

The Role of Chinese Tourists in Enhancing Pokhara's Economy and Quality of Life

Laxmi Kanta Sharma¹ and Vishal Paudel¹

Abstract

This study explores the impact of Chinese tourists on Pokhara's local economy and the Quality of Life (QoL). Through a survey of 400 Chinese visitors, the study assesses their satisfaction levels across various domains (e.g., leisure, cultural experiences, accommodation) and explores the economic contributions of their tourism spending. Findings indicate significant contributions to the local economy, particularly in terms of revenue generation and job creation, alongside a strong positive correlation between tourist satisfaction and perceived QoL. Further through in-depth interviews of 50 tourism operators, this paper also highlights the social and cultural effects of increasing Chinese tourism, with recommendations for promoting sustainable tourism practices to maximize benefits for both tourists and the local community. The findings suggest that Chinese tourism has the potential to contribute significantly to Pokhara's economic and social development, but this growth must be managed responsibly to avoid over-tourism and preserve local culture.

Keywords: Chinese Tourism, Local Economy, Quality of Life (QoL), Sustainable Tourism

1. Introduction

The rise of Chinese tourists in Nepal, and specifically in Pokhara, has marked a significant shift in the country's tourism dynamics. As one of the most rapidly growing segments of global tourism, Chinese tourists are now a major force in Nepal's tourism industry. In 2023, Chinese nationals ranked 3rd accounting for 6% in terms of total international arrivals to Nepal (Nepal Tourism Board, 2023). Pokhara, renowned for its natural beauty, adventure tourism, and cultural richness, has become a key destination for Chinese tourists. With its picturesque lakes, mountains, and vibrant local culture, Pokhara is increasingly seen as a gateway for Chinese visitors seeking

1. Tribhuvan University, Nepal.

Email: laxmi.sharma@ceda.tu.edu.np, ORCID: <https://orcid.org/0000-0003-4023-8673>
revishalsearch94@gmail.com, ORCID: <https://orcid.org/0000-0002-3475-2249>

Article history: Received on: Nov. 11, 2024; Accepted on: Dec. 2, 2024; Published on: Jan. 31, 2025
Peer Reviewed under the authority of THE ACADEMIA, journal of NUTAN, central committee, Kathmandu, Nepal, with ISSN 2350-8671 (Print).



both adventure and relaxation (Li & Huang, 2021). This rapid influx has highlighted the need for understanding the broader impact of Chinese tourism on both the local economy and the quality of life (QoL) for tourists.

Chinese tourists, particularly in developing countries like Nepal, have implications not only for the economic benefits it brings but also for the cultural exchanges it fosters. As the largest outbound tourism market globally, Chinese tourists' spending power and travel preferences have reshaped tourism industries in many countries. In Nepal, Pokhara's tourism sector benefits from these dynamics, as Chinese tourists contribute significantly to local revenue through spending on accommodations, transportation, and leisure activities. However, the rapid growth of Chinese tourism also brings challenges, such as pressure on local infrastructure and potential cultural tensions, requiring careful management to ensure that tourism remains sustainable (Ghimire, 2020).

Chinese tourists play a pivotal role in Nepal's economy, contributing significantly to revenue generation, job creation, and infrastructure development. Nepal's tourism sector saw a significant recovery in 2023, with revenue rising by 52.35% to \$548.2 million and average daily tourist spending increasing to \$41 from \$40.5 the previous year (HimalPress, 2023). In 2024, Chinese tourist arrivals surged by 67%, reaching 101,879, signaling a post-pandemic rebound and renewed interest in Nepal as a destination (Kathmandu Post, 2024). Looking forward, Chinese officials aim to bring 500,000 tourists to Nepal by 2025, potentially boosting tourism revenue and strengthening bilateral economic ties (Kathmandu Post, 2025). Though detailed data on Chinese tourist contributions is scarce, their growing presence underscores a significant and rising impact on Nepal's economy.

Regions such as Pokhara benefit greatly, with tourism-related spending supporting local businesses like hotels, restaurants, tour operators, and retail outlets. This spending also triggers a multiplier effect, stimulating economic activity in sectors such as transportation, hospitality, and construction (Shrestha, 2021).

The influx of Chinese tourists has also created opportunities for cultural exchange. Pokhara, in particular, has become a hub for interactions where local traditions are shared with visitors, enriching the experiences of Chinese tourists and showcasing Nepal's heritage on an international stage (Mao & Zhang, 2020). However, balancing the economic benefits with the preservation of local traditions and social cohesion remains a key challenge.

Chinese leisure tourists to Nepal gained momentum after Nepal achieved Approved Destination Status (ADS) in 2002, marking a turning point in the country's tourism landscape. By 2019, Chinese tourist arrivals peaked at 169,543, reinforcing

their position as a vital source of tourism revenue (Nepal Tourism Board, 2020). Their presence has also fueled job creation across hospitality, transportation, and retail sectors, with their spending positively influencing local crafts and retail industries (Shrestha, 2021).

However, various disruptions have impeded the growth of Chinese tourism in recent years. The 2015 earthquake, an Indian blockade, and the COVID-19 pandemic significantly reduced tourist arrivals. In 2023, only 60,878 Chinese tourists visited Nepal, representing just one-third of pre-pandemic levels (Nepal Traveller, 2024). Factors such as limited flight connectivity, low consumer confidence, and cautious spending have further hindered recovery (Nepal Traveller, 2024).

The economic importance of Chinese tourism is underscored by a strong correlation between tourist arrivals and foreign exchange earnings. A study by Kharel, Upadhyay, and Kharel (2021) found that Chinese arrivals were significantly associated with foreign exchange reserves, with a regression analysis revealing an R^2 value of 0.824 ($p < 0.05$). This highlights the critical role of Chinese tourism in bolstering Nepal's financial stability.

In response to the downturn, China has announced plans to promote Nepal under its 2025 "Visit Nepal Year in China" initiative. This includes measures such as visa fee waivers and increased flights to new international airports in Pokhara and Lumbini, both constructed with Chinese support (Nepal Traveller, 2024). Experts suggest that with enhanced marketing, improved infrastructure, and bilateral collaboration, Nepal could attract up to 1 million Chinese tourists by 2025. This growth would provide substantial economic benefits, including increased revenue, job creation, and stronger bilateral ties (Nepal Traveller, 2024; Shrestha, 2021).

Chinese tourists remain a cornerstone of Nepal's economic and cultural landscape, with profound impacts on revenue generation, job creation, and cultural exchange. While recent disruptions have posed challenges, strategic recovery efforts and collaboration with China offer significant opportunities for growth. By leveraging these initiatives, Nepal can not only restore pre-pandemic levels but also achieve unprecedented milestones in its tourism industry.

While the economic benefits of Chinese tourism in Nepal are well-documented, there is a gap in understanding the specific economic and social impacts on Pokhara. The direct effects of Chinese tourism on the local economy, job creation, and QoL for both tourists and residents require further investigation. Additionally, there is limited research on how the local community perceives the increasing presence of Chinese tourists and the potential tensions this may create, particularly regarding cultural differences and over-tourism. This study aims to fill these gaps by analyzing

the economic contributions, tourist satisfaction, and social impacts of Chinese tourism in Pokhara, with a focus on enhancing local QoL. The research questions address the problem as follows:

- Q1. How does Chinese tourism contribute to Pokhara's local economy in terms of revenue, job creation, and infrastructure development?**
- Q2. What factors influence the satisfaction of Chinese tourists in Pokhara, and how do these factors correlate with their QoL?**
- Q3. What are the social and cultural implications of Chinese tourism on the local community in Pokhara?**
- Q4. How can tourism operators and policymakers promote sustainable tourism to maximize the benefits of Chinese tourism while mitigating potential challenges?**

The objectives of this study are (i) to assess the contribution of Chinese tourism to Pokhara's local economy in terms of revenue generation, job creation, and infrastructure development, (ii) to analyze the factors influencing the satisfaction of Chinese tourists in Pokhara and explore how these factors correlate with their quality of life (QoL), (iii) to examine the social and cultural implications of Chinese tourism on Pokhara's local community, focusing on both positive and negative aspects, and (iv) to examine strategies for tourism operators and policymakers to promote sustainable tourism that maximizes the benefits of Chinese tourism while addressing potential challenges.

2. Literature Review

2.1. Theoretical Frameworks

The concept of Quality of Life (QoL) is central to tourism studies, as it reflects tourists' overall well-being and satisfaction during their travel experiences. QoL is multidimensional, encompassing physical, emotional, and social well-being, which are influenced by factors such as accommodation quality, cultural experiences, and social interactions (Sirgy, 2021). The Tourism-Quality of Life model (Klenosky, 2019) posits that a positive tourist experience is integral to enhancing QoL. This framework will guide the analysis of how Chinese tourists perceive their QoL in Pokhara, linking satisfaction with various aspects of the tourism experience to their overall well-being.

2.2. Chinese Tourists and Economic Impact

Chinese tourism has had a significant economic impact on many countries, particularly in Asia. Studies have shown that Chinese tourists contribute substantially to GDP, tourism revenue, and job creation in destinations like Thailand, Japan, and South Korea (Wang & Li, 2020). In Nepal, Chinese tourism's contribution is also

notable. According to the Nepal Tourism Board (2020), Chinese tourists are not only important for revenue generation but also for the creation of employment in both formal and informal sectors. The hospitality industry, tour services, and transport sectors are particularly dependent on this influx. However, the rapid growth of Chinese tourism has raised concerns about over-tourism and the strain on local infrastructure, making it essential to monitor and manage tourism sustainably (Ghimire, 2020). Sustainable tourism development is therefore critical to ensure that the economic benefits of Chinese tourism do not come at the cost of environmental degradation or resource depletion (Sharma, 2023).

2.3. Social and Cultural Aspects of Tourism

Tourism is often described as a vehicle for cultural exchange. In the case of Chinese tourism in Nepal, cultural exchange has become increasingly significant. Chinese tourists are drawn to Nepal's cultural heritage, and at the same time, they bring their own cultural norms and behaviors, which can sometimes lead to misunderstandings or cultural tensions (Mao & Zhang, 2020). Understanding how these interactions influence local social dynamics is crucial for ensuring that the social fabric of Pokhara remains intact. Studies show that while tourism fosters mutual understanding, it can also lead to friction if not managed carefully (Li, 2020). Programs aimed at educating both tourists and locals about cultural norms and expectations are essential to mitigate these challenges (Sharma, 2024).

2.4. Preferences of Chinese Tourists

Chinese tourists tend to prioritize leisure, shopping, and cultural experiences during their travels. According to a survey by the China Tourism Academy (2021), shopping and leisure activities account for the largest proportion of spending for Chinese tourists abroad, followed by cultural and heritage visits. In Pokhara, Chinese tourists are primarily attracted to natural attractions such as lakes, mountains, and adventure tourism activities like trekking and boating (Li & Huang, 2021). This preference for nature-based activities positions Pokhara as an ideal destination for Chinese travelers, suggesting the need to further invest in sustainable adventure tourism and related infrastructure (Kong et al., 2024). Moreover, understanding these preferences can help local tourism operators tailor their services to cater more effectively to this demographic, ensuring a satisfying visitor experience while boosting economic gains (Streimikiene et al., 2021).

2.5. Gaps in Existing Literature

While much has been written about the economic impact of Chinese tourism globally, there is limited research focusing specifically on the local economic and social impacts of Chinese tourism in Nepal, particularly in smaller cities like Pokhara (Sharma, 2024). The existing literature tends to focus on national-level data, with

fewer studies addressing the local community's perception of Chinese tourism and the social integration of tourists (Bhutia, 2024). Additionally, there is little research on the long-term sustainability of Chinese tourism in Nepal and how it can be managed to benefit both tourists and local residents without causing significant cultural or environmental disruption.

3. Methodology

3.1. Research Design

This study adopts a quantitative research design, which is appropriate for measuring the relationship between Chinese tourism and its economic and social impacts on Pokhara. A survey-based approach was chosen to collect data from 400 Chinese tourists visiting Pokhara, which allows for a large-scale collection of empirical data on tourist satisfaction, economic behaviors, and perceptions of Quality of Life (QoL). The quantitative design enables the use of statistical methods to analyze correlations and determine the factors that influence QoL and the economic contributions of tourism.

Additionally, a cross-sectional design is employed, meaning that data was collected at a single point in time during peak tourist seasons. This design allows for a snapshot of the current state of Chinese tourism's impact on Pokhara but does not capture longitudinal changes. Data from the survey were analyzed to identify patterns of satisfaction, spending behavior, and QoL ratings among Chinese tourists.

3.2. Survey Design and Sampling Strategy

The survey was designed to assess **tourist satisfaction**, **economic behaviors**, and **perceptions of QoL**. It included both **closed-ended** questions (to quantify satisfaction and spending) and **open-ended** questions (to gain insights into tourists' personal experiences). The survey focused on several domains:

Accommodation quality: Ratings of hotels, guesthouses, and other lodging options.

Cultural experiences: Assessing the quality of cultural activities and interaction with the local community.

Leisure activities: Tourists' satisfaction with recreational and adventure-based activities, such as trekking, boating, and sightseeing.

Spending behavior: Data on how much tourists spent on different categories such as transportation, food, shopping, and activities.

The sample was selected using **stratified random sampling**, ensuring representation across different **age groups**, **income levels**, and **travel experiences** (e.g., first-time visitors vs. repeat tourists). A total of 400 Chinese tourists were

surveyed during their stay in Pokhara, ensuring a diverse and representative sample of the population. The survey was administered both **online** (via platforms like WeChat) and in-person (at major tourist sites in Pokhara) to increase the response rate and inclusivity. To understand the impact of Chinese tourism on Pokhara's economic, social and cultural landscape, total of 50 tourism operators were questioned through unstructured interviews as well.

3.3. Data Collection Process

The data collection took place over a period of two months during the peak tourist season to ensure a high volume of responses. The survey instrument was pre-tested on a small group of tourists before being rolled out to the larger sample. The questions were translated into Chinese to ensure accessibility and clarity for respondents.

The survey was distributed both digitally (via QR codes linked to the online survey) and through physical copies handed out at popular tourist spots like lakesides, trekking points, and cultural attractions. The data collected included demographic information (age, gender, income, travel purpose, etc.) and responses to satisfaction and QoL questions. Data collection was supervised by a team of local researchers fluent in both Mandarin (the official language of China) and Nepali to ensure accuracy and consistency.

3.4. Analytical Techniques

To analyze the data, several statistical methods were employed:

Descriptive Statistics: Frequencies, means, and standard deviations were calculated to summarize the demographic characteristics of the respondents, as well as their satisfaction ratings and spending patterns.

Multiple Regression Analysis: This technique was used to explore the relationships between the dependent variable (QoL) and several independent variables, including satisfaction in different tourism domains, spending behavior, and demographic characteristics. The goal was to determine which factors most strongly influence the QoL of Chinese tourists in Pokhara.

Correlation Analysis: Pearson's correlation was applied to assess the strength and direction of the relationship between tourists' satisfaction in various domains (e.g., accommodation, activities, cultural experiences) and their overall QoL.

4. Findings

4.1. Economic Impact of Chinese Tourism

The data from the survey revealed that Chinese tourists contribute significantly to Pokhara's local economy, primarily through spending on accommodation, food, leisure activities, and transportation. Approximately **47.5 percent of tourists** indicated that their major intention of visit ranged around leisure activities (such as trekking, boating, and visiting cultural sites) compared to other types of expenses. As per study, majority of Chinese tourists (72%) spent **NPR 4,000 to NPR 8,000** per day, with spending on **accommodation** and **food** accounting for the largest proportion. This indicates that adventure and nature-based tourism in Pokhara is a key driver for economic activity.

Table 1: Tourists' Purpose of visit and Average Spending (daily)

Purpose of Visit			Tourists' Spending (Daily)		
Purpose of Visit	Number of Visitors	Percentage	Amount of Spending (NPR)	Number of Visitors	Percentage
Vacation	60	15%	2,000 – 4,000	36	9%
Business	150	37.5%	4,000 – 6,000	112	28%
Education	60	15%	6,000 – 8,000	176	44%
Spiritual	100	25%	8,000 – 10,000	42	10.5%
Others	30	7.5%	10,000 – 12,000	34	8.5%
Total	400	100%	Total	400	100%

Source: *Questionnaire Survey*

In terms of **job creation**, the influx of Chinese tourists has supported growth in the hospitality, retail, and service sectors. According to tourism operators, about **30% of workers** in the tourism industry (including hotels, restaurants, and tour companies) are directly employed because of Chinese tourism. The **multiplier effect (impact on non-associated productive sectors)** of tourism spending was also observed, with local vendors and artisans benefiting from the increased demand for souvenirs, cultural products, and services.

Furthermore, the increased demand for Chinese-speaking guides and staff in hotels and restaurants has contributed to the expansion of local services and infrastructure. However, the rapid growth of Chinese tourism has also put pressure on the city's infrastructure, particularly in areas like waste management, transportation, and public services. Many respondents noted challenges related to **overcrowding** and the **strain on local infrastructure**, which needs to be addressed to ensure the sustainability of tourism in Pokhara.

4.2. Tourist Satisfaction and Quality of Life

The survey findings underscore a strong correlation between tourist satisfaction and perceived Quality of Life (QoL) among Chinese tourists visiting Pokhara. Most respondents reported positive travel experiences, with **89.25 percent** rating their QoL as *High* (scores between 126-223) and **2.5 percent** as *Very High* (scores between 224-250), indicating exceptional satisfaction. Notably, no respondents fell into the *Low* category (scores between 14-55), and only **8.25 percent** rated their QoL as *Medium* (scores between 56-125), highlighting a predominantly high satisfaction level.

Table 2: Chinese Tourists' QOL scores

QoL Score Category	Frequency	Percentage
Low Score (14-55)	0	0.00%
Medium Score (56-125)	33	8.25%
High Score (126-223)	357	89.25%
Very High Score (224-250)	10	2.50%
Grand Total	400	100 %

Source: *Questionnaire Survey*

Tourist satisfaction was particularly high in areas such as natural beauty, trekking activities (mean rating of **4.5/5**), and cultural engagement (mean rating of **4.3/5**), aligning with Pokhara's reputation as a hub for outdoor adventure and cultural immersion. Accommodation and food also received positive feedback, though slightly lower than outdoor activities. Respondents cited the peaceful environment, scenic beauty, and friendly local interactions as major contributors to their overall well-being, reinforcing the value of these aspects in enhancing QoL. Conversely, shopping was less impactful on QoL, with many noting that local products were overpriced compared to their home country.

Table 3: Chinese Tourists' specific domain satisfaction

Tourist Satisfaction	Rating (5)
Landscape/ Natural Beauty	4.5
Cleanliness	2.5
Cultural Engagement	4.3
Hospitality	4
Adventure	4.5

Source: *Questionnaire Survey*

Domain-wise QoL analysis revealed that **Affordability** received the highest normalized score (**54.58%**), underscoring its critical role in tourist satisfaction. Other significant contributors included social factors (**50.91%**) and transportation efficiency (**48.41%**). However, **Cultural Environment** scored the lowest (**44.45%**), indicating a need for improvement in designing and delivering cultural experiences to better meet tourists' expectations.

Table 4: The best, significant and critical Domain-wise QoL indicators

	AFF	Soc	TrE	CE
Overall QoL Score	5458	5091	4841	4445
Average domain score	13.64	12.72	12.10	11.11
Normalized domain score in %	54.58	50.91	48.41	44.45

Source: *Questionnaire Survey*

Overall, these findings emphasize the importance of economic value, cultural enrichment, and logistical efficiency in enhancing the travel experience. Addressing gaps in medium-rated experiences, particularly cultural offerings, can further elevate tourist satisfaction and QoL, ensuring a more balanced and fulfilling travel experience for Chinese tourists.

4.3. Local Social and Cultural Impact

The social and cultural impacts of Chinese tourism were multifaceted. On the positive side, increased cultural exchange was evident, with both tourists and locals benefiting from mutual learning and interaction. For example, **interviews from tourism operators** (mainly in the hospitality and service sectors) indicated that Chinese tourists had a significant contribution in introducing new cultural perspectives and practices, such as interest in Chinese food, festivals, and art. **Local vendors** who catered to Chinese tastes reported higher sales, contributing to their economic well-being.

However, some cultural tensions were noted, particularly related to **language barriers** and **differences in social customs**. **25 percent of local respondents** reported occasional discomfort when interacting with Chinese tourists, due to misunderstandings or unfamiliarity with local customs. The survey suggests that while Chinese tourism fosters cross-cultural exchange, there are challenges related to integrating tourists into local traditions, which must be addressed through better communication and cultural education programs.

5. Discussion

5.1. Broader Implications of Chinese Tourism

The findings of this study underscore the economic potential of Chinese tourism in Pokhara, which has become a key contributor to the local economy. However, the growth of Chinese tourism also presents challenges, particularly concerning sustainability. As the number of Chinese tourists increases, Pokhara must address issues such as overcrowding and pressure on local infrastructure. Sustainable tourism practices, such as promoting off-season tourism, improving public transport, and building eco-friendly accommodations, will be crucial for maintaining a balance between economic benefits and environmental preservation (Ghimire, 2020; Sharma, 2023).

5.2. Social and Cultural Impact

The social and cultural exchange between Chinese tourists and the local community is largely positive, but it requires careful management. The integration of tourists into local communities can enhance mutual understanding, but cultural education programs for both tourists and locals could help mitigate tensions and ensure smoother interactions. In particular, educating tourists on Nepalese customs and social norms will foster better social cohesion. Local businesses have adapted by incorporating Mandarin menus and services to cater to Chinese visitors, enhancing cross-cultural interactions (Nepali Times, 2022). However, challenges such as cultural misunderstandings have emerged, highlighting the need for cultural education programs for both tourists and locals to foster better social cohesion (Nepali Times, 2022).

5.3. Sustainable Tourism Practices

To ensure the long-term sustainability of Chinese tourism in Pokhara, tourism operators and local governments should implement practices that minimize the negative impact of tourism. Sustainable practices could include:

- i. Encouraging eco-friendly tourism options (e.g., environmentally conscious trekking).
- ii. Enhancing waste management and water conservation in tourism areas.
- iii. Limiting the number of tourists to avoid overburdening key attractions.

The Pokhara Sustainable Tourism Action Plan emphasizes capturing the potential of sustainable tourism to improve urban livability and expand the green economy in Pokhara (Asian Development Bank, 2020). These measures align with Pokhara's Sustainable Tourism Action Plan, which aims to integrate environmental preservation with economic growth (Sharma, 2024).

5.4 Policy Implications

Policymakers should prioritize creating a **comprehensive tourism development plan** that integrates both economic benefits and sustainable practices. Investments in infrastructure, such as the China-assisted Pokhara International Airport, are set to boost tourism potential and bring job opportunities and economic prosperity to local people (Global Times, 2019). Recommendations include investing in **infrastructure** to support increased tourism, fostering **cultural exchange programs**, and ensuring that local communities directly benefit from tourism activities through job creation and education (Asian Development Bank, 2020; Sharma et al., 2021).

6. Conclusion

This study highlights the significant contributions of Chinese tourism to Pokhara's economy and the Quality of Life (QoL) of Chinese tourists. The survey of 400 Chinese visitors revealed that tourism-related spending, particularly in the sectors of accommodation, leisure activities, and cultural experiences, plays a pivotal role in supporting the local economy. Chinese tourists spend approximately NPR 4,000 to NPR 8,000 per day, with substantial contributions to local revenue and job creation in hospitality, retail, and transportation sectors. The results also show a strong positive correlation between tourists' satisfaction and their QoL, with outdoor adventure activities and cultural experiences being the most influential factors.

However, the rapid increase in the number of Chinese tourists in Pokhara also poses challenges, including pressure on local infrastructure and occasional cultural tensions. Despite these challenges, the overall social impact of Chinese tourism is positive, with cultural exchange fostering mutual understanding between visitors and locals.

To maximize the benefits and address challenges of Chinese tourism in Pokhara, following policy recommendations are proposed. These include promoting sustainable tourism practices through eco-friendly trekking routes, waste management, and conservation efforts while evenly distributing tourist inflow to reduce peak season strain on infrastructure. Enhanced investments in public transport, waste disposal, and public amenities are critical to support growing tourist numbers without overburdening resources. Introducing cultural education programs for both Chinese tourists and locals can improve social integration by fostering mutual cultural sensitivity. Moreover, engaging local communities directly through training, business opportunities, and inclusive decision-making processes will enhance socio-economic benefits. For further insights, future research should focus on the long-term effects of Chinese tourism through longitudinal studies, comparative analyses across Nepal's tourism

hotspots, and the cultural impacts on local communities, exploring both positive and negative changes brought by tourism.

Acknowledgment: *This work has been partially supported by the University Grants Commission (UGC) Nepal. The views, opinions, and conclusions expressed in this article are solely those of the author(s) and do not represent the official stance or policies of UGC Nepal.*

References

- Asian Development Bank. (2020). *Pokhara Sustainable Tourism Action Plan*. Retrieved from https://www.adb.org/sites/default/files/project-documents/53212/53212-001-tacr-en_2.pdf
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.
- Becken, S., Lama, A. K., & Espiner, S. (2017). The cultural context of climate change impacts: Perceptions among community members in the Annapurna Conservation Area, Nepal. *Environmental Management*, 60(2), 202-215.
- Bhandari, R. (2019). Chinese investments in Nepal: An analysis of its impact on tourism and local economy. *Asia Pacific Journal of Tourism Research*, 24(5), 457-468.
- Bhandari, R. (2019). The geopolitical dimensions of tourism development in Nepal influenced by Chinese investments. *Journal of Tourism and Geopolitical Studies*, 5(2), 35-48.
- Bhutia, P. D. (2024). Nepal's travel industry hopes for gains as China pledges to send more tourists. *Skift*. Date Accessed: December 11, 2024. Retrieved from: <https://skift.com/2024/07/11/nepals-travel-industry-hopes-for-gains-as-china-pledges-to-send-more-tourists>
- Caffrey, J. (2024). *Promoting cross-cultural understanding*. True Nature Travels. Retrieved: December 27, 2024, from: <https://truenaturetravels.com/cultural-exchange/promoting-cross-cultural-understanding/>
- Chan, L., & Bhatta, K. P. (2021). Connectivity and its impact on tourism in the Nepal-China corridor. *Journal of Himalayan Travel and Tourism*, 8(1), 112-126.
- Chen, G., & Wang, L. (2019). Stress reduction through cultural immersion: A review of Chinese tourists' experiences in Nepal. *Leisure Sciences*, 41(4), 325-340.
- Chen, L., & Wang, D. (2019). Chinese tourists' experiences in Nepal: A qualitative study. *Tourism Management Perspectives*, 30, 100-109.

- China Internet Network Information Center. (2019). The role of digital platforms in Chinese outbound tourism. *CINIC Reports*, 2019(3), 45-60.
- China National Tourism Administration. (2019). *Annual report on China's tourism development*. China Tourism Press.
- Devkota, N., Paudel, U. R., & Bhandari, U. (2021). Rethinking Westernization in Destination: Tourists' Perception of a Touristic City. *The Gaze: Journal of Tourism and Hospitality*, 12(23), 1-25. <https://doi.org/10.29036/jots.v12i23.261>
- Ghimire, P. (2020). Sustainable tourism in Nepal: The case of Pokhara. *Tourism Management Perspectives*, 34, 100671. <https://doi.org/10.1016/j.tmp.2020.100671>
- Ghimire, P. (2020). Sustainable tourism in Nepal: The case of Pokhara. *Tourism Management Perspectives*, 34, 100671. <https://doi.org/10.1016/j.tmp.2020.100671>
- Global Times. (2019). *China-assisted Pokhara airport to increase tourism potential*. Retrieved from <https://www.globaltimes.cn/content/1166572.shtml>
- Global Times. (2023). *Visa policies and their effects on Chinese tourism to Nepal*. Author. Retrieved from <https://www.globaltimes.cn/page/202403/1308851.shtml>
- Gong, Y., Ji, L., & Rong, H. (2021). The impact of tourism on mental health and family cohesion: A study of Chinese outbound tourists. *Tourism Economics*, 27(3), 529–546.
- Guntoro, B., & Hui, T. K. (2013). The impact of customer satisfaction on the revisit intention of Chinese tourists to Singapore. *Journal of Hospitality Marketing & Management*, 22(5), 511-529.
- Heung, V.C.S., & Cheng, E. (2000). "Assessing tourists' satisfaction with shopping in the Hong Kong Special Administrative Region of China." *Journal of Travel Research*, 38(4), 396-404
- HimalPress. (2023). *Tourism revenue soars 52.35% to \$548.2 million in 2023*. Retrieved from <https://en.himalpress.com>
- Kathmandu Post. (2024). *The Chinese are coming after three years*. Retrieved from <https://kathmandupost.com>
- Kathmandu Post. (2025). *Beijing promises to send more tourists to Nepal but how?*. Retrieved from <https://kathmandupost.com>

- Kharel, K. R., Upadhyay, Y. M., & Kharel, S. (2021). Nepal-China bilateral economic cooperation empowering Nepalese economy. *Patan Pragya*, 9(2), 128. <https://doi.org/10.3126/pragya.42031>
- Khatiwada, P. P., & Adhikari, J. R. (2021). Pokhara's natural beauty and its appeal to Chinese tourists. *Nepal Tourism and Environment Journal*, 14(3), 233-244.
- Kong, H., Qiu, X., Wang, K., Bu, N., Cheung, C., & Zhang, N. (2024). Exploring Chinese sustainable tourism: a 25-year perspective. *Journal of Sustainable Tourism*. Advance online publication. <https://doi.org/10.1080/09669582.2024.2347547>
- Li, H., & Huang, Y. (2021). Chinese tourists in Nepal: A study on travel behaviors and satisfaction. *Journal of Tourism and Hospitality Research*, 42(4), 543-560. <https://doi.org/10.1016/j.jthr.2021.07.015>
- Li, H., & Huang, Y. (2021). Chinese tourists in Nepal: A study on travel behaviors and satisfaction. *Journal of Tourism and Hospitality Research*, 42(4), 543-560. <https://doi.org/10.1016/j.jthr.2021.07.015>
- Li, X., Lai, C., Harrill, R., Kline, S., & Wang, L. (2011). "When East meets West: An exploratory study on Chinese outbound tourists' travel expectations." *Tourism Management*, 32(4), 741-749.
- Liang, Z., & Hui, C. (2016). Analyzing tourism's influence on community well-being: Evidence from Asia. *Journal of Destination Marketing & Management*, 5(2), 118-125.
- Liao, C., Chan, E. H. W., & Lo, T. Y. (2016). Sustainable tourism: Evaluating environmental and cultural impacts in the destination. *Tourism Management*, 57, 63-75. <https://doi.org/10.1016/j.tourman.2016.04.008>
- Liu, F., Chen, J., & Huang, X. (2018). Chinese tourists in Nepal: Trends and preferences. 47-58. *Tourism Management Perspectives*, 26,
- Mao, S., & Zhang, Y. (2020). Cultural exchanges and tourism development: The role of Chinese tourists in Nepal. *Asian Journal of Social Science Studies*, 8(2), 45-56. <https://doi.org/10.1080/21410385.2020.1785674>
- Mao, S., & Zhang, Y. (2020). Cultural exchanges and tourism development: The role of Chinese tourists in Nepal. *Asian Journal of Social Science Studies*, 8(2), 45-56. <https://doi.org/10.1080/21410385.2020.1785674>
- Martin, A., Goryakin, Y., & Suhrcke, M. (2014). Does active commuting improve psychological wellbeing? Longitudinal evidence from eighteen waves of the British Household Panel Survey. *Preventive Medicine*, 69, 296-303.

- Nepal Tourism Board. (2020). Annual report on tourism statistics in Nepal. Retrieved from <https://www.tourism.gov.np>
- Nepal Tourism Board. (2020). Annual report on tourism statistics in Nepal. Retrieved from <https://www.tourism.gov.np>
- Nepal Tourism Board. (2020). Niche tourism: Catering to the Chinese market. Kathmandu: Author.
- Nepal Tourism Board. (2022). *Nepal tourism statistics 2022*. Nepal Tourism Board.
- Nepal Tourism Board. (2023). *Nepal tourism statistics 2023*. Nepal Tourism Board.
- Nepali Times. (2022). *Pokhara's China connection*. Retrieved from <https://nepalitimes.com/here-now/pokhara-s-china-connection>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Pizam, A., & Milman, A. (1993). Predicting satisfaction among first-time visitors to a destination by using the expectancy disconfirmation theory. *International Journal of Hospitality Management*, 12(2), 197-209.
- Sharma, G. D., Thomas, A., & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism Management Perspectives*, 37, 100786. <https://doi.org/10.1016/j.tmp.2020.100786>
- Sharma, K. R. (2024). *Sustainable tourism development in Pokhara: Understanding SME's perspectives on sustainable tourism development*. [Ph.D. Thesis]. UEF Business School, Faculty of Social Sciences and Business Studies, University of Eastern Finland.
- Sharma, S. (2023). The opening of Pokhara International Airport and its effects on tourism. *Journal of Airport Management*, 17(1), 76-88.
- Shrestha, N. (2021). Economic benefits of Chinese tourism in Nepal: The case of Pokhara. *Nepal Journal of Economics*, 6(1), 21-35.
- Shrestha, N. (2021). Economic benefits of Chinese tourism in Nepal: The case of Pokhara. *Nepal Journal of Economics*, 6(1), 21-35.
- Shu, T., & Zhu, Y. (2009). The impact of tourism on quality of life: A case study from China. *Social Indicators Research*, 92(1), 75-82.
- Sirgy, M. J., Kruger, P. S., Lee, D.-J., & Yu, G. B. (2011). How does a travel trip affect tourists' life satisfaction? *Journal of Travel Research*, 50(3), 261-275.

- Sirgy, M. J., Kruger, P. S., Lee, D.-J., & Yu, G. B. (2011). How does a travel trip affect tourists' life satisfaction? *Journal of Travel Research*, 50(3), 261-275.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development*, 29(1), 259–271. <https://doi.org/10.1002/sd.2133>
- Tribe, J., & Snaith, T. (1998). From SERVQUAL to HOLSAT: Holiday satisfaction in Varadero, Cuba. *Tourism Management*, 19(1), 25–34.
- Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of Marketing Research*, 25(2), 204-212.
- Uysal, M., Sirgy, M. J., Woo, E., & Kim, H. (2016). Quality of life (QOL) and well-being research in tourism. *Tourism Management*, 53, 244-261.
- Wang, J., & Li, L. (2020). Economic impact of Chinese outbound tourism on neighboring countries: Evidence from Asia. *Tourism Economics*, 26(3), 485-504. <https://doi.org/10.1177/1354816619900850>
- Wang, J., & Li, L. (2020). Economic impact of Chinese outbound tourism on neighboring countries: Evidence from Asia. *Tourism Economics*, 26(3), 485-504. <https://doi.org/10.1177/1354816619900850>
- World Tourism Organization (UNWTO). (2020). *International tourism highlights, 2020 edition*. UNWTO
- Wu, H., & Liu, Y. (2017). Personal growth and cultural experiences among Chinese tourists in Nepal. *Journal of Travel Research*, 56(5), 645-657.
- Xu, J., & Zhang, Q. (2022). Language acquisition and exposure to diverse worldviews: Chinese tourists' learning experiences in Nepal. *Journal of Language and Intercultural Communication*, 22(3), 213-229.
- Xu, L., Lim, D., & Chen, W. (2018). Chinese tourists in Nepal: A demographic analysis. *Journal of Tourism Studies*, 29(4), 456-472.
- Yamane, T. (1967). *Statistics: An Introductory Analysis*. Harper & Row.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56.
- Yu, C., Zhang, J., & Wong, K. K. F. (2021). The role of cultural distance in travel satisfaction: Insights from Chinese tourists. *Journal of Travel Research*, 60(4), 589–603.
- Zhang, L., & Li, Z. (2021). Quality of life and tourist satisfaction in cultural heritage destinations. *Tourism Analysis*, 26(2), 153-165. <https://doi.org/10.2139/ssrn.3665095>