Journal of Tourism & Adventure (2025), 8(1), 1-14

Journal of
Tourism & Adventure

Does Distance Matter? Analyzing Distance Decay in Nepal Inbound Tourism

Karuna Subedi[a]
mskarunasubedi@gmail.com

DOI: https://doi.org/10.3126/jota.v8i1.82621

Article History
Received: 14 March 2025
Revised: 13 May 2025
Accepted: 17 May 2025

Keywords
Distance decay, Nepal, inbound tourism, GDP, population size

To cite this article:
Subedi, K. (2025). Does Distance Matter? Analyzing Distance Decay in Nepal Inbound Tourism. *Journal of Tourism & Adventure (2025), 8(1), 1-14. https://doi.org/10.3126/jota.v8i1.82621*

Corresponding Editor
Ramesh Raj Kunwar
kunwar.sangla2@gmail.com

Abstract

The objective of the research is to examine how distance decay concept applies in Nepal's inbound tourism. To date no previous studies have included Nepal in examining distance decay pattern, nor any study focusing only Nepal has been carried out. Thus, this study utilizes statistics of the Department of immigration to analyze impact of distance on Nepal's inbound tourism. Applying the concept of Gravity model of tourism, a log-regression analysis is performed to test three hypotheses. The findings of the research reveal that Nepal shows a unique pattern of tourist arrivals where nearest neighbor India is the largest source market. Distance decay curve of Nepal's inbound tourism aligns with previous studies with the highest peak from immediate land neighbor, then followed by several secondary peaks and ETEZ. However, close and easily accessible market contribute considerably less to Nepal's tourism. The findings also suggest that GDP of distant source market mitigates negative effect of distance, whereas population size has no statistically significant influence. The outcome of the study is important in the growth of Nepal's tourism. The results of the study can be utilized by policy makers and tourism stakeholders to attract visitors from the potential source markets.

ISSN 2645-8683

Introduction

Known for the beautiful Himalayas, rich culture and famous landmarks, Nepal has been serving as one of the major tourism destinations in Asia providing extraordinary experiences to travelers. In tourism, destination is a consumer product, and it is necessary to understand what motivates a person to travel. Understanding the relation between the push and pull motivation factors aids in effective marketing of a destination (Yuan & Mcdonald, 1990). Destination preference is largely dependent on the push and pull factors that any destination exerts on visitors. "Destinations are combinations of tourism products offering an integrated experience to consumers" (Buhalis, 2000). Nepal's pull factor is the iconic attractions offering variety of opportunities for adventure and exploration, sightseeing tours to cultural cities, wildlife adventures and more. While pull factors are largely dependent on the destination, push factors depend on the source market. Push factors like economic condition, leisure time, physical ability determine destination preferences. Tourists' decision-making process is often seen to be influenced by distance and price (Hooper, 2015). Tourists decide on a holiday destination based on its attributes that fulfill their intrinsic desires (Baniya & Paudel, 2016). Studies on the impact of physical and cultural distance in tourism demand among short-haul and long-haul markets reveal that physical distance plays a significant role in destination choice. Travelers are either encouraged or discouraged to choose a destination because the relationship between distance and destination choice is therefore a collective reflection of several factors (Xue & Zhang, 2020). Physical distance is a key factor in determining markets more sensitive to crowding effect rather than cultural distance (Schuckert & Wu, 2021).

Distance decay in tourism

Distance decay is referred to as a universal construct (McKercher et al., 2008). Distance decay is a concept of human geography, where when the distance increases there is a reduction in movement intensity between locations. McKercher (2018) notes that distance decay theory shows how demand or volume drops exponentially as distance from a source expands. Tobler writes "Everything is related to everything else but near things are more related than distant things" (2004, p. 304). Although originally a geography concept it is equally applicable to tourism and many previous studies have examined the effect of distance and its decaying effect which directly impacts tourism demand. Distance decay has a prominent impact on tourism, but its effect changes as per tourist's purpose as well as destination's attributes (Hooper, 2015).

To investigate decaying effects of distance in Nepalese tourism it is necessary to understand Nepal's geography. Nepal lies in between two highly populated nation; China and India. China lies on the north of Nepal, while India covers Nepal from south, east and west. Being a landlocked nation, Nepal relies heavily in air transport in context of international tourism. Although Nepal and India have agreements on free movement within two nations, large number of Indian travelers use air transport compared to roadways. Nepal also allows land travel to foreigners entering from India and China, but relatively low number of foreign visitors enter Nepal by land. Thus, Nepal's dependency on air travel has imposed certain challenges that have impacted the tourism growth. In developing nations, nature-based tourism covers a significant part of the tourism industry (Nepal, 2000). Major purpose of

tourists visiting Nepal is for pleasure and recreation followed by trekking/ adventure and then pilgrimage. Nonetheless, Nepal's remote location and poor accessibility from source markets poses challenges in tourism development. The influence of distance is crucial in Nepal's inbound tourism not only for optimizing marketing strategies but also for promoting sustainable tourism.

As distance decay theory in tourism suggests that nearby destinations are more likely to yield high tourism demand compared to distant destinations, this theory is yet to be applied in Nepalese context. Till date, no previous studies have examined distance decay phenomenon in Nepal inbound tourism. Therefore, the main two research objectives (RO) of this study are:

RO1: To identify the distance decay effect on Nepal's inbound tourism by analyzing the international tourist arrival data gathered from Department of Immigration, Nepal

RO2: To examine the relation between distance, arrival numbers and GDP of the source market by testing these hypotheses:

Hypothesis 1: Distance Negatively Affects Tourist Arrivals, Proving Distance Decay Theory

Hypothesis 2: GDP of source market/country mitigates impact of distance on tourism demand

Hypothesis 3: Population of Source Market Influence Tourist Flow

Literature review

Distance decay implies a decline in tourism demand as the distance between the host and source market increases. Distance decay theory has been studied for many decades now and there is a huge body of knowledge existing in this field. Some studies of distance decay on business tourists (Ho & McKercher, 2014); impact of cultural distance in comparison to physical distance on pleasure tourists (Ahn & McKercher, 2013; Qian et al., 2017); distance decay on different market segments (Yan, 2011); distance decay and effective tourism exclusion zones (McKercher & Lew, 2003); distance decay pattern on short-haul and long-haul tourists (Park et al., 2019; Bao & Mckercher, 2008); effect of geogrpahy and economy between source and destination (Wong et al., 2020); national forest visitors and their travel behaviour based on distance travelled (Nyaupane et al., 2003); relation between distance desire and destination choice (Cao et al., 2020); Destination Accessibility Model (Hooper, 2015) provide significant insights.

Eldridge & Jones (1991) state that distance decay is a relative concept with different impact of distance on different areas, but still the decaying effect accelerates when few opportunities are present near to origin whereas large number of opportunities extend the decay relationship. Bull (1991) identified a classic distance decay curve where demand is high near the origin and decreases as travel distance and cost increases. McKercher (1998) identified a curve with plateau effect in which limited destination options along a linear route caused demand to spread over a longer distance. Cultural distance, which is regarded as the degree of similarity between origin and destination was introduced as influencing variable in

tourism movements (Hanink & White, 1999). A study by Nyaupane et al. (2003) demonstrated that distance predicts recreational visitors' behavior and their frequency of visits with distant visitors having less place attachment and low frequency of visits compared to visitors from near distance. A unique distance decay pattern was observed by McKercher & Lew (2003) with two peaks: one primary and another secondary forming in relation to Hongkong inbound tourism. The peaks were created as a result of the Effective Tourism Exclusive Zone (ETEZ), an area where little to no tourism activity takes place that is relevant to the source market. The presence of ETEZ distinguished short-haul and long-haul market where the secondary peak in the curve indicates a strong market attraction overcoming the friction effect of distance. Nicolau & Ma´s (2006) examined how motivational factors stabilize effects of both distance and price. The search for tranquility increases negative effect of distance while search for new places could reduce the effects.

McKercher et al. (2008) revealed that over half of all international tourism is generated in immediate land neighbours as the number of short-haul tourists is more than long-haul. Due to the barriers of distance, time, effort, only a few destinations acquire strong appeal to long-haul tourists. McKercher (2008) and Bao & McKercher (2008) discovered that distance exerts a filtering effect on tourism as the findings revealed that short-haul tourists to Hongkong were young, repeat visitors while long haul-tourists were older, educated, affluent and in extended trip to Asia. Yan (2011) examined the effect of distance by analyzing the arrival data where he identified three market segments, long-haul, medium-haul and short-haul. Lee et al. (2011) studied effects of distance decay in inbound tourist to Hongkong that suggests a threshold of three-hour flight for five-day after which demand declines exponentially. Ho & McKercher (2014) investigated the short-haul and long-haul business tourists in Hongkong with conclusion that even though business travelers show a unique behavioral pattern, there isn't a sharply defined difference as it is present in short-haul vs long-haul pleasure tourists. Study on how cultural distance impacts visitor profile, behavior and satisfaction by Ahn & McKercher (2013) revealed that cultural distance is moderately effective in explaining trip demand, attributes, expenditure and satisfaction as physical distance showed more robust correlation than cultural distance. Larsen & Guiver (2013)discovered that Danish tourist perceive distance subjectively based on cultural differences, time, and money instead of physical distance/measurements. Kah et al (2016) studied the non-traveler's reasons of not visiting a World Expo along with effects of spatial and temporal distance on travel intentions and actual travel behavior, which revealed almost half (48.2%) of the people surveyed did not visit due to geographical constraints. Wong et al. (2017) identified demand fluctuations with demand volatility of closer destination relatively small compared to that of distant destination which is acute. They concluded by stating that distance is dynamic, and its effect fluctuates across various economic cycles. Mishra & Bansal (2017) examined distance between source market and India, GDP, and previous year arrival that showed significant influence compared to relative destination price in inbound tourist arrival. Qian et al. (2017) studied the effect of cultural distance on tourists to Hongkong, where cultural distance showed negative effect on visitors to Hongkong because three main aspects of trip that are: repeat visitation, visit duration, and expenditure decreased significantly as cultural distance increased.

Similar to McKercher et al.'s (2008) study, McKercher & Mak (2019) conducted the study with recent data and identified the high-propensity of medium-haul travel as departure from source market within 100km destination dropped and destination between 1000-4999 km drew large share of arrivals compared to previous study. Sun & Lin (2019) highlighted three important determinants with respect to international travel distance that are national developments and tourism competitiveness at source market; and connecting factors between countries. In Asia, institutional arrangements like people's movement, visa and migration determine inbound distance travel (Sun & Lin, 2019). Xue & Zhang (2020) investigated the effect of distance on travel behaviour and expenditure long-haul, short-haul tourists and residents in Suzhou, and discovered increased length of stay, sightseeing and less expenditure on accommodation compared to short-haul tourists who preferred shopping and recreational activities and high-end hotels.

The various phenomenon observed in previous studies are applicable largely to Hongkong, and it is yet to be tested in other nations. While these studies establish distance decay as an elementary tourism principle, this study seeks to investigate how it manifests explicitly in Nepal's inbound tourism, considering its dependence on air connectivity and distinctive market dynamics. Thus, this study explores distance decay theory to examine the effects of distance on inbound arrivals to Nepal, along with GDP and population.

Research methodology

This study first investigates the decaying pattern of distance following the study done by McKercher & Lew (2003), but in Nepalese context by reviewing the statistical data of international tourist arrival in Nepal. For this study, Gravity model of economics by Isard (1954) that is based on the concept that interaction between two regions is directly proportional to their economic mass and inversely proportional to distance between them is adapted. Here, this model is modified to identify the influence of distance on inbound tourism flow incorporating available data that includes GDP of source country, Population, inbound arrival numbers and distance between Nepal and source country.

The Gravity model equation of tourism for this study is:

$$T_{ij} = G \times \frac{P_i^{\alpha} \times GDP_i^{\beta}}{D_{ij}^{\gamma}}$$

Where is the inbound tourism arrivals between source country and destination country; G is constant; is the population of the source country, whereas is the Gross Domestic Product (GDP) of source country; is the distance between source country and destination country.

Data is collected from 25 source markets that are major source market of Nepal (with exception of Pakistan, Afghanistan and UAE). These three countries are included for better segmentation and identification of ETEZ in Nepalese inbound tourism.

Table 1: Inbound arrivals from major source market (Department of Immigration, 2024), distance between Nepal and source market, GDP & population of source market, 2023

Source Market	Inbound Arrivals	Distance in miles	GDP total	Population
India	319936	497	3.55E+12	1429000000
Bangladesh	36483	420	4.374E+11	173000000
Bhutan	11450	313	2898000000	787000
Myanmar	12929	777	64820000000	54580000
Pakistan	4098	982	3.384E+11	240500000
Afghanistan	138	1128	14500000000	42240000
Thailand	25678	1372	5.149E+11	71800000
Sri Lanka	21851	1479	84360000000	22040000
Vietnam	13897	1751	4.297E+11	98860000
Malaysia	18807	2011	3.996E+11	34310000
Singapore	9052	2198	5.014E+11	5918000
China	60878	2214	1.779E+13	1411000000
South Korea	23743	2496	1.713E+12	51710000
United Arab Emirates	559	1978	5.042E+11	9517000
Russia	12060	2512	2.021E+12	143800000
Japan	16463	3203	4.213E+12	124500000
Germany	26980	3978	4.456E+12	84480000
Italy	12948	4122	2.255E+12	58760000
Netherlands	10718	4335	1.118E+12	17880000
France	23168	4496	3.031E+12	68170000
U.K	52865	4556	3.34E+12	68350000
Spain	12393	4958	1.581E+12	48370000
Australia	38798	6045	1.724E+12	26640000
Canada	14690	7266	2.14E+12	40100000
U.S.A	100355	7543	2.736E+13	334900000

To ensure the reliability and validity data for this study, tourist arrival statistics were gathered from the official website of Department of Immigration of Nepal of the year 2023. For GDP and population, data were sourced from the official website of the World Bank for 2023. Distance between Nepal and each source market/nation is measured in terms of air miles through website www.airmilescalculator.com/. All these data sources are credible and authoritative sources further ensuring data reliability. The data collected is presented in Table 1.

Given that the relation between variables is not linear, a logarithmic transformation is applied. Prior to running the regression, assumptions of linearity, normality and

multicollinearity were validated. Histogram of residuals displayed a bell-shaped curve, and the normal P-P plot of residuals showed points closely aligned with the diagonal revealing normal distribution which confirmed normality. The standard plot of residuals and predicted values exhibited no apparent pattern supporting linearity and homoscedasticity. Multicollinearity was assessed through Variance Inflation Factor (VIF) values of independent variables: log_distance = 3.176; log_GDP= 5.508 and log_population= 3.057. While VIF value for population was slightly above 5, the other variables were below threshold 5, indicating no significant multicollinearity. All the tests and analysis were conducted using IBM SPSS statistics software.

After computing logarithms of arrivals, population, distance, and GDP log-linear regression is performed. Log-linear equation is created for regression analysis:

$$log(T_{ij}) = C + \alpha\, log(P_i) + \beta\, log(GDP_i) + \gamma\, log(D_{ij}) + \varepsilon_{ij}$$

Log arrivals is used as dependent variable while log distance, population and GDP are used as independent variable.

Findings

The regression analysis has yielded statistical data to support the hypothesis of the study. The ANOVA results confirm the overall significance of the regression model as F-statistic (6.283) with p 0.003 indicates this model with predictors distance, GDP and population significantly explains variations in tourist arrivals to Nepal. The findings are: For *Hypothesis 1: Distance Negatively Affects Tourist Arrivals, Proving Distance Decay Theory* - The negative coefficient for Log_Distance of -1.160, and statistically significant p value of p=0.026 supports Hypothesis 1. This negative coefficient confirms the distance decay theory, because as the distance between the source market and the destination increases, tourist arrivals decrease. Thus, in Nepal outbound tourism demand is significantly influenced by distance between source market and Nepal. Particularly, elasticity of -1.16 suggests that a 1% increase in distance leads to a 1.160% decrease in tourist arrivals, further reinforcing the inverse relation between inbound tourism demand and distance.

The analysis performed in SPSS applying linear regression procedure yielded results as displayed here:

Figure 1. Regression analysis in SPSS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.769	3	8.590	6.283	.003[b]
	Residual	28.709	21	1.367		
	Total	54.478	24			

a. Dependent Variable: Log_Arrivals

b. Predictors: (Constant), Log_Population, Log_Distance, Log_GDP

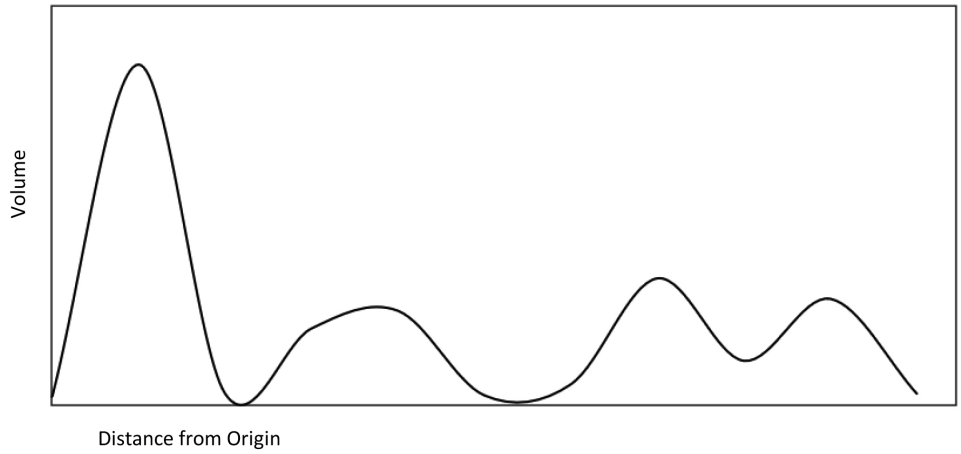
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.871	3.380		-.258	.799
	Log_Distance	-1.160	.485	-.675	-2.390	.026
	Log_GDP	.878	.274	1.190	3.200	.004
	Log_Population	-.261	.266	-.272	-.981	.338

a. Dependent Variable: Log_Arrivals

The distance decay curve of Nepal's inbound tourism shows a complex pattern with multiple Effective Tourism Exclusive Zones (ETEZ). The first and highest peak in the curve is for India, Nepal's closest neighbor, contributing the highest tourist arrivals. Being immediate land neighbor with strong cultural ties, open-border policy, free movement (doesn't require visa or special permit) has resulted in huge number of inbound tourists from India. However, even with their closeness within 1100 miles, Pakistan and Afghanistan show substantially lower inbound figures, suggesting that geographical proximity lonesome does not shape demand. Beyond this range, a distinct ETEZ emerges in the Middle East. Surprisingly, most of the flights connecting Nepal to Europe and North America transit through Middle east nations like UAE, Qatar the number of travelers from these nations to Nepal is very low considering the ease of access. A first secondary peak emerges between 1000 and 3200 miles, representing tourist arrivals from Southeast and East Asia. Regardless of their relatively short flight time (4-6 hours) to Nepal, these markets exhibit lower mean arrivals compared to distant regions beyond 4000 miles. A plateau in demand is observed within Central Asia, that lies in the similar distance range where Russia contributes a substantial number of inbound tourists. Other nations in Central Asia represent a dip in the curve with another ETEZ for Nepal inbound tourism. The most striking feature appear on the curve with two additional secondary peaks evident within the 3900–5000-mile range and beyond 6000 miles, driven by high inbound flows from Western Europe, Oceania, and North America.

Figure 2. Distance decay curve of Nepal inbound tourism



For *Hypothesis 2: GDP of source market/country mitigates impact of distance on tourism demand* - Here, the coefficient for Log_GDP is 0.878, and it is highly significant with p-value of 0.004, again supporting Hypothesis 2. This positive coefficient indicates that source markets with GDP contribute to a high number of arrivals or are associated with increased tourist arrivals. This supports the economic strength aspect of the Gravity Model as a 1% increase in GDP leads to a 0.878% increase in tourist arrivals.

Lastly, *Hypothesis 3: Population of Source Market Influence Tourist Flow*- the regression analysis rejects Hypothesis 3 as the coefficient for Log_Population is -0.261, but it is not statistically significant with p-value of 0.338. This suggests that the population size of the source market alone does not significantly affect inbound tourist arrivals. It contradicts the assumption that the source market with a high population exerts higher tourism flows.

Discussion

The regression findings confirm the distance decay theory and align with the gravity model, where distance functions as a constraint to tourist flows. A distance decay curve is identified which aligns with the previous research by McKercher and Lew of secondary peak in tourism demand. Nepal inbound tourism demand thus has multiple ETEZ even in short to medium haul market (distance-wise.

The distance decay curve of Nepal's inbound tourism uncovers ETEZ, aligning with previous research by McKercher & Lew (2003) with formation of secondary peaks in tourism demand. These distant markets constantly outperform several proximate countries, challenging the traditional distance decay theory. It further reinforces the idea that factors beyond distance, such as cultural and economic ties, accessibility and connectivity, and strong pull factors, compellingly influence Nepal's inbound tourism demand. The GDP also appears to play a huge role in high arrival figures from distant source markets as they have limited economic constraints compared to neighboring regional markets with low GDP. Furthermore,

this suggests that the positive impact of GDP mitigates the negative effect of distance, implying wealthier source markets are more likely to overcome the friction of distance or travel-costs. Distant source market with strong economies, such as Australia, the United States, Canada, and Western European nations, illustrate a lower impact of distance decay on tourist arrivals to Nepal. Although being over 4,000 miles away, these countries send substantial number of tourists to Nepal hinting that higher GDP levels mitigate the negative effects of distance, thus defying distance decay. Strong financial capacity of these nations enables greater outbound travel, allowing them to overcome travel costs and other barriers presented by long distances.

The findings suggest that population size is not a strong determinant on inbound tourism to Nepal compared to distance and GDP. Even though India and China being highly populated neighboring nations, they do not account for proportionally higher tourist arrivals. Statistically India is the largest source market, but this is more probable due to geographical proximity and cultural ties rather than population size. Similarly, China, despite its vast population and leading nation in terms of outbound tourism market, does not demonstrate remarkably high tourist flow to Nepal. This pattern is also observed in other densely populated country in relation to inbound tourism in Nepal. Thus, it indicates that other factors equally play a critical role in determining tourist arrivals rather than just the population size of a country. India being immediate land neighbor certainly sends more tourists, but there is no statistically significant relationship between population and tourist arrivals. However, the findings of this study align with the findings of Sun & Lin (2019) that in Asian context, visa policy and people's movement influence inbound tourism. Highest arrival figures from India seems to be because of flexible bilateral policies and strong cultural ties along with easy connectivity. But cultural distance doesn't seem to have much impact overall as culturally different western nations contribute largely to arrival numbers compared to culturally similar Asian nations. Thus, it supports previous findings of Ahn & McKercher (2013) while contradicts with study of Qian et al. (2017).

Conclusion

This study examined effects of distance on the inbound tourist arrivals in Nepal. It also explored the effects of GDP and Population size of source market in tourist flow to Nepal. Using data from Department of Immigration of Nepal, 25 major source markets were selected. The data was analyzed using a log-linear regression equation modeled from Gravity model of tourism. Three hypotheses were tested 1. effects of distance; 2. effects of GDP; 3. effects of population size on inbound tourism of Nepal. Hypothesis 1 and 2 are accepted while 3 is rejected. The findings reveal that distance decay is confirmed in Nepal inbound tourism as distance negatively affects tourist arrival. As distance increases, the number of tourists decreases. But distance decay effect could be mitigated by economic factors. Distant source markets with high GDP, despite having distance barriers still travelled to Nepal. This proves that GDP or economic factor of the source market positively influences tourist flows. Nevertheless, population size does not impact tourist flows to Nepal. Finally, the distance decay curve demonstrates multiple secondary peaks and ETEZ which aligns with previous studies of McKercher & Lew (2003). Furthermore, this study also confirms McKercher &

Mak (2019) findings that distance is not a determining factor by itself, but it acts as a proxy for a range of factors that can lead to an increase desire to nearby destination with a decline in demand for long-haul destinations.

Implications

The study of distance decay effect on tourism demand is extensively explored area, however in context of Nepal this study is the pioneering study of distance decay in inbound tourist arrivals. Therefore, this study contributes to broadening the existing literature of Nepalese tourism by providing useful insights on travel patterns of international tourists. This study provides practical implications to concerned authorities, travel enterprises, and tourism stakeholders. Targeting countries with high GDP through strategic campaigns could yield good results compared to targeting countries with large population. GDP influences tourism flows rather than population size of source market, so in addition to promoting Nepal among proximate nations with large population or neighboring regional nations improving connectivity and simplifying visa policies could potentially increase tourist flow from distant source markets.

This study has certain limitations on it. Firstly, the data is limited to major source markets only, thus a comprehensive study with all inbound arrivals could reveal more interesting patterns. This research is limited to distance, GDP and population, however it opens a way for future research considering additional variables such as tourism infrastructure, travel costs, previous travel ties, and so on. Moreover, due to the unavailability of inbound arrivals segregated among land and air arrival for the chosen nations, this study has utilized aerial distance proxy for a travel distance. However, future studies could distinguish between the two mediums to provide more accurate results.

Author introduction

a. **Karuna Subedi** is a research candidate at Western Sydney University, Australia. She previously worked on freelance research projects and holds a Masters of Arts degree from Tribhuwan University, Nepal. Her research interests include heritage, tourism, museums and sustainability. **https://orcid.org/0009-0001-4043-372X**

References

Ahn, M. J., & McKercher, B. (2013). The effect of cultural distance on tourism: A study of international visitors to Hong Kong. *Asia Pacific Journal of Tourism Research*, 20(1), 94-113. https://doi.org/10.1080/10941665.2013.866586

Baniya, R., & Paudel, K. (2016). An Analysis of Push and Pull Travel Motivations of Domestic Tourists in Nepal. *Journal of Management and Development Studies*, 27(August), 16-30. https://doi.org/https://doi.org/10.3126/jmds.v27i0.24945

Bao, Y. F., & Mckercher, B. (2008). The Effect of Distance on Tourism in Hong Kong: A Comparison of Short Haul and Long Haul Visitors. *Asia Pacific Journal of Tourism Research*, 13(2), 101-111. https://doi.org/10.1080/10941660802048332

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97-116. https://doi.org/10.1016/s0261-5177(99)00095-3

Bull, A. (1991). *The Economics of Travel and Tourism* (First Edit). Pitman.

Cao, J., Zhang, J., Wang, C., Hu, H., & Yu, P. (2020). How Far Is the Ideal Destination? Distance Desire, Ways to Explore the Antinomy of Distance Effects in Tourist Destination Choice. *Journal of Travel Research*, 59(4), 614-630. https://doi.org/10.1177/0047287519844832

Department of Immigration, M. o. (2024). *Arrival/Departure Report*. Department of Immigration. https://immigration.gov.np/en/page/arrival-departure-report

Eldridge, J. D., & Jones, J. P. (1991). Warped space: A geography of distance decay. *Professional Geographer*, 43, 500-511. https://doi.org/10.1111/j.0033-0124.1991.00500.x

Greer, T., & Wall, G. (1979). Recreational hinterlands: a theoretical and empirical analysis. In G. Wall, *Recreational land use in Southern Ontario*, 227-246. Univ Waterloo Dept Geog.

Hanink, D. M., & White, K. (1999). Distance Effects in the Demand for Wildland Recreational Services: The Case of National Parks in the United States. *Environment and Planning A: Economy and Space*, 31(3), 477-492. https://doi.org/https://doi.org/10.1068/a310477

Ho, G., & McKercher, B. (2014). A Comparison of Long-Haul and Short-Haul Business Tourists of Hong Kong. *Asia Pacific Journal of Tourism Research*, 19(3), 342–355. https://doi.org/10.1080/10941665.2012.746235

Hofstede, G. (1980). *Culture's consequences: Comparing values, behaviors, institutions, & organizations across nations.* Sage Publications.

Hooper, J. (2015). A destination too far? Modelling destination accessibility and distance decay in tourism. *GeoJournal*, 80(1), 33-46. https://doi.org/10.1007/s10708-014-9536-z

Hwang, Y., & Fesenmaier, D. (2003). Multidestination pleasure travel patterns: Empirical evidence from the American travel survey. *Journal of Travel Research*, 32, 166–171.

Isard, W. (1954). Location Theory and Trade Theory: Short-Run Analysis. *The Quarterly Journal of Economics*, 68(2), 305–320. https://doi.org/10.2307/1884452

Kah, J. A., Lee, C.-K., & Lee, S.-H. (2016). Spatial–temporal distances in travel intention–behavior. *Annals of Tourism Research*, 57, 160–175. https://doi.org/10.1016/j.annals.2015.12.017

Larsen, G. R., & Guiver, J. W. (2013). Understanding Tourists' Perceptions of Distance: A Key to Reducing the Environmental Impacts of Tourism Mobility. *Journal of Sustainable Tourism*, 21(7), 968–81. https://doi.org/doi:10.1080/09669582.2013.819878

Lee, A., Guillet, B. D., Law, R., & Leung, R. (2011). Robustness of distance decay for international pleasure travelers: A longitudinal approach. *International Journal of Tourism Research*, 14(5), 409-420. https://doi.org/10.1002/jtr.861

McIntosh, R. W., & Goeldner, C. R. (1990). *Tourism principles, practices, philosophies* (6th ed.). John Wiley & Son.

McKercher, B. (1998). The effect of distance decay on visitor mix at coastal destinations. *Pacific Tourism Review*, 2(3-4), 215–223.

McKercher, B. (2008). The Implicit Effect of Distance on Tourist Behavior: a Comparison of Short and Long Haul Pleasure Tourists to Hong Kong. *Journal of Travel & Tourism Marketing*, 25(3–4), 367–381.

McKercher, B. (2018). The impact of distance on tourism: a tourism geography law. *Tourism Geographies*, 20(3), 1-5. https://doi.org/10.1080/14616688.2018.1434813

McKercher, B., & Lew, A. A. (2003). Distance Decay and the Impact of Effective Tourism Exclusion Zones on International Travel Flows. *Journal of Travel Research*, 42(2), 159-165. https://doi.org/10.1177/0047287503254812

McKercher, B., & Mak, B. (2019). The impact of distance on international tourism demand. *Tourism Management Perspectives*, 31, 340-347. https://doi.org/10.1016/j.tmp.2019.07.004

McKercher, B., Chan, A., & Lam, C. (2008). The Impact of Distance on International Tourist Movements. *Journal of Travel Research*, 47(2), 208-224. https://doi.org/10.1177/0047287508321191

MOCTCA. (2023). *Nepal Tourism Statistics*. Ministry of Culture, Tourism and Civil Aviation.

Mishra, S., & Bansal, V. (2017). Role of source-destination proximity in international inbound tourist arrival: empirical evidences from India. *Asia Pacific Journal of Tourism Research*, 22(5), 1-14. https://doi.org/10.1080/10941665.2017.1287107

Nepal, S. K. (2000). Tourism in Protected Areas. *Anals of Tourism Research*, 27(3), 661-681. https://doi.org/10.1016/s0160-7383(99(00105-x

Nicolau, J. L., & Ma´s, F. J. (2006). The influence of distance and prices on the choice of tourist destinations: The moderating role of motivations. *Tourism Management*, 27, 982-996. https://doi.org/10.1016/j.tourman.2005.09.009

Nyaupane, G. P., Graefe, A., & Burns, R. C. (2003). Does distance matter? Differences in characteristics, behaviors, and attitudes of visitors based on travel distance. In *Proceedings of the 2003 Northeastern recreation research symposium*. New York: US Department of Agriculture Forest Service Northeastern Research Station.

Park, D., Kim, J., Kim, W. G., & Park, H. (2019). Does distance matter? Examining the distance effect on tourists' multiattraction travel behaviors. *Journal of Travel & Tourism Marketing*, 36(6), 693–710. https://doi.org/10.1080/10548408.2019.1624243

Pearce, D. G. (1989). *Tourist development 2nd Edition*. Harlow: Longman Scientific & Technical.

Qian, J., Law, R., & Wei, J. (2017). Effect of cultural distance on tourism: A study of pleasure visitors in Hong Kong. *Journal of Quality Assurance in Hospitality & Tourism*, 19(1), 1-16. https://doi.org/10.1080/1528008X.2017.1410079

Schuckert, M., & Wu, J. (2021). Are neighbour tourists more sensitive to crowding? The impact of distance on the crowding-out effect in tourism. *Tourism Management*, 82, 1-11. https://doi.org/10.1016/j.tourman.2020.104185

Sun, Y.-Y., & Lin, P.-C. (2019). How far will we travel? A global distance pattern of international travel from both demand and supply perspectives. *Tourism Economics*, 25(1), 1-24. https://doi.org/10.1177/1354816618825216

Tobler, W. R. (2004). On the first law of geography: A reply. *Annals of the Association of American Geographers*, 94(2), 304–310. https://doi.org/10.1111/j.1467-8306.2004.09402009.x

Wong, I. A., Law, R., & Zhao, X. (. (2017). When and Where to Travel? A Longitudinal Multilevel Investigation on Destination Choice and Demand. *Journal of Travel Research*, 56(7), 868-880. https://doi.org/10.1177/0047287516670269

Wong, I. A., Zhang, G., Zhang, Y., & Huang, G. I. (2020). The dual distance model of tourism movement in intra-regional travel. *Current Issues in Tourism*, 24(9), 1190-1198. https://doi.org/10.1080/13683500.2020.1738356

Xue, L., & Zhang, Y. (2020). The effect of distance on tourist behavior: A study based on social media data. *Annals of Tourism Research*, 82, 102916. https://doi.org/10.1016/j.annals.2020.102916

Yan, L. (2011). Uneven distance decay: A study of the tourism market segments of Hong Kong. International *Journal of Tourism Sciences*, 11(1), 95-112. https://doi.org/10.1080/15980634.2011.11434637

Yuan, S., & Mcdonald, C. (1990). Motivational Determinates Of International Pleasure Time. *Journal of Travel Research*, 29(1), 42-44. https://doi.org/https://doi.org/10.1177/004728759002900109