



TOURISM INDUSTRY IN NEPAL

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Nepal is known for its natural beauty, variety of biodiversity and rich cultural heritage. Therefore Tourism sector has a great potential for generating revenue and creating employment opportunity in the country but due poor facility, lack of proper infrastructure, plans and policies this sector has not been able to develop properly. .Tourism is significant in the economic growth of the regional growth which are economically backward and has inadequate resource for growth of agriculture and industrial sector. Nepal has massive prospective for tourism growth as it is full of place that appeals tourist throughout the world with its natural beauty and cultural heritage like Mount Everest snow Peak Mountains, and a large amount of lakes and rivers. For the nature lovers and pleasures pursuers, Nepal has developed the attractive destination for tourist from all over the world. Tourism is fairly appropriate for Nepals geographical cultural ecological condition and for Nepalese perspective. With abundance of natural beauty and rich cultural heritage tourism is not only the main source of foreign currency but it is also one of the sector that generates large number of employment opportunity. Tourism not only helps to earn revenue but it has also help people of Nepal to exchange information and has given a chance to appreciate , habits, foods and lifestyle of different nation of the world. People of Nepal are receiving lot many from tourism sector directly or indirectly. Tourist who visits from different places are attracted towards Nepalese art and culture. There are various product produced by local industries which shows the different culture and art of Nepal as a result of which the demand for local product are popular among the tourist which has encouraged the development of local industry which has also helped to increase the skill of the local people. People from different countries do not only come to visit Nepal but they also visit Nepal to study about the culture, tradition, art, Flock-lore. This has inspired the people of Nepal to preserve the culture, art, tradition of Nepal.

Due to the growing importance of tourism government have adopted many new plans and policies for the improvement of tourism industry such as formation and establishment of tourism association, department of tourism and civil aviation, department of tourism and tourism development board should be taken into consideration. Nepal is a sole destination of the universal ecotourism for identifying as the living museum, Shangri-la origin of the World, birth place of the believer of peace, country of living goddess, pleasant hospitality of Nepalese people, city of golden pagodas and sunshades, Himalayan pilgrimage, wildest vision of Kew, nature showground, tender vessel of Hinduism & Buddhism, armada empire of sixty cultural groups and seventy five spoken languages, birthplace of Sita, residence of Shiva, land of spirituality , land of continuous festivals, home land of abundant vegetation.

Tourism industry being a relative beneficial industry of Nepal has significant part in Nepals economy. It has aided to raise employment direct indirect income which in turn will help to correct the balance of payment. Nepal with its natural beauty, rich and diverse cultural has developed as one of the most striking destination for tourist Kathmandu, Pokhara and Chitwan are the widely held tourist destinations of Nepal. These are closer from the Kathmandu city. Owing to government integrated strategy, these centers are extremely promoted. Consequently these centers appear to be developing than other portions of the country. Amount of tourist arrival is growing day by day so deal of money is also great in this area. As a consequence, banks are established and people of the country are directly and indirectly aided from tourism industry. Greatest number of travel, trekking, rafting activities and hotels are situated in these regions. Rendering to numerical data out of 1006 hotels 499 lie in Kathmandu valley only. Therefore general economic conditions of these centers are developing day by day owing to the growth of tourism sector. Tourism sector definitely has comparative advantages as compared to other industries as, it high level of investment. It is less time consuming .It does not need highly skilled. If given importance by the government by formulating proper plans and policies, development of infrastructure, giving proper training to the manpower tourism can be a prominent sector for the development of socio-economic factor in the economy of Nepal.

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