

# Exploring Possibilities of Tourism in Pokhara

**Prakash Kunwar**

*PhD scholar, Singhania University Rajasthan, India*

## Abstract

*A collection of activities that people do when temporarily removed from their normal surroundings is referred to as tourism. Regarding foreign exchange, income and employment generation, and development activities like infrastructure and human resource development, it has significant potential for both developed and developing countries. The study's methodology is a descriptive qualitative examination of various primary and secondary data based on studies of various publications. As a result of the study, opportunities have been identified, including the potential for two million tourists the creation of public-private partnership models, the potential for disaster resilience, the potential for significant tourism development, the decentralization of Nepalese tourism, and investment opportunities. Comparably, the study's findings include inadequate national carriers, low connection, inadequate investments, inadequate infrastructures, poor agency cooperation, scarce resources, and marketing.*

**Keywords:** *Nepali tourism, possibilities, challenges, Employment, Investment opportunities*

## Introduction

The word "tour" is derived from the Latin word "Tornus" (Bhatia, 2002). Bhatia (1994) defines tourism as a temporary short-term movement of people to different places away from their residence including day visits and excursion which describes a turner's wheel, an instrument that is closely associated with tourism Bhatia (1994). According to Bhatia (1994), tourism is the short-term, temporary movement of people to sites other than their homes, which includes short trips and excursions. A highly alluring instrument for a country's economic growth, particularly for developing nations, is tourism, which provides a significant revenue stream for the majority of countries worldwide (Tooman, 1997). As stated by Paudyal (2012), "One of the largest industries in the world, tourism is essential to the process of the economic development of several countries." In terms of foreign exchange profits, the creation of money and jobs, and development activities like infrastructure and human resource development, etc., tourism fosters goodwill and

increases understanding among the nations.

Tourism is a beautiful tool for economic growth, especially for developing countries, as a majority of nations worldwide depend on it as a vital source of income (Tooman, 1997). Paudyal (2012) asserts, "One of the largest industries in the world, tourism is essential to the process of the economic development of several countries." Tourism fosters goodwill and enhances understanding between the nations in terms of foreign exchange gains, the generation of money and employment, and development activities like infrastructure and human resource development, among other things. Pokhara is home to nine lakes, the three highest mountains in the world (Annapurna 1 (891 m), Dhaulagiri (8167 m), and Manaslu (8164 m), a breathtaking climate, the Seti River Canyon, unique caves, the Seti-Gandaki River system, and the incredible Davis Falls. The reflection of Fishtail (Machhapuchhre) mountain into Phewa Lake, one of Pokhara's greatest characteristics, draws thousands of visitors from all over the world (Upreti et al.2013).

## Objectives

The research's general and specific goals are to determine the economic opportunities and challenges facing Nepal's tourist sector. Although it has numerous benefits and drawbacks, the tourism sector is a smokeless business. Finding its advantages, strengths, and possibilities is therefore the primary goal. On the other side, it has drawbacks, difficulties, and critiques. The research has examined the possibility and challenges facing the hospitality industry in Nepal.

## Methodology

This article's content was gathered and condensed by an examination of program materials, brochures, websites, literature, and maps. Collecting and verifying data also required face - to - face interactions with program officers involved in tourist development as well as some private sector participants. The research's general and specific goals are to determine the economic opportunities and challenges facing Nepal's tourist sector. This study offers a qualitative descriptive analysis of secondary data pertaining to Nepal's tourist industry. In addition to interpreting the meaning, the approach qualitatively evaluates all of the data. This method is frequently used to assess the literature on a certain topic, including tourism. In general, it's a literature review.

## Opportunities

It has received from China, Tibet and India countries' maximum visitors. It has gained a good opportunity for Tourism has provided employment opportunities, higher income earnings, and growth of national and international tourists in Nepal country. It has become a significant source of foreign currency and employment. Nepal with rich ancient cultures set against the most dramatic scenery in the world and land of discovery and unique experiences about the tourism of Pokhara. It has received from China, Tibet and India countries' maximum visitors.

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Activities offered in Pokhara include trekking, rafting, kayaking, paragliding, mountaineering, hiking, seeing temples, caves, woods, waterfalls, and terraced farms. Are well-liked tourist destination in Nepal. Pokhara is a must-visit location with its breathtaking vista against a subtropical backdrop; it's a more laid-back and pleasurable experience than the Kathmandu metropolis. The Tal Barahai temple is located in the lakefront region, which includes Phewa Lake and is a well-liked boating attraction (Sahayogee, 2018).

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Rich ancient cultures and the world's most incredible scenery combine to make Nepal an ideal spot for exploration and unique Pokhara tourism experiences. Together with seeing breathtaking places and creating infrastructure and rules for tourism, it has also learned about local cultures, customs, and traditions. In its most basic form, sustainable tourism is an industry that aims to reduce its negative effects on the environment and local culture while simultaneously producing income, generating employment opportunities, and safeguarding the environment. Ecology and cultural sensitivity are key components of ethical tourism (Bhola-Paul). Pokhara, a beautiful city in Nepal, has seen significant economic impacts due to its rich ancient cultures and dramatic scenery. Major tourist activities include mountain biking, bungee jumping, rock climbing, trekking, hiking, bat bird watching, mountain flights, paragliding, lake boating, and jungle safaris. These activities provide unique experiences and economic opportunities for betterment. Some tourism opportunities in Pokhara, Nepal, that includes various outdoor activities like:

- Trekking and Hiking: The world-famous treks of Annapurna Circuit and Poon Hill.
- Mountain Climbing: Peaks of the great Himalayan range.
- Climbing the thrill to Minneriya Climb.
- Mountain Biking: Downhill and on gorgeous mountain terrain.
- Mountain Flight: Taking to the skies atop the Himalayas.
- Hiking, Paragliding and Sky Dive: Reaching new heights in Pokhara

**Bungee Jumping:** Free falling in the literal sense, not for the light-hearted and not for the faint hearted, for some it will be a thrill.

## On Rivers and Lakes

**Rafting/Kayaking:** If you want to enjoy kayaking, it is available on the still waters of the lakes, and if you like action, you can go rafting on the rivers.

- Boating and kayaking in other lakes: Phewa, Begnas and Rupa lakes.
- Cultural and Heritage Related Tourism
- Religious Sites: Peace pagoda, bindhyabasini temple, and other important time spaces.
- Village Tour See the way folks live in the country
- Loose Comments on Health and Reason of Being
- Wellness Travel: Recharge With Recovery Travels With yoga and meditation. They Believe in Recovery Travels
- More Back and Relax: Relax in the beautifully set accommodation units.
- Pleasure Vacation: Plan your visit like the goal is just a relaxation v.

The aforementioned Pokhara tourist potential shows that 35% of the population depends on the industry for both work and survival. Numerous individuals have taken advantage of the tourist options described above. Tourism opportunities have helped locals and others earn a good living. The tourist industry has been impacted by COVID-19. Good jobs have been produced by the tourist industry. All tourism-related activity ceased during COVID-19, and many individuals struggled to support their families while facing financial hardships and unemployment. Some even decided to take their own lives. In a country like Pokhara, which boasts abundant natural beauty despite its economic backwardness, tourism is essential to maintaining the equilibrium of the national economy. It has acted as a means of survival for other companies operating in the nation. It has helped the nation generate a lot of money and supplied foreign cash

## Areas of Investment opportunities of tourism in Pokhara

It has associated services that comprise a significant portion of Pokhara’s GDP. Tourist expenditures have comprised largely of outlay for hotels, travel agencies, tour operators, trekking and rafting agencies and miscellaneous other services. It has gradually increased day by day for tourists coming to Nepal. Hotels Separately, Pokhara has 4,458 rooms and 12,598 beds available in Hotel and Restaurant in good condition. Nepal’s hotel occupancy pattern closely tracks tourist arrival patterns. Occupancy rates rise sharply in the spring March- April and autumn September – November and fall during the monsoon months. Nepal boasts a wealth of breathtaking destinations that attract both culture enthusiasts and those seeking spiritual solace. Its cultural heritage is a unique fusion of two of the world’s most significant religions. Over millennia, the practices and traditions of Hinduism and Buddhism have intertwined, shaping a way of life that is distinctly Nepalese. Some great areas to invest in:

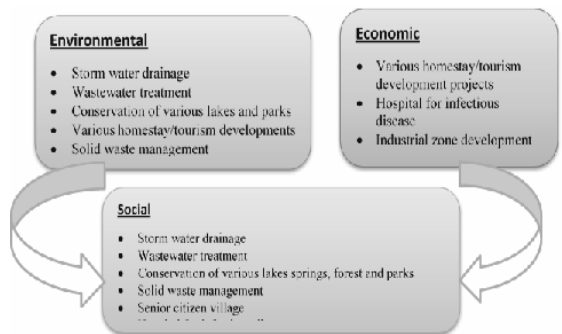
1. Hotels and Places to Stay: As more tourists visit, there’s a growing need for hotels, guesthouses, and resorts. You could invest in unique options like boutique hotels, luxury resorts, eco-friendly stays, or homestays that appeal to different types of travelers.
2. Adventure Tourism: Pokhara is a hotspot for adventure activities like trekking, paragliding, rafting, mountain biking, and zip-lining. Investing in adventure sports facilities, hiring guides, or starting equipment rental services could be very profitable.
3. Wellness and Spa Tourism: Thanks to its beautiful scenery and peaceful atmosphere, Pokhara is perfect for wellness retreats. Building yoga centers, meditation spots, spas, or wellness resorts can attract tourists looking to relax and focus on their health.

4. Cultural and Heritage Tourism: Pokhara has a lot to offer in terms of culture, with temples, museums, and lakeside attractions. Investing in cultural tours, museums, or heritage experiences can help visitors connect with the local history and traditions.

Figure 1. Impacts of Tourism Opportunities



Figure 2. Present Opportunities of Pokhara Tourism



The above figure has shown the result of opportunities impacts on Pokhara’s tourism business during the COVID-19 pandemic. Tourism has impacted employment, economic earnings, and the socio- cultural and tourism environment. It has depended on more than 95.

## Finding

Pokhara is one of Nepal’s most popular tourist destinations. It had discovered tourist destinations with natural beauty, and it was becoming more and more well-known in the homestay communities and travel products surrounding Pokhara. Nepal is a major destination for tourists and the world’s capital of the Everest Himalayan Mountain range.

It has stunningly gorgeous wild animals and natural terrain. It also has a rich history, contemporary development, scenic beauty, a prime position, a kind and hospitable culture, economic expansion, and established safety and security. It has elevated Nepal to the top of the list of popular travel destinations for visitors from across the globe. The nation's investments in the tourist industry demonstrate its ongoing dedication to the industry and understanding of its critical role in the nation's economy.

With relation to employment and the expansion of exports of raw resources, tourism has been growing as an economic activity that is strategically important to Pokhara's economic and social development. All institutions and organizations, both governmental and non-governmental, should create a suitable strategy to collaborate on it. As a result, Pokhara City has maintained its crucial position in growing and promoting the tourist industry as one of its primary revenue streams. Along with development in all regions and a faster growth rate, it has led to an increase in employment in the hotel industry and among visitors. It has grown in markets that are seeing noticeable expansion in emerging. The "Visit Nepal 2023" campaign, which was supposed to bring in two million visitors this year, was cancelled. It will need some time to recover after suffering a significant loss.

To develop an economic response package that would help the Nepalese community, jobs, and companies following the conclusion of the COVID-19 effect period, the Nepalese government has formed a special task force team. This package should rebuild the economy and encourage these firms. Tourism has given a great opportunity for foreigners to learn about new cultures and income and created many opportunities for local citizens. It has enhanced business sectors to provide newcomers with high-quality services. It has been to stunning locations and learned about regional cultures, customs, and traditions while growing

## Recommendations

In Pokhara's economic and social development, tourism has grown to be an economically significant sector, particularly in terms of employment and the expansion of exports. As a result, Pokhara City has maintained a key position in growing and promoting the tourist industry as the primary source of income. With expansion in every location and at a faster rate, it has led to more jobs in the hotel industry and tourism. It has grown in markets that have seen a noticeable expansion in emerging nations. Tourism in Pokhara has become an effective instrument of income generation among the poor population who have wanted to seek their livelihood in their village and community. If handled carefully it has become useful to maintain the migration problems. Pokhara has been suffering from COVID-19 pandemic period villages were emptying and not cities people and stopped overcrowded situation at local level. Therefore, Pokhara has declared tourism capacity and hub place. Consequently, Nepal government should develop some new strategies and policies for establishing modern tourism business in local place to earn foreign currency and increasing income sources with the research suggestion.

- The government of Nepal ought to devise fresh approaches, plans of action, and regulations to construct contemporary tourism enterprises catering to the needs of both locals and visitors in Pokhara.
- The Nepali government ought to raise public understanding of contemporary tourism marketing strategies and amenities for visitors staying in Pokhara
- Nepal government should be developed homestay tourism in Pokhara lakes side and other villages to promote tourism and creating local employment.

- Nepal government should be provided to tourism industries for maintaining minimum quality of services and accommodation improvement suggestion
- The Nepali government should be consulted right away about protecting the stone roof of local homestays with the help of contemporary technicians. Suggestions should also be made about maintaining the minimum standards.
- To deal with such disasters and pandemics in the future, the government should establish preparatory plans and preventive management
- In order for visitors to identify and support member firms that comply with the National Tourism Code of Conduct and fulfill quality standards, the Nepali government ought to advocate for and execute a Nepal Tourism Quality Supplier program.
- It ought to be decided that the country's tourist industry would provide the majority of its income. Since tourism is the primary source of income for our nation.
- The government of Nepal should establish policies and plans for handling solid waste
- The Department of Food Technology and Quality Control under the Ministry of Agriculture and Development should collaborate with the Local Government to create new laws that enforce the most recent food safety and hygiene requirements in hotels and restaurants.
- Plans for Public Private Partnerships (3Ps) should be developed by the Nepali government to promote travel-related enterprises across the country. Local government administration and new technology to address it in a modern way

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