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Multilayer Analysis Approach in Tourism Administration in Nepal

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Abstract

The notion of tourism administration encompasses more than just the functional links between the executive, legislative, and judicial branches of government. Studies of modern tourism are collections of institutional and informal entities. As a result, both laterally and vertically, the nature of tourism administration is broad and profound. Tourism administration includes social phenomena, travel locations, travel products, and authenticity. Let's suppose that social governance is administered through the process of tourism administration. The fundamental requirement for the tourism industry, which serves as the principal environment for tourism management, is social democracy. The essay emphasizes the interdependence between important components of tourism research in Nepal based on a meta-analysis.

Key Words: *Collective, Governance, Nepal, Social institutions, thick description, Tourism administration.*

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The Spread of the Context of Tourism Administration

Governance is the result of the collective consciousness of community members about how to run society (Shrestha, September 14, 2022).

Social science research administration today encompasses more than just formal organizational structures. It is a contemporary aspect of the governance system.

Administration terms for the exchange of goods and services between the host and the guest with hospitality management include accountability, transparency, participation, rule of law, and capacity building. They also include multidisciplinary approaches to resource management and sustainable resource management. The vocabulary used in tourism administration is similar as well. In tourism management, there are numerous reasons to define, redefine, and leave undefined. Any specific administrative system's definitional gaps are created by the sociopolitical regime. Contextual paradigms for private or public administration are present, respectively. As the outcome of a paradigm shift, tourism administration today has its applications and implications in the fields of anthropology, public administration, tourism management, hotel management, and other related fields. Tourism administration was developed as an "agglomeration of things" under the tourism umbrella as a result of contemporary phenomenon. The introduction of tourism administration is a collection of layers. In the anthropological typology, it is a kind of thick description, which was propounded by an anthropologist Clifford Geertz in

1973. Geertz developed the idea of "thick description" to examine and explain cultures, but this article refers to it to describe the many interconnections in tourism management using an analytical method. In tourism administration, research and study are interpretations of interpretations for utility and the connectedness of one segment with another. It resembles a network of many aspects of tourist administration and research. Although there are no specific concepts to define tourism administration, we may explain all of its themes from the combined anthropological-administrative approach.

United Nations Environment Programme and World Tourism Organization (2012) mentioned that the tourism sector involves a diverse range of actors. Governments as an ultimate and apex body in tourism administration must lead with visionary strategies, implementable policies, rules, obligations and regulations, and inclusionary coordination (World Tourism Organization, 2002). Current tourism is a very complex phenomenon that (knowingly or unknowingly) affects millions of people around the globe (Kumar, *et al*, 2019).

Tourism administration is the synergy of multiple approaches because 'administration can never be a pure science' (Ricucci, 2008). The focal point of tourism administration is the phenomenon at the destination and its management. From the viewpoint of the government, the administration of tourism includes the management of bureaucracy, policy, and implementation, commodities, and services, which are provided without regard to profit. The private sector is an important player as a partner, enabler, client, marketing channel, financial adviser, and catalyzer (World Tourism Organization, 2002). From a private perspective, selling goods to tourists is concurrent with tourism administration. The primary concern for the private sector is to turn tourist resources and destinations into monetary value; the study and functional area of tourism administration for the private sector is the ability to pay by the users. However, the administration of tourism is sometimes referred to as tourist governance because partnerships across many sectors are important. Perhaps the governance as a project is simply too complex, comprehensive, and interrelated to allow measurable effects (Scott, *et al*, 2011). The institutional framework put in the successful implementation of tourism policy at all levels includes central, provincial, and local government/Palika levels (see Abomeh, Ernest, & Roland, 2012). Tourism policy entities are the process of togetherness of multiple and multipliers governments. The responsibility of these entities covers issues concerned primarily with bridging real practices on tourism (Panasiuk, 2019). The progress in tourism as an industry in Nepal has played a major part not only in the development of financial sectors but physical infrastructural development, and hygiene-sanitation management, all of which can benefit the local people (Arai & Goto, 2017). The majority of the administrative area is made up of the local population and its phenomena. Local people are an essential component of administration in all its facets. Although the tourism industry is one of the largest contributors to the country's economy, according to the tourism administration, it also plays a significant role in other administrative sectors. Tourism administration in this context refers to the growth of governing interests for the benefit of all stakeholders in the tourism industry. The process of spheres of influence is administration, which is the collecting of many interests for governance. As Shrestha (Eropa conference, 2022) gives one of the vibrant and new definitions of governance, governance is the result of the collective behavior of community members. The ultimate aim of tourism administration is to encompass a wider

range. Overall, the article is a theoretical overview of character where logical operations were used (Panasiuk, 2019).

Interrelation in Tourism Administration

Interrelation in tourism administration is the synergic form of plurality in the governance of approaches. Within governance as a board process (Farazmand, 2001). A bridge between the root and the government is meaningful here. As stated by Arai and Goto (2017) ‘Nepalese government and society can put more emphasis on enriching the tourism’. Many researches are conducted in the tourism sector from multiple perspectives, those researches are the foundations for new and emerging definitions in the tourism study. These pointed notes on constructing measurable measurements and the structural model is essential for the next step (Dang & Maurer, 2021). Findings of empirical studies provide us with the concept of the research domain (tourism administrations) and then it utilizes into a construct, some are; Chataewnapanon & Kelly (2018), Sun & Luo (2022), (Kumar, *et al*, 2019), (Panasiuk, 2019), Duran (2013), Dang & Maurer (2021), (Arai & Goto, 2017), and Yang, Wu, Wan & Wu (2021). This requires visualizing the abstract of the research from actual observations, mentally “connecting the dots” to identify hidden concepts, and synthesizing those patterns into generally understandable laws and then theories that provide other conditions beyond the research domain of the preliminary observations (Bhattacharjee, 2012 Pp 9).

Connecting tourism with the administration is not an easy job for researchers. Students of public policy and public administration have to do more rigorous practice to connect tourism with the public study. Public administration and tourism administration in Nepal has a very meaningful and rich intellectual heritage that guides its research, teaching, and practices (Ricucci, 2008). The administration is not a single thing; rather it is a compilation of institutions, organizations, norms of people’s democracy, and other many things. In the tourism administration, many organizations have attempted to establish criteria and indicators for tourism (United Nations Environment Programme and World Tourism Organization, 2012 Pp 2). It is an issue to implement the function of the government in the economy by governmental and non-governmental institutions (Panasiuk, 2019), the multifunctionality of entities involved to meet the goals in the tourism administration. Tourism administration is derived from the concept of tourism governance. It is a conceptual domain that refers to the smooth and very healthy relationships between diverse stakeholders and how they interact with each other (Scott, *et al*, 2011). The study and research in tourism administration is the compilation and ‘comprised of a highly fragmented value chain’ (Shultz *et al*, 2015). All previous research on tourism has been structurally divided into two categories: models that only focus on people and culture and those that view government as a source of power and authority. The administration of tourism encompasses numerous areas.

Domain	Descriptions of functional relationships
Host	A host is a group of people within Tourism geography. Tourism geography is about the diversity of human and physical features that manage groups of peers to move to a particular location ‘tourism destination’ (Mohaved & Gahlehtemouri, 2019). In tourism the hosts people do not have much time to understand their guests so that they can behave in what they expected

	(Shrestha, 2022 Pp 128). In tourism management, locals and their social, historical, and cultural structures also play a host role.
Guest	It is God who is the guest अतिथि देवः भव (Atithi Devo Bhawa) . In Nepal, many have the concept that visitors are deities. Being a guest is like being a great and lucky person in any Nepalese home. In every culture and period of history, people have revered their visitors as being gods. In Nepal, tourism entails spending time together with the hosts at a certain location. Essentially, visitors become a part of the host's distinctive social, cultural, and meaningful milieu. This feature can be observed and acknowledged throughout Nepal. According to research, the host's hospitality as well as the environment's natural features and artifacts have an impact on how long a visitor stays (on average, days). The functions of the local social administration should be run in a guest-friendly manner so that visitors may oversee and advance tourism in the area.
Local people/culture	Culture is a product of human action as a social being. The fundamental components of culture include behavior, acts, the process of creating meaning and nurturing. In terms of tourism management, culture is what draws visitors in the most. The pull factors for visitors include the destination's culture and diversity. The Newar people of the Kathmandu Valley, the Tharu people of the Tarai, the Sherpa people of the high altitudes, and other different ethnic groups are only a few of the cultures that are involved in Nepal's tourism administration. According to E.B Tylor in his famous book 'Primitive Culture' (1832) "Culture, is that complex whole which includes knowledge, beliefs, arts, moral, law, customs, and any other capabilities and habits acquired by a human as a member of society" (Street, 2022). Making tourism business more sustainable benefits local communities, and raises awareness and support for the sustainable use of natural resources (United Nations Environment Programme and World Tourism Organization, 2012 Pp 2). The local folks feel that the influence of the development of tourism is significant and linked to the economic and social viewpoint (Arai & Goto, 2017). Nepal is a cultural paradise. There are many unique cultures in Nepal among them 'Cows' and 'Dogs' are God in Nepal. The dog is the symbol of <i>Bhairab</i> as a vehicle of lord Bhiarab and Cow is the symbol of <i>Laxmi</i> a goddess of wealth. In the modern context, arrange marriage is the common practice and joint family is a kind of social bond in Nepal. In Nepalese society kinship, marriage, family, and rural labor exchange process (<i>Parma</i>) are the unique cultural identity. Such identity is also part of tourism study. Tourism is a good way of learning about other's daily lifestyles on one aspect and the other part it has a social, cultural,

	economic, and psychological influence on the communities, tourists' guides, and other professionals (Shrestha, 2022 Pp 131-132).
Artifacts	It is used in tourism as a material resource and as a component of both cultural and religious travel. Nepal's artifacts are made up of individuals from many Castes, ethnic groups, and faiths that used physically created resources. We create and manipulate artifacts. This relates to how ancient peoples' archaeological identities and cultural legacies are reflected in contemporary society. Their ancestors left behind physical remains of their ancient culture (Shrestha, 2022, Pp. 5). Tinnu Khola of Palpa and Butwal, Nepal, was discovered with Ramapithecus artifacts and ecofacts. In addition to being the birthplace of Gautam Buddha, Lumbini is one of Nepal's most significant historical sites, and Buddhist thought has a significant influence on tourism administration. A distinctive aspect of Nepali tourism is the use of artifacts and Eco facts. There are so many of them that it would be hard to list them all here.
Natural scene	There has been a dramatic increase in the number of foreign tourists visiting Nepal in recent years due to its magnificent parks and reserves (Wells, 1993s). Without question, Nepal is a diverse country in both a social and natural sense. Today, there is a desire for a world that is more environmentally friendly. The richness of natural resources in Nepal, which are also being safeguarded for the sake of sustainable development, is a major draw. Protected sites are the planned areas for sustainable management of natural resources (Aryal, Ghimire & Niraula, 2019) with tourism in the global natural resource context Nepal is the place for nature covering 23.39% of the total country's territories, where 3.2 % Harbors and 1.1% flora and fauna are available. The natural treasure of Nepal contributes to environmental concerns and biodiversity management through 12 National Parks, 6 Conservation Sites, 1 Wildlife Reserve, A Hunting Reserve, and 13 Buffer Zones. There are many untapped resources in Nepal, from the fertile terai to the tallest mountain in the world, Mount Everest. Nepal is home to the eighth-tallest Himalayas in the world, ranking tenth overall.

Regimes in Tourism Administration

According to their nature, authorities are working together. Security, the governance structure, and the internal and external environments are all maintained here. Their workspaces describe the regime. Regime in tourism administration is imperative from various perspectives including attracting potential tourists and then improving and developing tourism administration (Shirazai, 2018) because tourism is a complex activity

that cut across various sectors and disciplines (Abomeh, Ernest, & Roland, 2012). The concern of administration is a major part of the contemporary governance system in tourism as well as an important area of socio-economic policy (Panasiuk, 2019). Whether socialist or capitalist and in a country with a mixed economy like Nepal, the government is always the core part of tourism. Government is a key stakeholder to regulate authority of the public and the private institution (Kumar, *et al*, 2019).

Regimes	Description of functional relationships
Governmental	<p>The check and balance de-jure and de-facto relationships between the executive, legislature, judiciary, government ministers (Ministry of Culture, tourism, and civil aviation), and National Planning Commission (NPC). In tourism administration, three major bodies of the government are interrelated to enact and implement tourism-related policies and execute them at the ground level. Tourism policies making, sanctioning, implementing, and then taking feedback on output are the core concerns of the governmental regime in tourism administration. Government policy on tourism in each destination country determines the success of the tourism sector (Abomeh, Ernest, & Roland, 2012). Public policy and administration are more important in Nepalese tourism (Kumar, <i>et al</i>, 2019). An apex body in regulating the functioning of the tourist market (Panasiuk, 2019) tourism products, destination, transportation, demand, and supply chain in goods and services through the policy mechanism.</p>
Private	<p>In the management of tourism, private sectors such as hotels, casinos, trekking agencies, airlines, and homestays are all operated. The private sector has very peculiar creators and managers of workplaces in the tourism sector (Anszperger, 2017). Tourists are the income sources of private and public income (Badal & Kharel, 2019).</p> <p>In the tourism industry, public-private partnerships are also a hybrid paradigm. With anticipated results, this model is likewise well-known worldwide. In this paradigm, the private sector acts as an "investment" in the tourism sector while the government acts as a "watchdog."</p>
CBOs	<p>The majority of homestays in Nepal are owned and operated by communities. Local women through mother groups (<i>Aama Samuha</i>), backward sections, and socially and politically excluded people are contributing much to tourism. This is only possible by the CBOs and the collectiveness among the people of the roots. Community-based organizations are the major driver in tourism with the community-based tourism model. It is considered one of the important industries for resources, sustainable development, domestic production, and empowerment (Pandey, 2011).</p>

	<p>In this part, the community's joint efforts are discussed. I/NGOs are also a part of CBOs, however in this study; the roles that the locals play in tourism because of their privileged position are highlighted.</p>
Academia or researchers	<p>Political regimes receive fresh tourism knowledge from academia, and political regimes collaborate with academia to implement tourism policy. There has been a significant contribution of Nepalese tourism academia to all possible facets, particularly in the areas of mountaineering and adventure studies (Bajracharya, 2017). The goal of conflict minimization research in tourism management academia is to balance various interests. For crucial policy formulation and implementation through field research, policymakers depend on researchers.</p> <p>The strong academic participation in tourism sets the basis for a new direction in knowledge production systems by raising technically sound people and applying new pedagogy. The study is technically possible, physically doable, and significantly more profitable from an intellectual standpoint both inside the classroom and out in the field. All of Nepal's top colleges and academic institutes offer courses in tourism, hospitality, and travel. Through lectures, research, educational conferences, and student exchange programs, lectures, seminars, conferences, fieldwork, cultural exchange, local food sovereignty study, and ethnomusic are all done. Education in tourism management is thriving across 11 institutions' components. As part of tourism education in Nepal, there are some autonomous educational institutions, such as the Nepal Academy of Tourism and Hotel Management (NATHM) and Nepal Mountaineering Academy (NMA).</p>
Philanthropic	<p>We discussed the government's role as a provider of goods and services through a variety of channels in the discussion above. Everyone has an equal opportunity to access government services in this regard. The private sector, in addition to the public sector, is crucial to the tourism industry. The ability to collect payments from clients is an issue for the business sector of tourism management because it is a profit-making operation. Non-profit management represents an alternative form of public service (Lohmann, 2006). The concept of philanthropic engagement refers to tourism administration that is guided by some principles of humanity and serves others. Along with certain religions, philanthropy involves charities, donations, and mythological participation in tourism without any expectations, but to serve others.</p>

	<p>Based on altruism there are many trusts and <i>Guthis</i> in Nepal to preserve and manage touristic destinations. The “Guthi” framework appears to have been centering on the conservation of the religious, cultural, and social administration at the side organizing and performing many ceremonies, Jatra (performance of culture in open space), celebration, chariot, worshiping deities, promotion, and social securities of sanctuaries and religious communities (Subedi, 2022). Pshupati Area Development Trust is an example of a philanthropic concept in tourism which is a public benefit foundation rather than profit gaining. Function of the voluntary action for the public concerns in tourism is covered by it.</p>
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Vindication of Tourism Administration in Nepal

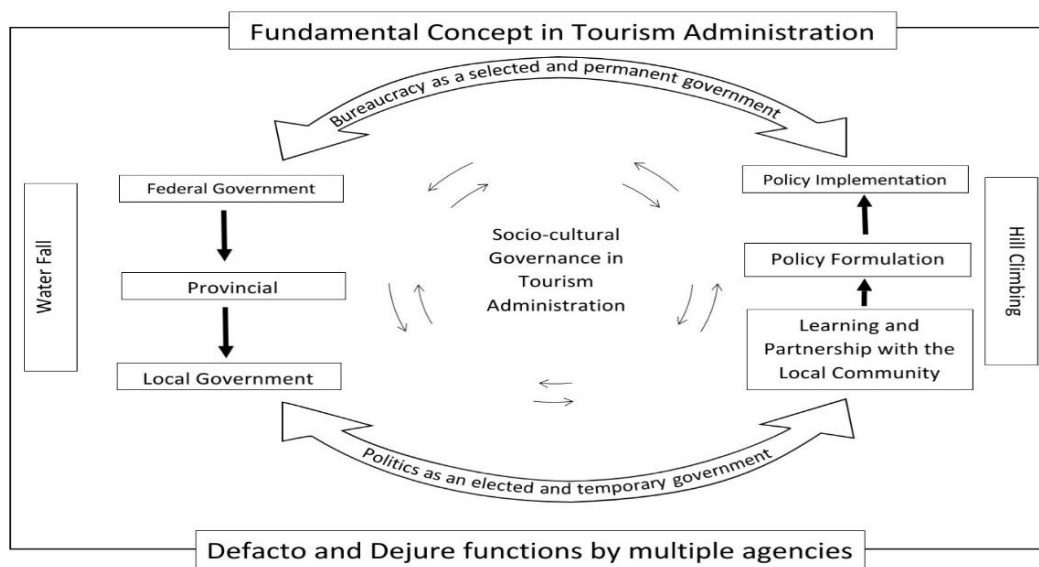
Nepal has been a crossroads of civilizations, a place where several cultural philosophies have been developed, centers of religious faiths, and lights, like the light of Asia being Buddha, the light of hospitality and honesty, and the light of bravery. Tourism administration in Nepal is the collection of thoughts on the management of resources. All tourism-related affairs and manage, controlled, and run by the administration. As stated early, Nepal is the birthplace of natural and manmade resources. Out of 10 world high picks, Nepal is the land for 8. Nepal is the place for 10 World Heritage Sites. The uniqueness of Nepali people and culture is such a rare practice in the world. Nepal is a place of multi-culture, multi-religion, and geographical diversity with valuable tangible and intangible tourist resources. Lingua franca is another beautiful part of Nepali society. There are 123 different mother tongues and 123 different caste and ethnic groups in Nepal with harmonious nurturing. There is unity in diverse livelihood between diverse caste-ethnic groups and between religious groups. This kind of intergroup harmony and tolerance is extremely uncommon and serves as a lesson to others. People, who engage in political activity motivated by religion, commit crimes motivated by race and caste, adopt terrible morals motivated by identification, and are fundamentalists, egotistical, and separatists can all learn from Nepal's many phenomena. It is a location where people can live in harmony and diversity. The study of tourism is important for enculturation, socialization, and acculturation; in this case, vindication is a crucial component of the curriculum in Nepal.

Nepal's landscape is heavily focused on identity. In addition to generating income, tourism also acts as a spark for societal transformation in the environmental, social, political, and cultural spheres. Nepal has 852 species of birds and is also home to Bengal Tiger, One Horned Rhinoceros, Bengal Fox, Red Panda, and the elusive Snow Leopard (Badal & Kharel, 2019). According to the lonely planet Nepal has been enlisted in the 8th rank as the best destination to visit for 2022 (Karki, 29 October, 2022). According to Global Peace Index Report, out of 163 countries Nepal has placed 73rd ranked with 1.947 (Institute for Economics & Peace, 2022). The peace ranking of Nepal is a major identity all over the world. Nepal's Lumbini is the auspicious land of the birth of Lord Buddha. Despite some natural (Mega earthquake of 2015) and manmade (Political strikes and people's war between 2052-2062/63 BS) disasters Nepal is a very common destination

for religious, cultural, natural, adventure, and many more branches of tourists. Hindus also travel to Nepal to visit Pashupatinath, Manakamana, Muktinatha, and Pathivari, among other places having significant mythological and religious significance. In Nepal, the importance of tourism and tourism management is a defining feature of the production system. Only tourism can transform Nepal because the remaining sector of national production needs extensive capital and skillful human resources (Badal & Kharel, 2019).

Contextual Framework

Socio-cultural governance is the very essential and root cause of tourism administration, according to the logical interpretation and theoretical examination of pertinent factors in tourism. Additionally, it serves as the dance floor for all events involving tourism. The relationships between policy, actors, processes, models, and their engagements are intricate. The visual representation of the context is in the following figure.



It is essential to analyze and do research on tourism from a sociological administrative perspective. Countries like Nepal, which heavily rely on tourism to generate foreign exchange and control GDP, must develop their contextual approaches to learning. Because tourism and its related all functions positively impact and interrelated social and economic well-being (Shultz *et al*, 2015). Every agency and body that deals with tourism administration has a close working relationship with one another, with bureaucracy's primary role being execution. Competition and understanding one another are crucial actions in the tourism sector.

Scholars, residents, and policymakers all use distinct terminologies when discussing tourism administration. The above-described contextual framework also implies a heterogeneous interlinking of the process. There are several views from many stakeholders that are used to generate meaning and functions. The concept can be interpreted as "bottom-up" or "top-down" in terms of politics and policymaking. It can be interpreted as "waterfall" and "hill climbing" in academic circles, "inductive" or "deductive" by researchers and locals, respectively. Every aspect of human movement, including various interrelationships, is covered by social relations and social interaction in this context. While many socio-cultural and everyday activities are de facto Nepalese in character, the concepts of de jure have a significant impact on how the tourism business is

recognized legally in Nepal. The de facto structure of government with three tiers is in charge of tourism. 753 local administrative entities have decentralized structures, which imply that both local government and the general populace share equal responsibility for overseeing, planning, and allocating all tourism-related activities.

The most spectacular administrative phenomenon in Nepal is tourism. Any political system or regime's ultimate goal is to realize the basic rights of the people; in Nepal, tourism actively supports this goal. The tourist administration demonstrates how various actors obtain fruit and utilize it. The incorporation that provides the production system with a variety of options includes official and informal social institutions, elected and selected governments, commercial and philanthropic organizations, as well as local, national, and international businesses. In tourism management, there are connections between hosts, visitors, local people's culture, artifacts, eco-facts, and natural settings. The Second World War's bloodlust and course set the stage for the present profession of tourism administration. This paper examines the contextual significance and adaptable utility of the notion of tourism administration under various regimes using historical and contemporary lenses. Studying tourist administration also involves studying social acceptance and social order.

While the hill climbing approach is mostly based on a horizontal model, the waterfall model in tourism administration is vertically guided. Cognition, beliefs, social norms, historical legacies, social institutions, and symbols make up the center of the framework. The chosen group is the bureaucracy, which is often referred to as the permanent government. In Nepal, this is a very prestigious post. As the nation's law enforcer, becoming a bureaucrat naturally elevates one's social capital. For the bureaucracy, merit is chosen by the public service commission (*Lok Sewa Aayog*). The chosen government serves as the best link between creating policies and putting them into action. Politics, a short-term form of government, simultaneously create policies based on the opinions of the populace. Political parties use periodic elections to increase their popularity in a democracy at the grassroots level. If elected and appointed governments collaborate for the administration of tourism, the industry as a whole will prosper. Conflicts of interest are prevalent daily in Nepal, a developing or impoverished nation.

To reap the benefits of tourism at the community level, many governmental and non-governmental organizations/systems have been working closely with the rural (Pandey, 2011) and other concerned communities. The relationships among guests, hosts, and mediators (agents) can best be explained through different theoretical perspectives (Shrestha, 2022 Pp 31). The framework thus emphasizes the complementary cooperation of many agencies, actors, and functions. The tourism administration is operational if links between different organizations are 'clockwise. If the process is "anti-clockwise," there will be dysfunction in the tourism administration. During crises, periods of political unrest, and natural calamities, de facto and de jure institutions may be in jeopardy. Tourism administration loses importance in an environment that is generally positive or healthy. Sectors associated with tourism are receiving more resources. In the end, tourism benefits the local population first, followed by the government, and all in the name of local culture, resources, destinations, and hospitality. From a social science perspective, tourism administration can be seen as a soft spot in contemporary governance rather than a rigid system.

Concluding Remarks

The connection between the executive, legislative, and judicial branches, as they function, is simply one component of tourism administration, but there is much more.

Contemporary tourism studies are comprised of both institutional and informal ties. As a result, the nature of tourism administration is broad and profound both horizontally and vertically. Tourism management encompasses social phenomena, travel destinations, travel merchandise, and authenticity. Assume that tourism administration serves as a proxy for the administrative role of social governance. Social democracy is a necessary condition for the tourism sector, which serves as the primary setting for tourism administration. In tourist management, there exist links between hosts, guests, culture, artifacts, eco-facts, and the local population's surroundings. The bloodlust and course of the Second World War opened the ground for modern tourism administration. The research employs historical and contemporary lenses to assess the contextual significance and adaptability of the concept of tourism administration under various regimes. Tourism administration studies involve considerations of social order and acceptance. The essay uses meta-analysis to examine several essential aspects of Nepali tourism studies. The ultimate goal of any political system or regime is to realize the fundamental rights of the public; tourism actively advances this goal in Nepal. The tourism administration exemplifies how many parties can obtain benefits and exploit them to achieve their objectives. The involvement of formal and informal social institutions, elected and appointed governments, business and philanthropic organizations, as well as local, national, and global issues, creates a variety of opportunities for the production system.

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