

BHAKTAPUR TOURISM

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Abstract

Development in this age of sustainable development is sustainable development itself and tourism development is sustainable development of tourism. The present paper investigates the development of tourism from the socio economic indicators of sustainable tourism of Bhaktapur. Bhaktapur is an open museum and central hub of Tourism. To explore the Economic dimension of Bhaktapur Sustainable Tourism Development through Employment that focuses Number, type and duration of jobs, Gender equity, Business viability, Expenditure, Arrivals, Profitability, and Satisfaction. And to analyze the Social dimension of Bhaktapur Sustainable Tourism Development through Quality of Life that focuses Resident Empowerment, Congestion and crowding, Community attitudes to tourism, Access to amenities, and Changes in crime rate, the study has been conducted. The primary information is based on multiple sources of societal learning like field visits in course of doing researches, observation of various sites, General Household Questionnaire Survey, focus on group discussions, interactive seminars and a number of interactions and interviews with the experts of tourism sector in Bhaktapur. General Household Questionnaire Survey of purposively selected cluster of Dattatraya Square area was conducted on 157 households. Among five clusters Dattatrya Square was purposely selected for the study. Actual spending and length of stay of foreign tourists have been increasing in Nepal. Altogether from socio economic perspective 13 programs are recommended from the study to the local government of Bhaktapur Dattatrya. It needs around 265 lakhs and timeline is not more than one year. Five times of these 13 projects and 265 lakhs can double the visitors in coming years.

Keywords: Bhaktapur, Sustainable, Tourism

Background

This is an era of sustainable development. Tourism is itself a sustainable tourism in this age of sustainable development. As one of the world's largest economic sectors, travel and tourism creates jobs, drives exports, and generates prosperity across the world. So it continues to make a real difference to the lives of millions of people by driving growth, reducing poverty and fostering development. According to the World Travel & Tourism Council's (WTTC) annual research in 2018, travel and tourism is one of the world's booming industries, generating approximately US\$

8.8 trillion annually and contributing 319 million jobs to the world economy. Similarly, over 600 million international tourists visit different parts of the world every year (Mahatara, 2019). Only tourism can transform the nation because other sector of economy requires extensive capital and skillful human resource. Nepal cannot compete with India in Agricultural Production and with China in other industrial productions (Badal & Kharel, 2019).

Sustainability is a never ending journey, as technical and managerial innovations along with changes in consumer behavior will always create opportunities to improve performance (Agyeiwaah, McKercher, & Suntikul, 2017). Bigger is not better, especially as far as sustainable tourism practice is concerned. The path to a more sustainable tourism sector is a journey that consists of many small steps, where progress is made incrementally. There are more than 500 indicators for sustainable tourism development and are almost impossible to manage but, Agyeiwaah, McKercher, and Suntikul (2017) have summarized entire indicators as following.

The indicators can be categorized as social, economic, environmental, and cultural four dimensions. **The economic indicators** of sustainable tourism consist of employment and business viability through number, types, duration of Jobs, gender equity, expenditure, arrivals, profitability and satisfaction. **The social indicators** of sustainable tourism consist of quality of life through resident empowerment, congestion and crowding, community attitude, access to amenities, and changes to crime rates. Environmental indicators consist on water quality and management, solid waste management, and energy conservation by volume and changes in volume, water treatment, recycling, reduction in energy usage. Similarly, cultural indicators maintenance of integrity of local communities through retention of local cultures and traditions, maintenance of cultural sites, authentic representation of local cultures.

So on the base of above mentioned dimensions, key indicators and possible measures, the study has been conducted on Bhaktapur. Sustainable tourism development means applying the concept of sustainability in the field of tourism, it is an idea economically viable, ecologically sustainable as well as socially equitable. Despite of its noticeable and inevitable value, there is no exact methodology for sustainability measurement, so the way out is detected in indicators assessment. With regards to application of sustainable tourism development indicators, various problems occur towards numerous criterions (Dimoska & Petrevska, 2012). So the indicators were finalized only in 2017 has been published as the summary of the indicators as above.

Sustainable Tourism is a response to felt needs and acquired values within temporal, spatial, social and economic parameters. Once needs and/or values have been activated and applied to a holiday scenario, the generated motivation constitutes a major parameter in expectation formation. Expectations, in turn, determine performance perceptions of products and services as well as

perceptions of experiences. Motivation thus impacts on satisfaction formation (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013). Data show that tourism industry contributes 3.5 per cent to the country's gross domestic product (GDP) in 2016. According to its annual Economic Impact Research report for 2017, tourism accounts for 7.5 percent of Nepal's GDP and is forecast to rise 4.3 percent annually to Rs287.6 billion, or 8.3 percent of the GDP in 2027. Many scholars agree that tourism is a pollution free smokeless industry which plays significant role for the socio-cultural, economic, environmental, educational and political development of the nation and community or individual. It has been identified as an important source of foreign exchange earnings as an industry creating employment opportunities and generating economic growth of the country, at the same time tourism is initiating to protect the cultural and natural heritage of the country. Tourism is only means to meet nature and culture in a place.

Tourism plays an important role in sustainable development promoting, good environment and ecology. Bhaktapur Dattatraya Areas include not only the important monuments, but also the surroundings, courtyards and squares, lanes streets and its skyline town scape as well. It is an old trade route between India and Tibet. Because of Bhaktapur's unrivaled cultural heritage blended with serenity in spirit nature a visit to this city is a lifetime experience for anyone. It is a "Living Heritage" or a "Living Museum" displaying the vibrant depth of Newari historical culture. The city is rich in architectural heritages, that everyday traditional life spills out onto the street in public display. So in all, a quiet stroll down the city's tranquil lanes not only allows one to explore a unique facet of human civilization, but it assures the visitor of the possibility of a study of traditional urban life (Prajapati, 2016).

Dattatrya chock is Bhaktapur's Hindu monasteries, called Maths, as well as temples and museums. The three-story pagoda-style Dattatreya Temple, with statues of the Hindu trinity, was built by King Yaksha Malla in 1428. It is said that the temple was constructed from a single piece of Wood from one single tree. At the entrance are two large sculptures of the Jaiput wrestlers, Jaimala and Pata (as in the Nyatapola Temple), a "Chakra", and a gilded metal statue of Garuda, a bird-like divinity. Around the temple are wood carved panels with erotic decorations. During the Mohani (Dashain) festival, in the Wane Layaku complex, which lies just southwest of the Dattatreya Temple, a rare Ghau-batacha (water clock) is displayed. The Pujari Math, which houses the Woodcarving Museum and dates back to the early 15th century, is adorned with the intricately carved Peacock Window. The Chikanpha Math, across the street, houses the Brass and Bronze Museum, with its collection of ancient Malla housewares and ritual metal ware. The 16th century Pujari Math is one of the seven Math surrounding Dattatraya temple built by king Yaksha Malla and is situated to the right of the Dattatraya Temple. Presently Pujari Math is converted into wood and crafts museum.

Shoring work was done immediately after Earthquake to prevent further damage. The structure was primarily damaged in the side of the famous *Mayur Jhyal* Peacock window and the restoration work is completed. In Dattatreya Square, lies a Pottery Square, where potters work and display their handicrafts (MoTCV, 2019). From these statements it is proved that there are many cultural opportunities to capitalize in tourism development (Prajapati, 2016).

Objectives

To explore the Economic dimension of Bhaktapur Sustainable Tourism Development through Employment that focuses Number, type and duration of jobs, Gender equity, Business viability, Expenditure, Arrivals, Profitability, and Satisfaction, etc.

To analyze the Social dimension of Bhaktapur Sustainable Tourism Development through Quality of Life that focuses Resident Empowerment, Congestion and crowding, Community attitudes to tourism, Access to amenities, and Changes in crime rate

Methodology

Methodologically, the knowledge and information of this study are acquired through both secondary and primary information. The secondary information is acquired through the review of published and unpublished literatures. The primary information is based on multiple sources of societal learning like field visits in course of doing researches, observation of various sites, General Household Questionnaire Survey, focus on group discussions, interactive seminars and a number of interactions and interviews with the experts of tourism sector in Bhaktapur. General Household Questionnaire Survey of purposively selected cluster of Dattatraya Square area was conducted on 157 households. Among five clusters Dattatrya Square was purposely selected for the study.

Review

Bhaktapur

Bhaktapur is known as *Khwopa* in local Newari tongue. The cultural capital of Nepal, Bhaktapur's history goes back to the early 8th century and it used to be the capital city of whole Nepal till the 12th to the 15th century. Until the early 18th century, the ancestors protected the city as a sovereign country surrounding it with boundary walls and a number of city gates. Shaped like a flying pigeon, the city spreads over an area of 6.88 sq. km. and lies at 1401 meters above the sea level. Bhaktapur gives shelter to almost 100 thousand people, most of whom are peasants. Businessmen, handicraft producers and public employees are among the others. *Juju Dhau* (Yoghurt), *Bhadgaule Topi* (Black Cap), *Haku Patasi* (black saree with red border), Pottery and handicrafts are the identifiers of the city and are well known for their uniqueness. Majority of the inhabitants are either

Hindus or Buddhists. It is religious harmony that unites the people in the city. Every festival and cultural activity, irrespective of its religion, is observed with full and equal enthusiasm (Bhaktapur Municipality, 2020).

A blend of northern art and southern mythological philosophy, the aged arts, architecture and culture is the heritage of Bhaktapur that it inherits from the earlier generations. The Pagoda and Shikhar style temples, *Vihars* and *Bahis*, (traditional Buddhist monasteries), *Lonha Hiti* (stone spouts), ponds, *Pati, math* and *sattal* (public shelters), *stupas*, city gates, terracotta temples, *Dyochhens* (residence of Hindu Deities), *Jarahns* (traditional water tanks), palaces, artistic private houses and other cultural and historical heritages are the major monuments of the ancient city (Bhaktapur Municipality, 2020). The Municipality has divided the municipality in Durbar Square, Taumadhi Square, Dattatraya Square, Pottery Square and around Bhaktapur in five clusters in their official website as below:

Durbar Square Cluster:

Bhaktapur Durbar Square, the main square of the city, is a conglomeration of stone art, metal art, wood carving, and terracotta art and architectural showpieces. The Golden Gate, statue of King Bhupatindra Malla perching on the top of stone monoliths, National Art Gallery, the palace of 55 windows, the Vatsala Temple, the big bell, the bell of barking dogs, and Pashupatinath Temple (Yachheswor Mahadev Temple) with erotic wood carvings, stone temple of Siddhilaxmi, octagonal structure “Chyasinmandap”, Phasi Dega (Silumahadev Temple), golden spout, stone spout, Taleju complex, Pahanchhen, replica of Chardham (Jag Nath, Badri Nath, Rameshwor and Kedarnath Temples, four pilgrimage sites of Hindu) and many master pieces of stone sculpture are the main attraction of the square (Bhaktapur Municipality, 2020).

Taumadhi Square Cluster:

Taumadhi is the next important square of the city where the best example of engineering and architecture of multi roofed temples and rectangular temples can be observed. Best craftsmanship of stone sculptures, stone spouts, traditional water tank and wood carving are proudly exhibiting their glorious history. The Nyatapola Temple, Bhairabnath Temple, Tilmadhav Narayan Temple and Stone sculpture of earthquake protector are the major monuments of the Square (Bhaktapur Municipality, 2020).

Dattatraya Square Cluster:

It is the oldest part of the city which is also an open museum, especially for wood carving. Dattatraya, the oldest temple of the city, Bhimsen temple, water spouts, peacock window and other various size and shaped windows and Maths are the major art and architecture of this site. Brass and Bronze,

and wood carving museum also can be observed in the square.

Pottery Square Cluster:

Pottery is known as one of the world's old professions. In Bhaktapur many potters can still be seen working with their traditional wooden wheels for giving various shape and size to clay. Talako (middle-south of the city) and Suryamadhi (east of the city) are two particular localities of Bhaktapur where earthen pots are made are known as pottery squares. One of them lies five minutes south west of Taumadhi Square and another lies east from Dattatray Square.

Around Bhaktapur Cluster:

Bhaktapur is also surrounded by very exciting places. Walking or driving around the city, you will experience amazing natural beauty, glorious historical monuments, indigenous life style and panoramic views of high Himalayas. Changu Narayan, Nagarkot, Suryabinayak, Thimi, Nagadesh and Bode are ideal places to visit around the city in its outskirts circle (Bhaktapur Municipality, 2020). Thus to find out the status of sustainability of local tourism of Bhaktapur Municipality the study has selected Dattatraya Square due to its balanced socio cultural and historical values purposively. Till the date study conducted in Bhaktapur tourism has not measured its sustainability. Thus to test the status of sustainability of Bhaktapur tourism the study is designed with great significance.

Economic Dimensions of Sustainable Tourism

According to the WTTC, the share of the travel and tourism sector in India's GDP is about 10 per cent. It is about 5 per cent in Nepal. Spain maintains first place globally in the global travel and tourism competitiveness index. The 2017 report covers 136 economies, of which China ranks 15th, India 40th and Nepal 103rd in global rankings (Mahatara, 2019).

The 41.7% of tourists are within the age range of 21-30 years including 57% female and 45% first degree holders who spend less than US\$1000. Most of the businesses existed there for around 20 to 30 years giving employment for average 1-5 persons. The tourism potential has been quantified as 0.80 considering the physical, social and environmental aspects of the place (Neupane, KC, & Pant, 2013). They have also identified that the areas of strength are an exceptionally rich cultural, historical and religious heritage, favorable geographical location, positive image of local Newari food products and friendly people. The areas of weaknesses are lack of tourism infrastructures and services, lack of tourist information and weak management of tourist area. To utilize the tourism potential of Bhaktapur to the fullest for the economic upliftment of its inhabitants, promotional activities such as tourism fairs and festivals, cultural dances and events should be conducted at regular intervals and security services like tourist police service should be established.

The report - Economic Impact Research report for 2017- said that the direct contribution of travel and tourism to the GDP in 2016 was Rs. 85.2 billion, or 3.6 percent. This is forecast to rise by 6.8 percent to Rs91 billion in 2017. Nepal is ranked 37th in terms of travel and tourism direct contribution to GDP among 185 countries surveyed. Tourism is the main important source of income for any heritage site (Kunwar & Chand, 2017). Bhaktapur depends on tourism for about 60% of its revenues. According to the Tourist Information Centre of Bhaktapur Municipality, Bhaktapur received a total of 301,012 tourists in the year 2071 with maximum tourists from China and India followed by tourists from France, America, Germany, Spain and many other tourists arriving from different parts of the world. The main objectives of promotion of tourism are to increase the foreign exchange, correction of deterioration balance of payments, generation of employment and rising national income. It is related on to be important factors for the performance of hotel industries, quality hotels, restaurants, curio shops and so forth. Capitalization of socio cultural assets is tourism. Most of the temples of Bhaktapur are pagoda- Nepali style. They had terracotta-tiled roofs supported by intricately carved wooden struts or columns, wooden windows and doors, gilded roofs and pinnacles, open brick paved spaces around, and above all, an image of the deity presiding over the edifice. Still while temples shared similar attributes, each was unique. And each reflected a different component of the religious belief, social outlook and the economic status of the rich culture and long artistic tradition of the indigenous Newars should be capitalized for economic development.

Suryamadhi, to the east of Dattatraya square is one of the prominent place for pottery arts. Many potters can be seen working on their traditional wooden wheels and thousands of finished (fire burn) and semi-finished clay products lie about in beautiful rows under the sun. Potters and their families can be observed busy in preparing the lumps of black clay for the final shaping, mending some of the raw clay products or adding finer craftsmanship onto the half done articles. Visitors will find here potters giving shape and size to lumps of black clay. The second pottery square is located the east of the Dattatraya square. It is called Suryamadhi or Mathiko pottery square. The Gallery is worth visiting for its exclusive collection of Buddhist Paubha (Thankas) paintings; palm leaf manuscripts as well as metal and stone statues.

In order to promote the country's tourism industry, the government has announced the 'Visit Nepal 2020' campaign with the aim of bringing in two million tourists by 2020. In recent years, the country's tourism industry has witnessed positive signals along with the increase in the inflow of foreign tourists after being badly hit by the devastating earthquake of 2015. According to the Economic Survey of 2018/19, the number of tourist arrivals in 2018, not counting Indian tourists who arrived by land, was 1,173,072, which is 25 per cent more than in 2017 (Mahatara, 2019).

Economically, it helps to improve the economic condition of the local people in community directly and indirectly by providing the foreign exchange income generation, creating employment. Tourism is the labor intensive industry, which brings the economic improvement of the local people in community giving the employment related tourism directly and indirectly. Also, Tourism encourages conservation measures and awareness of sanitation to the people. Curio shop and Hotel industry has become the most potential industry in the area. There is increasing investment in the hotel and curio shop sector. Construction of new building, curio shop and hotels have been providing job to local people. Some boys have taken up the jobs like guides, porters and *Thanka* painters. It is found that tourism is beneficial to the local people. They have benefited from the opportunities availed by tourism. Bhaktapur Municipality had collected NPRs 172.915 million from tourists in revenue in 2013 (Kunwar & Chand, 2017).

While analyzing the total number of tourist arrivals by country, the top five tourist generating countries are India, China, USA, UK and Sri Lanka respectively, making up nearly half of all tourist arrivals. The tourism industry raked in foreign currency equivalent to Rs 76.09 billion in 2017/18. Of the total number of tourists visiting Nepal in 2018 by purpose, more than a two-thirds of them arrived for vacation, entertainment or travel. Of which, entertainment made up 60 percent, mountaineering/trekking 16 percent, religious tours 14.4 percent and others 9.6 percent (Mahatara, 2019).

Table 1 Economic Activities at Bhaktapur Dattatraya

SN	Economic Activities	Plots	Male	Female	Avg.	Total
1	Pottery Shops	8	4	1	5	40
2	Handicrafts shops	9	3	1	4	36
3	Restaurants	10	5	1	6	60
4	Hotels	1	8	2	10	10
5	Wood / Crafts' shops	19	4	1	5	95
6	Curio Shops	15	2	1	3	45
7	Paubha (Thankas) Shops	8	4	1	5	40
8	Metal Statues workshops	6	4	1	5	30
9	Wooden Statues Shops	10	4	1	5	50
10	Stone's Statue Shops	2	4	2	6	12
11	Art Galleries	3	4	1	5	15
12	Palm leaf manuscript shop	1	3	0	3	3
13	Groceries	14	2	1	3	42

14	Ready-made shops	22	2	1	3	66
15	Small teashops	4	2	2	4	16
16	Workshops	3	3	0	3	9
17	Hardware/Computer/ Mobile	17	3	0	3	51
18	Others	5	0	1	1	5
	Total	157	80%	20%		425

(Study, 2019)

In addition to foreign tourists, there is an increasing trend of internal tourists visiting different parts of Nepal. Given the growing commotion of people, lured by the natural, cultural, historical, and ethnic diversity, Nepal is capable of transforming the overall socio-economic status of the country. Some of the major tourism activities in Nepal are mountain climbing, trekking, paragliding, rafting, bungee jumping, mountain flight, rock climbing, mountain biking, jungle safari, rock climbing, bird watching and sightseeing. Hence, use of local products and skills play a pivotal role in promoting tourism that can lead to economic prosperity of the country (Mahatara, 2019).

This study reveals that 60% of the entrepreneurs were engaged in the handicraft business, 30% of them in clothes and other 10% were involved in the Hotel and Restaurant. It also shows that 50% of entrepreneurs have heard about the tourism year 2020 where 50% were still unknown about the tourism year. 59.09% Entrepreneurs reveals that the level of competition is extremely high (Magar, 2019). Tourism sector of Nepal is managed with partnership of Government, private sector, households, professionals and NGOs. Tourism industries play pivotal roles in tourist service, service management, increasing revenue. All total 1101 (star and tourist standard hotels) are operated in 2017, with bed capacity 39833 per day. Travel agency, tour guide, tour operators, rafting agencies, trekking agencies and guides all are in increasing number of trend. In 2017 the number of registered Travel agencies reached up to 3824 and Trekking agencies are 2637 (MoCTCA, 2018). Nepal holds great potential for tourism development, which can stimulate economic growth and development. For Nepal, tourism is the main instrument for regional development with positive economic impact on the income, employment and production. In recent years, there has been exponential growth in the number of travel agencies, tour guides, tour operators, rafting agencies and trekking agencies. In 2018, the number of registered travel agencies reached up to 3,508 and trekking agencies 2,649. However, tourism may also have a negative impact on the environment. For sustainable tourism development, there should be optimum utilization of natural resources and minimization of ecological, cultural and social impacts. Additionally, there is a need for conducive policies and strategies by the government that will help improve the livelihood of the local communities through

balanced and sectoral tourism development.

Employment

Better employment in tourism increases the output of tourism business. In Nepal the male to female ratio is 100:125 in the working age population, it is 100:59 among the employed. Less than 1 in 7 managers in the country are women. Among those who are employed, median monthly earning of females is two third of the earnings of males (NPC, 2018). If the male female ratio is balanced closed to the 50 % in tourism sector it increases the profitability. The report further claims working age population (15 + years) had a share of 71.5 percent (20.7 million) of the total population of which 55.6 percent were females. There were approximately 20.7 million people of the working age and approximately 7.1 million were employed while 908 thousand were unemployed. This translated into unemployment rate of 11.4 percent. Females reported a higher unemployment rate of 13.1 percent, which is 2.8 percentage points higher compared to males. There are huge disparities in other labour market indicators between females and males, in that female employment-to-population (EPR) is 22.9 percent, which is 25.4 percentage points lower than male EPR. The female labour force participation rate (LFPR) was 26.3 percent compared to the male LFPR (53.8 percent). The government has formulated policies and allocated a budget of Rs 2.68 billion for FY 2019/20 to support the tourism sector in developing infrastructure and encouraging environment -friendly tourism activities. Additionally, the government has allocated Rs 15.85 billion to the aviation sector for the development of domestic and international tourism sector (Mahatara, 2019).

Employment is only possible with systematic tourism management in the city. The local policy makers must read this plan, implement it and expand it for further tourism development of the Corridor. Employments can be generated by starting a training school of local hospitality business, tours or trekking guides, foreign language, *Thanka* Paintings, pottery, woodcrafts and like such many more classes. The trainee after the training invite tourists themselves and get self employed by being local guide, hoteliers, entrepreneurs, etc. It is remarkable that some of these activities are already carried on and going smoothly so some of getting employments. Curio shop and hotel industry have become the most potential industry in the area is increasing investment in the sector. Construction of new building, curio shop and hotels have been providing job to local people. Some have taken up the jobs like guides, porters and *Thanka* painters. It is found that tourism is beneficial to the local people in generating employment. From the gender perspective only 20 % female workforce are assigned and recommended to increase. About a quarter (24%) of the employees were seasonal. 80% were male and about one-third (32%) had secondary job as well. Furthermore, about two-third (68%) employees were of age between 20 to 40 years, half of the employees had completed intermediate level of education and 19% were high skilled employees. Proportion of

employees varied across ethnicity. While more than half (58%) employees were *Janjati* and one-third (33%) employees were Brahmin, the proportion of Dalit and Terai-Madhesi groups were 5% and 3% respectively (MoCT&CA, 2016). However, only gender inclusion should must be developed in Bhaktapur Dattatraya.

Number, type and duration of job

The study found 157 houses/ business premises around the Dattatraya area. There are 425 people are involved in regular types of employment in average. According to the nature of the job there are 425 people are directly employed many others are indirectly employed or partly. The part-time workers and nonskilled workers have many changeability rate however the skilled workforce in Dattatraya area are found high degree of consistency in job. Therefore, entire semi-skilled and non-skilled workers of the industry should be trained and motivated with special job opportunity and promotion socially and economically. In 2016, the industry directly supported 427,000 jobs, or 2.9 percent of the total employment. This is expected to rise by 2.9 percent per annum to 604,000 jobs in 2027.

Gender Equity

Employment of women is low compared to men, both in accommodation establishments and restaurants. The jobs performed by females are also limited to certain categories. Thus imparting technical skills to women of Bhaktapur can increase the rate of their employment (Shahi, 2012) From the survey it is found that only 20% workforce is female. For the sustainable tourism development equal gender participation is necessary. The policy makers must be serious to increase the women's participation in sustainable tourism development around the area. Industry must be gender friendly. The essence of womanhood is special quality in hospitality industry. From the gender perspective only 20 % female workforce are assigned and recommended to increase. There is no major change in sex and age group of tourist arrivals. By sex male (54%) and about two third arrivals were of age category 16-45 (74%) in year 2017. Only 80:20 male female employment ratio is disappointing. The governments must take initiations as soon as possible to generate equitable justice in employment opportunities to women.

Business Viability

Tourism is an important source for employment in Bhaktapur Areas. It was observed that tourism (mainly guide, handicraft. sales person, woodcarving etc.) has created employment opportunity to locals. The revenues collected from tourism in Bhaktapur have helped to open and sustain six colleges in Bhaktapur. Four of these colleges include, Khwopa Engineering College, Khwopa College of Engineering, Khwopa Polytechnic Institute and Khwopa College (Kunwar & Chand, 2017). Through the use of local food, the agriculture sector can grow to the extent of creating

jobs and contributing in the rise of total revenue (Shahi, 2012). Majority of the accommodation establishments (69%) in Bhaktapur are small, having less than 15 rooms. There exists a positive relationship between bigger establishments and long years of establishment.

Only tourism industry is most profitable and viable business in the study area. It must be preserved as a mega cultural museum and entire residents should be involved as the member of the big museum. The entire business inside the Bhaktapur should be guided and trained by the philosophy of tourism and hospitality. Even workshops, computer mobile shops groceries dispensaries clinics and others should be trained with the tourism principles. Majority of respondents were involved in Business 26.7 percent, 10 percent Tourist guides, 10 percent agriculture, 16.7 percent students, 6 percent craftsmen and 10 percent people followed shop owner as occupation. The businessmen who have shops of various items totally depend on tourism. Youngsters and school going children are also engaged in tourism as a tourist guide and craftsmen. Local people get different benefits from tourism. 40 percent have a benefit in income increase, 33.4 percent have a benefit of job opportunity, 13.3 percent get more education by the help of tourists and 13.3 percent have a benefit in awareness.

Expenditure

Major attractions of Bhaktapur famous among tourists include Taumadhi Square, Durbar Square, Pottery Square, and Dattatreya Square. Besides, there are various other places which, if promoted, can become famous among tourists (Shahi, 2012). Normally in average a tourist spends 55 US dollar per day and in average spends a day in Bhaktapur. While the average per day spending of a foreign tourist in Nepal was \$54 in 2017, it came down to \$44 per day in 2018, states the Nepal Tourism Statistics 2018. In 2018, contribution of travel and tourism to GDP (% of GDP) for Nepal was 7.9 %. Three-year development plan (2017-2018) aimed to increase the length of stay to 14 days by 2017. It was ranging from 8 to 13.5 days in the past. The analysis of length of stay of 400,000 tourists estimated it as 12.6 days in the year 2017. Historical data shows More than 50 percent of the tourist arrived with purpose of holiday celebration and pleasure. Year 2017 shows higher proportion (70 %) visited Nepal for holiday and pleasure followed by pilgrimage (15%), adventure (8%) and other purpose (7%). Revenue from tourism sector is observed from foreign currency exchange made by tourists and tourism industries as proxy of income. All domestic contribution is not captured. Nepal Rastra Bank report shows total foreign currency exchange (less return) for 2016/017 stood at Nrs. 58,526,918 thousand, (Around 551,000 thousand US\$). This is almost 40% higher than previous year 2015/016. This increase in currency income due to increase in tourist arrival brings per tourist per day expenditure at 54 USD (MoCTCA, 2018).

Tourist Arrival

Out of total tourist arrivals, five countries occupy almost 50 percent. The proportion of tourists from these countries are; India (16.57%), China (13.1%), USA (7.83%), Srilanka (5.94%) and United Kingdom (5.41%) respectively. Similar seasonality exists in tourist arrivals as in previous year. The highest number of arrival is observed in November followed by March. There is no major change in sex and age group of tourist arrivals. By sex male (53.3%) and about highest percentage of arrivals were of age category 31-45 (30.7%) in year 2018 (MoCTCA, 2018). Three-year development plan (2016-2018) aimed to increase the length of stay to 14 days by 2018. It was ranging from 8 to 13.5 days in the past. The analysis of length of stay of 6,53,605 tourists estimated it as 12.4 days in the year 2018. Nepal is famous destination for pilgrimage due to its prominent, glorious and pridedful historical and sacred places. Lumbini, being birth place of Lord Buddha and Pashupatinath, a center of faith for Hinduism is major among many important places. Lumbini is found as most visited pilgrimage by foreigners. It was visited by 1,517,134 persons out of them 76.2% were Nepalese while 12.7% Indians and 11.2 % from other countries. Similarly, the 163,311 visitors form third country visited the Pashupatinath. The number of tourists coming to observe the historic heritages within the municipality has increased by 34,834 in 2075 BS as compared to the previous year. 253,863 tourists including 115,906 from SAARC countries and China, and 137,957 tourists from other countries visited the ancient town in 2075 BS, the municipality's Tourism Information Centre stated. In average a tourist allocates a day in Bhaktapur.

Profitability

Revenue from tourism sector is observed from foreign currency exchange made by tourists and tourism industries as proxy of income. All domestic contribution is not captured. Nepal Rastra Bank report shows total foreign currency exchange (less return) for 2018 stood at Nrs. 69,750,584 thousand, (Around 617,263 thousand US\$). This is almost 17% higher than previous year 2017 in USD. There is less increase in currency compare to tourist arrivals results decreased in per tourist per day expenditure at 44 USD which is 18% less than last year (MoCTCA, 2018). The average number of days spent by tourists is very low. This can be extended by introducing new activities such as village walk, bird watching, camping etc. In 2075 BS, the municipality collected revenue Rs 264 million 888 thousand 500 in terms of tourist entry fees, including Rs 57 million 953 thousand from visitors from SAARC countries and China and Rs 206 million 935 thousand 500 from tourists of other countries. The municipality charges Rs 500 per person to tourists from SAARC countries and China, and Rs 1,500 per person to visitors from other countries as tourism fee. Drop in both spending and length of stay of foreigners in Nepal in spite of increasing number of tourists has worried tourism stakeholders lately. They have said that availability of diversified tourism products across the country is crucial for not only increasing the number of foreign tourists in Nepal, but also their length of stay and spending here. In 2075 BS, the municipality collected Rs

264.88 million in terms of tourist entry fees, including Rs 57.95 million from visitors from SAARC countries and China and Rs 206.94 million tourists of other countries (MoCTCA, 2018).

Satisfaction

Tourists' satisfaction with a destination as the degree to which a tourist's assessment of the attributes of that destination exceeds his or her expectations for those attributes. It is generally recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it. It includes some notes in terms of travel that this post-purchase construct is primarily a function of pre-travel expectations and travel experiences. Tourist satisfaction as the results of the comparison between "a tourist's experience at the destination visited and the expectations about the destination" (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013). Although the definition is slightly different, but the attractiveness of a destination reflects the feelings, beliefs and opinions that an individual has about the destination's perceived ability to satisfy the special vacation needs of that person. Satisfaction as a post-purchase attitude. The notion that customer satisfaction involves cognitive and affective aspects in pre-purchase, purchase, and post-purchase phases of buying goods and/or receiving services. There is agreement that satisfaction is a judgment a customer makes following a service encounter in which goods and/or services are exchanged. This evaluation of satisfaction is highly heterogeneous. It differs from customer to customer, encounter to encounter, and firm to firm, supporting the need for new insights in customer satisfaction between and across industries. Satisfaction is a process spanning the consumption period and that research of the post-purchase phase is critical to new knowledge development (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013).

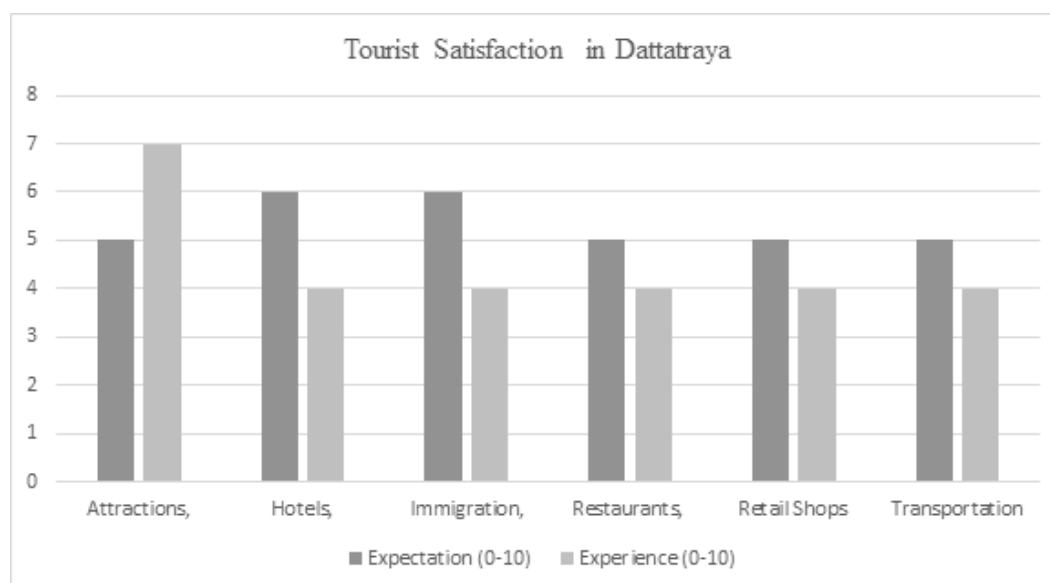
The Polytechnic University Tourist Satisfaction Index (PUTSI) is the world's first attempt to comprehensively and continuously monitor tourist satisfaction developed by the Hong Kong Polytechnic University, and the purpose was to assess Hong Kong's competitiveness as an international tourism destination. It provides an indication of the different tourism sectors' performance from the demand-side viewed from a tourist's perspective.

The TSI model was applied to six tourism-related service sectors in Hong Kong – attractions, hotels, immigration, restaurants, retail shops and transportation – for each of the city's seven source markets. TSIs at the sectoral level are directly comparable because each sector is measured by the same set of dimensions and indicators. The TSIs for the six service sectors are derived first and obtained from the sectoral-level model. Then, the overall TSI is calculated based on the sectoral-level indices. A weighting scheme for estimating the overall TSI is determined by a second-order confirmatory measurement model. The study is based on the field observation and survey.

Table 2 Tourists' Satisfaction Index of Bhaktapur Dattatrya

SN	Satisfaction Indicators	Ideal (10)	Expectation (0-10)	Experience (0-10)	Gap	Percentage
1	Attractions,	10	5	7	-2	140%
2	Hotels,	10	6	4	2	67%
3	Immigration,	10	6	4	2	67%
4	Restaurants,	10	5	4	1	80%
5	Retail Shops	10	5	4	1	80%
6	Transportation	10	5	4	1	80%
	Total	60	32	27	5	513/6
	Percentage	100%	53 %	47%	6%	85.5%

(Study, 2019)



(Study, 2019)

The study shows the 85.5% of tourists are satisfied it is due to the strong values of attraction of cultural heritage of Bhaktapur which is beyond the expectations. The area has to work out to increase the qualities and services on attractions, hotels, immigration, restaurants, retail shops and transportation of Bhaktapur close to the expectations. There are big gaps in hotel and hospitality services.

On the survey, out of the total tourists 32% were found to be drawn in by the World Heritage Sites, 30% by the local culture and traditions, 29% by the local people and their lifestyle and the rest 7% travelled for other purposes (Kunwar & Chand, 2017). The tourism industry raked in foreign

currency equivalent to Rs 76.09 billion in 2017/18. Of the total number of tourists visiting Nepal in 2018 by purpose, more than a two-thirds of them arrived for vacation, entertainment or travel. Of which, entertainment made up 60 per cent, mountaineering/trekking 16 per cent, religious tours 14.4 per cent and others 9.6 per cent. According to Lonely Planet, Kathmandu is the 5th top travel destination while tripadvisor.com has ranked Kathmandu at 19th out of 25 best tourism destinations in the world for the year 2019. These facts reveal that there are many places like Kathmandu that could fascinate tourists from around the world. According to the WTTC, the share of the travel and tourism sector in India's GDP is about 10 per cent. It is about 5 percent in Nepal. Spain maintains first place globally in the global travel and tourism competitiveness index. The 2017 report covers 136 economies, of which China ranks 15th, India 40th and Nepal 103rd in global rankings.

Social Dimension/ Quality of life

The dress pattern, food habit, education and others things related to human beings are becoming quality and standard. It means that, the low standard lifestyles of local people are strong and visible. Because of tourism the living standard of local people, curio shop, hotel owners are improving in the study area

The local people of the study area have good friendship with different countries people like American, Japanese, Germanys and British. Due to friendships, some local people have got a chance to visit Europe, America. The marriage is the main backbone of the social relations. International marriages and Inter-caste marriage are increasing. The nature of marriage ceremony has also changed. Tourism has encouraged the intergenerational conflict particularly among youths who have attained economic independence (Prajapati, 2016). There is an increasing trend towards individualism, self-determination and nuclear family. Tourism has direct impact on education and language. Tourism has contributed to raise the income that allows families to send their children to schools. People's value towards education is found changed people intend to send their children to schools. Quality of life of the people is satisfactory although it can be improved with increment of tourism related economic activities. According to the World Health Organization (WHO), quality of life is defined as "the individual's perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals."

Resident Empowerment

Economy plays vital role in every aspects of people's daily life. Nowadays, whose economic status is high (rich) his position in society is great and every person respected him but, whose economic status is low (poor) they are neglected by society. The economic condition of the locals directly affected the tourism activities and it can change their status. In capitalism economy is greater than others. If the government fails to empower residents, the success of tourism development

and sustainability cannot be guaranteed. Empowerment has received attention in many disciplines, including the education, psychology, and planning/development literature. Each has utilized the concept as a potential antidote to social injustice. without empowerment, sustainable tourism development by communities is difficult to attain (Boley & McGehee, 2014). Despite empowerment playing a crucial role in sustainable tourism development, there have yet to be scales developed to measure whether residents perceive themselves as being psychologically, socially, or politically empowered from tourism. To address this gap, the Resident Empowerment through Tourism Scale (RETS) was developed following Churchill's (1979) criteria for scale development.

Table 3 Resident Empowerment through Tourism Scales (RETS) of Bhaktapur Dattatraya

SN	Resident Empowerment through Tourism Scales (RETS)	Baseline Indicators of (RETS)	Ideal Rank	Experienced Rank
1	Psychological Empowerment in Tourism (Pride to be Nepali, with local government, Culture, Love to share values and offer the hospitality)	1. Nationality 2. Local Government 3. Culture 4. Values 5. Hospitality	10	7
2	Social Empowerment in Tourism	1. Connection 2. Community Essence 3. Involvement 4. Membership 5. Assimilation	10	6
3	Political Empowerment in Tourism	1. Inclusion/ Participation 2. Decision making 3. Planning Process 4. Good Governance 5. Democracy	10	5
	Total		30	18

(Study, 2019)

Therefore, the RETS index of Bhaktapur Dattatraya is 18 must work to increase the value up to 30 with different programs by the local government.

Psychological empowerment can be described as residents' pride and self-esteem being enhanced because they feel special and believe they have important skills and resources to share with visitors. Any scale generated to embody this understanding of psychological empowerment should specifically focus on residents' perceptions of how tourism development affects their sense of

pride, self-esteem, specialness, and uniqueness. The social empowerment through tourism can be described as residents' perceiving their community to be more cohesive, with an increased connection to the community, and an increased connection to fellow residents. Items generated to embody social empowerment should focus on residents' perceptions of how tourism affects their community's cohesion, as well as their perceptions of how tourism either brings their community together or alienates them. The political empowerment should focus on residents' perceptions of being included in the tourism planning process, having a political voice in tourism development decisions, and having outlets to share their concerns (Boley & McGehee, 2014).

Congestion and Crowding

Around 66.6 percent of the responded of Durbar Square areas think that tourism impacts on community is positive. That 50 percent local people get well-behaved by the tourists, 23.3 percent misbehaved by tourists and 26.7 percent people don't know either well behaved or misbehaved. the view of local people about impact of tourism. 66.6 percent think that tourism bring positive impact, 13.3 percent people's view is it create negative impact and rest 20 percent people think there is no impact from tourism. the tourists stay duration in Bhaktapur is for 1 day and 2 3 days in the study area (Prajapati, 2016). Crowding and perceived crowding is not a static concept because of many social psychological factors involved. Perceived crowding usually includes individual influences and environmental influences. The individual influences are composed of personal characteristics (age and education level) as well as personality traits (e.g., attitudes, preferences, motivations, experiences, and expectations), while the environmental influences are comprised of social environmental influences (e.g., features of others, similarity of tourists encountered, conduct of others, size and type of touring parties) along with physical environment influences (e.g., environmental conditions and visiting seasons). In the field of research concerning perceived crowding, most of the previous research concentrated on the relationships between acceptance, tolerance/preference and crowding concerning recreational settings in the US and Europe. The relationships between tourists' nationality, motivation and perceived crowding in a well-known tourist destinations (Jin, Hu, & Kavan, 2016).

Community Attitude to Tourism

Tourism has brought both positive and negative changes in the area. the relationship between culture/nationality and perceived crowding reveal that individuals with similar cultural or ethnic backgrounds tend to perceive the environment in similar patterns. For instance, Asians and Africans are more tolerable to noise and crowding than Europeans and Americans. Differences do exist in motivation and perceived crowding between national groups. As Chinese outbound tourism is developing quickly, it is of significant importance to understand the differences of motivation

and perceived crowding between Chinese tourists and tourists from other major markets such as Japan, America and Europe (Jin, Hu, & Kavan, 2016). Expectancy theory has also been adopted to explain the relationship between expectation/ motivation and crowding. People usually travel with particular expectations such as enjoying inner peace or socializing.

Access to Amenities

Tourism sector of Nepal is managed with partnership of Government, private sector, households, professionals and NGOs. Tourism industries play pivotal roles in tourist service, service management, increasing revenue. All total 1254 (star and tourist standard hotels) are operated in 2018, with bed capacity 40856 per day. Travel agency, tour guide, tour operators, rafting agencies, trekking agencies and guides all are in increasing trend. In 2018 the number of registered Travel agencies reached up to 3508 and Trekking agencies are 2649 (MoCTCA, 2018). There are sufficient Banks, ATM Machines, Money Exchange Units, Tourism police and Securities, Medical facilities are easily available in Bhaktapur. Hospitality and cleanliness are inevitable in tourism in Bhaktapur to the people who provide amenity services. The area is closest and easiest point of tourism development in Nepal after Kathmandu and Lalitpur. Within a square kilometer everything available.

Changes in Crime Rate

Tourist Police is a special unit of Nepal Police, which works under Department of Tourism. The main office is located at Tourist Service Center, Bhrikutimandap, Kathmandu, Bhaktapur and Nagarkot. There are also complaint counters at the Airport and Basantapur Durbar Square. The main function and responsibility of Tourist Police is to look after the welfare of tourist and to assure them a memorable stay in Nepal. They also advise and assist tourist in maintaining safety and security during traveling, trekking, rafting and hotel stay in any part of Nepal. In November 2018, police rescued at least 35 underaged girls from dance bars in Thamel, where they were working as dancers and waitresses. The girls, aged between 15 and 17, came from poor economic backgrounds in districts badly affected by the 2015 earthquake. Tourism must be a careful intervention. Although Bhaktapur has not any kind of record but must be able to handle it. Social awareness and social mobilization for tourism development can reduce like social issues and crimes.

Discussion and Results

To discuss the results of the study the following tables are drawn. The socio economic indicators of sustainable tourism development of the study area has been analyzed.

Table 4 Socio-Economic Indicators of Sustainable Tourism Development

SN	Socio - Economic Indicators of Sustainable Tourism Development	Status	Probability	Program Recommendations
1	Employment Number, Type and Duration of job	Satisfactory	Increasable	Tourism Job Development Program Bhaktapur Open Museum Program
2	Gender Equity	80:20 M/F	50:50	Women empowerment in tourism business
3	Business Viability	Satisfactory	Increasable	Tourism Sustainability program
4	Expenditure per day	54 USD	Increasable	25 \$ Dattatraya Show
5	Arrivals	2 million	Increasable	Route Expansion projects
6	Profitability	Satisfactory	Increasable	Tourism Investment Summit of Dattatrya Area
7	Satisfaction	Satisfactory	Increasable	Tourist's Satisfaction Survey to find out the measures of satisfaction increments
8	Quality of life	Satisfactory	Increasable	Social Mobilization
9	Resident empowerment	Not yet evaluated	Increasable	Social Mobilization
10	Congestion and Crowding	Increasing	Manageable	Destinations Linking projects
11	Community Attitude to tourism	Good	Increase	Community Hospitality Training
12	Access to Amenities	Good	Timely	Monitoring and Evaluation of Amenities
13	Changes in crime rate	Increasing	Manageable	Tourist Police Mobilization and patrolling

(Study, 2019)

Employment Number, Type and Duration of Jobs in the study area are of two types seasonal and

permanent as we can say short term and long term. The tourism industry has provided 2.9% jobs so its status is satisfactory but it is increasable by conducting Tourism Job Development Programs as Bhaktapur Open Museum Program like such. Similarly, Gender Equity is disappointing to 80:20 M/F. It must be around 50:50 by Women empowerment in tourism business programs.

Business Viability seems satisfactory but increasable by Tourism Sustainability programs. Expenditure per day of a tourist is 54 USD per day in Bhaktapur but a tourist hardly spends 2 hours in the area so may spends only 4.5 USD it should be enlarged or improved. The Arrivals of international tourism in Nepal is expected to 2 million the flow has to be driven to Dattatraya. through Route Expansion projects.

Table 5 [6 As] of Tourism in Bhaktapur (Elements and Indicators)

SN	Elements	Indicators
1	Attractions	No of Heritages, Festivals, Ethnicity, Jatras
2	Accommodation	Hotels, Lodges, Homestays
3	Amenities	Banks, Money Changers, Medicals
4	Accessibility	Airport Kathmandu, 14 Km Drive
5	Activities	Pottery, Painting, Carving, Participating, role plays in Festivals
6	Accountability	Specified Effective Roles and Functions of GOs and NGOs

(Study, 2019)

While developing the tourism master plan it is necessary to analyze the basic elements (6As of Tourism).

Table 6 Indicators of Sustainable Tourism, programs and cost in Bhaktapur Dattatraya

SN	Socio-Economic Indicators of Sustainable Tourism Development	Programs Recommended for the first year of Implementation	Cost in 100,000	Implementing / Cooperating Agency
1	Employment Number, Type and Duration of job 2.9% -16 people To make 10% - 160	Tourism Job Development Program through Bhaktapur Open Museum Program	50	F e d e r a l / provincial/ local Governments And Local NGOs
2	Gender Equity 80:20 – 50:50	Women empowerment in tourism business	5	Local Government Local NGOs
3	Business Viability Security	Tourism Sustainability program	5	Provincial Govt Local NGOs

4	Expenditure per day 54 USD	25 \$ Dattatraya Show	20	PPP Model
5	Arrivals 253,863 people 2 hrs.	Route Expansion projects One night stay at Dattatraya	70	Governments / Private sector / Local NGOs
6	Profitability increasing	Tourism Investment Summit of Dattatrya Area	5	L o c a l Government/ Private Sector
7	Satisfaction 85.5 %	Tourist's Satisfaction Survey to find out the measures of satisfaction increments	5	Local Government / Local NGOs
8	Quality of life	Social Mobilization	10	Local Government / Local NGOs
9	Resident empowerment 18 points in 30	Social Mobilization	10	Local Government / Local NGOs
10	Congestion and Crowding 33.33%	Destinations Linking projects	20	Local Government / Local NGOs
11	Community Attitude to tourism 33.33%	Community Hospitality Training	50	F e d e r a l Government
12	Access to Amenities Easy	Monitoring and Evaluation of Amenities	10	Local Government / Local NGOs
13	Changes in crime rate Negligible	Tourist Police Mobilization and patrolling	5	Local Government / Local NGOs
	Total		265	

(Study, 2019)

The total cost of socio economic development of the area through tourism is 265 lakhs should be imposed through the council meeting of Bhaktapur municipality.

Table 7 The Action Plan for the socio economic aspect is proposed as hereunder:

SN	Activity	Implementing Agency	Cooperating Agency	Place	Time	Estimate	Remarks
Social : Employment							

1	Number, Type and Duration of Jobs	Local NGOs Women and Children Development Centre	Governments	center	3 Months	50	Training
2	Gender Equity	Local NGOs Eepha Nepla	Governments	Center	3 Months	5	Training
Social : Business Viability							
3	Expenditure	Association of Tourism Entrepreneurs	Governments	Center	3 Months		Training
4	Arrivals	Association of Tourism Entrepreneurs	Governments	Center	3 Months		Training
5	Profitability	Association of Tourism Entrepreneurs	Governments	Center	3 Months		Training
6	Satisfaction	Local NGOs Chhatrapal Youth Social Service Family	Governments	Center	3 Months	5	Training
7	Resident Empowerment	Local NGOs Underprivileged Children's Educational Programs Nepal	Governments	Center	3 Months	7	Training
8	Congestion and Crowding	Local NGOs Community Action Centre Nepal Aadhar Nepal	Governments	Center	3 Months	5	Training
9	Community Attitude to Tourism	Local NGOs- Community Development Centre	Governments	Center	3 Months	20	Training

10	Access to Amenities	Local NGOs Society for Youth Activity	Governments	Center	3 Months	10	Training
11	Changes in Crime Rate	Local NGOs Social Rights and Development Forum	Governments	Center	3 Months	15	Training
	Total Cost					265 Lakh	

(Study, 2019)

Table 8 Indicators of socio economic status of sustainable tourism development

SN	Indicators	National Status	Bhaktapur	Dattatraya
1	Population	26.5 million	81,748	755
2	Households	5.72 million	17639	163
3	Working population 71.5 %			540
4	Unemployment 11.4 %			62
5	Employment 60.1 %			324
6	Employment to Population Ratio (EPR)	60:40	60:40	60:40
7	Tourism Jobs (2.9 %) of Total Employment	427,000 Jobs		16
8	Male / female Ratio	70:30	70:30	80:20
9	Tourist Arrivals	11,73,072	253,863	253,863
10	Length of stay	12.4 days	1 day	2 Hrs.
11	Income from tourists	472 Million USD Rs. 5444 Million	2.32 Million USD Rs 264.88 million	21450 USD Rs. 2.45million
12	Tourism Satisfaction Index			85.5%

	Quality of Life HDI= 0.574, Literacy Rate = 65.9% Life Expectancy= 67years HH size = 4.63 Pop incr. Rate =1.3%	HDI= 0.574, Literacy Rate = 65.9% Life Expectancy= 67years HH size = 4.63 Pop incr. Rate =1.3%	HDI= 0.574, Literacy Rate = 65.9% Life Expectancy= 67years HH size = 4.63 Pop incr. Rate =1.3%	HDI= 0.574, Literacy Rate = 65.9% L i f e Expectancy= 67years HH size = 4.63 Pop incr. Rate =1.3%
13	Business Viability			
14	Expenditure	54 USD	54 USD	4.5 USD
15	Profitability			Increasing
16	Resident Empowerment			18
17	Congestion and Crowding			33.33%
18	Community Attitude to Tourism			33.33% (-)
19	Access to Amenities			Easy
20	Changes in Crime Rate			Negligible

(Study, 2019)

Profitability index of the industry is Satisfactory but it is increasable by conducting Tourism Investment Summit of Dattatrya Area. Tourists Satisfaction Index is Satisfactory but increasable Tourist's Satisfaction Survey to find out the measures of satisfaction increments, Quality of life of the people of study are is Satisfactory although there is a lot of spaces to develop and can be enhanced by Social Mobilization and Resident empowerment. Congestion and Crowding can be managed by resident empowerment. It also helps to develop the Community Attitude to tourism paves stone for Community Hospitality Training. Access to Amenities of the area is pretty Good however it should be Timely Monitored and Evaluated. Changes in crime rate seems increasing but manageable because Tourist Police Mobilization and patrolling is functioning smoothly.

Conclusion and Recommendations

Diversified tourism products across the country is crucial for not only increasing the number of foreign tourists in Nepal, but also their length of stay and spending here. Actual spending and length of stay of foreign tourists have been increasing in Nepal. Altogether from socio economic perspective 13 programs are recommended from the study to the local government of Bhaktapur Dattatrya. It needs around 265 lakhs and timeline is not more than one year. Five times of these 13

projects and 265 lakhs can double the visitors in coming years. Overall status of Bhaktapur tourism is satisfactory although it has many opportunities to way forward. Only tourism can transform the nation because other sector of economy requires extensive capital and skillful human resource. Nepal cannot compete with India in Agricultural Production and with China in other industrial productions. The Mayors of local government must be aware of developing tourist friendly infrastructures and amenities. The unique form of musical expression and cultural vibes are becoming lost resulting in cultural dilution. The commercialization of Nepalese festivals offered to the foreign tourists and excursionists can be seen more fruitful. The influence of tourism on the environment has led to research on the development of sustainable tourism.

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