



*Impact of cultural distance on satisfaction and repeat
travel intention*

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This Master's Thesis is carried out as a part of the education at the University of Agder and is therefore approved as a part of this education. However, this does not imply that the University answers for the methods that are used or the conclusions that are drawn.

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Dedication

I dedicate this thesis to my loving and caring parents. They are the true inspirations for me and I truly believe wherever I go, they are always there for me.

Acknowledgement

This thesis is a result of number of contributions. Firstly, I would like to thank my parents for the unconditional support and for always believing in me. I proudly admit that I can never reach at this level without your support and prayers.

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Index

1.1 Introduction.....	7
1.2 Impacts of Cultural Distance on Tourism and Repeat Travel to Destinations.....	8
1.3 Cultural Difference	10
1.3.1. Power Distance Index (PDI).....	11
1.3.2. Individualism (IDV) vs. Collectivism.....	11
1.3.3. Uncertainty Avoidance Index (UAI).....	12
1.3.4. Masculinity (MAS), vs. Femininity.....	12
1.3.5. Long Term Orientation (LTO), vs. Short Term Orientation	12
1.4 The Growing Association between Cultural Difference and Tourism.....	12
1.5 Demand.....	13
1.6 Benefits.....	13
1.7 Tourism in Nepal.....	17
1.8 Nepal Culture.....	17
1.8.1 Nepal Hospitality	18
1.8.2 Rituals.....	18
1.8.3 Cultural Sites	18
1.8.4 Festival Holidays.....	19
2.0 Theoretical Basis.....	20
2.0 Nature of The Problem and Need For Study.....	21
2.0 Objectives of Research.....	22
3.0 Literature Review.....	23
4.0 Theoretical Framework.....	32
5.0 Analysis.....	34
6.0 Discussion.....	38
7.0 Conclusion & Recommendations.....	43
8.0 Bibliography.....	44
9.0 Appendices.....	49

IMPACT OF CULTURAL DISTANCE ON SATISFACTION AND REPEAT TRAVEL INTENTION

Summary

Cultural difference and tourism are interlinked with each other due to their obvious association and their potential in the growth of destination. Cultural difference has a real impact on tourist satisfaction and intension to repeat travel. Cultural tourism is one of the major and fastest rising international tourism markets and the cultural and heritage industries are increasingly promoting their destinations by the use of cultural attributes. The multiplying use of cultural resources and inventiveness to promote destinations is also increasing pressure of differentiating local culture and images. As a result increasing range of cultural resources are being used to brand and market regions.

Nepal is situated between China and India and is a landlocked Himalayan country. Nepal has a very rich tourism industry which consists of its ethereal mountain scenery. It also has a lot of religious places and Hindu and Buddhist religious practices. A large number of people living in Nepal are involved in tourism industry. The tourism in Nepal is considered as the largest tourist industry of the Himalayan country.

Nepal is very blessed in terms of its culture. Its culture is considered as one of the richest cultures of the world. Culture represents the way of life of a society or nation. This definition holds predominantly true in case of Nepal where every feature of life including the dresses, food and even professions are culturally guided.

In this research we aimed to find the impact of cultural distance on overall satisfaction of the people with the tour and the intention of repeat travel. We first analyzed the impact of cultural distance on the overall satisfaction of people with the tour. As we included people from all parts of the world visiting Nepal, there was a huge cultural distance between the Nepal and the tourists who were included in our study.

We found the cultural difference was positively correlated with the satisfaction of the tourists visiting Nepal. This means that cultural difference increases the overall satisfaction of tourist visiting a different cultural place.

Secondly we analyzed the impact of cultural distance on the intention of the tourists to repeat travel. We found a positive correlation between these two variables. We found that cultural differences play a positive role in the intention of repeat travel of the tourist to the same place.

We can conclude that cultural difference is a main driving force which is driving people from all parts of the world to Nepal to see cultural places of Nepal. Tourists also visit Nepal because they like to take part in different cultural activities in Nepal which are new to them and they cannot enjoy these cultural activities and festivals in their native countries.

1.1 INTRODUCTION TO THE RESEARCH

Tourism and culture are related with each other and together they increase the charm and splendor of tourist places. Culture is gaining more and more significance as one of the major part of the tourism product, creating uniqueness in a crowded worldwide marketplace. At the same time, tourism is a vital way of increasing cultural awareness and generating revenue which can help in marketing of cultural places, cultural goods and resourcefulness. Therefore creating a strong bond between culture and tourism may assist cultural places to look more gorgeous as well as more valuable as place to enjoy.

This study provides various knowledge of the relationship between culture, tourism and the role of culture in magnetism and beauty of destinations. It highlights nationwide or local attributes of cultural places which are driving the tourist to these places from all over the world. It also investigates the progress of tourist market with reference to the cultural places, highlighting the major reasons which can increase the magnetism of destinations.

Tourists are people who do not reside in the country of arrival and are status to that country under tourist visas for purposes of recreation, leisure, holiday, meeting friends or relatives, holy pilgrimage or medical treatment. They have to spend at least a night in a common or private housing in the visiting country and their length of stay should not go beyond 12 months. Tourist satisfaction is a vital factor in successful destination marketing because they play a very important role in the selection of the destination. The sales and used of product from the tourist visited destination and decision of repeat travel to the same country are vital for the government of that country, tourism/service organization because they increase the annual number of tourist visiting that country and increase in dollar income of country.

Culture has been continuously ignoring as a main factor which tourist consider in terms of choice of the destination place. This study investigates the available cultural distance which makes tourists satisfaction and to see which were most strongly related to tourists to repeat travels. Several aspects of culture that are present in foodstuff, melody or social behavior are

evident and easily identifiable during a fairly short period of visit to a tourist country. The remaining cultural aspects like social system, civilization and a lot of daily activities need a lot more time to be identified and understand and requires deep look into culture of the tourist country. It also requires a long social relationship with local people and often adaptation. The accessible data on the impact of cultural difference on tourism and repeat travel is very limited. Although cultural difference is a key motivator for tourism and repeat travel, very few countries work on gathering the specific information on the impact of cultural distance on tourist's satisfaction and their intention to repeat travel.

Because the tourist are always interested in experiencing innovative things including cultural attributes of a place, cultural tourism has emerged as a new aspect in the success of a tourist country. Now all the policy-makers are aware of this fact and they are developing means to improve the cultural tourism. Heritage tourism which is now consider as a part of “cultural tourism”, is a major focus for the most tourism industries of all countries. Cultural tourism industries of many countries are devising similar policies to grow the cultural tourism and boost up the local culture. They are also making efforts to support the seasonal and geographic growth of tourism (Richards G. , Production and Consumption of European Cultural Tourism , 1995).

This study also take part on the wide range of benefits of creating a link between culture and tourism industry like improved representation, social organization, support for the cultural division, better and create ideas.

1.2 Impacts of Cultural Distance on Tourism and Repeat Travel to Destinations

Visit to a cultural destination can be either pleasures or it may not be very satisfying. It all depends upon the interest of a tourist in the culture of a tourist country. As the demand for international tourism is increasing day by day, the opportunities for the cross-cultural exposure are also increasing. So to make cultural tourism as a successful business there is an urgent need to understand the basis of cultural tourism and devising plans and novel ideas to

understand the role of cultural differences on the outcome of the success of the tourism industry (Yvette Reisinger, 2002).

Cultural differences including all its aspects are thought to impact forcefully in the tourism industry and the promotion of cultural tourism of most countries. It is also applicable to even those tourist destinations that have long been famous because of their beautiful natural resources like sun, beach and mountains. Tourist destinations are also trying to effectively improve and market their cultural resources in the tourism market to enhance the business to tourism.

This study indicates the significance of cultural distance on tourism as drivers of repeat travel. A lot of countries are now devotedly raising their concrete and elusive cultural attributes to get an edge in this era of increased competition in the tourism industry. It also highlights a place as a unique place in the face of globalization.

Cultural difference and tourism are connected due to their obvious synergies and their potential in the growth of destination, tourist satisfaction and intention to repeat travel. Cultural tourism is regarded as one of the leading parts of the tourism market and the cultural assets are being used more and more in the overall success of a tourist destination. The rising use of cultural assets and cultural festivals to promote tourist places is also putting more and more pressure on the tourism market to promote the cultural images of local population. All this has resulted in the use of cultural assets to market the tourist destination.

The detailed study of both the tourism and cultural assets suggests that there is a need to create platforms to increase the growth of the tourism industry and also to make it certain that these two aspects of tourism are connected to each other in a very effective manner. With the increased awareness of cultural tourism, local people connected to the tourism industry are now also making their efforts to preserve their cultural assets for the tourism industry. It is expected that new strategies will be launched with the collaboration of the public and private

organizations to bring together a wide range of stakeholders to use cultural assets to create destinations more beautiful and successful.

The only explicit global survey which cause an in-depth knowledge of the relationship of cultural difference and tourism success is the ATLAS Cultural Tourism Survey (www.tram-research.com/atlas), which was started in 1992 (Richards G. ..., 2007). A limitation of this survey was that it only covered a very few cultural destinations but the benefit of this survey was that it provides an understanding of the role of culture in the motivations of tourists as a main attribute of cultural difference. However these surveys did not provided knowledge of the number of tourist who take part in cultural festivals and had fun with it.

1.3 Cultural Difference

The definition of cultural difference is that it is the “the differences between the customs, activities and living patterns of different nations. It also includes the cultural assets of any nation in terms of cultural places it occupies”. The cultural differences can be used to create a richer, inspired and successful tourist destination. The cultural difference is not only about the races. Cultural difference can be understood by taking into account almost six established variables. These variables include – age, race, sex, sexual orientation, disability and religious/belief. Gröschl and Doherty (1999) stated that “the basic concept of cultural difference depends upon the diversity of people living in different parts of the world” (Gröschl, 1999).

An important aspect of cultural diversity is paying attention to varied dynamics of life including the native asset, ethical obligation of the native people and their traditions. Cultural diversity is getting more and more significant aspect in the success of tourism industry. Cultural diversity mainly depends upon the race, customs, history of a nation, its religion and other personal attributes of the native people of a nation (Shaw, 1998).

Geert Hofstede (1980a) proposed Cultural Dimensions Theory which included an organized structure to judge the difference between different national cultures and organizational cultures. He also collected data on and later assessed in detail the different cultures and values. He proposed that people are different from each other on the basis of six fractions of values which *include power, avoidance, masculinity, indulgence, sequential orientation and collectivism.*

1.3.1. Power Distance Index (PDI)

“Power distance is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally.” If a culture has low power distance, it would have an environment where consultations are taken and there is some independence of opinion too. Regardless of being from the different economical classes, the individuals of that culture feel being equal to each other. Even those who are not in power have the right to speak up in decision making processes and make their voice heard if they do not agree with the point of view of those who hold the power. On the other hand, cultures that have high power distance, the subordinates do not expect to have any such rights. They expect and accept to be treated as oppressed. They accept the social differences in relation to the high position that those in power have. Hence, we can say that Hofsted’s power distance index tells us how different cultures perceive the difference of power.

1.3.2. Individualism (IDV) vs. Collectivism

“The degree to which individuals are integrated into groups”. The difference between individualistic and collectivist societies is that in the former, individual accomplishments are highlighted, where individuals take stand for themselves and their families, while in the later, individuals represent a social group. (note: “The word collectivism in this sense has no political meaning: it refers to the group, not to the state”).

1.3.3. Uncertainty Avoidance Index (UAI)

“A society's tolerance for uncertainty and ambiguity”. It means how different people handle anxiety with the help of reducing ambiguity. Those who avoid ambiguity more are likely to be emotional than those who do not. They work systematically and carefully, making sure that all the uncertainties and ambiguities are taken care of. On the other hand, cultures where uncertainty avoidance is low, people are less emotional; they are happy with informal and unstructured scenarios. These are the ones who do not make and follow too many rules. These people are more practical and flexible towards changing environments.

1.3.4. Masculinity (MAS), vs. Femininity

“The distribution of emotional roles between the genders”. Cultures where men dominate, values that are important include competitiveness, assertiveness, materialism, aspiration and supremacy. On the other hand, cultures where women dominate, relationships and quality of life are given more value. Masculine cultures mostly keep the gender responsibilities vividly apart and inflexible. Feminine cultures, on the other hand, are contrast; they emphasize on the same values and give importance to attributes like care and modesty. In other words, this gender generalization is also termed as “Quantity of Life vs. Quality of Life”.

1.3.5. Long Term Orientation (LTO), vs. Short Term Orientation

First called “Confucian dynamism”, depicts the time horizon of the societies. Societies that remain intact for a longer period of time tend to be more farsighted and think about improving their futures. They are more practical about life, believe in rewards and savings for the uncertainties. Societies that are short termed people give more importance to their past and present. They value the persisting traditions, beliefs, image in the society and the social obligations.

1.4 The Growing Association between Cultural Difference and Tourism

Till the mid of the twentieth century, tourism and culture were considered as two different aspects of tourism industry. Cultural places were only treated as a part of the cultural treasure

which a country holds. Culture was mainly concerned as a depiction of the local heritage and as an identity of any tourist destination. Similarly, tourism was only thought as a leisure-related thing and it was considered as a separate thing from the culture of any tourist destination. This old concept started to change very slowly from the mid of the twentieth century and the role of cultural assets in attracting tourists and making a place unique from the other places become more popular. It happened particularly, from the 1980s and from then “cultural tourism” is treated as a major reason of economic growth and success of many tourist places. The increasing dependence between culture and tourism was as a result of several factors which brought these two things close together.

1.5 Demand

- Increased interest of tourist in the culture of touring country
- Increasing earning of tourism industry from the cultural festivals.
- Increased interest of tourist in visiting.
- Increased demand of cultural tourism due to relatively new idea.
- Greater mobility which results in access to other cultures.

1.6 Benefits

- Growth of cultural tourism to encourage jobs and revenue.
- Increasing tax revenues.
- Attracting tourists fascinated by history and preservation.
- A growing supply of culture as a result of local growth.
- The expanding information on culture and tourism by the help of new technologies.
- The emergence of new tourist places creating a healthier competition in tourism industry.
- Creating opportunities for partnerships.
- Preserving local civilization and customs.
- Projection of the cultural assets of tourist destinations.

The extensive cultural, financial and social advantages have resulted in the development of the policies favoring the junction of culture and tourism at all levels of cultural tourism. For instance, in Europe, the European Commission is continuously promoting cultural tourism as a main joining force with the purpose of creating “unity in diversity” of the EU citizens. Touring a cultural destination whose culture is different from the tourist own culture helps the tourist to explore and experience new culture to appreciate cultural difference and cultural similarities between the two countries. In other countries like Australia and Canada, culture and tourism have been closely linked and they are helping in the economic progress of the local population. On the other hand countries like Africa, Asia and Latin America, are taking culture to effective present their preserved culture to the tourist for creating local incomes (Richards, 2007).

Culture is now being extensively used as a major part of the tourism industry and in creating successful images of cultural destinations. Tourism has also been added into the strategies of the cultural progress as a main component. This junction between tourism and culture has been developed as a major factor contributory factor for promoting the image of a destination. This link is even more important to generate revenue and create profit in the tourism market.

The OECD reports that tourism resulted in about 30% of global service exports worldwide in 2006 (Tourism in OECD Countries: Trends and Policies, 2008). That is why culture and tourism has been accepted as a main economic driver. OECD report has also evaluated the significance of culture in many economic industries. They found that cultural industry is contributing between 3% and 6% of the total economy of a tourist country.

The recent advances in the cultural tourism have also evaluated the behavior and uniqueness of tourists who visit cultural places. It has been found that intention of tourists to visit cultural destination heavily depends upon tourist own culture, tourists’ demographic attributes, his psychology and his travel behaviors.

The link of tourism and culture is very important for economic growth of any nation. A study by Europa Nostra (2005) revealed the fact that “more than 50% of tourists visiting Europe are attracted by cultural activities and cultural tourism is expected to grow in the tourism market” (Cultural Heritage Counts for Europe, Position Paper adopted by the Europa Nostra Council on 2 June 2005 in Bergen, 2005).

Survey of cultural tourists visiting United States suggest that 30% of tourists who visit United States are attracted to visit this destination due to cultural distance between his native culture and the touring country. Cultural differences such as specific art, cultural festivals and buildings are most important in this regard. The number of cultural tours to cultural destinations has grown to 13% between 1996 and 2002. The number of tourists visiting such destinations has increased from 192.4 million person-tour to 216.8 million person-tour. This growth in travel is faster than the growth in domestic travel.

The importance of art and culture has also been evaluated by market survey done in Canada. This survey suggest that almost 100 million tours taken by U.S. people in 2003 were culture-related tours. And it comprises of approximately 50% of the total tours done in that year (Table 2). The Canadian survey through light on a strong link between visual arts cultural tourism. This survey also revealed the fact that more than 50% of U.S. tourists who are visiting Canada keenly visit cultural festivals, and 50% enjoy visiting museums. Another link which has been found in this survey was between visual arts and wine/culinary tourists. It was found that those tourists who are interested in visual arts are also interested in the performing arts.

Table2. Motivation of U.S. Traveler Segments

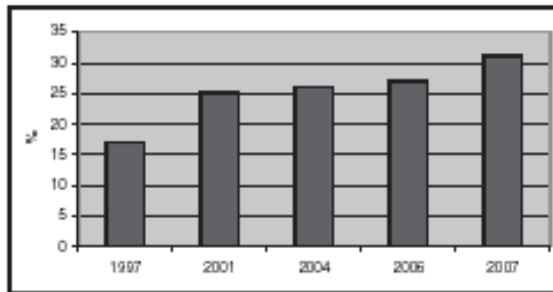
Segment	Number Of People (millions)
Visual Arts	27.6
Performing Arts	15.6
Heritage	34.5
Wine/Culinary	21.6

Soft Outdoor Adventure	35.5
Hard Outdoor Adventure	15.7
Winter Outdoors	15
Alpine Skiing	21.4
All Adults 18+	200.4

Source: Tourism Canada

The ATLAS study also showed us the increase in the percentage of people travelling because of culture has been continuously increasing which is shown in figure 2. (ATLAS Cultural Tourism Project (2007), [www.tram-research.com/atlas.](http://www.tram-research.com/atlas/), 2007) (Figure 2.1).

Figure 2.1. Proportion of tourists on a cultural holiday



Source: ATLAS Surveys 1997-2007

In the recent past, tourism has grown as the world's most progressing industry, with almost \$3.4 trillion income every year. Americans are now more interested in touring cultural places and this tendency is increasing day by day. For American residents, the five top tourist destinations include cities, (51%), historic sites (49%), beaches (44%); and lakes (35%) (Richards G. , Cultural Attractions and European Tourism, 2001).

A research done by the Travel Industry Association of America and the National Restaurant Association (2008), revealed that food is the main attraction in selecting a tourist destination for almost 25% of leisure tourists and 58% of the tourist were found to be extremely interested in taking a trip to enjoy culinary activities. The expanding concept of the cultural visitors makes the definition of culture related tourism more and more tough (Travel and

Tourism Facts, 2008). The study also looked into the behavior and demographics of cultural tourists' in order to provide tourism industry a better understanding of their clients.

1.7 Tourism in Nepal

Nepal is a situated between China and India and is a landlocked Himalayan country. Nepal has a very rich tourism industry which consists of its ethereal mountain scenery. It also has a lot of religious places and Hindu and Buddhist religious practices. A large number of people living in Nepal are involved in tourism industry. The tourism in Nepal is considered as a largest tourist industry of the Himalayan country. Nepal contains the world's highest mountain in the form of Mount Everest. In addition to Mount Everest, Nepal also have worlds 8 of the 10 highest mountains. Nepal is a very attractive place for tourists who like an active lifestyle. People come in Nepal to improve their professional skills of Mount climbing, sky diving and skating. The tourism market in Nepal generates a large portion of the foreign exchange for the country.

There are 42% of the people living in Nepal are involved with tourism industry. Tourism is the major income source in Nepal after agriculture. A large proportion of Nepali people earn their livelihood from the tourism industry. The growth of tourism industry in Nepal has increased the wages of the Nepali people. Government of Nepal is very active in taking measure to protect the environment of tourist places in Nepal from the environmental degradation¹.

1.8 Nepal Culture

Nepal is very blessed in terms of its culture. It has one of the most amazing and richest cultures in the world. Culture depicts the life styles of a particular group of people. Same is the situation with Nepal, where every feature of life including the dresses, food and even professions are culturally guided. The Nepali culture comprises of the codes of manners, clothing, religion, language, rituals, patterns of behavior and marriage systems.

¹ <http://www.mapsofworld.com/nepal/tourism/>

The culture of Nepal is an exclusive mixture of custom and innovation. The older customs are followed by the people as they were present in the old time but new traditions are also created to keep pace with the modern world. Nepal has a culture where music, old cultural buildings literature is still alive. It has people from all ethnicities and languages; people from very unique cultures like Ahir, Tharu, Newars etc. live together.

1.8.1 Nepal Hospitality

Nepali people are considered very hospitable to the foreign tourists. This is why people intend to repeat travel to Nepal from far and wide distances. Native Nepali people most live in the rural areas and they greet the tourists with tea and coffee. People of Nepal are culturally very rich, friendly and loving hosts.

1.8.2 Rituals

The most popular rituals present in Nepali culture includes marriage ceremony, naming ceremony of the new born babies, tonsure ceremony, rice-feeding ceremony, Nepali Sari (Guniu) ceremony and the funeral custom. These rituals have quite an importance in Nepali societies and people take part in them with absolute interest.

1.8.3 Cultural Sites

This is a very astonishing fact that according to UNESCO worlds seven out of the ten cultural places are located in Nepal. Some of the major examples of Nepali culture include temples, stupas, monasteries, and architecture, some of which are listed below:

- » Kathmandu Durbar Square
- » Patan Durbar Square
- » Bhaktapur Durbar Square
- » Changu Narayan Temple
- » Swayambhunath Stupa
- » Pashupatinath Temple
- » Lumbini
- » Bouddhanath Stupa

Nepal also possesses pilgrimage sites which are also very important like cultural sites. Some of the most important pilgrimage sites of Nepal are as follows.

- Barah Chhetra, Halesi Mahadev, Janakpur, Pathibhara, Tengboche in East Nepal
- Manakaman, Gorkha, Lumbini, Muktinath, Gosainkunda, Tansen, Kathmandu Valley in Central Nepal
- Swargadwari, Khaptad Ashram in West Nepal are famous pilgrimage sites in Nepal².

1.8.4 Festival Holidays

Most of the festivals in Nepal start with some religious festival and then moves on with spontaneous spirit. This is due to the reason that Nepali's religion has always impacted the nepali people and it is considered as a core of Nepali culture. Majority of the festivals which are very popular among nepali people are related with the religion. But, they can be usually separated into four parts

Religious: These festivals are particularly celebrated to honor a definite god or goddess. For example, Bada Dashain, the carnival of Devi Durga, which is known as universal mother goddess in Nepal also known as Kali?

Historical: The historical festivals are renowned because they remind the old memories of events which are very significant. For example Gaijatra festival, which was introduced by Jaya Prakash Malla is very famous in Nepal.

Agricultural: Since agricultural industry is very established in Nepal and there are a lot of agricultural festivals like Laxmi Puja which are celebrated in Nepal at the beginning of harvesting, planting etc.

² <http://nepal.saarctourism.org/>

Seasonal: There are various seasonal festivals which are celebrated in Nepal in order to mark the start of special seasons. Holi or Fagu is the festival which is also known as festivals of colors. Basant is also celebrated in Nepal in spring season.

One of the fascinating ways to appreciate the prettiness and depth of Nepali culture is by attending its festivals. Nepali festivals are celebrated with cultural dances, music and performances of the famous artists. These cultural assets make the festivals exciting and pleasurable³.

1.9 Theoretical Basis

Previous researches have demonstrated that tourist's satisfaction is a vital theoretical as well as practical aspect of tourism industry. For most people related to the tourism industry, making the tourists satisfied and content with their services is one of the best way to keep people's attraction and eventually increasing the revenue through tourism. Kozak and Rimmington (2000) considered tourist satisfaction as an integral part of the successful destination marketing.

The tourist's satisfaction phenomenon has been under discussions of students as well as researchers who either belong to the field of tourism marketing or to psychology. There are four common theories which can explain the concept of tourist satisfaction:

- The expectation - disconfirmation model (Oliver, 1980).
- Expectation - perception gap model (Parasuraman, Zeithaml and Berry, 1985).
- Performance - only model (Pizman and Millman, 1993).
- Pivotal-core- peripheral (PCP) model (Philip, 1996).

(Bitner, 1994) explained tourist satisfaction as a feeling or an attitude of a tourist after a successful tour top the destination. Hence it makes sense when researchers put forth the idea of service quality being very closely linked to tourist satisfaction and their intention to revisit. As defined by (Cronin, 1992) service quality represents the tourists evaluative

³ http://www.broadadventure.com/region/55/Festival_Holidays.html

perceptions after a service has been taken. In comparison, tourist's satisfaction is experimental in nature, which involves both the process and the end-state, and involves both emotional and cognitive feelings of the tourists.

2.0 Nature Of The Problem and Need For Study

There is an urgent need to completely understand the role of culture on the success of a tourist destination in order to devise plans and policies which can result in the growth of the tourism industry. There is also a demand to increase the understanding of students and academics to analyze and interpret cultural differences in the tourism market using scientific methods (Yvette Reisinger, 2002).

Cultural difference and tourism are interlinked with each other due to their obvious association and their potential in the growth of destination. Cultural difference has a real impact on tourist satisfaction and intension to repeat travel. Nowadays, the most well-established and popular tourism market is that of cultural tourism. Hence the industries related to heritage have been taking much advantage of this popularity. The multiplying use of cultural resources and inventiveness to promote destinations is also increasing pressure of differentiating local culture and images. As a result increasing range of cultural resources are being used to brand and market regions.

Culture has long been ignored irrespective of the fact that it is a key factor in the selection of a tourist destination. Relatively few countries or tourist destinations gather specific data on the impact of cultural distance on tourist's satisfaction and their intention to repeat travel. This study highlights the cultural distance that is strongly interlinked with the tourists' repeat travels, which is the basically the outcome of the satisfaction and contentment they experience on their first-time travel. The accessible data on the impact of cultural difference on tourism and repeat travel was very limited.

Tourist satisfaction is a vital factor in successful destination marketing because they play a very important role in the selection of the destination. The sales and used of product from the tourist visited destination and decision of repeat travel to the same country are increasing for the government of that country, tourism/service organization because they increase the annual number of tourist visiting that country and increase in dollar income of country.

The best way to make long-term development in tourism industry is by defining the different tourist markets, coming from the different cultures and societies and treating them accordingly. This discretion would help making and implementing different marketing strategies that are targeted to each specifically defined market of the tourist groups. This way, it gets easier to compare the local and the foreign tourists' cultures, the study of which is very important in this respect (Long, 1990).

2.1 Objectives of Research

This research basically has two main objectives.

First objective of the research is to investigate the impact of the cultural difference on the overall satisfaction of visitors and their intention to repeat travel to the same destination.

Second objective of the study is to analyze the impact of cultural activities, cultural festivals and cultural places on the satisfaction level of the tourists.

3.0 Literature Review

After study of the cross-culture literature, there are mainly three elements which are likely to impact on tourist satisfaction and repeat travel. These are the Tourist's native culture, Tourist's behavior pattern and Destination culture.

The tourist national culture has been used to separate the tourist activities, which included way of travelling to dissimilar places and tourist activities. Japanese tourists opted for complete vacation packages and Germans liked the resorts that offered facilities like skiing, golf, tennis, etc. (Dybka, 1988). Europeans favor of lengthy holiday whereas japans and Asian favor short holidays programs (Ritter, 1987).

Several researchers have also considered cultural difference is a main motivation for traveling to a destination (Cros, 2003), which show that cultural differences may be a driver in selecting a tourist destination. Cros (2003) recognized five types of tourist after study of Hong Kong as per their interest in the various cultural activities, which he categorized as those who do it for some purpose, those who do it to see to sights, those who just casually visit a place for a change, those who due to circumstances happen to visit a place and those do so unexpectedly. He proposed that the first two categories of tourists opined that Hong Kong had a different culture from their own culture; he also established that Hong King's history and heritage were rich. Tourist of this group wanted to visit Hong Kong due to their interest in the culture of that place. Contrastingly, the third and the fourth types of tourist were interested in visiting their relatives and friends and were sparsely interested to take part in cultural activities.

An individualistic culture is usually defined as one where the individuals of that society are majorly concerned about themselves and their families. It is not concerned with the well being of the group. Many authors have recommended that tourist individual culture also influences his choice of destination. Individualist culture highlights personal interests. The oneness of tourists is a major factor when it is proposed that satisfaction of the tourist is analyzed with the cultural destinations. Hence, there are some indicators that are used so that

marketing decisions can be made easier; these include socio-economy, demography and behavior, which further differentiates tourists by their age, gender, marital status, occupations, income, education or their background (Yavuz, 1994).

Silberberg (1995) found a regular behavior of cultural tourists. He stated that cultural tourists usually are the people who have good earning resources and they love to spend when on a tour, make extended stays on such tours, are likely to be cultured people as compared to the normal people, are mostly females and are those in the ripe stages of their lives.

Kerstetter (2001) analyzed the types of cultural tourists on the basis of their socio-demographic attributes. His research found that visitors with interest in visiting heritage or cultural places were mostly those people who earn more than the average income of their group, are very sensitive and like to stay on a tour for a longer period of time and hence are ready to incur more expenditure in to such tours.

According to a research about repeat visits, tourist ten to come to a place again if they were happy and satisfied with their first tour to that place (Kozak, 2000). Research seems to be proposing that there is a direct relationship between satisfaction of tourists and repeat visits; however, we cannot propose it as a phenomenon because there are huge number of instances where the tourists even after enjoying their vacation to its fullest do not come back to the same destination. One of the reasons for this may be that tourist are interested to spend on another holiday which a new and different place rather than going to the same place again. (Gitelson & Crompton, 1984). There are also instances where those tourists who were not as much happy and satisfied with their first visit still repeat their visit to the same place for many different reasons (Oppermann, 1999).

There have only been seen very few studies that proposed that the experience of the first visit affected tourists' decision of repeat visit. Here we do not mean to say that the old experience do not play a role in repeat travels; however, it has not always been found to be so in the studies made in this respect. Even after many studies, researchers have not been able to give

a final word about why people revisit a place, and what are the specific characteristics of those people and if there are any similarities among such people (Oppermann, 1999).

The difference between individualist and collectivist culture depends upon how we consider the relationship between individual and communities' interests. As already discussed, collectivist culture gives more importance to the interests of the society rather than of the individuals. This majorly comes in to play when in some situations individuals are expected to let their own interest go of, for the sake of the societal welfare. On the other hand, according to studies and theories, individualist culture is opposite to it; here individuals are more concerned about their own interests and societal interests are secondary. While theory says so, there might be a very slight difference between both in reality. Moreover, sometimes we see that individual and collective interests are closely interlinked.

Cultural Tourism

Cultural tourism is considered as an essential part of the tourism because tourists often desire to submerge themselves in the historical atmosphere and experience. In a research conducted to find out the connection between culture and tourism, Peterson (1994) highlighted that there were 3 major reasons why tourists visited historical places. One is to experience how it feels to be living in another culture; second is to get a rational experience and enjoy it and the third one is to share their experiences with other members of their societies, where it is also helpful to teach kids about the history.

Bachleitner (1992) concluded that cultural tourism increases residents learning, knowledge appreciation of community pride, patience for other people, cultural identity for other and derived small and medium family enterprises. Cross-culture communication brought up due to cultural events that foster understanding among tourist and host (Sdnali, 2007).

Several studies show that widespread research done in the past by the experts of tourism industry in order to lay down the dependence of satisfaction on demographic and behavioral characteristics. Valle O.D., (2006) discovered that there was not much dependence in

between members of a cluster and demographic variables. But he discovered three elements that majorly dependent and these are nationality, age and level of education. Jodice L.W, (2006) found no major differences in between segments on the basis of their demographic information except income.

Huh (2002) observed important relationship between overall tourists satisfaction and gender only. There were instances where there was no major difference like in education, age, state of origin and income. Huh (2002) found an inter-dependent relationship among total satisfaction and previous experience of tourists when we talk about behavioral characteristics. As far as total time of stay, membership of group and destination distance is concerned, there was no major difference found. Martin (2006) found a major difference in between gender, income distribution, age and years of event based on Chi-square test. Accommodation type and spending are inter-dependent in regards to behavioral characteristics.

Valle et al (2006) recorded major variation in cluster membership. It was based on the total time of stay and what was the mode of transportation. Most of the previous studies support that socio-demographic variables of tourists based on weak segmentation with the fact that the prime choice of leisure surpass ahead of a person.

Social interaction among cross-cultural setting is one of those areas that do not capture much attention as far as tourism marketing is concerned. Dimanche (1994) said that the scholars of marketing and consumer behavior should “start examining the impact of cultural differences on the quality of cross-cultural interactions between tourists and locals working in the tourism industry”.

We will observe different values in each culture which are dominating. These are the dominating values that draw a line in between tourists and hosts. This assumption got a support of facts that found from the literature review (Brewer, 1984). We truly believe that individual and regional differences exist among cultures. But, tourists and hosts differentiate

themselves in daily interaction on the basis of different culture background (Pizam A. &1995). We record these differences without knowing the regional background of one tourist, lifestyle, length of stay, purpose of travel and motivation.

Peleggi (1996) analyzed the significance of Thailand's cultural attributes to both global and domestic tourism, including an investigation of the state tourism agency's encouragement of culture and the ideological implications of culture sightseeing in relation to the official historical narrative. This study highlighted number of attributes, such as traditional villages, museums, monuments and palaces (Peleggi:, 1996). Philipp (1993) investigated black white racial differences in the apparent attractiveness of cultural tourism. They surveyed a Southern metropolitan area and selected various attributes. The study indicated that white tourists were more attracted in cultural destinations than black tourists (Philipp, 1993).

Cultural Distance

A cultural difference is defined as differences between groups of people who do things differently and perceive the world differently (Potter, 1989). Several researchers have suggested cultural dissimilarity encourages to repeat travel to a destination. For example, (Yavas, 1987) noted that Saudi tourist were fascinated in west's image and like to tour Muslim nation more often than touring to other destinations. The safest destination for Muslims were Muslim countries after September 11, 2001 attacks on United states of America, while the safest destination for westerners were western countries which noted by (Henderson, 2003). So this suggested that, the tourist will select destination when there is cultural similarity between tourist's home country and a destination. The hypothesis, which was initially popularized by (Nelson, 1965), "suggest people are fascinated to others who have similar beliefs and manner".

Hofstede (1980a) drafted facts related to the diversity of cultures. We studied different elements of cultures like people' attitudes, perceptions, values, beliefs etc. Triandis (1972) discussed how these facts of subjective culture make an impact on interpersonal interactions. He also argued that similar things among cultures clear the path and give a chance to the

members of cultures to come closer frequently. Landis (1983) discussed that differences among cultures make an effect on interpersonal interaction. They also focused that these differences brought up behaviors and interpretation which are not the same. That is why; misunderstanding occurred. Verbal and Non-verbal communication contain differences which create numerous ways of expressing beliefs, values and perceptions. Feather (1980) argued that major differences among cultures in the perceived value system tend to minimize interpersonal communication in between members of culture. On the other hand cultural difference can be a valuable add to the tourism industry as cultural difference can be a driving force for tourists to visit different culture and observe new and different things.

Tourists from highly individualist countries (as Australia, Canada, New Zealand and The United States) tour to more culturally alike destinations, where as tourists from highly collectivist countries (such as Colombia, El Salvador, Ecuador and South Korea) travel to Remote areas which are culturally rich and located quite far. Jackson turned out to be rational here and said that people belong to advanced eccentric country are less mutually supporting with their in- groups and as such, contain better need for affiliation (Franzoi, 1996). So culture similar destination gives tourist to accept the environment easily with the host community.

According to the “contact hypothesis” the social contact between individuals from different cultures can result in mutual understanding, respect, tolerance and liking (Bochner, 1982), development of positive attitudes (Fisher, 1991), reduction of ethnic prejudices, stereotypes and racial tension (Robinson, 1976). Similarly, the contact between tourists and hosts from a lot of cultural backgrounds can lead to enhancement of their attitudes toward each other (Pearce, *The Social Psychology of Tourist Behavior*, 1982), development of friendships (Pearce, *The Ulysses Factor: Evaluating Visitors in Tourist Settings*, 1988) provide them a platform to show potentials and learn cultures and enhance interpersonal interaction (Bochner, 1982), and they receive psychological satisfaction in response (Stringer, 1981).

We extracted a valuable information from old studies that there is a mechanism of determine social contact through several factors. There are number of factors like one-to-one confrontations, behavior rules, behaviors, perceptions, hobbies, objectives and one get the opportunity of social contact or not, future targets, all determine on the basis of culture.

We can conclude here with full confidence that cultural factors are the tools that help to develop and understand the social interaction among tourists and host. Different cultural elements create a strong influence among cross-culture interaction because tourists and hosts belong to different cultures, language, values and school of thoughts (Bochner, 1982).

Tourists' Satisfaction

Tourist may be satisfied with one or another product, service, quality and frustrated with another. For example, Tourist visit in one destination, satisfied in every aspect like quality, service and dissatisfied with price of hotels and restaurants. As result they may not decide to repeat travel. So, tourist's satisfaction has been hypothesized to be a predecessor on the whole satisfaction. According to Oliver's (1980) study reported that on the whole satisfaction was optimistically influenced by tourist's satisfaction and pessimistically influence by tourist's dissatisfaction, which propose that on the whole tourist's satisfaction affects overall satisfaction directly.

Tourist satisfaction is imperative in flourishing of destination marketing since it impacts on the selection of destination, the use of goods and services, and the decision to repeat travel (Kozark, 2000). Many researchers have investigated consumer satisfaction and stated different theories about it (Bramwell, 1998). For instance, (Parasuraman, 1985) expectation perception gap model, Oliver's expectancy–disconfirmation theory (Pizam A. &., 1993), Sirgy's congruity model (Sirgy, 1984), and the performance – only model. (Pizam A. N., Dimensions of tourist satisfaction with a destination, 1978) have been used to determine tourist satisfaction with particular tourism destinations. Particularly, expectancy-disconfirmation theory has been extensively accepted amongst these assumptions due to its broader applicability. (Weber, 1997) discussed that paradigm considered to be one of those

methods that actually apply in order to judge the level of customer's satisfaction and dissatisfaction.

Oliver (1980) worked on expectation-disconfirmation model and this model talks about expectations of consumers. It talks about products when they haven't used yet and also explain the comparison among expectations and real experience. If real experience turns out to be larger than expectations then we may conclude disconfirmation (PD) as positive. It means that satisfaction of consumer is there and consumer has intention to buy the product once again.

If we change this situation then we will come into negative disconfirmation (ND) and consumer will start looking some other options.

Chon and Olsen (1991) indicated a theory to understand the 'expectations of the visiting destination characteristics and tourists' satisfaction. They concluded that after the visit of the tourists, if the assessment of their experience of the first travel is superior to their expectations, they will be satisfied with their tour experience.

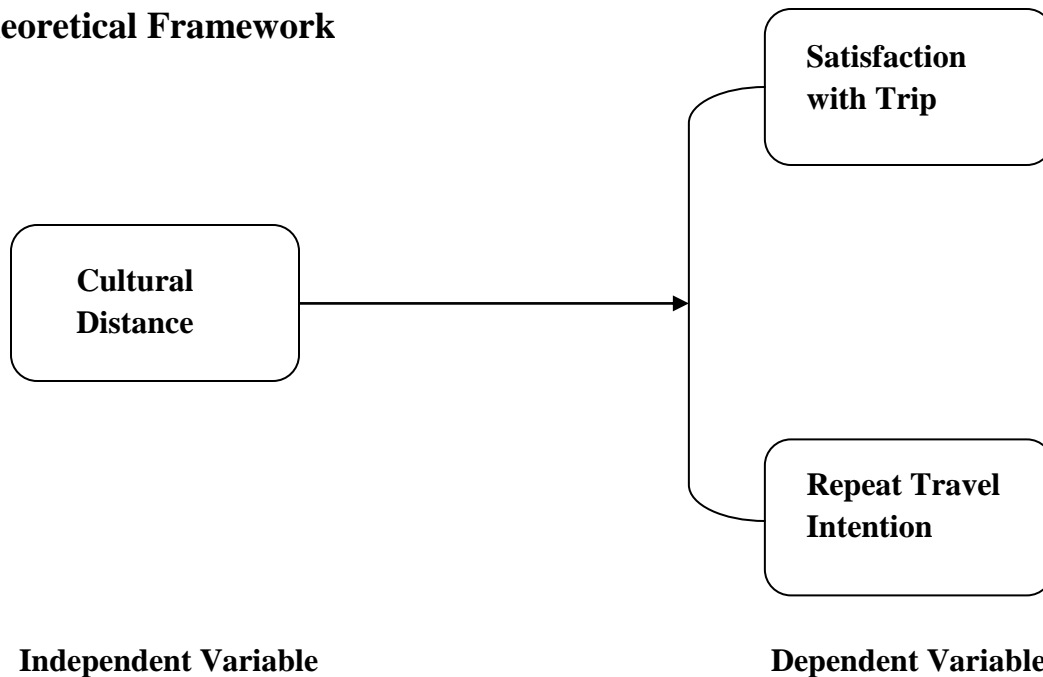
There are many things, which may be evaluated by tourist's to visit or return to a destination. They may relate to prices, quality of service, or behavior of people in destination. Some tourist's may be satisfied with quality, service and may be dissatisfied the prices, tourist paid for the service, other tourist's may be satisfied with overall service and price paid. For example Tourist from Europe travelling to Nepal may be satisfied with every role like prices, quality, behavior etc but tourist from Asia like India; Srilanka, Bangladesh etc are dissatisfied with price because they knew that they can get lower price for better service, quality and products (Chon K. , 1989).

To satisfy the tourists or customer, we should say positive things of the destination or product, remain loyal to them, and provide good service. So, some researchers also propose getting optimistic view of customer or tourist's: 1) Projective and optimistic look to the

tourists, 2) take their view and present to other customer, 3) show loyalty to the customers, 4) have enough interaction with them, 5) offer economic packages. According to (Anderson EW, 1994); (Oliver, 1980); “A direct positive relationship between customer satisfaction and repurchase intention is support by numerous studies in marketing literature”. So, these study reports that satisfied tourists or customer are intended to repeat travel to same destination or purchase the same facility.

Another example, tourist visiting to country like Nepal from Europe preferred repeat travel due to different culture, nature of beauty and the behavior of people. But tourist from India, Sri Lanka, Bangladesh have same culture and know that what will be there and how people are going to treat them. So, Satisfaction was highly correlated with repeat travel.

4.0 Theoretical Framework



As per the above schematic diagram, there is 1 independent variable “**Cultural Distance**” with 2 dependent variables “**Satisfaction with Trip**” & “**Repeat Travel Intention**”. As per the previous researches, independent variable has positive relation with both the dependent variables. Greater the Cultural Distance greater will be Satisfaction with Trip & Repeat Travel Intention.

4.1 Hypothesis

On the basis of above theoretical framework, hypothesis is developed to test whether the above mentioned relationships that have been theorized do in fact hold true. As per the previous researches the direction of the relationship between variables is indicated as the increase in the independent variable will increase the dependent variables. Hypothesis can be classified into 2 types, Null & Alternate Hypothesis. Null Hypothesis (H_0) is a statement which expresses no significant relationship or difference between 2 variables or groups. Alternate Hypothesis (H_A) is a statement which expresses a relationship or difference between 2 variables or groups. Following are the Null & Alternate Hypothesis regarding this study.

H₀1: There is no significant relation between **Cultural Distance & Satisfaction with Trip.**

H_A1: There is a significant relation between **Cultural Distance & Satisfaction with Trip.**

H₀2: There is no significant relation between **Cultural Distance & Repeat Travel Intention.**

H_A2: There is a significant relation between **Cultural Distance & Repeat Travel Intention.**

As there is only 1 independent variable in this study so Null Hypothesis states that the independent variable has no significant affect on both the dependent variables. An increase or decrease in Cultural Distance does not affect the Satisfaction with Trip & Repeat Travel Intention. It also implies that any difference found between 2 variables / groups or any relationship found between 2 variables / groups is due to random sample error and not due to any true difference between 2 sample variables / variables. On the other side, Alternate Hypothesis states that relationships do exist between the independent & dependent variables. Null hypothesis is formulated to be tested for possible rejection & if analysis / results leads to rejecting the Null Hypothesis, then Alternate Hypothesis could be possible.

5.0 Analysis

As there are 2 dependent variables in this research analysis so the analysis is carried out in 2 stages. In 1st stage only 1 dependent variable is analyzed with the independent variable at a time & in 2nd stage all the variables are analyzed together. For each sample taken, dependent variables are regressed on independent variable using ordinary least squares.

4.3 Results

H₀1: There is no significant relation between Cultural Distance (X) & Satisfaction with Trip (Y1).

The 1st null hypothesis states that there is no significant relation between Cultural Distance & Satisfaction with Trip. Regression analysis is carried out to discover the relation between the variables.

Table 1 indicates the descriptive statistics of the 2 variables. Cultural Distance with a mean of 5.939 & a standard deviation of 0.44 and Satisfaction with trip with a mean of 6.55 & with a standard deviation of 0.68 and the number of samples for both the variables are 110.

Table 2 indicates the correlation value of 0.544 between Cultural Distance & Satisfaction with trip. As the value is closer to 0.5 so it indicates the moderate relation between the 2 variables & a positive sign indicates that the 2 variables are positively related.

Table 3 indicates the R² value of .296. The R² in the regression is the fraction of the variation in dependent variable / group that is predicted by or accounted for independent variable / group. R-Square, also known as the Coefficient of determination is a commonly used statistic method to evaluate model fit. R-square is 1 minus residual variability. When the value of residual variability around the regression line is relatively small, the prediction from the regression equation is good & if there is no relationship between the X & Y1 variables / groups, then the value of residual variability of the Y variable is equal to 1.0 and R-square would be 0. If X & Y1 are perfectly correlated then there is no residual variability & the value of variance would be 0.0 & R-square would be 1. We have an R-square of 0.296 & the variability of the Y values around the regression line is 1-0.296 times the original variance; in other words we have explained 29.6% of the original variability & are left with 70.4% residual variability.

Table 4 indicates the values of coefficient & constant. The 0.348 value of coefficient indicates that by increasing the value of independent variable by one, the value of dependent variable will increase by 0.348. Table 4 also indicates the significant value of 0.00 (0%). As the significant level is less than 5% so we can reject the null hypothesis and state that there is a significant relation between Cultural Distance (X) & Satisfaction with Trip (Y1).

H₀2: There is no significant relation between Cultural Distance (X) & Repeat Travel Intention (Y2).

The 2nd null hypothesis states that there is no significant relation between Cultural Distance & Repeat Travel Intention. Regression analysis is carried out to discover the relation between the variables.

Table 5 indicates the descriptive statistics of the 2 variables. Cultural Distance with a mean of 5.9 & a standard deviation of 0.44 and Repeat Travel Intention with a mean of 5.57 & a standard deviation of 0.98 and the number of samples for both the variables are 110.

Table 6 indicates the correlation value of 0.429 between Repeat Travel Intention & Cultural Distance. As the value is closer to 0.50 so it indicates the moderate relation between the 2 variables & a positive sign indicates that the 2 variables are positively related.

Table 7 indicates the R² value of .184 & the variability of the Y values around the regression line is 1- 0.184 times the original variance; in other words we have explained 18.4% of the original variability & are left with 81.6% residual variability.

Table 8 indicates the values of coefficient & constant. The 0.192 value of coefficient indicates that by increasing the value of independent variable by one, the value of dependent variable will increase by 0.192. Table 8 also indicates the significant value of 0.00 (0.0%). As the significant level is less than 5% so we can reject the null hypothesis and state that there is a significant relation between Repeat Travel Intention & Cultural Distance.

Table 9 indicates the R² value of .365. We have an R-square of 0.365 & the variability of the Y values around the regression line is 1-0.365 times the original variance; in other words we have explained 36.5% of the original variability & are left with 63.5% residual variability.

Table 10 indicates the values of coefficients & constant. The size of coefficient of independent variable / group gives the size of the effect that variables are having on dependent

variables / groups and the signs on the coefficients give the direction of the effect. As per the Table 10, the prediction equation is X (Cultural Distance) = 0.289 Y_1 (Satisfaction with trip) + 0.124 Y_2 (Repeat Travel Intention) + 3.358 telling that Cultural Distance is predicted to increase by 0.289 when the Satisfaction with trip variable goes by one, increased by 0.124 when Repeat Travel Intention goes up by 1 and is predicted to be 3.358 when both the dependent variables are zero. Table 10 also indicates the significant values of 0.00 (0.0%) & 0.001 (0.1%). As the significance level is less than 5 % so we can predict that all the two independent variables have significant effect on the dependent variable.

Frequency:

Table 11 & Bar Chart 1 shows the frequency distribution of “**Gender**” and as per the table, Male & Female have the same percentage in the sample taken.

Table 12 & Pie Chart 1 shows the frequency distribution of “Travelling with” and as per the table, Friends with a frequency of 42.73% is the tourist most travelled with.

Table 13 shows the frequency distribution of “**Purpose of tour**” and as per the table, Leisure with a frequency of 91.8% has the highest purpose of tour.

Table 14 shows the frequency distribution of “**Interest**” and as per the table; recreation holiday with a frequency of 90.0% is the highest interest of the tourist.

Bar Chart 2 shows that only 2 % of total visits, tourists prefer non-cultural visits.

Pie chart 2 indicates the percentage distribution of “Name of tourist place” with the highest percentage of 20.91% for Nagarkot.

Pie chart 3 indicates the percentage distribution of “Satisfaction with trip” with the highest percentage of 64.55% for likert scale 7.

Pie chart 4 indicates the percentage distribution of “Intent to repeat travel” with the highest percentage of 48.018% for likert scale 6.

Pie chart 5 indicates the percentage distribution of “Enjoyed temples” with the highest percentage of 77.27% for likert scale 7.

Pie chart 6 indicates the percentage distribution of “Enjoyed mountains & vales” with the highest percentage of 83.64% for likert scale 7.

Pie chart 7 indicates the percentage distribution of “Interested in Nepal culture” with the highest percentage of 50.91% for likert scale 7.

Pie chart 8 indicates the percentage distribution of “Enjoyed religious sites” with the highest percentage of 60.00% for likert scale 7.

Pie chart 9 indicates the percentage distribution of “Enjoyed cultural festivals” with the highest percentage of 63.64% for likert scale 7.

Pie chart 10 indicates the percentage distribution of “Enjoyed local food” with the highest percentage of 28.18% for likert scale 5.

Pie chart 11 indicates the percentage distribution of “Missed Western food” with the highest percentage of 41.73% for likert scale 1.

Pie chart 12 indicates the percentage distribution of “Nepal is inexpensive” with the highest percentage of 41.82% for likert scale 6.

Pie chart 13 indicates the percentage distribution of “Satisfaction with trip” with the highest percentage of 64.55% for likert scale 7.

Pie chart 14 indicates the percentage distribution of “Enjoyed Dewali” with the highest percentage of 10.00% for likert scale 7.

Pie chart 15 indicates the percentage distribution of “Chose Nepal due to cultural differences” with the highest percentage of 36.36% for likert scale 5.

Pie chart 16 indicates the percentage distribution of “Enjoyed Basant” with the highest percentage of 81.82% for likert scale 7.

Pie chart 17 indicates the percentage distribution of “Enjoyed Local accommodation” with the highest percentage of 57.27% for likert scale 6.

Pie chart 18 indicates the percentage distribution of “Satisfied with transportation” with the highest percentage of 51.82% for likert scale 6.

Pie chart 19 indicates the percentage distribution of “Enjoyed meeting with native nepali people” with the highest percentage of 63.64% for likert scale 7.

Pie chart 20 indicates the percentage distribution of “Satisfied with transportation” with the highest percentage of 33.64% for likert scale 6.

6.0 Discussion

This study was conducted in different tourist destinations of Nepal which includes Boudha, Basantapur, swayambhunath, Nagarkot and many more. There were total 110 tourists included in this group. Written questionnaire were filled from the tourists. This study included tourists of both gender. There were 55 male and 55 females in this study. Tourists with different nationalities were included in this study. Twenty different nationalities were included in this study. To represent broader civilization of the word tourist from asia, Europe, America and Australia were included in this study.

We included tourist of all age group in our study. Most of the tourists included in our study were educated people. We found that people who are educated are more interested in travelling to different tourist destinations. In this study we found that both the professionals and students were equally interested in visiting tourist destinations which highlights a market place of tourist. Effective marketing of Nepal's culture and tourist places to both the students and professionals of the world can increase the value of Nepal as a tourist place.

Annual income of the tourist included in this study was above the income of the common people which suggest us that only those people who are well off visit far off tourist country because they have to bear the expenses of travelling, residence and foodstuff. So we can narrow down our target market to only those people who are holding top positions in their professions and can afford the trip.

In this study we tried to figure It out that does tourist travel to a destination to take a pause from their personnel life and travel alone or they travel with their families or friends to spend time together. According to our research, we found that 34.5 % were travelling alone to explore new relationships. Only 22.7 % people were travelling with their families which were the least group of people found in our study. On the other hand, we found 42.7 % were travelling along with their friends which were the highest percentage in our study. So we can infer that if we include more good deals to people who are travelling with their friends, we can increase the number of tourists visiting Nepal.

We included question to find out the main purpose of tourist visiting Nepal. We found that 91.8 % people were visiting Nepal they were interested in taking part in leisure activities. Only 8% of people included in this study said that they are visiting Nepal because of and educational purpose. This suggests that tourist visiting Nepal is more and more interested in leisure activities only.

We also evaluated the interest of tourist in visiting Nepal and we found that 90 % of people were interested in visiting Nepal because they were on recreation holidays. 1.8 % people were visiting Nepal due to their interest in pilgrimage. A *pilgrimage* is a journey or search of moral or spiritual significance. We also found that 8.2 % were visiting Nepal due to their combine educational and recreational holidays. From these results we can conclude that if we can devise a good marketing strategy to approach people just before their vocations are starting, we can direct more people to visit different cultural destinations of Nepal.

We also evaluated the preferences of our tourists while visiting Nepal. We found that 20% of the tourists were attracted to visit Nepal solely because they were attracted in the culture of Nepal. We also found that 30% of tourists were visiting Nepal because of culture of Nepal and the beautiful resorts of Nepal. But the major group of people who was visiting Nepal was interested in culture, resorts and wild life of Nepal. We also found that 19% of tourists included in our research were attracted to Nepal because of cultural activities and wildlife. We found only 2% of the people who were visiting Nepal merely because of resorts of Nepal.

From all these results we can deduce that culture is the main driving force which attracts the people from all our the world to visit Nepal. But it's not only culture, rather wild life and resorts also play a very significant role in attracting the tourist to visit Nepal. So if we want to increase the number of people visiting Nepal each year, we must improve the wild life and resorts facilities offered in Nepal. We also need to effective market the important cultural places of Nepal to the main tourist market of the world. Cultural places must also be kept clean and we need to improve the transport facilities to all the cultural places of the Nepal.

Majority of the people included in our study were staying in the guest houses, so we can construct more guest house near various tourist destinations of Nepal offering advanced and luxurious facilities in these guest houses.

In this research we aimed to find the impact of cultural distance on overall satisfaction of the people with the tour and the intention of repeat travel. We first analyzed the impact of cultural distance on the overall satisfaction of people with the tour. As we included people from all parts of the world visiting Nepal, there was a huge cultural distance between the Nepal and the tourists who were included in our study. We calculated the level of satisfaction of the tourists by means of likert scale. Then we find out the impact of cultural difference on tourist satisfaction by applying regression analysis and Pearson correlation.

We found the cultural difference was positively correlated with the satisfaction of the tourists visiting Nepal. This means that cultural difference increases the overall satisfaction of tourist visiting a different cultural place.

Secondly we analyzed the impact of cultural distance on the intention of the tourists to repeat travel. We analyzed these two variables by the same regression analysis and Pearson correlation and also found a positive correlation between these two variables. We found that cultural difference play a positive role in the intention of repeat travel of the tourist to the same place.

We included different attributes of culture in our study to assess the satisfaction level of tourists with different cultural places and cultural activities of Nepal. We found majority of the tourist were satisfied with their tour to Nepal with 65% of the tourist selecting a score of 7 and 27% with a score of 6 on likert scale.

We also found that majority of the tourist included in this study were intending to repeat travel to Nepal with 14% having a score of 7,48% having a score of 6 and 23 % having a score of 5 on likert scale. Significantly, we only found 1% of the tourist who were not interested to visit Nepal with a likert score of 2 and 3.

When we asked the tourists as if they have choosen Nepal as their tourist destination because of cultural difference. 27%,32% and 36% of the tourist have agreed to the question with a score of 7,6 and 5 on likert scale.

We asked the tourist whether they like different historical places in Nepal and whether they like cultural festivals and cultural activities in Nepal. Majority of the tourist said that they enjoyed visiting temples in Nepal with 73% of tourist selecting a score of 7 on likert scale. 83% of the tourist included in this study claimed that they have enjoyed mountains and valleys of Nepal with a maximum score of 7 on likert scale.

When they were asked that whether they are interested in Nepal's culture, 51% selected a score of 7, 26% selected 6 and 20 selected 5 on likert scale. Only 2% of tourists included in our study were not interested in the culture of Nepal. Almost all the tourists admitted that they enjoyed visiting religious sites in Nepal with 60% selecting a score of 7, 36% selecting 6 and 4 % selecting a score of 5 on likert scale.

When we asked the tourists that they enjoyed cultural festivals 65% agreed to us with a score of 7, 35% with a score of 6 and 2% with a score of 5 on likert scale. We also asked the tourist that whether they have enjoyed the local food. 25% of the tourist agreed to us with a score of 7, 27% with a score of 6 and 28% with a score of 5. Only 10% of the tourist disagreed with us with 5 % each with a score of 2 and 3 on likert scale.

Majority of the tourist included in this study has disagreed to a question whether they missed western food. They said that they did not missed western food and the local food of Nepal was very delicious for them. 42% and 38% disagreed to the question with a likert score of 1 and 2 respectively.

Tourists visiting Nepal have found Nepal relatively inexpensive. 17%, 42% and 30% agreed to this question with a likert score of 7,6 and 5 respectively. Only 5% of the tourist included in this study said that they found Nepal expensive. 68% and 27% of tourist agreed to the question that they enjoyed visiting Nepali architecture and historical buildings with a likert score of 7 and 6 respectively.

When we asked the tourist that they enjoyed diwali or not. Surprisingly only 11% of the people have agreed to the question that they enjoyed diwali and for 85% of the tourist diwali was an unknown festival as diwali is a celebrated in hindu culture only. But this question gives them an idea about diwali so that in their future visits to Nepal they may enjoy diwali function too.

Tourist visiting Nepal really appreciated the basant festival. 82% and 13% agreed to the question with a likert score of 7 and 6 respectively. Majority of the tourist included in this research have agreed to the question that they have enjoyed local accommodations with 20%, 57% and 19% of tourist agreeing to this question with a likert score of 7,6 and 5 respectively.

Only 4% of the tourists included in this study were not satisfied with the local transportation facilities. The remaining percentage of people was absolutely satisfied with the transportation facilities. Tourist included in this study really admired the behavior of native Nepali people and they enjoyed meeting and talking with native Nepali people. Only 5% of the people included in this study did not enjoy the local food. The remaining tourist agreed to the question that they have enjoyed eating local Nepali food.

7.0 Conclusion & Recommendations

Tourist satisfaction is a very important for the success of any tourist place. Tourist satisfaction also increases the chances of tourists visiting the same place again. Culture is emerging as a new factor in the success of any tourist destination. Earlier tourism was only seen as an outgoing activity involving natural beauty, beaches, wild life and resorts. Now this trend is changing and people are getting more and more interested in exploring different cultural places and cultural activities in different tourist destinations.

In this study we evaluated the impact of cultural distance on overall satisfaction and tourists and their intent to repeat travel to the same destination. We found that cultural difference is a main driving force which is driving people from all parts of the world to Nepal to see cultural places of Nepal. Tourists also visit Nepal because they like to take part in different cultural activities in Nepal which are new to them and they cannot enjoy these cultural activities and festivals in their native countries.

Learning outcomes of this study are that if we want to increase the number of people visiting Nepal each year, we need to devise a strategy to improve the impression of Nepal as country rich of cultural places and festivals. We need to launch an extensive marketing plan which will represent Nepal as a successful cultural place to the people living in all parts of the world. We need to offer good packages for the tourist and improve the booking and travelling facilities. We also need to improve the residence facilities offered in Nepal for international tourists. There must be improvements in the overall facilities offered in different cultural places of Nepal. By doing all these effort Nepal can become the world's most popular tourist destination of the world due to its rich culture.

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9.0 Appendices

Table 1

Descriptive Statistics

	Mean	Std. Deviation	N
Cultural Distance	5.939	.4387	110
Satisfaction with trip	6.55	.686	110

Table 2

Correlations

		Cultural Distance	Satisfaction with trip
Pearson Correlation	Cultural Distance	1.000	.544
	Satisfaction with trip	.544	1.000
Sig. (1-tailed)	Cultural Distance	.	.000
	Satisfaction with trip	.000	.

Table 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.544 ^a	.296	.290	.3697	.296	45.480	.000

a. Predictors: (Constant), Satisfaction with trip

Table 4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.660	.340		10.770	.000
	Satisfaction with trip	.348	.052	.544	6.744	.000

Table 5

Descriptive Statistics

	Mean	Std. Deviation	N
Cultural Distance	5.939	.4387	110
Intend to repeat travel	5.57	.981	110

Table 6**Correlations**

		Cultural Distance	Intend to repeat travel
Pearson Correlation	Cultural Distance	1.000	.429
	Intend to repeat travel	.429	1.000
Sig. (1-tailed)	Cultural Distance	.	.000
	Intend to repeat travel	.000	.

Table 7**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.429 ^a	.184	.177	.3981	.184	24.386	.000

a. Predictors: (Constant), Intend to repeat travel

Table 8*Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.870	.220		22.145	.000
Intend to repeat travel	.192	.039	.429	4.938	.000

Multiple Regressions:**Table 9***Model Summary^b*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.604 ^a	.365	.353	.3529	.365	30.716	.000

a. Predictors: (Constant), Intend to repeat travel, Satisfaction with trip

b. Dependent Variable: Cultural Distance

Table 10*Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.358	.336		9.986	.000

Satisfaction with trip	.289	.052	.451	5.514	.000
Intend to repeat travel	.124	.037	.278	3.394	.001

Table 11

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
f	55	50.0	50.0	50.0
m	55	50.0	50.0	100.0
Total	110	100.0	100.0	

Bar Chart 1

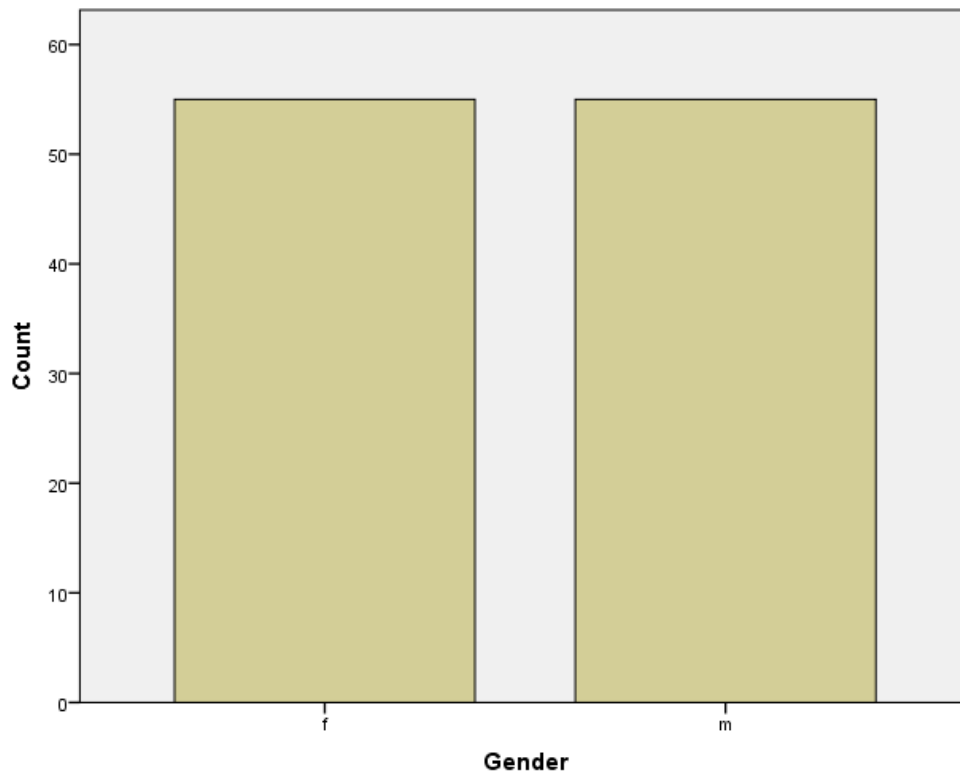


Table 12

Traveling with

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid alone	38	34.5	34.5	34.5
Valid family	25	22.7	22.7	57.3
Valid friends	47	42.7	42.7	100.0
Total	110	100.0	100.0	

Pie Chart 1

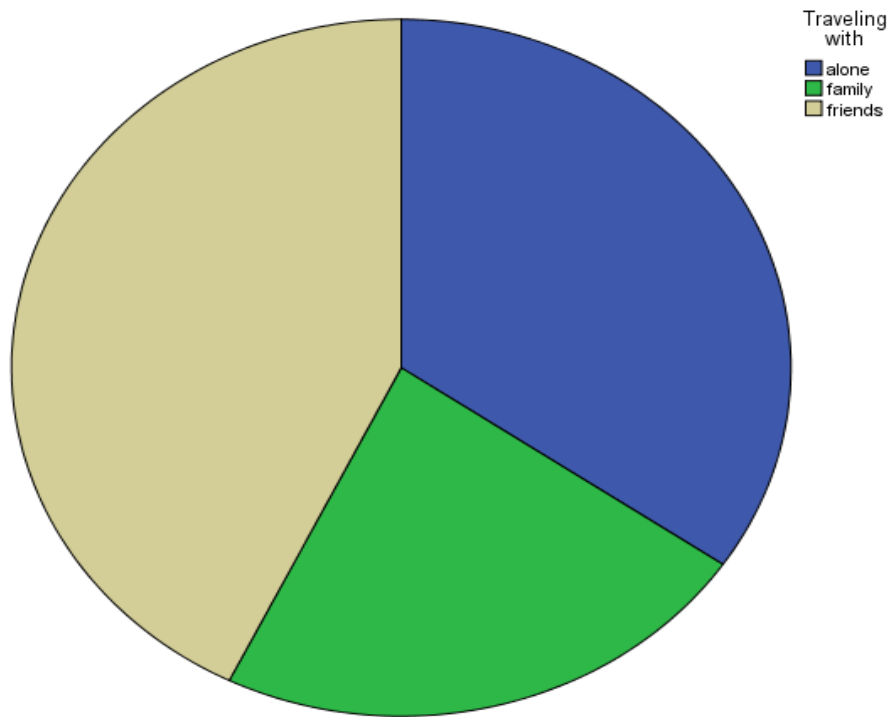


Table 13

Purpose of tour

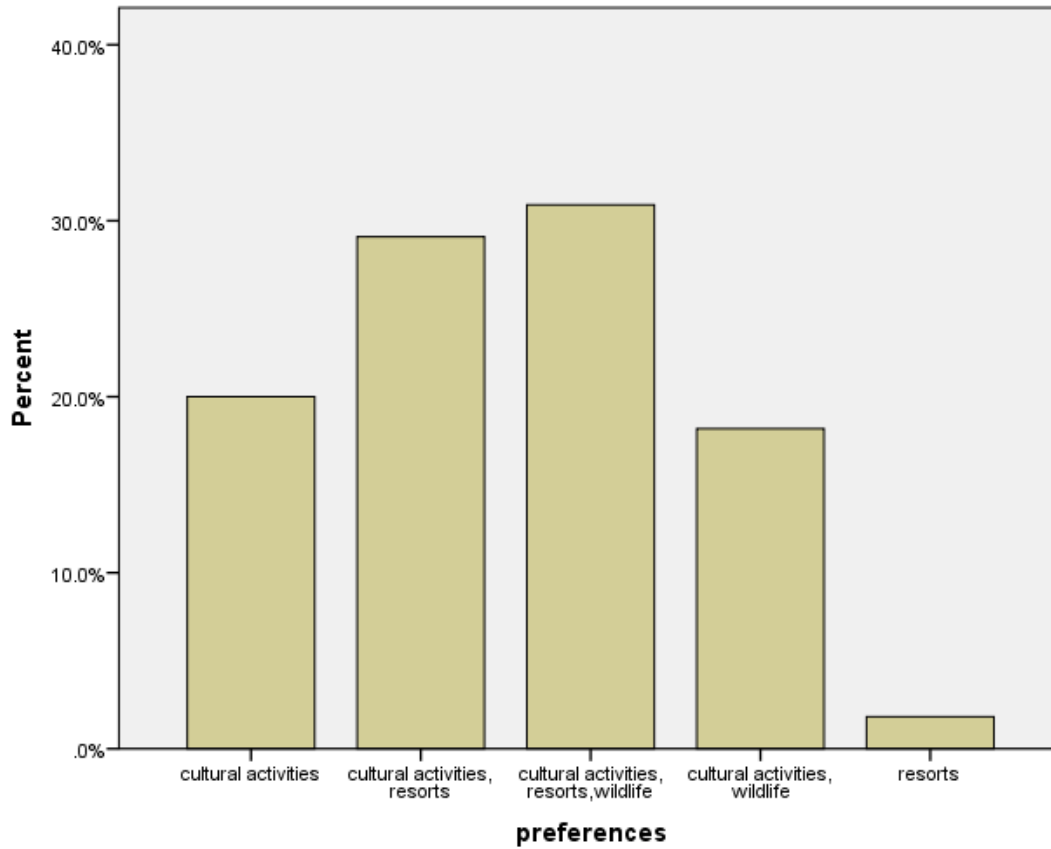
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid educational, leisure	9	8.2	8.2	8.2
Leisure	101	91.8	91.8	100.0
Total	110	100.0	100.0	

Table 14

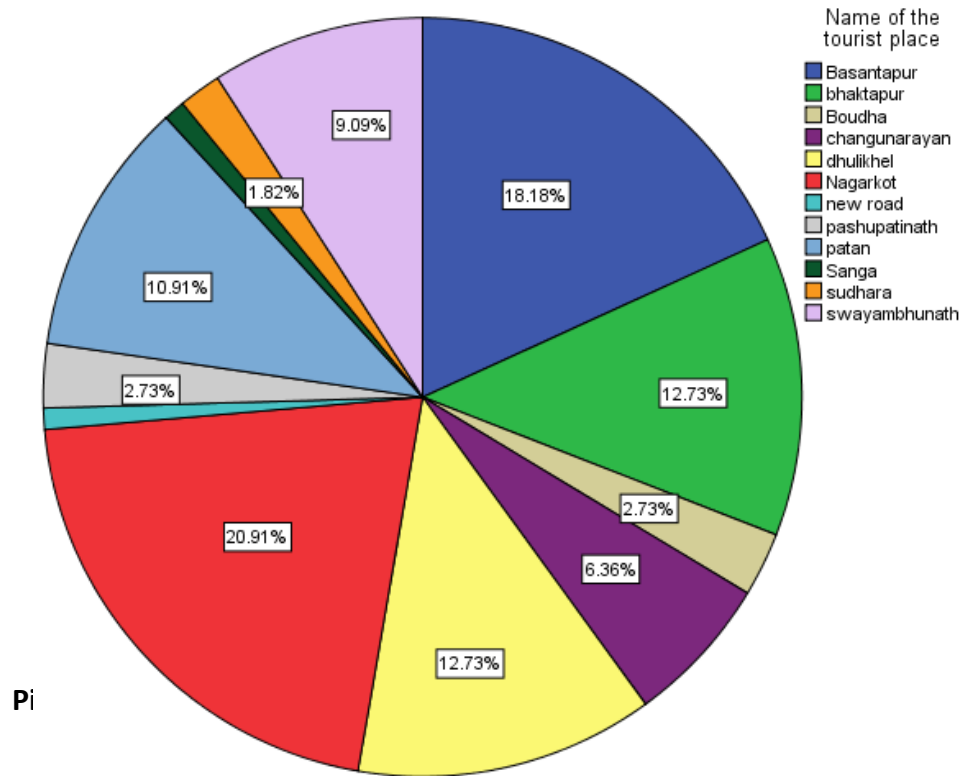
Interest

	Frequency	Percent	Valid Percent	Cumulative Percent
Education/recreational holiday	9	8.2	8.2	8.2
Valid pilgrimage	2	1.8	1.8	10.0
recreation holiday	99	90.0	90.0	100.0
Total	110	100.0	100.0	

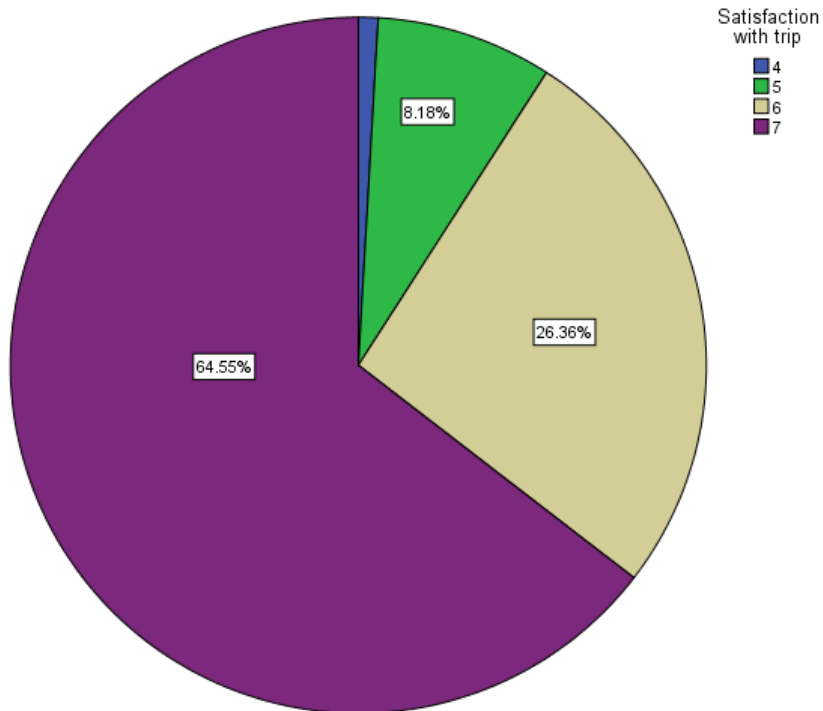
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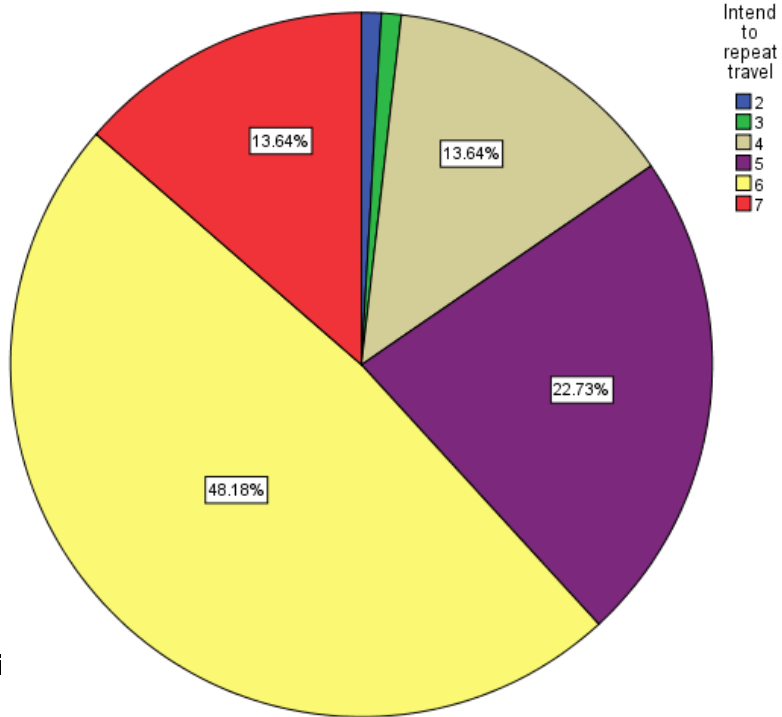
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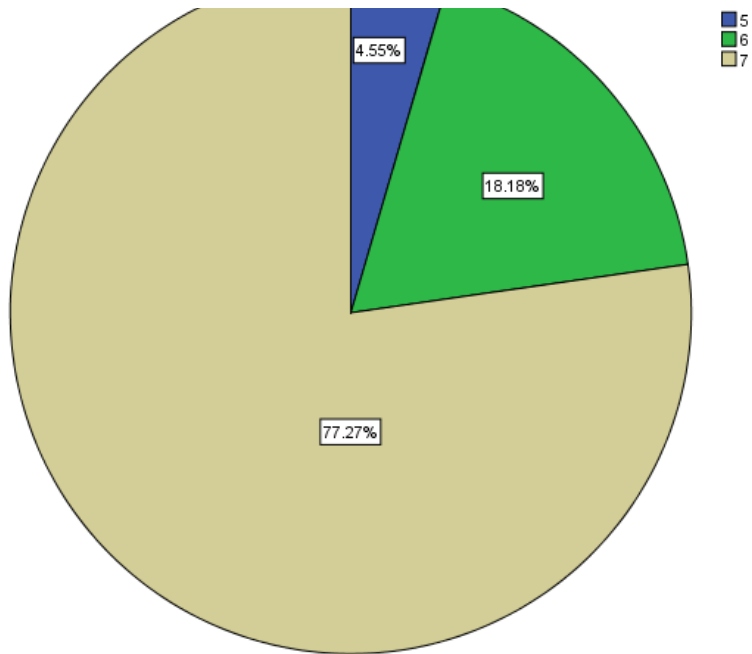
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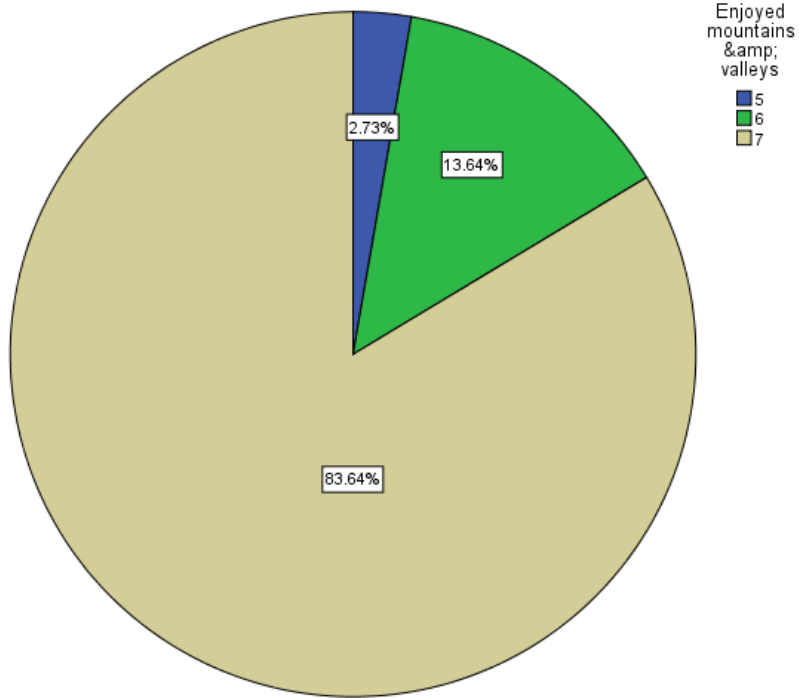
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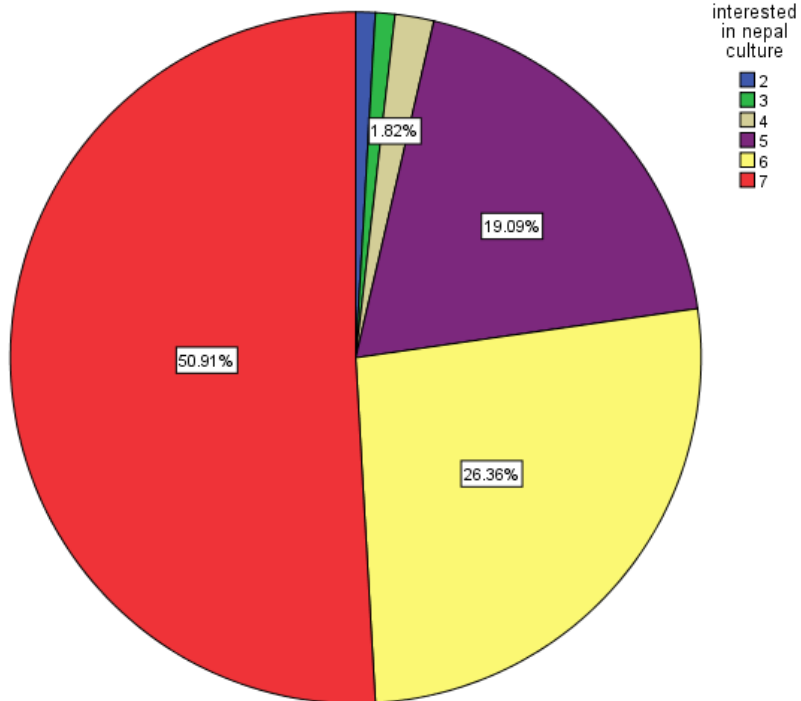
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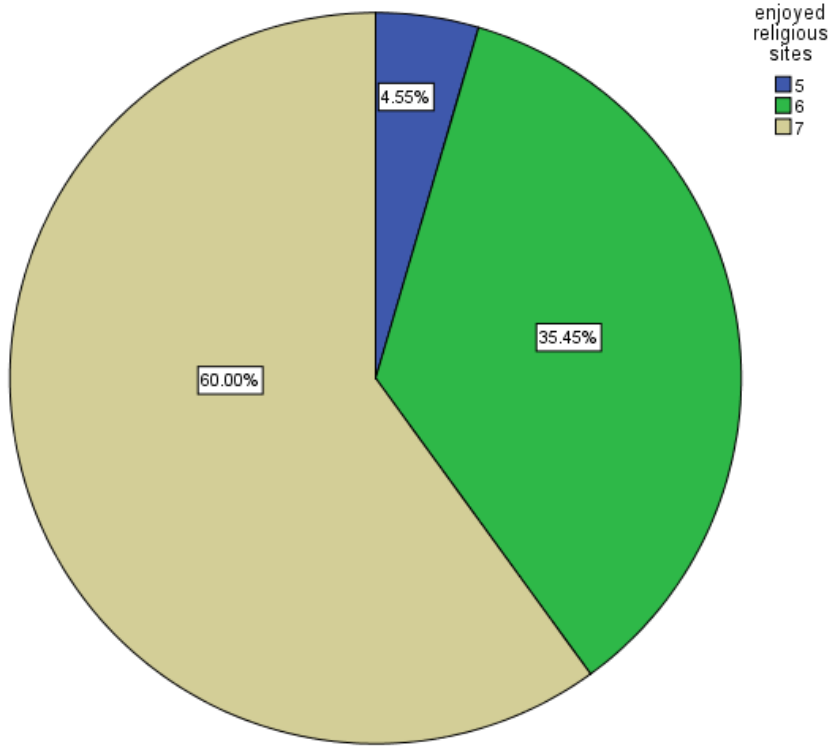
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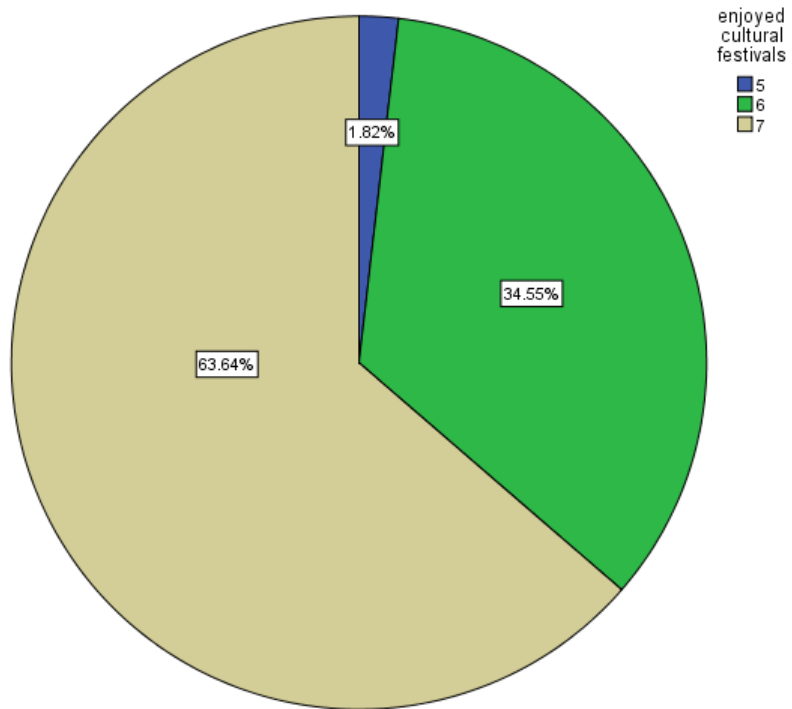
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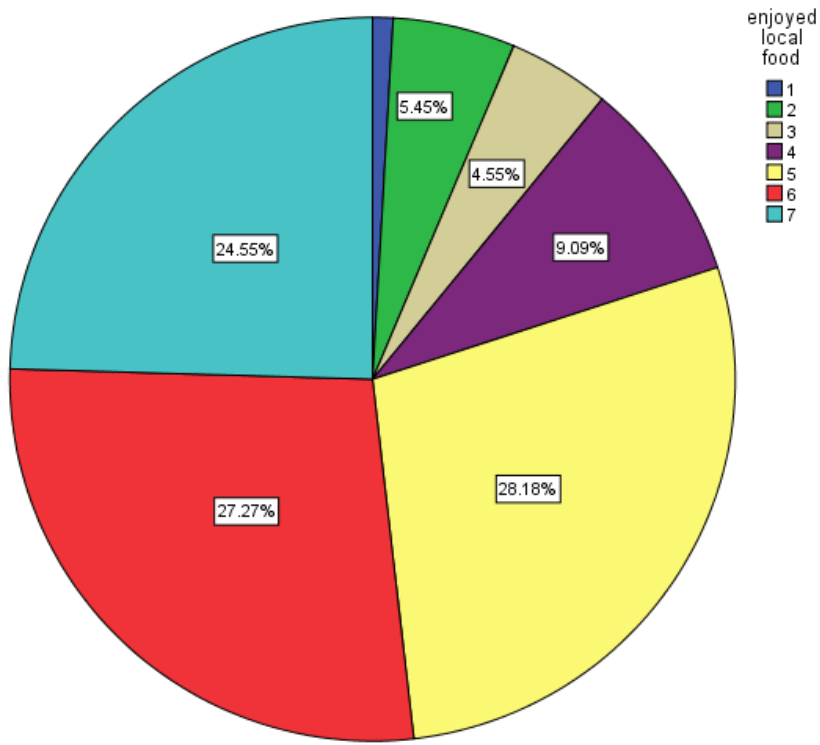
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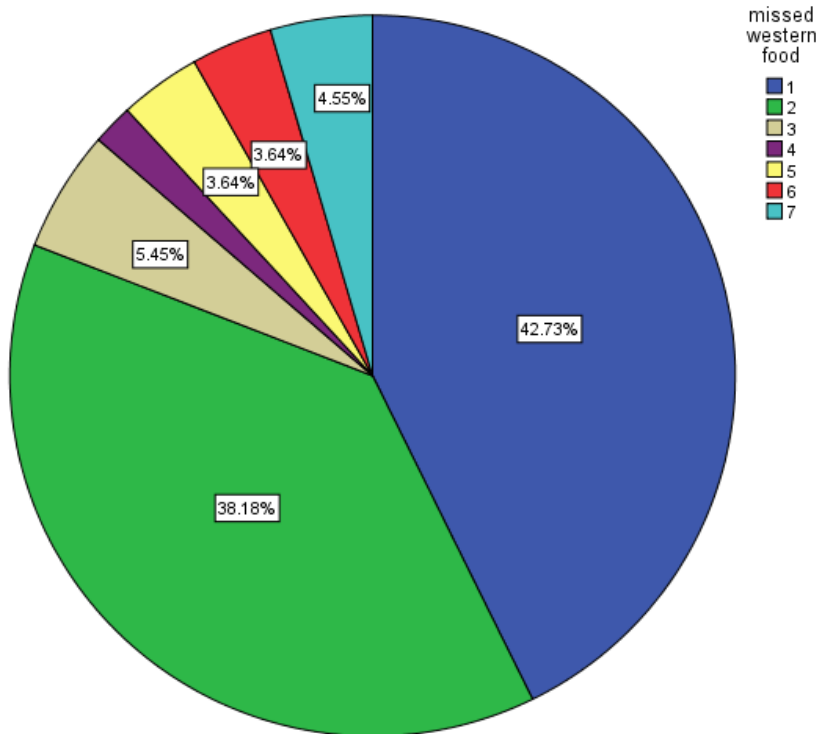
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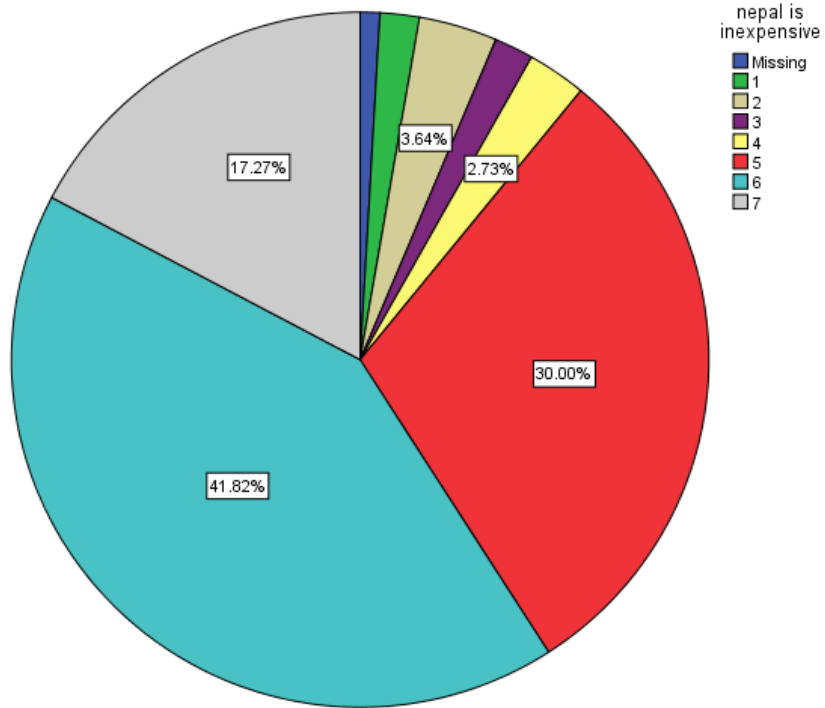
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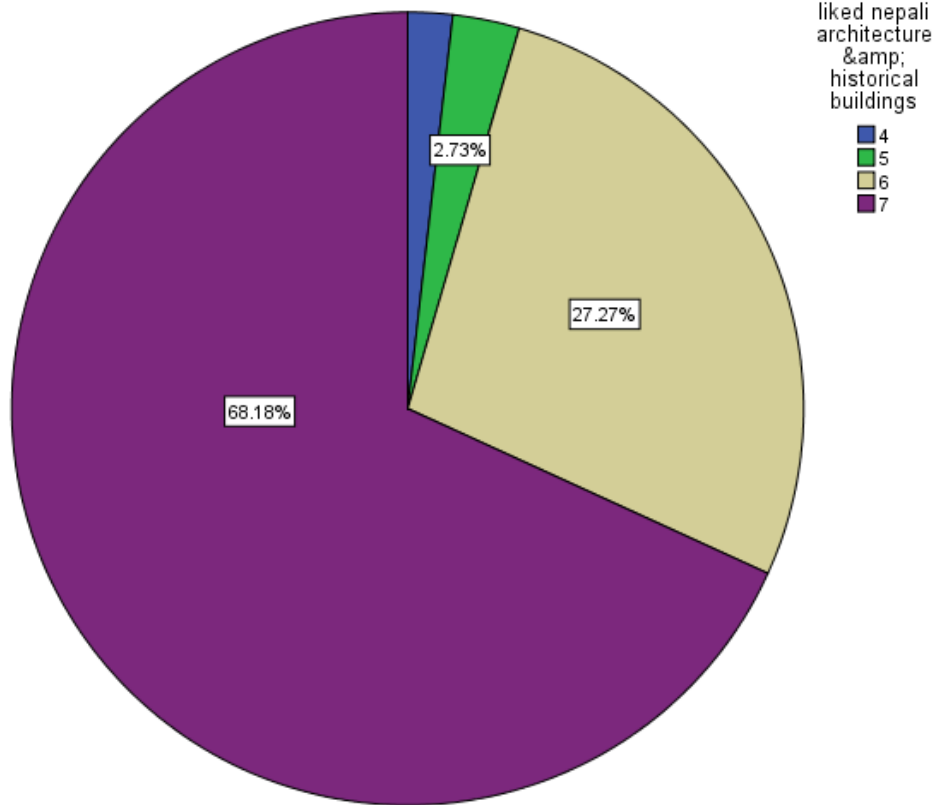
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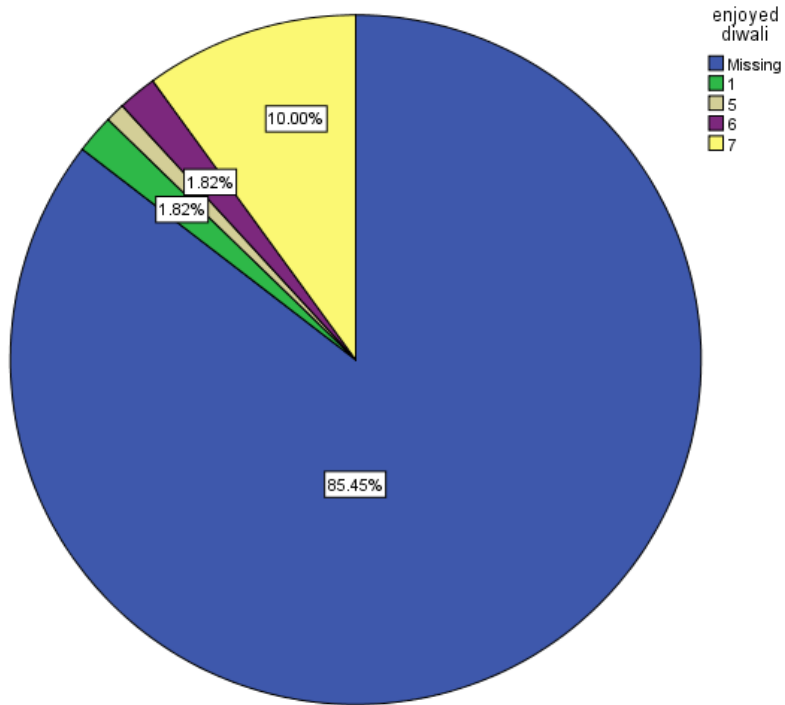
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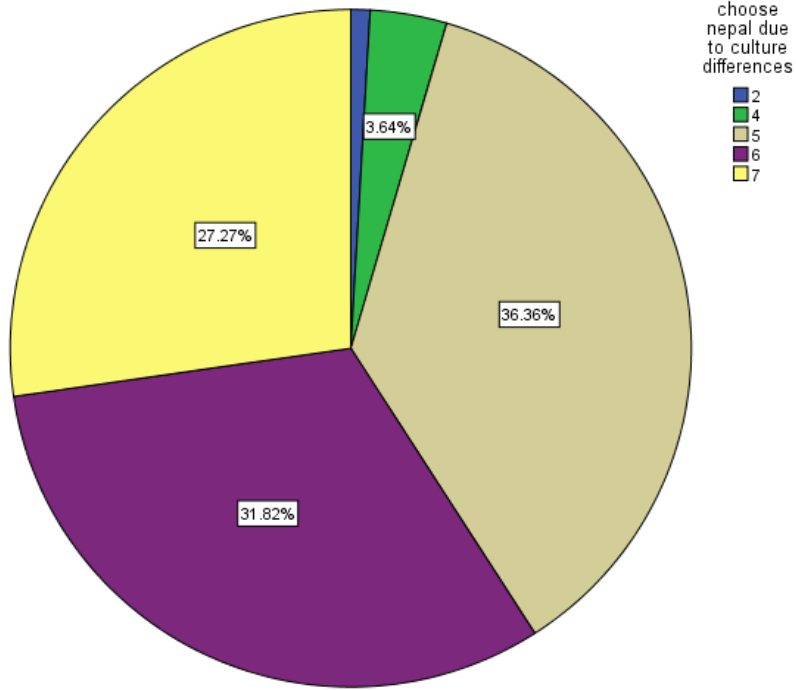
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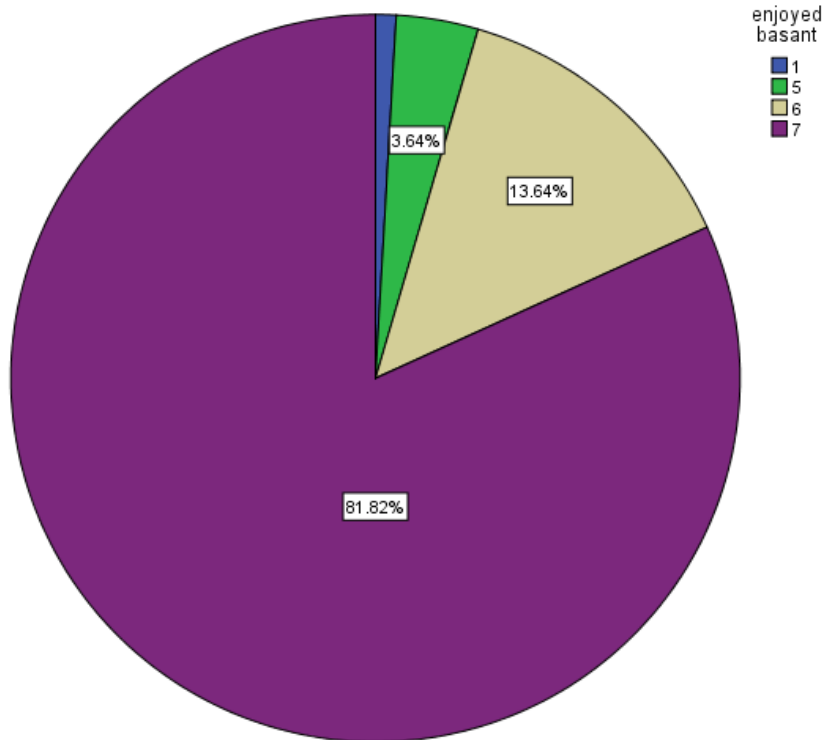
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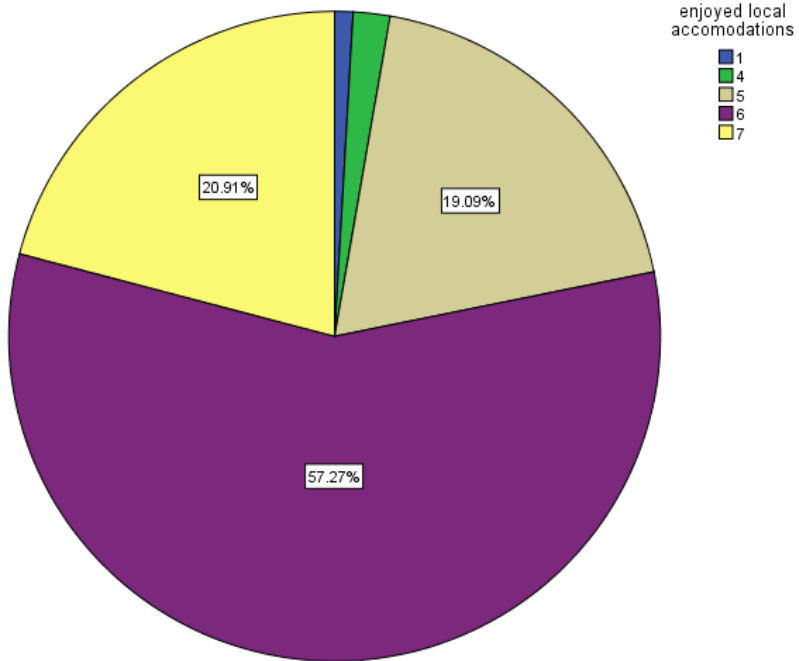
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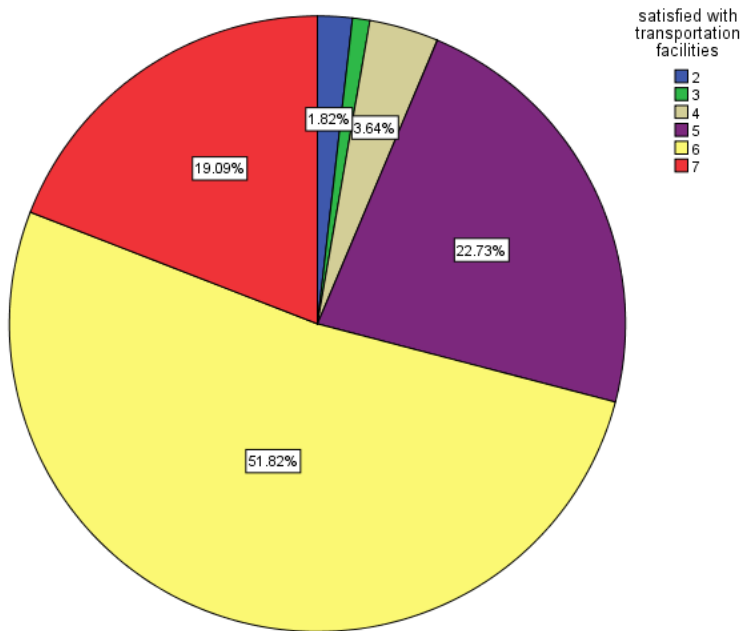
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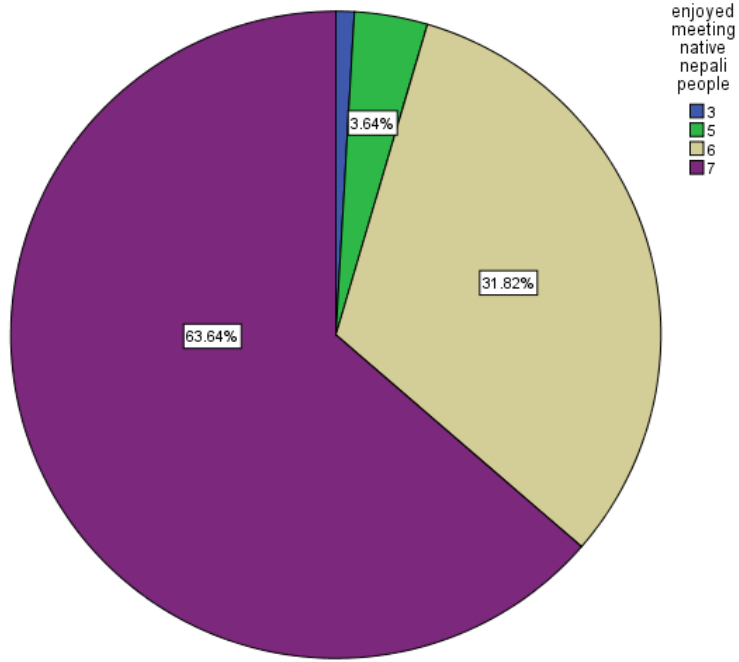
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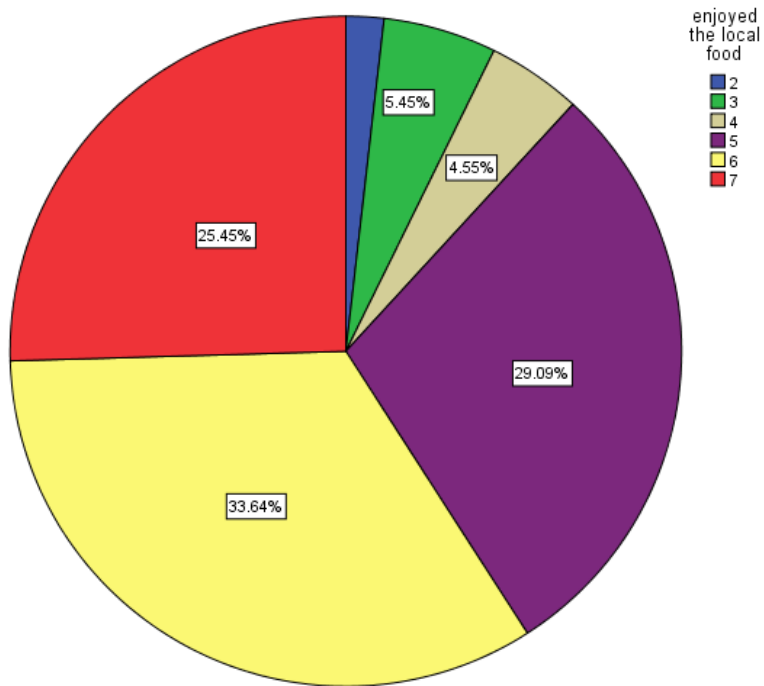
Pie Chart 18



Pie Chart 19



Pie Chart 20



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About the project

The Cultural Tourism Research Programme was launched in 1991, with the support of DGXXIII (now part of the Enterprise Directorate) of the European Commission. The research focused originally on visitors to cultural attractions in the European Union, but the scope of the research has now broadened into a global study of cultural tourism.

The original aims of the research programme were to:

- devise definitions of the nature and scope of cultural tourism;
- collect data on cultural tourism visits to European attractions;
- assess the profile and motivations of cultural tourists;
- develop case studies of cultural tourism management.

For nearly 20 years, the ATLAS project has continued collecting and disseminating information on cultural tourism. Seven waves of consumer research have been undertaken, yielding over 40,000 interviews and surveys on cultural tourism market trends and tourist behaviour. The ATLAS Cultural Tourism Research Project currently has 25 participating institutions from Europe, Asia, Australasia and North America. The research programme runs continuously, allowing members to undertake their research when it suits them. The survey works with a modular questionnaire system, which allows participants to introduce their own questions and to decide the length of questionnaire they use.

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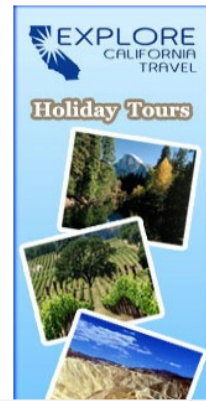
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The tourism in Nepal involves a large section of its general population. It constitutes the largest service industry of the Himalayan country. Nepal tourism is bolstered by the presence of the highest mountain in the world-Mount Everest. The country also is home to 8 of the10 highest mountains on earth. Nepal acts as a veritable magnet for persons following an active lifestyle. Mountaineers, rapellers and ski professionals regularly visit the country to hone their professional skills. The tourism industrv in Nepal is responsible for a larø




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Festival Holidays

Everything festive in Nepal traditionally begins with something religious and moves with spontaneous spirit into a pleasant family feast. This is because, for Nepali's, religion has always influenced and has been the core of Nepali culture. Most of the festivals celebrated in Nepal are religious. However, they can be generally divided into four sections keeping in mind the main aspects of the festival emphasized: Religious: These festivals are specially designed to honor a certain god or goddess. For instance, Bada Dashain, the festival of Devi Durga, the universal mother goddess also known as Kali. Historical: The historical festivals are celebrated to keep alive memories of events of importance. Gaijatra, was introduced by Jaya Prakash Malla. Agricultural: Since Nepal is an agricultural country there are different festivals like Laxmi Puja which mark the different seasons of harvesting, planting etc. Seasonal: The different seasonal festivals are celebrated in order to mark the beginning of special seasons. Holi or Fagu is the festival inspired by spring, the season of colours. Legendary: These festivals are based on legends than on any reliable historical record. Ghantakarna is a festival, which is also based on a legend. It is celebrated as a great relief from the death of a most dreaded legendary monster- Ghantakarna One of the interesting ways to understand the beauty and richness of Nepali culture is through its festivals. During festivals in Nepal, cultural dance, songs and performances are organized. These cultural programmes make the festivals interesting and

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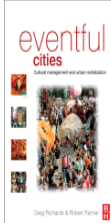
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8:44 AM
6/15/2012

http://www.oecd.org/document/38/0,3746,en_2649_34389_40116454_1_1_1_1,00.html

The screenshot shows a Firefox browser window displaying the OECD website. The address bar shows the URL: www.oecd.org/document/38/0,3746,en_2649_34389_40116454_1_1_1_1,00.html. The page header features the OECD logo and the tagline "BETTER POLICIES FOR BETTER LIVES". Below the header is a blue banner for the "Centre for Entrepreneurship, SMEs and Local Development".

The main content area is titled "Tourism in OECD Countries 2008: Trends and Policies". It includes a navigation menu with options: "Home: Tourism > Tourism in OECD Countries 2008: Trends and Policies", "About", "Statistics", "Publications & Documents", and "Information by Country". A quote is displayed: "In OECD countries, tourism, a key driver of globalisation, accounts for between 2 and 12 per cent of GDP, between 3 and 11 per cent of employment and about 30 per cent of services exports." Below the quote is a "Table of contents" link and a "Send" button with "Print" and "Tweet" options.

The right sidebar contains several sections: "Don't miss" with links to "List of tourism websites (by country)", "Contact Us", and "Site Map"; "Focus on" featuring the "11th Global Forum on Tourism Statistics"; "Modelling Tool" with "Tourism Satellite Account: Methodological Framework"; and "Recent publications".

The Windows taskbar at the bottom shows the system clock as 8:46 AM on 6/15/2012.

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Firefox | Inbox (4,689) - zeeshanucp@gmail... | nepal travel and tourism facts. tra... | Government of Nepal | Ministry o... | +

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जनतालाई सम्मान र सेवा: सुशासनलाई टेवा

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Mr. Posta Bahadur Bogati
Hon'ble Minister

Dr. Ganesh Raj Joshi
Secretary

What's NEW !

- » Proposal requesting for International Airlines Operating Licence by the interested companies
- » दृढभल, ट्रेकिंग, होटल लगायत सम्बन्धित सबैलाई सूचना

» Acts and Regulations

» Policies and Directives

» Citizen Charter

» Publications

Check Mail

8:49 AM
6/15/2012

Interview No.

QUESTIONNAIRE FOR TOURISTS

(Respondent is the head of the family in case of family)

Date and Year:

PART A: LOCATION PARTICULARS

1. Name of Tourist place

2. Category

Foreign Tourist 01

Domestic Tourist 02

Domestic Day-visitor 03

Foreign Day visitor 04

PART B: DEMOGRAPHIC PARTICULARS

2. Nationality

Gender ____male ____female Age: Under 30____ 30-50____ 50-70____

3. Education: (only for the Head of the Group)

Number of years in school (pre-university)_____

Number of years at a university_____

4. Occupation_____ only for the Head of the Group

5. Approximate Annual household income Currency_____

I am traveling with...

Alone____ with my family____ with friends____ number of people in the group_____

3. Is it a package Tour? ____yes_____

Main Purpose of visit:

Leisure disagree agree

Visiting family disagree agree

Educational disagree agree

Etc...

Leisure recreation holiday	01		Pilgrimage	06	
Visiting Friends Relative	02		Education	07	
Business and professional	03		Conference	08	
Health & treatment	04		Employment	09	
Social & Religious function	05		Sports Participating or Witnessing	10	

If response is 01 then

Cultural activities	01	
Resorts (Beaches Hills Etc)	02	
Wildlife	03	

5. How did you make your travel arrangement? (Multiple responses)

On the net disagree agree

Through a travel agent disagree agree

6. Number of nights stay_____

7. Type of accommodation for your stay

Starred Hotel-
Un Starred Hotel-
Guest House/ rest Houses/Tourist Bungalows
Youth Hostels/ YMCA Etc. –
Dormitory-

Friends & relatives-
Day visitors-
Others-

8. On an overall basis.

- I am quite satisfied with my trip to Nepal? disagree agree
- Do you intend to return to in the future? disagree agree
- I really enjoyed the temples of Nepal disagree agree
- I really enjoyed the mountains and the valleys disagree agree
- I was primarily interested in learning about
the Nepali culture disagree agree
- I enjoyed visiting religious sites (temples etc) disagree agree
- I enjoyed visiting cultural festivals disagree agree
- I enjoyed trying the local food disagree agree
- I missed western food disagree agree
- Visiting Nepal was relatively inexpensive disagree agree
- Did you enjoy the DIWALI experience? disagree agree
- Did you enjoy the BASANT experience? disagree agree
- Did you enjoy the traditional Nepali architecture
and historical buildings disagree agree
- I chose Nepal as a destination in order to experience
a culture which is quite different to my own disagree agree
- I really enjoyed the local accommodation facilities disagree agree
- The transportation facilities were quite adequate disagree agree
- I really enjoyed meeting the native Nepali people disagree agree
- I really enjoyed the local food disagree agree