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**Conveying Impetus for Fostering Tourism and
Hospitality Entrepreneurship in Touristic Destination:
Lessons Learnt from Pokhara, Nepal**

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Abstract

This research explores the inter connectedness in entrepreneurs' and tourists' perception about western influence in business culture of touristic city – Pokhara, Nepal and provides suggestions for fostering sustainable tourism development of the destination. Primary data results are drawn in which researchers have collected 249 data from tourists' viewpoint, 395 from determining provincial government roles and 395 from hospitality entrepreneurship along with key informants interview with experts' viewpoints for generating practical solutions of the existing problems in order to enhance hospitality and tourism business for progress and sustainability. Based on this triangular data results and secondary resources' analysis, this research concludes that, for the sustainable tourism business in Pokhara, the entrepreneurs in the area should recognize, preserve, promote and sustain local socio-cultural practices; tourists' viewpoints should be addressed and Gandaki provincial government roles must be constructive.

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Introduction

The progression of the contemporary service industries (Clancy, 2001; Jonsson Kvist & Klefsjö, 2006) – after World War II (Middleton & Lickorish, 2007) travel and tourism started gearing up and some specific touristic destinations have served as a backbone for the developing countries (Smeral, 1988; Akis, 2011; Chou, 2013). And the growth has noticeably increased all types of entrepreneurship, jobs, infrastructure, modernization, westernization, globalization and living standards of the local (Endy, 1998; Yudina et al., 2016; Furr, 2004; Thong, 2012; Irlandu, 2014; Durydiwka, 2014). In addition, westernization and globalization effects in Pokhara are more apparent that (Zurick, 1992; Stevens, 1993; Nepal & Karst, 2017; Nyaupane et al., 2006; Nepal, 2007; McLean, 1999) observe the multicultural celebration, like X-Mass, English New Year, Valentine Day and other street carnivals on rise marking the western influence in Nepalese touristic destinations.

In the touristic destinations, tourists' preferences are multiple based on their personal interest (Irlandu, 2004; Su et al., 2005). Pearce et al. (2015) suggest that tourists are named as relaxers, sensation-seekers, and existential-type. Moreover, for making a congenial environment for tourists and for overall development of tourist destinations (Stevens, 1988; Choi & Murray, 2010) mention that building a better tourist destination is possible with local government's initiation by including stakeholders and locals while planning for development of that destination. Tourism has become way to reflect cultural significance and communicate with rest of the world (Richards, 2018; Bellow et al., 2017). Various tourism destinations have proved themselves and are able to attract thousands of visitors every year which can be analyzed and witnessed as the result of proper strategies and planning made by the government of respective nations and places. Some of those destinations include: that Los Vegas in USA, Goa and Sikkim in India, Bali in Indonesia, Santosha in Singapore, Capetown in South Africa, Beijing in China, Paris in France, Rome in Italy and Pokhara in Nepal (Koh, 1996; Cooper and Hall, 2008; Solvoll et al., 2015; Petrevska & Collins-Kreiner, 2016).

It is not common that hundreds of thousands tourists prefer to visit Nepal (Endy, 1998; Chan, 2006). The Hotel Royal, foundation of modern hotel industry in Nepal, was initiated by Russian hotelier Boris Nikolayevich Lissanevitch in 1951 which now have thousands of hotels with quality and facilitative rooms (Sharma, 2017). Nepal is said to have comparative advantage in tourism sector having positive aspects on adventure tourism, favorable natural environment and rich culture (Sharma, 2012). Nepal is a land-lock country having surrounded by India on three sides and China on one side (Paudel and Devkota, 2018) with naturally alluring beauty of Himalays and adventure tourism (Nepal, 1997; Gautam, 2011; KC et al., 2015). In Nepal, tourism is not only limited to plain or hilly lands but tourism business can even be seen and performed at mountain region as well, including Namchebazar – gateway of Mount

Everest (Nepal, 2000; Frohlick, 2003), Tilicho lake, Poon Hill, Kailashman Sarovar, Kalinchowk and Langtang valley as well (Nepal, 2007). As per Ministry of Culture, Tourism and Civil Aviation (2019), Nepal welcomes tourists of various nature every year besides expeditions and the number of tourists who come for Whereas, NPC (2014) shows that the average investment required in promoting tourism sector in Nepal is NRs. 54.78 billion annually. Among the investment, 83.6% is required to invest only in hotel sectors. Therefore, wider scope of tourism sector prevails in Nepal which can hold immense potential to uplift national economy (Stynes, 1997; Jones, 2013; Afthanorhan et al., 2017; Devkota et al., 2020).

Nepal has been divided into 7 provinces since 2015. Among 7 provinces, Gandaki province has been considered as major tourism hub in Nepal having major tourism destinations (Pokhara, , Mustang, Gorkha etc.) within the province. Hence, this study endeavors to prescribe the strategies to foster the hospitality sector the by assessing influence of western culture, viewpoints of tourists and expected roles of provincial government. The remaining parts of the paper are Literature Review, Methodology, Results, Discussions, Conclusion and Recommendations.

Literature review

Socio-cultural facets on tourists' drives

The development of tourism leads to various opportunities related to economic and business (Ranasinghe, 2014; Ghanem, 2017). However, both pros and cons of rapid tourism development can be witnessed in destination countries (Ranasinghe, 2014). Tourism promotes exchange of culture, tradition among people of various regions while they visit different places which fosters friendship, learning of people among various places and increase understandings between them. Also, it encourages social development which can be beneficial for long term as tourists explore the social environment of places where they visit and even the host tries to imitate the social being of tourists. Therefore, tourism definitely affects and influence social and cultural values directly or indirectly. In one side, tourism has positive impact on the economy of the destined nation buton the other hand it can also cause threat for the society if taken further without appropriate plans and strategy (Stynes, 1997; Ranasinghe, 2014). But, tourists wants to capture, enjoy the native culture of that place where they visit. Tourism has increased the importance of cultural values. Traditional culture is one of the major attractions of tourism. So, preservation of culture and development of tourism can be, to some extent, taken as contrasting elements. According to Ånstrand (2006) sociocultural impact left by tourists are quite difficult to measure and quantify as the impact left are often qualitative and subjective in nature. Also, some researchers have regarded that socio-cultural changes impacts tourism development negatively and will cause impact in any way to host population as well (Ånstrand, 2006).

Socio-economic magnitudes of tourism

Sometimes, an increased tourist flow may lead to serious negative socioeconomic and environmental consequences expressed in rape, murder, assault or depletion of local culture (Dogan, 1989; Nepal, 2000). In this regard, both homogenizing and heterogeneity effects of tourism can be witnessed in host societies (Pieterse, 2010), and former is often viewed as influence of “Westernization” (Kumaravadivelu, 2008). At present, (Dogan, 1989; Hung et al, 2017; Scholte (2005) think a broad mind shift of youths about culture and values have influenced cultural identities due to globalization (Light, 2001; Tong & Cheung, 2011). In this sense, how Westernization, now as a part of globalization, influences tourist destination is illustrated with Kenyan case, which Irandu (2004) has elaborated that the as Kenya became a leading tourist destination in Africa in 1970s, local communities such as Maasai have been affected by Westernization. In opposition to such western influence, Dogan (1989) talked, in detail, about the disapproval of changes due to tourism by influential portion of local population and such reaction is resulted into the avoidance of contact by these people with foreigner; revival of old traditions, local dialects and customs, connecting them ultimately with the issue of promoting tourism and maintaining the livelihood of communities. This notion and practice is substantiated by Buck’s (1978) study on Amish community in the US (i.e. religious and traditional community) maintenance of distant relation between tourists and residents by laying an emphasis for tourists to show respect for the local and tradition life that resulted in the preservation of local culture’s coherence and integrity coupled with generating economic benefits from tourism. Further, (Pearce, 1982; Blomstrom et al., 1978) revealed that tourism has protected historical buildings in England and Panama. However, imitation of western culture have shown the negative effects of globalization on the environment, culture and social values, leading to extinct of local values, standard and importance of host nation (Peric, 2005).

Tourism plans in Nepal: A critical viewpoint

The growth of tourism started in Nepal with the end of Rana system in 1950 AD. In addition, after the launch of first five year plan only further steps for tourism development and growth were brought up (NPC, 1961). However, as claimed by Upreti and Upadhyaya (2013) there were no proper blueprint developed for the tourism development in Nepal until 1970. On the other hand, in 1977 ministry of tourism and in 1978 Tourism Act focused that remarkable success in the field of tourism entrepreneurship is witnessed (Jones, 2013).

NPC (1961, 1965 & 1970) have cited that second, third and fourth plans have served as inspiration in various aspects of development and growth of tourism entrepreneurship in Nepal, such as planned development of famous touristic places;

augmentation in air transport, hotels and similar inspiration have been gained from fifth, sixth and seventh plan with the enhancement in policies. More apparently, tourism development and the sector is given more priority in the eighth plan (Pandey et al., 1995) with policies giving more importance to private sectors for tourism development (NPC, 1992). Further priority was allotted for the development of infrastructure in tourism spots highlighting new spots which are expected to welcome more number of tourists in limited number of locations (Pandey et al., 1995). 7750 tourists visited Nepal in FY 1961/62 that reached 2, 46, and 361 in FY 1989/1990 with its average annual growth rate of 13.1%. However, due to the conflict raised in the country from the year 1996 to 2006 the country received less number of tourists (NPC, 2007). Statistical record provided by Nepal Tourism Board (NTB) shows that after the first peoples' movement in 1990, annual tourism growth rate has decreased and remained by average 7% compared to average 19.6% during 1958-1990. Even the duration of residing has not been altered and remained 12 days in average throughout the period.

Biographical sketch of tourism in Pokhara

In a nutshell, Nepal's first five year plan can be regarded as milestone for the tourism growth in Pokhara (NPC, 1956). Pokhara was visioned as potential tourism spot in first five year plan thus further development activities were prioritized accordingly in Pokhara (NPC, 1961). When mountain Annapurna was scaled for the first time in 1950, Pokhara got labeled as best place for mountaineering tourism which attracted attention of international tourists (Upreti & Upadhyaya, 2013) resulting Pokhara to open for mountaineers in around 1950s-1960s. Further, development of highways, trekking regions bloomed Pokhara as a major touristic hub of Nepal. Also, Liberalization policy in 1990s eased commercial activities to surroundings of Pokhara which includes Annapurna region, Dhampus, Ghandruk, Ghalegaun and Muktinath. Distinctly, to bring Pokhara at current stage, there have been series of trends and activities from government and private sectors (Upreti and Upadhyaya, 2013). Even today, various feasts and festivals allures tourists to spend their time in and around Pokhara (Upreti & Upadhyay, 2013).

Methodology

This research has been conducted by using a mixed method of analysis, considering tourism entrepreneurship development in the changing context of westernization at local destination – Pokhara, Nepal. Content analysis was done by reviewing studies and documents related to tourism entrepreneurs development from a thorough internet surfing. For the larger picture of the study, the researchers have drawn secondary information from past to the recent tourism development and local entrepreneurs activities related publications.

Key informants interview and expert opinions - from Tourism Ministry, Nepal Tourism Board (NTB), Hotel Association Nepal (HAN), Trekking Agency Association Nepal (TAAN), Pokhara Tourism Board, and national and local tourism experts were made to strengthening and validating the issue discussed in this research.

The primary database findings were drawn from the previous cross sectional researches on the 393 tourism entrepreneurs and 249 international tourists (Devkota et al., 2020) at Lakeside, Pokhara, Nepal. The data based on the lakeside area where most of the good hotels and restaurants reside. Overall, the research mainly focuses on descriptive methodology and desk review.

Theoretical debate on tourism entrepreneurship

Several researchers and theorists' insights on tourism entrepreneurship is long recognized. Multitudes of socio-cultural, political and environmental factors have been variously affecting the tourism entrepreneurship and the theories developed for entrepreneurial activities have acted upon number of variables. Various theories such as, Actor-Network Theory (1987) of Latour, Callon and Law; Practice Theory (1972) of Pierre Bourdieu's; Tourism Area Life Cycle Approach (1980) of Butler's; Stakeholders theory (1984) of Edward Freeman and John Urry's Tourist's Gaze (1992) provide critical theoretical approaches related to tourists. (Dogan, 1989; Yudina et al., 2016; Reinfeld, 2003; Cohen & Cohen, 2012; Said, 2014; Thong, 2012; Durydiwka, 2014; Irandu, 2014; Arokiasamy, 2012; Cooper and Hall, 2008; Bhattarai et al., 2005; Arai &Goto, 2017) witness and critique that increasing flow of tourists has led to modernization, homogenizing, Americanization, globalization, and urbanization with wider ramification in social structure and cultural values of African and Asian societies. In the dynamic and rapidly evolving hospitality and tourism industry; entrepreneurship has a greater impact (Chen and Elston, 2013; Koh, 1996; Dogan, 1989) state that tourism entrepreneurs can aid for the social and economic development of the community where they are serving and to the nation in greater extent.

Actor Network theory renewed and showed interdisciplinary association and interest between international relation (IR) and science and technology studies (STS) on role of technology in global politics through fierce debate on three major components of ANT (i.e. Actor, Network and Theory); for which theorists concludes that would help in analyzing and identifying various tourism factors tourist involvement in different dimension of activities (Bueger & Stock bruegger 2017; Van der Duim et al., 2013; Law, 1999). The theory is also linked to various tourism activities and mobility of diverse factors such as human factor, financial factor, brandings, visual factors images) and quantitative factors (data) (Johannesson, 2005) which are accompanied by the networked relation between actors involved. Moreover,

Bourdieu (1977) mentioned Practice Theory have interestingly shown that individuals attitudes, thinking or rational calculations are no the consequences of practice but they are rather intercultural encounters as social practice that is embedded in complex structure of symbolic relation between social actors. In this regard, the founders of practice theory (Anthony Giddens and Pierre Bourdieu) regarded agency-structure relations to be important factor in social theory (Lamers et al., 2017). Further, De Clercq & Voronov's argument (2009) has consolidated the claim that Bourdieu, and Giddens have visualized the activities made by entrepreneurs of certain place would directly or indirectly impact the movement of tourists of that place.

Additionally, tourism life cycle theory of Butler (1980) asserts that unique characteristic of the entrepreneur; the prevailing environmental condition; the particular stage of destination development; and course of local socio-cultural factors are some of the factors that evolves into many types at different stages of life cycle of destination entrepreneurship. Furthermore, life cycle theory deals in accordance with the areas of entrepreneurship and business. According to Kozak & Martin (2012) product life cycle theory which goes through four stages (introduction, growth, maturity, decline) in tourism sectors shows up all tourism destinations. Again, stakeholder theory differentiates and identifies various stakeholders involved in enhancing the significance of the destination. (Law et al., 2015). In this context, Nicolaides (2015) highlighted that perception of stake holders involved have greater impact on management of tourism destination Law et al. (2015) argues that higher political influence on tourism development is witnessed and more significantly they monopolize the role of policy objective setting. Chan (2006) taking reference to John Urry's 'tourist gaze' as influential analytical phenomenon in tourism literature discusses that tourist escapes from everyday life and visits somewhere to explore new places, people or to refresh themselves.

Further, Crang (1997) regard the work of John Urry (1990) as serving to bring the constitution of looking subject into geography, which Urry's study further emphasizes on the importance of universalization of the tourist gaze denoting and constructing all sorts of places as its objects. In Nepal, (Sharma, 2013; Liechty, 2005) claim that commercialized hospitality has been observed which is against how Nepalese treats tourists with the feelings of "*Atihidebovawa*" which means 'Guest are regarded as God'.

Results and discussions

Assessing entrepreneurs' perspective

As Pokhara remains the major touristic destination, tourism related entrepreneurship has been substantially increased in the last few decades. But, along with the growth of the tourist and tourism entrepreneurship, the business culture of

Pokhara has been affected largely with westernization. Studies including Durydiwka (2014) and Diedrich & Aswani (2016) have revealed that culturally sound touristic destination possesses a wider scope than that of western influenced destinations. This study finds huge influence of western language, hospitality service, way of thinking and arts and decoration at Pokhara. In Bhutan, “high-value, low-impact” tourism has made substantial economic benefits (Reinfeld, 2003); In UK Sims (2009) and for China Maitland (2006) argued that local products benefit both hosts and the guests and that can improve economic and environmental sustainability. Torres (2002) has discussed that multiplier effect prevails in the economy of the destination when tourists consumes local products such as: foods, handicrafts and so on. Further, it offers socio-economic infrastructure (Endy 1998) and enhances local entrepreneurial activities. Hence, preservation of local culture increases tourist flow and enhances entrepreneurship by keeping their local values intact and promoting socio-cultural identities. Akama (2002) argues that government decision about tourism promotion, in Kenya, has significant influence on country’s tourism development. Ruhanen (2012) opined that for tourism distribution and planning, all levels of government have greater responsibility whereas Bramwell and Lane (2010) mentioned such strategies for planning and management initiatives. Such role in different level can be managed through regulation of production, consumption and investment (Young et al., 2008). Nunkoo (2015) mentions that local government should be able to create trust among communities making them feel empowered along with ensuring them to get benefit from the tourism development. No doubt, government has been a major contributor for the prosperity in tourism industry (zhang et al., 1999).

In Pokhara, respondents opine that they have no idea about government initiatives that indicates more and crucial role from the government to aware the entrepreneurs about their plan and policies. It will help entrepreneurs to prepare for their tourism schemes and promotions. Yudina et al. (2016) stated, globalization plays important role in enhancing interaction between representatives of culture and countries where entrepreneurship is identified as a potential catalyst for expanding economic growth of the region (Arokiasamy, 2012). Tourism plays key role in the globalization of the culture (Akis, 2011) and major socio cultural phenomenon (Yudina et al., 2016). But, Stevens (1993) and Nepal and Karst (2017) argue that westernization has forced for growing cultural depletion. Such deterioration of culture can be observed considerably in Touristic destination (Zurick, 1992; Irandu, 2014). Respondents also argue that western cultural knowledge helps to understand the interest of tourist and thus to minimize the risk with customer satisfaction. However, increasing show-off, adoption of bad culture and habit, and unnecessary fashion should be minimized but contributive values should be adopted.

Reflecting the perspective of tourist

Tourists' willingness to visit Nepal are various and amidst them, mountain and hill as beautiful geographical set up is the one. Regarding the reasons to visit, the main motive of tourists to travel can be emphasized with the various aspects (Poria et al., 2004). Crompton (1979); Yuan & McDonald, 1990) classify motive of travel into pull and push factors. Major chunk of the respondents (73.79%) viewing for the similarities in culture and practices of their own country with Nepal implies that westernization has considerable influence over Nepalese tourism industry. In this regard, Dogan (1989) further discussed that some third world countries even tries to attract tourists through westernization ideology for their tourism development in the cost of their socio-cultural values as well. This viewpoint is substantiated by majority of tourists' (78.22%) observation that Nepali culture is patterned with western culture. As against to this situation of cultural atmosphere as perceived by them, majority of the tourists (89.11%) have shown their dislikes on the growing westernization in Nepal. Tourists' indifference towards westernization is the fact of their preference over the native and traditional socio-cultural set up of destinations.

Tourists responded at different levels about entrepreneurship development in Nepal that few of them have observed thriving very strongly and 53.62% of tourists as existing strongly. In response to any problems as faced by the tourists in Nepal large number of the respondents (66.93%) haven't faced any problems during their visit and only 14.51% have experienced communication problems. This scenario suggests that hospitality and travel business have been painstakingly managed and promoted in Nepal by entrepreneurs and other key tourist agents. In contrary to this situation, tourists also argue that proper transportation and infrastructure development are still lacking in Pokhara. In the study, 54.03% are males and 45.96% female ones, indicating that females too have higher rate of movement as tourists. Female travel behavior (Aitchison & Reeves, 1998; Zhang et al., 2008) is disproportionately constrained by fearful mind set for their personal safety while travelling (Wilson & Little, 2008). As against the average duration of the stay in Nepal by tourist (i.e., 13 days) in 2017, our study revealed such stay is 30.62 days, which throws the light that tourists are increasingly preferring Nepal with their likelihood of longer stay. In such manner of stay practice, Nepal's (2000) assertion is more informative and important that high-budget tourists make short duration visit with pack-age trips, whereas majority of low-budget visit is from the tourists who are independent and plan for much longer stay.

Undertakings of Gandaki province government

This study on tourism business in Pokhara resulted that tourism business has been affected by new government system. Tourism entrepreneurs (99%) revealed

they have been facing complexities due to increase in tax procedural which has been additional burden for them (Devkota et al., 2020). In this regard, tax seems to have creating negative effect on tourism (Forsyth & Dwyer, 2002). Further, though tax seems creating negative effect on tourism, tourism tax can be categorized in various sectors (Bird, 1992). Pokhara is considered major tourism hub in Nepal, therefore government should create favorable environment to support tourism entrepreneurs. In Nepal, international tourism has been encouraged by the government to greater extent (Stevens, 1988). However, proper plans, policies and guidelines should be provided by government in order to protect, promote and encourage tourism entrepreneurship in Pokhara. Exploration of the expectations of tourism entrepreneurs serves as the highlight of this section. Lordkipanidze et al. (2005) devised the SWOT (strengths, weaknesses, opportunities and threats) analysis. These strengths and opportunities indicates that in order to promote and protect local values of Pokhara entrepreneurs as well as government from every level (local, provincial, central) should pay proper attention and play effective role from their respective side. To enhance and appeal country's major visiting point deliberate effort is required from government. Similarly, provincial government should further add activities and destinations that would attract more domestic as well as foreign tourists and retain tourists to spend additional days in Pokhara. Provincial government can also upgrade the existing facilities like paragliding, zip flyers, mountain flights, religious sites etc. which would encourage tourists to visit Pokhara again.

Despite major strength and opportunities in tourism sector in Pokhara, the city is not untouch from weaknesses and threats. Whether tourism entrepreneurs of Pokhara should include and promote westernization or not is still the part of debate of this paper. However, this study affirms preservation of socio-cultural values, local identity for the sustainability of the entrepreneurship. Yet, there is always scope for further research in the same issue. The study also identified that effect of westernization have already started prevailing in Pokhara due to the lack of coordination and communication between entrepreneurs and government levels. According to WTTC (2015) Government have laid clear hierarchical system that have strong influence on government bodies as well as general public. Also, various threats related to security, unmanaged urbanization, pollution, preservation of touristic spots are to be taken in to consideration by entrepreneurs. Provincial government should play strong role in order to mitigate these complexities by involving stakeholders as well. Tourism sector in Nepal if promoted and explored to full capacity has potential to minimize rate of poverty and generate employment opportunities through various scale entrepreneurship leading to sustainability and prosperity in tourism and for entrepreneurs (Sherpa, 2006; Koh and Hatten, 2002; Lordkipanidze et al., 2005; Sherpa, 2006). In order to develop Pokhara as major tourist destination and develop it

further, government should start working to formulate plans to promote it nationally and internationally through maintenance and up gradation and preservation of its natural, economical, cultural and social values. 33% of Bachelors level students were respondents for the study, which is considered to be quite astonishing from education perspective for this particular study (Devkota et al., 2020), emphasizing tourism entrepreneurship is moving towards positive direction in Pokhara. Therefore, tourism awareness can be significant for making tourism industry stronger in the country. Thus, result shows good level of competency is profounded among tourism entrepreneurs in Pokhara and they are able to communication handle problems if occurred.

Conclusion and recommendations

Current study investigates evidence of westernization from the perspective of foreign tourists in touristic city-Pokhara, Nepal. The majority of the respondents suggest safeguarding the local values; culture would help tourism entrepreneurship to boom. The tourists advise entrepreneurs that they should recognize, preserve, promote and sustain their own practices with priority. Westernization has substantially affected businesses in Pokhara. How eastern socio-cultural values can be preserved in tourism business has become the major challenge for the local authorities. With the ample evidences based on preceding data analysis, it reveals that the registration of their business, business effect, government initiatives, minimization of westernization and population growth affect tourism entrepreneurship in Pokhara. This study indicates greater possibility to accommodate tourism entrepreneurship in Pokhara and abreast, entrepreneurs should not forget the local Nepali socio-cultural tradition.

Also, the newly designed provincial government of Nepal should pay attention in preservation of local socio and cultural aspects of Pokhara. Without proper understanding of government backing and correct understanding, it is pretty difficult to develop tourism entrepreneurship. Therefore, government should try to understand experience and expectations of entrepreneurs and create feasible environment. Result further uncovers there are various procedural complexities, lack of effective plans, compliance with new government, problems of unmanaged urbanization which have been major obstacles for development and sustainability of tourism entrepreneurship. Which means the development is only possible in long run if both entrepreneurs and government walk hand in hand.

The findings of this study can serve in policy making for different government agencies such as: Ministry of Culture, Tourism and Civil Aviation; Ministry of Industries, Commerce and Supplies; Department of Tourism, Nepal Tourism Board, Hotel Association Nepal, Trekking Agencies' Association of Nepal, Pokhara Tourism Council, Government of Gandaki Province, Pokhara Metropolitan City, Travel and

Tours Association and *Federation of Nepalese Chamber of Commerce & Industries (FNCCI)* and *FNCCI Province 4 (Gandaki Pradesh) Pokhara and entrepreneurs' bodies of Pokhara and Nepal at large*. It remains asset in business culture of touristic city of Nepal by the illuminating results presented under western influence in Pokhara in terms of tourism entrepreneurship, existing business scenario, preservation of local culture, measures for sustainable tourism entrepreneurship and after all, promoting local culture and values. The following factors are worth considering for the betterment of Pokhara:

1. **Prompt and quality tourist services:** Tourists' guide can contribute tourists for visiting different touristic spots of Pokhara. In visiting tourism destination in and outside Pokhara the provision of multiple registrations should be avoided. They should be given prompt and quality services. The provincial government has to administer justifiable cost of transportation, entry tickets and similar issues. The hotel should provide quality service in food and accommodation.
2. **Infrastructure development:** If we consider tourist respondents' opinion they advise that infrastructure like roads, town planning, business and registration area, parameters for buildings should be developed. The construction should be controlled and modeled in order to preserve local socio-cultural views and values.
3. **Preservation of local socio-cultural values:** The conservation of local socio-cultural beliefs plays lively roles in stimulating tourism entrepreneurship. Nepal's traditional architectures, local arts and culture have always allured tourists. Likewise, various customs, traditions have enhances Nepal's beauty through promoting harmony in cultural diversity. The values that are created by traditional architecture of Nepalese buildings, palaces, temples hold authentic values among tourists and holds remarkableaura in the heart of tourists. Also, the hospitality given by Nepalese community to tourists, their warm welcome, friendly gestures, vivid culture like music, dance, food, festivals and many more has always appealed tourists.. Local Gurung and Newar community cultures can be accommodated in tourists business and specially to provide the tourists. In terms of social aspects the local community people can involve, protect, sustain and uplift their lifestyle. They can preserve their identity and remain proud of their own values and background.
4. **Formulating proper tourism plan and policies:** In recent years remarkable tourism development can be witnessed, however proper plans and policies for sustainable development are still lacking. As new tax procedures are considered as burden by tourists, provincial government should therefore make proper

strategy, proper plans, clear vision for registering VAT, tax and operation of business to support tourism entrepreneurs and tourism entrepreneurship. As mentioned by Sherpa (2006) government should initiate public private partnership (PPP) including local communities as well in order to develop tourism sector sustainably. Likewise, there should be coordination among various tourism related agencies such as: Nepal Tourism Board, Tourism Ministry, international and domestic airports, travel agencies and different boards and committees for the flourishing of tourism entrepreneurship in Pokhara and to handle various issues arising in the field.

5. **Inter-state coordination:** As Nepal is divided into seven provinces recently; different provinces have their different tourism destinations. Some destinations hold higher significance among tourists whereas, some holds less. However, tourism board, agencies of every province should have proper coordination and interconnection for the development of each destination. Jones (2013) urged that there is lack of proper coordination, management and communication among government and private agencies and associations, as well as between private organizations. But, according to Chen et al. (2018) tourism is such sector which requires good relation and networks from individual level to enterprise level. Some of the tourism destinations that hold high significance and should be promoted with the mutual cooperation and coordination among tourism agencies of all the provinces nationally and internationally. Such as, in province one destinations like: Illam, Pathivara, Mount Everest, Kanchanjanga holds higher significance ; similarly, province two highlights Ram Janaki temple as its major religious tourism attraction; In Bagmati Pradesh, Sauraha, Pashupatinath, Syambhunath and Durbar squares of Kathmandu Valley holds its different traditional and natural importance; whereas, Gandaki Pradesh is regarded as tourism hub of Nepal. Pokhara and Muktinath, Annapurna Base Camp, attracts maximum number of tourists throughout the year; Province 5 emphasizes Lumbini, Swargadwari, SupaDeurali, Rani Mahal, Bardiya National Park as their touristic spots; For province 6 Bulbul Tal, Rara Lake and Sinja Valley holds tourism importance and Khaptad valley in province 7 attracts tourists by its natural beauty. Therefore, each provinces and concerned tourism agencies, entrepreneurs, businesses should have proper connection for promotion and sustainability of these destinations while exploring and promoting new as well.
6. **Developing Pokhara as tourism hub:** After being highlighted in t five-year plan, tourism development has been regarded as prioritized sector. However, to the present date Pokhara has not been able to be established and executed as tourism hub as mentioned. Therefore, now the attention of concerned

authorities should be dragged to establish and execute Pokhara as major tourism hub of Nepal. Based on tourists feedback they like Pokhara a lot. Hence, it is easy to promote as tourists hub based on the interest of the tourists. The provincial government and central government should work hand in hand for developing policies as tourists' hub. The value for the tourists and systematic provision of nightlife and recreational activities should be availed to the tourists.

7. **Business security for entrepreneurs:** As mentioned by Stynes (1997) government along with local community plays crucial role in the development of tourism business of particular place and the development of tourism business is really important aspect for Nepalese economic growth (Paudyal, 2012). Therefore, provincial government should come up with supporting ideas; campaigns to promote, encourage, motivate tourism business and entrepreneurship in Pokhara by implementing clear and appropriate policies, regulations, waiver schemes, reimbursement in taxes, controlling corruption, proper business securities.
8. **Development and conservation of tourist points:** Pokhara is also called 'the city of beautiful lakes' and 'true heaven of earth'. Being bounded with natural beauty, Pokhara has many natural tourism attractions which include *Fewa Lake, Begnas Lake, Mahendra cave, Bat cave, David's Fall, Sarangkot*, gifted by mother nature. Similarly, *White Stupa*, and *Bindabasini temple* have their own religious importance. Therefore, these destinations have potential to attract more tourists in future as well. Hence, these spots should be kept into consideration by government and should preserve them by any means possible. The construction, renovation and maintaining tourist friendly visit are of prime importance.
9. **Quality hospitality service:** For the sustainable business customer satisfaction is very important. Therefore, tourists should be provided with warm hospitality, quality services, and facilities, appropriate and adequate information. Tourism entrepreneurs, business persons, employees engaged in tourism sectors should be trained and aware about the importance of hospitality in tourism sector. Also, they should be provided with tourism etiquettes trainings and workshops.
10. **Balancing westernization:** Present study portrayed that from the perspective of tourism entrepreneurs, tourists prefer to explore and enjoy local values, culture of Pokhara rather than western values. So, provincial government should motivate and promote tourism entrepreneurs to incorporate tourism activities, foods, beverages, accommodation that reflects local culture

rather than copying western style. Similar policies should be formulated by government to bring these things into practice and preserve local values and tradition in Pokhara. But the evidence in the research shows that westernization is increasing in Pokhara. When such copy of the west increases tourists will not be able to witness the local socio-cultural factors and visiting Pokhara can gradually be in less priority.

11. National and international promotion: Though Pokhara receives numerous tourists every year, it is only on seasonal basis. It still requires national and international publicity and advertisement regarding the beauty of Pokhara city so that it could welcome tourists throughout the globe any season throughout the year. In that sense, various marketing approaches could boost tourism flow in Pokhara throughout the year (Peric, 2005). Proper advertisement through well maintained websites of hotels, travel agencies, proper provision of money exchange services, quality services and facilities, Proper data and internet or international telephone facilities could help in upgradation of tourists flow in Pokhara.

12. Environment conservation and sustainability: Entrepreneurship, tourists and environment can be said to be interlinked. As major tourism spots of Pokhara are naturally gifted it can serve sustainably only if they are preserved and maintained on continuous basis. As stated by Afthanorhan et al. (2017) that the relation between tourism, environment and socio-cultural dynamics is unbreakable, they hold strong connection within themselves. Therefore, for the development and sustainability of tourism enterprises the rapid growth in the population, impingement of tourist centers for settlement, business and personal benefit illegally, increasing pollutions, degradation in the environment and unmanaged urbanization should be mitigated.

Hence this study predicts that if the local socio-cultural aspects are preserved only then it is possible to grow tourism entrepreneurship in Pokhara, Nepal.

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