

*Editorial***Hospitality and Tourism Research Dissemination:  
Crossing the Rubicon in Nepali Academics**by **Prof. Arhan Sthapit, PhD***Chief Editor*

The inaugural edition of the NJHTM, a journal of Nepal Academy of Tourism and Hotel Management (NATHM), has been brought out at a time when the country has been all set to embark upon a decade of tourism development with a national target to bring in 2 million tourists, branding Nepal as “*Naturally Nepal, Once is not Enough.*” The campaign carries requisite creditability and impact, because “heaven is a myth, Nepal is real,” as they say. Nepal’s flora and fauna, cultural and heritage products, ethnic diversities, and neutral-ground status all add substantial value to Nepal’s potential as a favourite destination for visitors from all around the world for varied purposes.

Official data show that the hospitality and tourism sector contribute about 5 per cent of the total foreign currency earnings to Nepal (MoCTCA, 2019), while its contribution to Nepal’s GDP accounts for about 7.8 per cent as per an NTB report (NTB, 2018) and a little over 5 per cent according to a WTTC Economic Impact report (WTTC, 2020). On the global front, travel and tourism sector is one of the world’s booming industries, generating approximately US\$ 8.8 trillion annually and contributing 319 million jobs to the world economy (WTTC, 2018). It also applies to Nepalese economic context, as hospitality and tourism development can be instrumental to its national goal to make Nepalese economy sustainable, by developing Nepal as an attractive, safe, exciting and unique destination through conservation and promotion, which would lead to equitable distribution of tourism benefits and greater harmony in society (Sthapit, 2012).

Conspicuously, it requires our country to formulate and execute credible, effective plans and strategies in the hospitality and tourism sector that, in turn,

demands abundant, well-administered research works in this sector. But there is dearth of research works and their dissemination in Nepal. To this end has the present journal been launched under the aegis of NATHM, an academy under the Ministry of Culture, Tourism and Civil Aviation of the Nepal Government.

The inaugural volume of the journal has lumped together some of the scholarly research works that shed light on the ever-changing scenarios of managing hospitality business and tourism. The brand-new edition has included five empirical papers, a pick made on the basis of quality and relevance to changing trends.

It is also pleasing to note that this publication has covered a wide array of constituents of hospitality and tourism management studies insofar as the papers showcased in this edition are concerned. The topics of the papers ranged from religious/spiritual tourism product, to knowledge management, employer branding, labour legislation issues and general HRM practices in the hospitality industry.

The publication has come in reiteration of our commitment to research, as we strongly believe that teaching and research must constitute two equal halves of what an academic institution does; failing which could cause substantial damage to the quality of education and learning.

Paper-contributors and reviewers as well as the NATHM authorities and employees deserve our sincere thanks for making this publication possible. With all modesty, we hope that the readers and reviewers will find this issue informative and interesting. We look forward to the constructive feedback from our valued readers.

## REFERENCES

- MoCTCA (2019 May). *Nepal Tourism Statistics*, Ministry of Culture, Tourism and Civil Aviation. The Government of Nepal. Retrieved from <http://tourism.gov.np/files/statistics/19.pdf>
- NTB (2018 Mar 28). Nepal Tourism Board. The Government of Nepal (Official website). <https://trade.welcomenepal.com/>
- Shapit (2012). On research for tourism management, *PYC Nepal Journal of Management*, 5(1), 103-107.
- WTTC (2018). Annual research report. World Travel & Tourism Council (WTTC). Retrieved from <https://www.wttc.org/publications>
- WTTC (2020). Economic impact. A report of World Travel & Tourism Council (WTTC). Retrieved from <https://www.wttc.org/economic-impact/>