Airport are the two major priorities of the government, besides constructing other planned airports and increasing Nepal's connectivity to the world markets. (The Himalayan Times).

Tourism is a labor-intensive industry where service sector dominates. It is looked upon as a major source of income to the regions which have limited potentials for other economic activities or where other resources are limited. It employs large number of people and provides wide range of jobs from the unskilled to highly specialize. There is a close but not perfect correlation between income generating effects of tourism and the creation of employment, that is high returns do not correspond directly into proportionately more jobs. There is more demand for unskilled local

laborers, whose total income will be less than the income of the few expertise officials. Tourism offers part time seasonal employment to many.

In Nepal, tourism is not only important economic sources of foreign currency but also a major employment generator. By the medium of tourism, people can exchange knowledge and create understanding among the people of the world. Tourism provided us an opportunity to understand society, habits, food and the way of lifestyle of different nations. Directly and indirectly Nepalese people are getting benefits from the tourism, many people are getting employment from this sector. Because of the demands of local products, incentives to the local crafts and industries and artistic skills of the people is increased. Folk-lore, traditional ceremonies, art and industry are reviewed because tourists are interested in them. Socially culturally, Tourism is product, which encourages intellectual curiosity among people and nations and develops a healthy respect for another's beliefs and custom.

Tourism is often regarded as an extreme form of recreation, involving longer time periods, traveling longer distance and often staying overnights. The world is getting smaller everyday due to the rapid advancement of transport and communication. As a result, man's life is getting busier. Man, by nature cannot live within a certain limit. He likes changes. He always wants to experience a new taste of life. To fulfill his desire, he moves from one place to another place for various purpose like to see his friends and relatives, visit different places, for relaxation, for study, health, religion, sport, business etc. According to Young (1973): "Tourism as a heterogeneous group embracing a large variety of trade and industries that have the supplying of traveler's need as a common function".

Research Methodology

This research is exploratory and descriptive in nature which focus on the attitude and vision of the local people for tourism development of Patan Durbar Square, the world heritage site.

And it also studies the present condition of tourism with the upliftment for the infrastructure development and about minimizing the problems. This research is conducted with the help of the local people, local shopkeepers, local guide, as well as other intellectual person's related to tourism and the site.

The research is carried out in one of the world heritage site that is Patan Durbar Square. The universe of the study was the local people, hotel and restaurant owners and other professional entrepreneurs involve in this sector. The study sites are surveyed as census and the questionnaires are put. The study was carried out by using primary and secondary source of information, key informant interviews, household survey. The respondents were from different sectors, each of them were asked different questionnaire. The sample respondents were from different sectors, each of them was asked different questionnaire. It was like 50 respondents from local people, 10 respondents from hotel and restaurants. In total, 60 sample sizes of the respondents were taken from different categories. For key informant interview, 3 respondents were taken. They were museum staff, local guide and ward member.

Basically, three techniques were applied to collect the data that means household survey, key informant survey, and observation. The techniques and tools used had relevancy on the reliability

and consistency of the thus obtained information. Besides these, informal discussions were also conducted in order to verify the thus obtained information as well as to gain more detailed information regarding the research objectives.

Discussion and Findings

Tourism is one of the fast growing business which enhance the economy of the country. And it is getting more important in the present time. All the nation in the world have given priority to develop tourism by allocating and investing more money in this sector. The tourism industry has experienced steady growth almost every year.

This study was conducted to know the perception and attitude of local people of Patan Durbar Square and also to develop tourism of that area as it is one of the World Heritage Site. The main objective of the study is to explore the needs of the tourist and identify their problems and find out the solution of it. This study is based on primary and secondary data collection from the people of that area, also from the reports and direct fill up of the structure questionnaire.

The primary data is gathered from the local people by observing the sites through random sampling. The sample size of the respondents was sixty three. Out of them, fifty respondents were from the local people, three from the key informant and ten from the owners of hotels and restaurants. Simple tools were used for data analysis and the study is based on both quantitative and qualitative data analysis. The findings of the study have been summaries as follows:

1. The total sixty three local people were taken as a respondent and asked a questions. According to them the number of tourist had been increased by 80%. The change in facilities then and now there is different. A very good facilities of internet nowadays is available. And the availability of other facilities like sanitation, availability of tour guides have also been identified, but the area shows lack of the parking facilities.
2. While ranking the facilities available for tourist, we found that this sites need more parking area and information center for the tourist and when rating was done it is found that the existing facilities was found good.
3. The major attraction of tourist is one of the finest museum of Asia and local arts. Thousands of tourist come here to visit and see this museum. Not only the museum they also visit the monasteries.
4. The local people also said that government bodies also play major role in the development of the tourism sector so they must ease the visitors by developing the infrastructure facilities like road, transport, facilities of pure drinking water, and also the good hospitality. So, the government role is needed for tourism development and their role in infrastructure development and hospitality is mandatory.
5. We also found that the involvement of local people is important for the upliftment of tourism mainly through trade and business and maintaining good environment.
6. The respondents view towards sanitation facilities was not good because high percentage of respondents had respond towards not well that is 76% and 16% were satisfactory and very few that is 8% said it is good.

7. The highest percentage of people respond in the better road, water and electricity so we found that the facilities of road, water, and electricity is better compare to other facilities like hotels, lodges, health and sanitation, communication and among all of these.
8. The main problem that we found is there is lack of information desk and street shops in the durbar square area in unmanaged way.
9. And we also figured it out that the preservation and renovation work had been going so rapidly after earthquake 2015.

Furthermore, from the key informant interview it had been found that the present condition of the museum is exactly same as in the beginning and renovation work is still in progress after the earthquake of 2015 and local people are also giving their contribution for the preservation of the heritage site. For promotion the social campaign should be conducted all around the city and the government bodies and local people should start the project for it.

From the tour guide, it was found out that the main agenda for sustainable development for tourism is addressing the need of the visitor and to study the environment and social impacts of this place.

Natural environment should be preserved and maintain it in its original structure. Local people should enhance as the host community because the locals have direct connection with the visitors.

From the ward member, it was found that the master plan is needed that feed the purpose of tourism development and doesn't have negative effect.

From hotels and restaurants, it was found that the bureaucrats, Nepal tourism Board, plan makers and local people should be active toward it. They should make major and concrete objective with common goal for its upliftment. Advertisement and promotional campaigns should be initiated.

Nepal Tourism Board should make program for preservation and continuation of heritage sites and the clear vision of the goal to be achieved should be regulated by the government.

Preservation and Renovation

Patan Durbar Square is listed in the world heritage site. This place has universal value. The preservation, renovation and restoration of this place is the responsibility of everyone. Government of Nepal, UNESCO, private sector and people always come forward for such activities.

All the building and monuments in the durbar square and its surroundings are living example of our rich heritage and cultural values. This square is also surrounded by public houses. For the preservation of this heritage many renovations have been made. The local people always come forward with the motto of "Let's Preserve Our Heritage" when there comes about preservation and renovation. According to the local people, preservation and renovation of monuments were mainly carried after the disaster. Some were carried looking after inspecting the condition of cultural buildings. At the present time, the rebuilding and the renovation of the monument destroyed and damaged during the earthquake 2015 are going on. In the past, this durbar square was completely damaged by earthquake in 1934. The major rebuilding and renovation

immediately happened after the disaster. The earthquake has destroyed many cultural and historically significant buildings, temples and monuments. The lack of restoration and maintenance of monuments elevated the extent of damage done by the earthquake. Stakeholders pointed out that lack of proper and timely maintenance of monuments is the main reason of the numerous loss of the historical and cultural heritage. The government purely neglected structural strengthening and retrofitting of these monuments. It only focused on occasional beautification of those century old structures. The recently renovated and retrofitted Sundari Chowk had no any single damage. Not a single tile has fallen apart from Sundari Chowk on which updated techniques of retrofitting were applied. On the contrary, the Radha Krishna Temple at Swotha which was simply renovated in 1991 totally collapsed. According to the Department of Archaeology, the Kathmandu Valley Preservation trust is rebuilding Degu Taleju Mandir and the palace at Sundari Chowk as well as Manimandap Pati,

Bishwanath Mandir, Krishna Mandir and Char Narayan Mandir. Works are going on so steadily at Patan Durbar Square to rebuild monuments damaged by the earthquake of 2015.

Conclusion

Nepal with rich ancient cultures set against the most dramatic scenery in the world is a land of discovery and unique experience. For broad minded individuals who value an experience that is authentic and mesmerizing, Nepal is the ideal destination. It is unsurpassed that the sheer diversity Nepal boasts, from steamy jungle and Terai to the icy peaks of the world's highest mountains means that the range of activities on offer. Trekking, mountaineering, rafting in spectacular scenery are just three things Nepal is famous for. Activities as diverse as Elephant Polo and a micro-light flight through the Himalayas show that in Nepal, the only boundary is your imagination. With 15 National & Wildlife Parks (two are UNESCO Heritage sites) Nepal is one of the last places on earth you can spot the Asiatic rhinoceros and the Royal Bengal Tiger.

For many, Nepal's greatest attraction is its people. The traditions and famous hospitality of its many different groups are indeed a major part of what makes Nepal so special. From remote mountain villages to medieval hill-towns and the ancient cities of the Kathmandu Valley, the people of Nepal are always welcoming.

As a conclusion of the study it can be said that Patan Durbar Square has a high potentiality of international as well as domestic tourism as this city is one of the finest city of art. This place is one of the historic sites of our country which carries a long Buddhist history. Many people come here to know about the city to taste its beauty. The clean environment, unique art and craft, palace, monasteries, beautiful courtyards and Asia finest museum are the major potentialities of Patan Durbar Square for tourist attraction. Besides these, different kinds of festival and culture also attracts many people to visit this place. This area needs various changes for tourism development, like upliftment and enhancement of facilities and needs to change the existing facilities and make it much better.

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