

# MASTER THESIS

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## **Tourism Destination Marketing: Case Study of Lumbini Nepal**

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.....dedicated to Lord Buddha and Buddhism.

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# TABLE OF CONTENTS

## 1. INTRODUCTION

1.1 Background.....	1
1.2 Research Problem.....	5
1.3 Significance of the Study.....	6
1.4 Objectives of the Study.....	7
1.5 Research Questions.....	7
1.6 Organization of the Study.....	7

## 2. LITERATURE REVIEW

2.1 Review of Literature.....	8
2.2 Review of Research Works.....	24

## 3. RESEARCH METHODOLOGY

3.1 Research Design.....	32
3.2 Nature and Sources of Data.....	32
3.3 Sampling Procedure and Questionnaire.....	34
3.4 Methods of Data Collection and Analysis.....	35

## 4. DATA PRESENTATION AND ANALYSIS

4.1. Demography of the Visitors.....	36
4.2 Visit Background Study.....	39
4.3 General Impression Study.....	44
4.4 Marketing Mix Factors Study.....	46
4.5 Analysis of Tourists Arrivals in Lumbini.....	54
4.6 Study of 7 Ps in Tourism Marketing: Lumbini.....	58

## 5. SUMMARY AND CONCLUSIONS

5.1 Summary.....	60
5.2 Conclusions.....	63
5.3 Recommendations.....	65

REFERENCES.....	i
-----------------	---

APPENDIX I.....	xiv
-----------------	-----

APPENDIX II.....	xvii
------------------	------

APPENDIX III.....	xxiii
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## LIST OF FIGURES & TABLES

1. Nationality of the Visitors.....	36
2. Gender of the Visitors.....	37
3. Age Group of the Visitors.....	38
4. Occupation of the Visitors.....	39
5. Source of Information.....	40
6. Organization of the Visit.....	40
7. Reasons of Travelling.....	41
8. Length of Stay.....	42
9. Frequency of Visit.....	42
10. Observation of Promotion.....	43
11. Effect of Promotion.....	44
12. Tourists' Inflow: Passport-holders.....	56
13. Tourists' Inflow: Indians.....	57
14. Tourists' Inflow: Nepalese.....	58

## **EXECUTIVE SUMMARY**

Lumbini, Nepal is the birthplace of Lord Buddha who is the originator of Buddhism. The place is thus remarked as the world heritage site and considered as an important pilgrimage-based international tourist destination. Numerous Buddhists and non-Buddhists visit the destination every day in search of peace and bliss. The purpose of this study was to discuss the present scenario of Lumbini including all tourism marketing mix. Moreover, the effect of marketing of Lumbini as a tourists destination and what kinds of marketing strategies can be used to attract more tourists to Lumbini, was also discussed.

In empirical part, questionnaire was administered with visitors as quantitative research methods. And different statistical methods were employed in SPSS to get concrete results of destination marketing and ended up with some suggestions. The study of 7Ps in general showed, Product, People, Price and Physical evidence factors scored average or above, the factors Place, Process and Promotion scored average or below average. Stakeholders need to focus on the low scoring marketing mix factors of tourism marketing since it is an integrated activity.

# 1. INTRODUCTION

## 1.1 Background

Nepal with rich ancient cultures set against the most dramatic scenery in the world is a land of discovery and unique experience. For broad minded individuals who value an experience that is authentic and mesmerizing, Nepal is the ideal destination. Come and revel in the untouched and the undiscovered and uncover yourself. It is unsurpassed that the sheer diversity Nepal boasts, from steamy jungle and Terai to the icy peaks of the world's highest mountains means that the range of activities on offer. Trekking, mountaineering, rafting in spectacular scenery are just three things Nepal is famous for. Activities as diverse as Elephant Polo and a micro-light flight through the Himalayas show that in Nepal, the only boundary is your imagination. With 15 National & Wildlife Parks (two are UNESCO Heritage sites) Nepal is one of the last places on earth you can spot the Asiatic rhinoceros and the Royal Bengal Tiger. For many, Nepal's greatest attraction is its people. The traditions and famous hospitality of its many different groups are indeed a major part of what makes Nepal so special. From remote mountain villages to medieval hill-towns and the ancient cities of the Kathmandu Valley, the people of Nepal are always welcoming. Come and experience the strong and unique flavours of Nepalese cuisine, prepared with love and a depth of flavour or join in and celebrate at one of the many festivals year round. In fact, with more festivals than days of the year, there is nowhere else in the world that can offer as many festivities as Nepal (MOFA, 2015).

It is the country of diversity, beauty and tranquility. Not only the country has such resources within, many of them are also considered as world heritage sites. World's numerous travel agencies and travel planners regard this country as a topmost destination to visit since many years.

Tourism is one of the mainstays of Nepalese economy. It is also a major source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and people seeking adventures. The Hindu, Buddhist and other cultural heritage sites of Nepal, and around the year fair weather are also strong attractions. Nepal is the country of the Mount Everest, the highest mountain peak in the world,

and the Birthplace of Gautama Buddha- Lumbini. Mountaineering and other types of adventure tourism and ecotourism are important attractions for visitors. There are other important religious pilgrimage sites throughout the country for the followers of various sects and religions (MOFA, 2015).

### **Tourism Marketing**

Tourism marketing in Nepal is not an old concept. The researcher thinks it begun as the 'world of mouth' marketing of Nepalese tourism aftermath of successful peak-kissing of Mount Everest in 1950s. It was the date Nepalese tourism gone international with the glory of Everest victory.

Tourism marketing has long been considered as a branch of traditional marketing. However, in recent years, tourism marketing has gone through fundamental changes: the pursuit of global strategies based on strategic alliances, the breakdown of commercial borders and advances in new technology have all facilitated the commercialisation of tourism products (Vellas, Francois and Becherel Lionel, 2012).

Traditionally, destinations have responded to a decline in visitor numbers by increasing their marketing expenditure (Buhalis 2000; Ritchie and Crouch 1993). This strategy seems not to be working as more and more destinations are spending more on marketing, with limited results. In the new millennium, tourism has become the most important economic activity on a worldwide scale (World Tourism Organisation 2003a). The contribution of the travel and tourism industry to the world economy is significant. Although the growth in global tourism appears to continue at rates comparable to other industries, tourism is in a mature stage leading to increasing competition among destinations (Buhalis 2000; Morgan et al. 2004b).

For the tourism industry to be profitable industry now and in the long term, its development and management should be according to a new competitiveness paradigm (Ritchie and Crouch 1999). Competitiveness is now widely accepted as the most important factor determining the long term success of organisations, industries, regions and countries (Kozak and Rimmington, 1999).



A destination, according to the New Shorter Oxford Dictionary is defined as ‘the place to which a person or thing is going, the intended end of a journey.’ However when applied to the tourism context, authors have offered different perspectives of what constitutes a tourism destination. For example, Buhalis, (2000) defines destinations as places that offer an amalgam of tourism products and services, which are consumed under a brand name of the destination. He argues that ‘they are well defined geographical regions, understood by visitors as unique entities with a core of six main provisions, i.e. attractions, accessibility, available packages activities and ancillary services. Other definitions have also been proposed by Leiper (1990; 1995) and Crouch and Ritchie (1999). The World Tourism Organisation recently defined a destination as “..a physical space in which visitors spend at least one night and is made up of tourism products such as support services and attractions, and tourism resources with physical and administrative boundaries that define its management, images/ perceptions of market competitiveness” (World Tourism Organisation, 2003b).

The attractiveness of a tourist destination encourages people to visit and spend time at the destination. Therefore the major value of destination attractiveness is the pulling effect it has on tourists. Without the attractiveness, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow (Ferrario, 1979a).

The role of tourism in earning revenues for the country has long been recognized in many developing countries. The public sector may have been reluctant in the past to contribute towards tourism development, but the situation has changed and, over the years, government’s perspectives on tourism have not only evolved to include wider participation, but have also widened from the narrow focus on financial and economic benefits to encompass environmental and societal concerns. Everything seems to suggest that developing countries look upon tourism consumption as manna from heaven that can provide a solution to all their foreign exchange difficulties (Erbes, 1973: p-1).

Tourism marketing is an integrated effort to satisfy tourists by making the best possible services available to them. It is a device to transform the potential tourists into actual tourists. (Musa, Mohammad, 2013).

In this way, tourism marketing is essentially related with the marketing of a destination. A destination which includes every provision for the visitors attracts continuous and high flow of visitors. Tourists are the indicators of foreign currency earnings and economic growth in and around the destination. So, the destination development, management and promotion are important marketing functions of tourism marketing.

### **Lumbini at a Glance**

Lumbini, the birthplace of Siddhartha Gautam, is situated in the Rupandehi District in the southwestern plains of Nepal. A prince of Shakyamuni kingdom, Siddhartha Gautam, later known as Gautam Buddha is the profounder of Buddhism.

Lumbini is the birthplace of Lord Buddha and its religious value has been attracting pilgrims since the very early ages. The archaeological remains, which were excavated throughout the last century and which are now conserved at the site, provide testimony of these pilgrimages since the 3rd century BC. It is for these reasons, that Lumbini was inscribed in the World Heritage List in 1997 (Kanno, Koto, 2006).

Lumbini and its surrounding areas have been sites of pilgrimage for centuries. The archaeological remains in the Greater Lumbini Area, some of which were excavated in the last century, not only reveal the exact location where Lord Buddha was born but also provide testimony of pilgrimages dating back to the 3rd century BC. Periodic efforts have been made at both the national and international level to turn Lumbini into a major site for tourism and pilgrimage for Buddhists from around the UNESCO/Dhan K. Limbu world. However, this vision is yet to be fully realized, and many of the locations in the Greater Lumbini Area are yet to undergo archaeological investigations and excavations (UNESCO, 2013).

Today, Lumbini can be considered a center of world peace: a first class pilgrimage destination and a symbol of international brotherhood, peace and prosperity. Lumbini is one of the most important holy sites for Buddhists, who wish to visit it at least once during their lifetime. Lumbini is also popular among non-Buddhist visitors and has the potential to attract millions of pilgrims and visitors from around the world. The importance of the site is so great that the Buddha himself advised his followers to undertake pilgrimages there: “Lumbini should be (visited and) seen by persons of devotion, a visit will create awareness and apprehension of the nature of impermanence” (Ghimire, H., 2006).

## **1.2 Research Problem**

Tourism is a social and economic phenomenon that heavily influences contemporary society (Crick, 1988). Nowadays, tourism industry can be considered as business behavior since it might influence the development of a local economic. Therefore, places are competing against each other to promote themselves as goods. The secret for a successful destination is to approach the right target market and to provide an appropriate combination of local tourism products and services (Buhalis, 2000). It is going to be a battle among destinations in branding their own; destinations, in this way are going to become the tourism industry’s biggest brands which constitute specific attributes.

Nepal is listed as one of the best international tourist destinations in the world. Tourism is also a major source of Nepalese economy. A dozens of world heritage sites including cultural and natural sites are located in Nepal. However, the tourism business in Nepal is not explored enough in the international market arena. In 2014, 4.3% of direct contribution to GDP, 3.5% of total employment contribution was recorded from the tourism industry in the report study of world travel & tourism council “Travel & Tourism economic impact 2015 Nepal”.

This study outlines the use, effectiveness and potentiality of marketing of tourism destination with special focus on pilgrimage-based tourism in Lumbini, center of the Buddhism. The research study thus, explores the brand marketing of Lumbini Nepal as an international pilgrimage or cultural based tourist destination, its prospects, challenges and also makes some policy suggestions to address the constraints in tourism marketing.

### **1.3 Significance of the Study**

Tourism is the major economic source of Nepal. Nepal is trying to develop its foreign currencies earning sector's status to compete in regional and global market. Lumbini being the birthplace of Lord Buddha, thousands of national and international Buddhist as well as non-Buddhists come to visit the cultural and religious place every year. It has direct and indirect effect in the socio economic development of this region. Effective and sustainable positioning of the destination in the regional and international level can be the source of increasing tourists flow in the place. This research will add some value through the evaluation of current status, its marketing prospects and challenges and finally policy suggestions to concerned stakeholder would be the major significance of the study.

As far as the study of Lumbini and other important sites related to Buddha and his life around Lumbini are concerned, most of the studies have been done by several scholars of history and archaeology (Fuhrer, 1972; Mukherji, 1969; Tange & Urtec, 1998; Kwaak & Brenes, 2002; Bidari, 1990; 2002; 2004; Pradhan, 1979; Pandey, 1985; Rijal, 1979; 1996). The contributions made by them have highlighted the historical past of Lumbini, Kapilvastu, Devdaha and other archaeological sites of the region. The studies brought by another group of scholars are Ghimire (2004; 2005a; 2005c; 2006; 2009; 2011; 2012a; 2012b; 2012c), Gurung (1998); Hewage (2010); Rai (2010); Roy (2000); Giri (2007); Vaidya (1999); and Neupane (2009) focused on sacred complex, touristic destination, tourism development, development of Lumbini, history, peace, culture, religion and heritage issues and conflicts (Kunwar and Ghimire, 2012).

As the researcher reviewed the previous research activities, study and survey articles, and related online literatures, tourism in Lumbini is studied by its historical perspective, socio-economic impacts, overall Lumbini circuit development perspective and problems point of view in Lumbini. No studies are found to deal with destination marketing of Lumbini. So, it could be a milestone study focused in destination marketing of Lumbini.

The findings and recommendations derived from this study in Lumbini Nepal could be generalized and have implications to the destination development, management, and marketing within the context of pilgrimage or/and cultural-based tourism experiences all around the world.

### **1.4 Objectives of the Study**

The overall objective of this study is to find out the status of marketing pilgrimage-based tourism in Lumbini Nepal and the potentiality of marketing to develop as an international tourist destination. The specific objectives of this study are:

1. *To assess the use & effectiveness of tourism or destination marketing with the case study of world's famous pilgrimage site of Buddhists and others- Lumbini.*
2. *To identify potential marketing strategies that can contribute to increase the attractiveness of tourism in Lumbini.*

### **1.5 Research Questions**

This thesis attempts to study the marketing of Nepalese tourism industry with the case study of pilgrimage-based tourism in Lumbini, the birthplace of the Lord Buddha. It offers valuable recommendations to enhance the branding and/or promote the marketing of Lumbini as well as the overall Nepal as an international tourist destination. Specific research questions are:

1. What are the current promotion and marketing activities in Lumbini?
2. How effective are the marketing activities?
3. What do the visitors think about the marketing mix factors of destination Lumbini?
4. What can be done to develop, manage and promote the destination-Lumbini branding and marketing in regional and international level?

### **1.6 Organization of the Study**

This thesis attempts to study the marketing of Nepalese tourism industry with the case study of pilgrimage tourism in Lumbini, the birthplace of the Lord Buddha. It is organized into four different chapters. The first chapter includes the background of the study, research problem statement, significance and purpose of the study. The second chapter includes previous literature reviews of the subject. The third chapter includes the methodologies, research design, data collection procedure etc. The fourth chapter discusses on the data collected and information gathered. Data are presented diagrammatically and analyzed to make understandable. Finally a summary of the whole thesis including conclusion about the study is made. It also offers some recommendations to enhance or promote the marketing of Lumbini, Nepal as an international tourist destination.

## **2. LITERATURE REVIEW**

### **2.1 Review of Literature**

Etymologically the word tour is derived from the Latin 'tornare and the Greek 'tomos' meaning' a lathe or circle; the movement around a central point of axis' this meaning changed in modern, English to represent one's turn. The suffix 'ism' is defined as 'an action or process, typical behavior or quality; while the suffix 'its' denotes 'one that performs a given action' when the word tour and the suffixes ism and its are combined' they suggest the action of movement around a circle one can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore, like a circle, a tour represents a Journey that is a round-trip, either act of leaving and then returning to the original starting point, and therefore, one who takes such a journey and be called a tourist (Theobald, 1997:6). "Travel, after all, has etymological connections with travel with work and activity while tourism represents a packaged form of experience in which passivity prevails and contact with the alien and the real is avoided or prevented. The world tourism was for the first time described in the oxford English dictionary in 1811 (Cellabous Lascurain, 1996:1-2).

### **International Marketing**

The rapid globalization of the world economy increased the chances for marketing services abroad in recent decades. Both in developed countries and in emerging economies a significant growth of the service sector can be observed. The effect of this is that services are a driving force and the fastest growing sector in international trade (e.g. Grönroos, 1999; Javalgi et al., 2003; Javalgi, 2007; Ball et al., 2008). This fact attracts researchers to follow the changes taking place in the industry. Despite this growing importance, internationalization within the service sector remains an elusive and largely invisible business area (Javalgi & Martin, 2007). Knowledge in this field has developed in parallel with the internationalization theories of industrial firms, although the main focus has still been on the manufacturing sector (Grönroos, 1999). Javalgi and Martin (2007) state that the literature about internationalization in the service sector is a relatively new field in terms of building and testing theories. Service firms are internationalizing more quickly than before, but in the process they often rely on relevant studies within the manufacturing sector (Axinn & Matthyssens, 2001; Javalgi & Martin, 2007). According to

Javalgi and Martin (2007) there is an evident need to develop a more comprehensive understanding of the strategic issues that influence the internationalization of service firms.

### **Destination Branding**

Tourism destination branding is a general concept; destinations can be branded like products or people. In this case, the power of branding is in making people aware of the location and linking desirable associations (Damnjanović, Kravic and Abdul Razek, n.d.). Destinations are a large entity with sets of material and non-material elements (Florek, 2005). Every destination is unique because its resources construct a unique 'identification'. This 'identification' is usually recognized as the images projected to tourists. The images a specific destination offers may be similar to others but never the same. Strategies of building 'identification' influence the destination images and thus will influence its future planning; to the end, they will affect destination development. Elements of a destination are the foundation of destination; they generate the 'identification' and finally build up the destination image. What matters here is the ways in which the destination generates the 'identification' or in other words the ways of branding. Destination branding can be defined as a way to communicate a destination's unique identity by differentiating a destination from its competitors (Morrison & Anderson, 2002 cited in Qu, Kim, and Im, 2011, pp. 465--476).

In destination branding, it is essential to understand consumer perceptions of the destination (Anholt, 2009). Different target consumers have different perceptions, they can be divided by their characteristics, such as sex, age, region or nationality.

Today, every country, city, and region on earth must compete with every other for its share of the world's commercial, political, social, and cultural transactions, in what is virtually a single tourist market. Brand image becomes critical: nobody has time to experience the differences, people fall back on their fundamental beliefs and prejudices about destination to help them make their decisions (Anholt, 2009). Just as in the commercial marketplace destination 'brand image' provides a short cut to an informed buying decision. Branding acts like a calling card that opens doors, creates trust and respect, and raises the expectation of quality, competence and integrity (Anholt, 2009).

Designing a brand is the only way to create a difference between products, from which consumers can choose in a cluttered market environment. In an era of mass production and almost identical quality of products and services in one category, brand identity turns out to be the decision making factor for purchase (Galim Kastelov, 2014). Anholt (2009) stated that important contributions from destination branding are that: 1. destination marketing is a relatively straightforward business: as long as the tourist board has enough marketing expertise, resources, and patience, it can be sure of increasing tourism arrivals. 2. Tourism has a secondary impact, however less well recognized, and which makes it one of the few means by which the overall 'brand image' of a country can in fact be enhanced (Anholt, 2009).

Although the idea of branding has been developing for a long period of time, the issue of tourism branding is a relatively new topic (Blain and Levy et al., 2005). Branding usually refers to the identification of a product that is generally a physical offering. However, when it refers to tourism, the destination serves as the product, because it is a large entity mixed with both tangible and intangible resources. Branding of a destination is more complex, but still explains the expectations of a supplier to make the brand perceived by its target market.

Destination branding is a commonly accepted way to communicate a destination's unique identity through differentiating it to other destinations (Qu, Kim and Im, 2011). Anholt (2009) stated that branding is what makes a destination distinctive, memorable and differentiates the destination from all others. It is the foundation of the destination's international competitiveness. Destination brands exist to offer identification and differentiation functions, which involve the explication of the destinations' resources. These resources are the foundations of the differences that make a destination differ from another. Moreover, the branding creates the first idea about a destination to tourists (Vogt, 2003). Tourists can recognize a brand among others when the brand is perceived distinctive, and when its unique differences make it hard to be replaced (Qu, Kim and Im, 2011).

The concept of destination branding is crucial for a certain destination due to its characteristics of identity which differ it from competitors in the target market (Qu, Kim and Im, 2011). In most conditions, places market commercial products, such as goods and service because it does not



provide an explicit association with the position sought by the DMOs (Destination Management Organization) in travel markets (Pike, 2005). In the other words, a place includes both tangible attributes and intangible characteristics: tangible attributes like historical sites, intangible characteristics like culture and customs. Due to these characteristics, identity generalization of a destination is useful for suppliers to set their target group (Qu, Kim and Im, 2011). A key component of branding is the creation and management of images (Ekinci, 2003).

### **Branding Process**

Laws (2002) stated that for marketing purposes, destination can be treated similar to products, which means destination branding is similar to products branding.

Research carried out by Fabricius (2006b:6 cited in Ndlovu, 2009, p.76) stated that “a destination should have a vision that is shared by all the stakeholders and potential consumers should be clearly expressed in the core values of the brand at the launching of the brand”. There are five phases in branding as shown below:

Phase one: Market investigation, analysis and strategic recommendations

Phase two: Brand identity development

Phase three: Brand launch and introduction, i.e. communicating the vision

Phase four: Brand implementation

Phase five Monitoring, evaluation and review

Source: Ndlovu, (2009, p77).

A destination should transcend brands in order to create “trust marks” which can be a name or symbol that links a destination emotionally with the demands and aspirations of tourists (Morgan, Clark and Gooner, 2002). The first stage in the process of building or rejuvenating a destination brand is to establish the destination’s core values, which should be durable, relevant and salient for the potential tourists (Health, 2007 cited in Ndlovu, 2009, p.76). A destination should focus on its core market segments when developing a brand. Their perceptions will define the brand’s core characteristics (Anholt, 2009). The next step involves a development of brand by checking if it is relevant for current tourists and comparing with the destination competitors. The last step is to have monitoring and evaluation on brand impact to keep brand refreshment

(Ndlovu, 2009). Branding involves the creation of mental structures in tourists' mind, and it tends to simplify tourist decision-making and provide value for the destination, thus it is important to comprehend the quality of the tourism experiences that offered at the destination level (Ndlovu, 2009)

### **Tourist Destination Management**

A tourist destination is a place which is very often visited by many domestic and international tourists. It can be a city, town, historical place, sea beach, mountain, an amusement park, museum or some kinds of religiously important place. A tourism destination may contain one or more tourist attractions and sometimes some tourist traps. For many reasons, a place can be very important to domestic and international tourists. These can be natural tourist attractions like forest, river, big waterfall, hill or lake. Again, people can make an ordinary place into an important tourist destination by their own effort like making amusement park, statue, big hotels or by making a new city or town. Tourists have different choices and that is why different tourists choose different kinds of tourist destinations. Like a simple place can be the most important and illusive place to someone who love sports if any big sports event is arranged in that place. (Yeoman 2008, 4-13.)

Destinations are places with some form of actual or perceived boundary, such as the physical boundary of a blend, political boundaries or even market created boundaries. The desire to become a recognized destination presents difficult marketing challenges. The most visible benefit of tourism are employment in hotels, restaurants, retail establishment and transportation, and the second benefit consist of supporting industries and professions and finally is the multiple effect as tourists' expenditures are recycled through the local economy. Tourism also helps to shift the tax burden to non-residents of a place. It also creates or stimulates exports of local products such as handicraft, looms, food and showpieces. Many tourist destinations also find government supported market areas for the sale of locally produced handicrafts. Destinations may not welcome tourists unfortunately because of the location, climate, limited resources, size and cultural heritage. "Some places have few economic choices other than to participate in tourism" (Kotler, Bowen & Makens, 1996).

Destinations that fail to maintain the necessary infrastructure or build inappropriate infrastructure face significant risks. A destination's attractiveness can be diminished by violence, political instability, natural catastrophe, and adverse environmental factors and overcrowding. So destination marketing is an important part of developing and retaining a particular location's popularity. Tourism marketing is called service marketing. Services industry varies greatly and service marketing has some specific criteria than others commercial product marketing. Government offer service through employment services, hospitals, police and fire departments. Many non- profit organizations also offer services through social work, healthcare, charity etc. Business organizations offer services by different organizations like airlines, banks, hotels, insurance companies and others (Kotler & Armstrong 2002).

It is always nice to have a preplanned holiday trip to an unknown place. When tourists plan for a trip, they look for available information, services and facilities, tour operators, things to see and do, safety and security, accommodation and transportation and others necessary information about the location from different sources. Internet is the mostly used media for getting information in this modern age. Besides surfing on internet, people also visit travel agents, tour operator and other organizations to get reliable and realistic information. Here stands the term of tourism marketing. All these above tools which are used for the publicity of tourism destinations are known as tourism marketing. (Weiermair & Mathies 2004, 97-100.)

### **Promotion of Destination**

Advertising is the best way for initial publicity of tourist attractions. Advertising is defined as any paid marketing activity which motivates potential customers to take the goods and services. Advertising is precisely timed for general public. The result of advertising may be short term or long term and it is very difficult to get feedback from the customers instantly. This promotion tools is used to generate publicity and it gives basic idea of goods and services. (Belch 2004, 13-16.)

Electronic media are websites, emails, YouTube, Facebook etc. These kinds of marketing tools are used highly in this modern age. These are also some effective ways of international marketing. These marketing methods do not have any border limit. Sometimes these are the

cheapest way of marketing goods and services. Again customers can get all information like price, facilities, opening time, contract information, and recent activities of the company and history of the company very easily through those links. Customers can mail to the service provider for any information if they needed. (Sweeney 2008, 3-10.)

### **Destination Image**

Destination image is defined as “not only the perceptions of individual destination attributes but also the holistic impression made by the destination” (Echtner and Ritchie, 1991 cited in Blain and Levy et al., 2005, p. 330). Crompton (1979, cited in Einci, 2003, p.22) also defined destination image as “the sum of beliefs, ideas and impressions that a person has of a destination”. Lawson and Baud-Bovy (1977, cited in Baloglu and McCreary, 1999, p.871) propose destination image as the expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place.

Ahmed (1991, cited in Baloglu and McCreary, 1999, p. 873) stated, “destination image is to delineate the relationship between overall image and other components and the overall notion may be favorable or unfavorable”. Baloglu and McCreary (1999) concluded that the overall impression is dependent upon individual attributes. Then, dimensions of the beliefs and feelings together influence overall attitude or image. The causal linkages indicate that beliefs influence overall or composite attitude directly as well as indirectly through affect.

Stated in Skidmore and Koller’s (2001) research, destination image is people’s thought of one place’s beliefs, ideas and impressions and it represents a variety of connections and information associated with the destination. Positioning strategy help differentiating one place from its competitors, such effective destination image ought to: 1. be valid, 2. be believable, 3. be simple, 4. have appeal, 5. be distinctive (Skidmore and Koller, 2001).

### **Pilgrimage Tourism**

Religious tourism focuses on the visitation of religious sites or destinations, in order to consolidate a particular faith, and development of identity that refers to spiritual or religious

enlightenment. These places attract the attention of visitors, not only for religious reasons, but also in terms of history, architecture or artistic value (Kavoura, 2013).

Most religious monuments can attract visitors who may not have a religious affiliation. Some visitors are motivated to visit religious destinations because of their religious belief, religious monuments of architectural attraction, interest in their historical value, or all at once (Kot & Ślusarczyk, 2014).

Religious and pilgrimage tourism is closely bounded to destination. In this context, to remain sustainable, the monuments and natural sites must be protected and restored in order to prevent congestion and not exceed load capacities. The management of these destinations should assure a development of sustainable local economies and respect for the traditions and customs of the host populations (Királ'ová & Straka, 2013).

Tourism motivated by religious or spiritual reasons or associated with religious, cultural heritage and pilgrimage destinations and sites was previously a largely domestic phenomenon (Štefko, Jenčová & Litavcová, 2013; Kavoura & Katsoni, 2014).

Globalization, economic liberalization, a new ethnicity and religious policy, commodification, commoditization of culture and values affect and shape many religious sites in the today world (Owens, 2002). Religious tourism has turned into a major international commercial service. Visitors can buy multifaith-journey packages to places of worship, sacred destinations and pilgrimage sites associated with the mainstream faiths. The use of religious heritage becomes often controversial by the context of commercialization of spirituality. Religious tourism is today a dynamic multi-billion dollar global industry. Tourism of believers has not changed even in times of crisis (Királ'ová, 2010).

Tourism and pilgrimage are closely related (MacCannell, 1999; Cohen, 1979; Turner & Turner, 1978; Campo, 1998; Timothy & Boyd 2003), and, according to Cohen, in modern mass-pilgrimage the behaviour of pilgrims is often indistinguishable from that of tourists. Tourists are not necessarily affiliated with any religion, and they do not necessarily visit the pilgrimage site

for the same reasons as pilgrims, but some scholars argue that modern tourism is the contemporary expression of the traditional religious pilgrimage (Graburn, 1989; MacCannell, 1973; Sharpley & Sundaram, 2005). As stated by Vukonić (1996) though the pilgrimage is motivated by religion, it still has characteristics which are not motivated by religion. The secular aspects of pilgrimage (finding accommodation, organizing the trip, food, eating and healthcare) are the same as of the modern tourism. Turner & Turner (1978) also argue that both pilgrimage and tourism encompass a journey using modern means of transportation.

The modern pilgrimage is not necessarily motivated by religion. On the contrary to traditional search for identity, spiritual quest or divine experiences (Osterreith, 1997), today pilgrimage is also about historical and cultural behaviours, meanings and pious intentions (Eade & Sallnow, 1991), cultural, spiritual, athletic, and personal reasons (Frey, 2004) and is based on the search of embodied ideals (Morinis, 1992; Gladstone, 2005; Zhang, 2007).

Regular pilgrimages that attract hundreds to thousands of believers to certain destinations and sites have undoubtedly economic importance. On the one hand, it is a general obligation of the municipal authorities for example to provide parking areas, organizers, regulate traffic, to establish rules for stall sales, maintain access roads (as a place of pilgrimage is in the rural site), to coordinate medical and security service. Thousands of pilgrims, in addition to the main goal of pilgrimages, consume goods and services including accommodation. This income remains in the destination and is also a considerable multiplier effect these initial expenses. Religious tourism is less susceptible to economic fluctuations in the market. Because believers are engaged visitors, they prepare their journey in advance, and travel regardless of the current economic situation (Lickorish & Jenkins, 2013). Believers, who travel because of their faith, often takes a travel as part of their religious obligations, or as the fulfilment of a spiritual mission. There is a presumption that by the right approach the size of this market could double in 2020. Such an increase is possible because one of the specificities of religious travellers is that people in faith travel in groups of 40-45 rather than individually (Tourismandmore.com, 2009).

Today visitors want creative, interactive communication; they want to develop relationships with the destination. The success of the destination lies in its ability to listening to visitors, finding

their motives for a visit. The perfect tool for such communication is the internet. Application of interactive marketing communications in the destination is particularly evident in relation to the changes in behaviour of visitors (Kiráľová & Straka, 2013). Religious visitors require a personalized approach, intelligent communication and empathy. Interactive communication is a prerequisite of establishing good relationships with visitors and the satisfaction of both sides. Relationship marketing is effective especially when applied to specific target group (Wang 2008; Fyall, Callod & Edwards, 2003; Buhalis 2000; Oppermann 2000).

Communication in religious and pilgrimage tourism is target communication as it focuses on a specific group of visitors that are interested in product (Zouni & Kouremenos 2008; Iyer, Soberman & Villas-Boas, 2005). The attention of people of faith has been already attracted. Destinations should focus on the message that should be different from that communicated to visitors. The best possibility to deliver the message should be the internet, social media and mobile applications that enable cost-effective communication and can encourage word-of-mouth advertising (Fedorko & Bačík, 2012). Word-of-mouth advertising is a verbal communication between providers, independent experts, family and friends and the visitor (Ennew, Banerjee & Li, 2000). Blog sites with stories about visit of religion, cultural heritage and pilgrimage destinations and sites, or special events can be supported. In order to motivate a travel, the blog content must be in details so that the reader visualise the journey and start to prepare his/her own one. Web site can also offer a virtual tour to the worshiped destination and site.

International web for religious people, religious television channels, and radio stations can disseminate messages to visitors. Periodicals published by church, brochures and travel guides, as well as public relations, should be used for communication purposes and to foster a desire (Ateljević & Doorne, 2002).

### **Tourism in Nepal**

Nepal has huge possibilities in the tourism sector. The Himalaya nation is famous for its natural beauty: the world's highest peaks, national parks rich in flora and fauna, snow-fed rivers, exceptional trekking routes, wonderful lakes and welcoming people. Nepal is rich in its cultural and religious diversity as well. Possessing eight of the 10 highest mountains in the world, Nepal

is a tremendously attractive location for mountaineers, rock climbers and adventure seekers. Apart from being an attractive destination for adventure, Nepal's pleasant climate and ever welcoming nature of Nepalese show there is a tremendous prospect of tourism ahead in Nepal. Tourism as an emerging global phenomenon enhances the world travelers to explore the wonders of the world. Nepal is also being an integral part of a global system of tourism can not escape benefiting from this emerging field. Nepal as a Himalayan nation has enormous tourism prospects. If many unexplored regions of Nepal are identified along with popular tourist destinations the Himalayan state can make remarkable progress in the field of tourism (Himalayanglacier, 2015).

The tourist sites and activities in Nepal as mentioned in the official website of Ministry of Foreign Affairs, Nepal Government (MOFA, 2015) includes:

- Wilderness tourism

Nepal's major tourist activities include wilderness and adventure activities such as mountain biking, bungee jumping, rock climbing and mountain climbing, trekking, hiking, bird watching, mountain flights, ultralight aircraft flights, paragliding and hot air ballooning over the mountains of the Himalaya, hiking and mountain biking, exploring the waterways by raft, kayak or canoe and jungle safaris especially in the Terai region.

- Religious sites

Nepal is a multi-religious society. The major religion in Nepal is Hinduism, and the Pashupatinath Temple, which is the world's one of the main Hindu religious sites is located in Kathmandu, attracts many pilgrims and tourists. Other Hindu pilgrimage sites include the temple complex in Swargadwari located in the Pyuthan district, Lake Gosainkunda near Dhunche, the temples at Devghat, Manakamana temple in the Gorkha District, and Pathibhara near Phungling, Mahamrityunjaya Shivasan Nepal in Palpa District where biggest metallic idol of Lord Shiva is located.

Buddhism is another main religion. The World Heritage site Lumbini, which is the birthplace of Gautama Buddha, is an important pilgrimage site. Another prominent Buddhist site is Swayambhunath, the Monkey Temple, in Kathmandu. Dang valley is also a sacred place for



Hindus as well as other religions. Kalika and Malika Devi in Chhillikot hill, Ambekeshawori temple, Krishna temple, Dharapani temple etc. are sacred place in Dang district. Chillikot hill is also a good place for sightseeing and also an ancient palace of a king. Muktinath is a sacred place for Hindus as well as Buddhists. The site is located in Muktinath Valley, Mustang district.

- Culture and Heritage Sites

Kathmandu the capital city of Nepal is the city of temple and very rich in cultural heritage. Within 7 km radius there are 7 world heritage sites (Pashupatinath Temple, Baudhanath Stupa, Swayambhunath Stupa, Changuarayan Temple, Kathmandu Durbar Square, Patan Durbar Square and Bhaktapur Durbar Square) which cannot be found anywhere. Museums in Kathmandu have rich collections of archaeological, historical and artistic importance and galleries display art work of the past and present. Full of art, architecture and culture, the Kathmandu Valley is the prime destination for the tourists. As Nepal is a land of festivities and celebrations, visitors can experience how a culturally diverse and rich society of Nepal grows in harmony.

According to CBS (2000) pilgrimage lies in the third main purpose of visiting Nepal and first and foremost in case of Lumbini.

### **Tourism Vision 2020: Vision and Goals**

#### **Vision:**

"Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as an attractive, safe, exciting and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society".

#### **Goals:**

1. Increase annual international arrivals to Nepal to 2 million by 2020
2. Expand economic opportunities and increase employment in tourism sector to 1 million by 2020.

### **Tourism vision 2020: Objectives**

- To improve livelihoods of the people across the country by developing integrated tourism infrastructure, increasing tourism activities and products, generating employment in the rural areas enhancing inclusiveness of women and other deprived communities, and spreading the benefits of tourism to the grassroots level,
- To develop tourism as a broad-based sector by bringing tourism into the mainstream of Nepal's socio-economic development, supported by a coherent and enabling institutional environment,
- To expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities,
- To publicise, promote and enhance the image of Nepal in international tourism source markets,
- To enhance the flight safety and aviation security, extend air connectivity, and improve capacity and facilities of national and international airports and
- To attract new investment in creating new tourism facilities, products and services.

### **Strategies:**

- Improving Livelihoods and Spreading Benefits at the grassroot levels
- Economic Mainstreaming
- Expanded Product Offering
- Destination Marketing
- Aviation
- Attract New Investment

### **Review of tourism policy 2006:**

Nepal is well known in the map of global tourism as one of the best destination because of its unique natural beauty, immensely rich bio-diversity, multi-ethnicity, variety of languages and religion, social heterogeneity and historical as well as cultural heritages. Day and night advancement in the field of science, technology and communication had converted the entire world in one village, in this present context Nepal needs to advertise its national heritages in

front of the world to enhance the capability to obtain maximum benefit by attracting global tourism market. As tourism industry in itself as a major basis of national economic development, it has become essential to enhance the livelihood and employment opportunities of general population and improve their standard of living by diversification and expansion of their business. For this purpose, while on the one hand it is imperative to aptly protect and preserve these heritages of Nepal, on the other hand it is necessary to have quantities as well as qualitative growth of tourism service industry by developing all kinds of infrastructures related to tourism service industry including international airport services (MOTCA, 2009).

### **Destination: Lumbini**

Destination is a central object in the tourism. It is the item that exerts a pull on the tourists from different areas. It is the one that motivates tourist to travel. Therefore the secret of destination is of prime importance that should never be undermined. First of all in tourism related studies a detailed listing of all resources which have some connection with tourism should be carried out. This is called Tourism resource audit (Clarke & Godfrey, 2000: 72). Such a resource inventory should include the following: What could a visitor see in this area which might be of interest?; What are the different types of attractions they could visit?; What types of services would they require?; What different activities could they do during their stay?; If staying overnight, what accommodations are available? Etc (Acharya, P., 2001).

Lumbini is situated in central Tarai plain of Nepal, about 300 km west of Kathmandu. Although its elevation is 105 meters above sea level, himalayan foothills are only 24 kms away and on clear days, Dhaulagiri peak (8,167m) is visible, 130 kms due North. Siddarthnagar is the nearest town with an airport (Gautam Buddha). Highways connect this town with Kathmandu (east) via Chitawan, rich in wildlife and Pokhara (north), the destination for trekkers. It has a frost free dry winter and a hot wet summer. The average annual rainfall is more than 2500 mm. August (Srawan/Vadra) is the wettest month, usually with a minimum of 1000 mm. The temperature in April, May and June exceeds 40 degree centigrade and during January it declines up to 9 degree centigrade. The winter is dry and relatively cool; during the daytime, however, even in December and January, the temperature can go up to 25 degree centigrade or more (Nepal Tourism Board, 2000).

Much of the tourist appeal in the Lumbini is based on the continued interest of the world people in the Buddha and Buddhism. Lumbini is one of the most important destinations of Nepal from the cultural aspect. The history says that travelers visited the site from ancient times. Due to the lack of proper planning and implementation, trained tourism workers, aware local hosts, it is still not developed as desired (Acharya, P., 2001).

### **Lumbini Development**

One of the most important people committed to the preservation and management of Lumbini was 1960s era UN General Secretary, U. Thant, a Buddhist from Myanmar. He visited the site in 1967 and expressed concerns about the existing condition of such an important site. As a consequence, the UN formed an international committee for the development of Lumbini in 1970. Things moved very quickly at the urging of U. Thant. In 1970, the 13-nation International Committee for the Development of Lumbini was formed in New York under the chairmanship of the Permanent Representative of Nepal to the United Nations. These nations included Afghanistan, Burma (Myanmar), Cambodia, India, Indonesia, Japan, Laos, Malaysia, Nepal, Pakistan, Singapore, Sri Lanka and Thailand. Three additional countries, Bangladesh, Bhutan and the Republic of Korea, later joined the effort (Lumbini Development Trust, 2008b).

In 1972, Japanese architect Kenzo Tange was hired by the United Nations Development Program (UNDP) to prepare a master plan for the development of Lumbini. The completed plan was submitted in 1978 and became the most important document for the development and preservation of the site as a center of Buddhist pilgrimage. It was subsequently approved by the Nepalese government. (Lumbini Development Trust, 2004).

With the global interest and importance of Lumbini, the UNESCO World Heritage Commission named Lumbini (sacred zone of Lumbini) a World Heritage Site in 1997. UNESCO adopted the World Heritage Convention in 1972 and started operating 3 years later. Since then, 184 states have signed the convention. By ratifying the convention, a country promises to protect and preserve heritage places of national and outstanding universal value (UNESCO, 2008a) . The convention also provides financial assistance, known as the World Heritage Fund, based on the urgency of requests from a signatory country. However, priority is given to the most threatened

sites (UNESCO, 2008b). Inclusion of a site on the list sometimes creates conflicts between the country and UNESCO (Rakic & Chambers, 2007). The case of Lumbini demonstrates that Nepal is focussed on development, tourism promotion, commercialization and international support, while UNESCO avoids over-development based on the master plan made through the UNDP.

Following the inclusion of Lumbini on the World Heritage List, UNESCO oversaw the excavation and management of the site very closely (Boccardi & Gupta, 2005). UNESCO asked to review the master plan arguing that the plan did not offer adequate guidelines for preserving the site. During excavation conducted by the Japanese Buddhist Federation in the 1990s, international agencies could not agree when the Maya Devi Temple was removed, along with the ficus tree that grew on the temple. The purpose of the excavation was to search for the marker stone. The cultural integrity of the new Maya Devi temple built after the excavation was questioned by UNESCO because the edifice was too massive and invasive and did not reflect World Heritage values (Boccardi & Gupta, 2005).

The LDT is responsible for managing the site. It is an autonomous, non-government and non-profit organization established by the Lumbini Development Trust Act 2042 (1985) for the purpose of restoring the Lumbini Garden under the master plan (Lumbini Development Trust, 2008b). A recent amendment to the Act reconstituted the trust, replacing the king's role as patron with the Prime Minister because of the recent dissolution of Nepal's royal house. The governing body includes a 19-member Trust Council and a 9-member Trust Executive Committee, both chaired by the Minister of Culture, Tourism and Civil Aviation (Lumbini Development Trust, 2008b).

In 2003 the number of the tourists was increased in 210.42 % than the last year. After 2003 the ratio of the visitors was increasing each year. In 2006 the rate of the visitors was increased in 24.63% than 2005. In the March there were 12214, 14149, 11927 and 16471 foreign tourists at Lumbini respectively in 2007, 2008, 2009 and 2010. 817, 606, 830 and 933 tourists had visited at Lumbini in June of previous years respectively. In 2011 and 2012 the number of the tourists was 128259 and 136001 respectively. In total Nepalese, Indian and passport holders tourists were visited 583442, 587538 and 758268 in 2010, 2011 and 2012 respectively. In 2012 it,s ratio was

increased 29.09 percentage in the comparison of last year. It was proposed 10 lakh tourists on the occasion of declaration of Lumbini Visit Year 2012 by the authority. In 2013 and 2014 is satisfaction. But it is decreasing in 2015 due to devastating earthquake (Giri, G., 2015).

All persons concerned with Lumbini should work together to find mutually agreeable solutions to the many problems arising from an undertaking like the Lumbini Master Plan. In order to fulfil the aspirations of the Buddhists of the world and of Nepal, deeper involvement by the international community is necessary. The relevant United Nations Agencies should take part to the decision-making process, fund raising and management of the LDT (Cueppers, C. 2012).

The number of visitors to Lumbini has risen steadily over the years, creating an urgent need to fully implement the Kenzo Tange Master Plan, including components geared toward providing facilities, services and accommodation for pilgrims and tourists. At present, other sites relevant to Lord Buddha's life in the Greater Lumbini Area also need to undergo archaeological investigations and surveys for a better understanding and mapping of the layout of the archaeological complex before an infrastructure master plan can be developed for some of the sites to cater to increasing numbers of visitors. Some of the historical monuments and remains in and around Lumbini, including the interior of the Mayadevi Temple, are at risk because of air pollution, degradation caused by time, lack of proper maintenance and increasing numbers of visitors (UNESCO, 2012).

## **2.2 Review of Research Works**

Ghimire and Rai (2015) write Lumbini as such 'spiritual destination' demonstrates an appropriate milieu that aforementioned dimensions can be experienced by the visitors. Lumbini region extends over a vast area with its rich historicity, archaeology and spirituality. More than one hundred archaeological sites including the birthplace of Sakyamuni Buddha, Krakuchhanda Buddha and Kanakamuni Buddha within the radius of 28km are more than enough to experience peerless spirituality in Lumbini area. Spiritual tourism in the context of Lumbini is meant for the totality of following activities:

- Healing oneself by purifying mind or developing intense level of faith and devotion to the Tripple Gems (Buddha, Dharma and Sangha) in the Sacred Garden or monastic zone or somewhere else in Lumbini region.
- Experimenting Buddha's teachings in own capabilities/insights/wisdom or other facts while being in Lumbini or visiting to the sites of Kapilvastu or Ramgrama/Devadaha.
- Unleashing oneself with the feeling of being at birthplace of 3 Buddhas in a single trip.
- Encircling Mayadevi temple and offering lamp or Buddhist flags to the shrines.
- Retreat or meditation at Lumbini Meditation centers or monasteries.
- Pursuing for truth or inner peace by meditating/praying/chanting/worshipping.
- Practicing solitude or self-reflection in the Sacred Garden, or monasteries or at backcountry within the Lumbini circuit.
- Experiencing wilderness by visiting flora and fauna in and around Lumbini.
- Attending conference/festivals/events of Lumbini i.e. Buddha Purnima, Sakyamonlam Puja, World Buddhist Summit etc.
- Offering puja or prayer to the birthplace of the 3 Buddhas and other shrines.
- Offering dana (donation) to the monks and nuns in the monastic zone.
- Being involved in learning or practicing Buddhism in the monasteries in the monastic zone.
- Going for a village walk to experience typical terai culture.
- Meeting and interacting with holy monks and nuns, LDT officials and local people.
- Involving oneself in cleaning or gardening of the sacred shrines.

More activities are possible in Lumbini that will definitely make spiritual tourism to the seekers/travelers/adventurers and provide Spiritual Intelligence for a holistic health, wisdom and spiritual merit. Spiritual practice cultivates peace in the mind of an aspirant that is fostered in his surroundings or community (Ghimire & Rai, 2014).

Lumbini is one of the most sacred places in the world. There are certain attributes and characteristics that are part of the common understanding of Lumbini (UNESCO, 2013a p.5). Pilgrims and visitors come to Lumbini and express their religious and spiritual sentiments in various ways, often linked to their diverse cultures. They come to meditate, chant, beat on drums, offer gold leaves, offer coins, incense or milk. They all come with the expectations of peace and

harmony (ibid p.11). Many scholars designate Lumbini as an unmatched spiritual destination of the Buddhist world. The spiritual feeling of being at the holy birthplace of the Enlightened one nurtures devotion and faith in their mind and fills their heart with purity, compassion and wisdom. Today, Buddhists from all over the world, as well as other travelers, are interested in the ancient history and culture of Nepal. They also travel Buddhist destinations associated with the life and miracles of the Buddha and other important touristic destinations in Nepal. Even with today's modern transportation and conveniences, it takes some time and planning to get too many of these sites, so one can only imagine what it must have been like for pilgrims more than two millennia ago. Still, these sites have remained despite the ravages of time, and are being continuously venerated (Ghimire, 2015:102).

Suwal, R and Bhuj, U.(2006) in his study 'Lumbini: An environmental analysis' stated their view about the sustainable tourism development in Lumbini. They marked that Lumbini is identified as the Birthplace of Lord Buddha and has been recognized by UNESCO as World Heritage. However, this World Heritage Site does not stand isolated, and its sustainability also relies on the quality of life of the local communities. Therefore, it is essential that ample opportunities be provided to the villagers living near Lumbini. At present the positive economic impact of tourism in Lumbini neglects the local communities of the southern, western and northern areas, which are composed mostly of farmers. The communities are spread in clusters of settlements without adequate facilities of drinking water, drainage and waste management systems. Lumbini and Bhairahawa are the major areas where the local residents can find employment, and they have high expectations of economic opportunities from the Lumbini area.

Considering the fact that Buddha was born in a forest, the setting of Buddha's birthplace should be as natural as possible. From an ecological perspective, it may therefore be appropriate to develop the newly established forests, grasslands and wetlands of Lumbini in order to reflect the representative natural habitats found in the Terai. Today, Lumbini is a storehouse of diverse plant species, and it is being developed as a green island amidst the cultivated fields and human settlements. In order to enhance its natural beauty, it is essential to develop plantation programs of indigenous tree species in the surrounding areas.



Ghimire, H (2006) in his research 'Lumbini: A touristic overview' concluded Lumbini is a World Heritage Site, a destination for pilgrimage and faith tourism and belongs to all in the world. Lumbini not only provides an ultimate pilgrimage and nirvana for the Buddhists, it is also an important destination for non-Buddhists. It not only belongs to Nepal and the Nepalese people, but a sense of ownership is essential for the faster and smoother development of the complex and the region. The most important recommendation is that the Lumbini and LDT management should be free from political and ideological allegiance. The teachings of Buddha and his message of compassion and devotion to the service of humanity, universal brotherhood, world peace, meditation, progress and welfare of mankind should be foremost in the minds of those managing the site. The proper and phase wise implementation and completion of the Lumbini Master Plan can solve the current short fallings, and with good governance Lumbini has the potential to become a world class tourist destination for all.

Lumbini Development Trust (2011), has introduced the brief history of Buddha in Nepal with the help of photographs. Integrated management process of Lumbini and Tilaurakot and role of TRPAP in Lumbini, the natural biodiversity, tourism promotional activities, mission conceived, vision perceived and goal achieved are details analyzed in this journal. Excavation report of central archaeology department and conserve activity of Tilaurakot (Kapilvastu) has described. Similarly this journal focuses on the reconstruction of historical and religious sites, which are the main pillar of tourist attraction in Lumbini and Tilaurakot.

Singh and Gauri (2013) in their study 'Developing ancient Buddhist sites as tourist circuits to minimize conflict in SAARC region' wrote, in addition to internal attempts to develop Buddhist pilgrim sites by various countries, Nepal and India have taken steps to join hands to promote it with cross-border understanding which will benefit pilgrims from all over the world, as well as local economies in Nepal and neighbouring Indian states. India and Nepal have agreed to jointly promote all major Buddhist religious sites, officials are optimistic even more visitors will flock there. The SAARC region can hugely benefit through the joint promotion of Buddhist pilgrimage sites. India receives over a million tourists annually to Buddhist sites, officials say, and the number would rise hugely if Buddhist circuits at cross frontier level are promoted by other countries too. The contribution of the development of the Buddhist pilgrim circuits would lead to

creation of more jobs in the tourism sector and also generate tolerance and cohesiveness among these countries thus paving way for regional economic and cultural cooperation. Further, if this initial foray in the so far unattempted realm to implement the Buddhist pilgrim experiment succeeds to desired level in minimizing the recurrence of conflicts among the member countries then it could be implemented in phased manner to further increase in religious and pilgrim tourist circuits including Hindu, Islam, Sikh, Jain, Christian and so on circuits in the region.

Kunwar and Ghimire (2012) in their study 'Lumbini as International Pilgrimage Destination: Authenticity and Significance' focused for the need of development of Lumbini region as well as for the successful completion of Visit Lumbini year 2012 at that time. They think, Tourism is the dynamic industries which contribute significantly in the national economy needs always new things, ideas, activities and attractions. Visit Lumbini 2012 could be the appropriate platform to publicize Lumbini and Nepal in the international market as well as create awareness among the domestic tourists. It is the slogan to develop Lumbini and attract more pilgrims and tourists from the international market and bring the momentum of tourism industry of Nepal. Lumbini holds almost similar position with Mecca. Millions of pilgrims and tourists visit Mecca; however, less than 100 thousands international tourists/pilgrims visit Lumbini every year. The government of Saudi Arab has given high priority to develop Mecca and every year Mecca is expanding its territory with wide roads, hotels, restaurants and other basic facilities needed for visitors. They have a plan, budget, enthusiasm and commitment to develop it and get benefited. It seems they are celebrating 'Visit Mecca' every year. On the other hand, nearly 35 per cent works have been completed in 35 years time of Lumbini Master Plan. How many years will it take to complete is unknown? Though Lumbini has been attended to a great extent, much still remains to be done in Lumbini itself. The Greater Lumbini Development is a broader concept to develop the historical sites in Lumbini, Kapilvastu and Nawalparasi associated with Buddha's life, from childhood to his younger days, in an integrated approach. The successful completion of this mega event (Visit Lumbini 2012) could add up the other dynamic programmes in the days to come to build up the Nepalese tourism as a whole.

Rai (2006) in the article 'Lumbini: Present Status and Future Challenges' mentioned; the value of Lumbini has been recognized both at a national and an international level and it leaves no

doubt that the proper development and conservation of the area is a big challenge. Being a site of unique value, there are many different angles from which the site is being approached, generally all with their own ideas and priorities, but all very much interdependent. Lumbini is widely recognized for its religious and linked archaeological values, concentrated in and around the Sacred Garden. In order to enhance these, however, it is necessary to deal with tourism, environment and socio-economic development of a much larger area, including the needs of the surrounding communities.

Neupane (2009), in the study 'Heritage Complexity and Tourism: The Case of Lumbini Nepal' provided some recommendations to make the site attractive for both visitors and local communities. One of the ways of getting support for conservation and development of the site from local communities in this case is providing economic benefits through tourism. However, despite the importance of spiritual and academic interests in Lumbini, its potential for attracting international visitors and a growing trend in arrivals, the area has not benefited well from tourism. Through the Tourism for Rural Poverty Alleviation Program (TRPAP), the government is trying to diversify the tourism product so that tourists will spend more money at the site and in surrounding villages. However, the diversification of tourism products by TRPAP without much tourism insight may not be appropriate. Rather, it is recommended to increase the length of stay of tourists through the development and promotion of other Buddhist sites around the area, including Kapilvastu and Devdaha. Certified guided tours and interpretive programs can also help employ locals and increase the length of stay. Lumbini is also suffering from a seasonal pattern of tourists as the site experiences very low visitation rates during summer months of April to July. Although monsoons are a big factor in seasonality shifts, their impact on heritage tourism should be much less than other types of tourism, such as nature-based tourism because it is easier to control the climatic factors in the built environment such as temples and museums. The monsoon can be a real constraint for a small portion of the tourists visiting Lumbini who also visit other mountain destinations. But for Asian pilgrims, it should not be a significant factor. This warrants awareness and information dissemination, which should be incorporated in the tourism plan for Lumbini.

Tiwari, (1994), in his book 'Tourism dimensions' visualized that tourism as industry and identified its importance as the means of correcting adverse trade balance in an economy. Even a highly developed economy like USA relies partly on an increasing number of Japanese tourists to correct its trade deficits with Japan. In the developing countries it could be the source of additional external revenue. In addition to generating foreign exchange, tourism is accepted to create additional employment and income and generate multiplier effort in an economy. Some countries have a comparative advantage in the development of tourism because of their natural topography such as mountains, sandy beaches, scenic views and lovely landscape, their rich cultural heritage and so on. However tourism is not unmixed blessing as it is blamed for causing environmental pollution and many social evils such as prostitution.

Upadhyaya R.,(2003), in his dissertation entitled 'Tourism as a leading Sector in Economic Development of Nepal's has opined that many countries have made various attempts to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms of industrialization some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development, to study the scope for global linkage of the Nepalese economy with special reference to tourism. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economic and to induce the other sector of the economy.

Shrestha (1999) has analyzed that the tourism as a major segment of Nepalese economy contributed substantially to the foreign exchange earnings, employment generation and overall economic development of the country. The main objectives set for her study are to assess the trend of tourism development to assess the role of tourism in the economy to review tourism plans and policies to enquire into the current problems to highlight the prospects and recommend measures and appropriate strategy for tourism industry development in Nepal. She identified the basic problem of tourism on the basis of its contribution to national economy, status of tourism infrastructure, review of the planning and policies of government. The main conclusion in her study that despite problems the prospects of tourism is bright in generating employment contributing to the development of Nepalese economy.

According to Regmi U.K. (2009), the development of air transport is crucial for the sustainable development of tourism in Nepal but the main problem is that it is very difficult to enhance tourism effectively due to the landlocked situation of the country and lack of proper connectivity of different places by means of road transport. So, in the context of increased number of tourists every year and on the other hand, air transport is only one means of accessibility to different remote places and mountainous parts of the country with more tourism potential, there might be some relationship between air transport and tourism.

According to Neupane (2012), the volatility can be inferred as risk or uncertainty associated with international tourist arrivals in Nepalese tourism industry. These empirical results envisage sufficient room for intervening or amending the tourism policy to address the problems associated with Nepalese tourism industry and to harness the essence of tourism benefit by promoting tourism as a sustainable business. Further research on volatility by using daily data and extension of modeling considering spatial destination could be an important attempt for policy implications. The quantitative analysis of tourism demand in the Nepalese tourism industry including volatility modeling could be beneficial to translate the tourism policy in its real meaning.

Upadyay and Manoj K.,(2006), has been found that through the promotion of tourism sectors the Nepalese economy can move faster on the pace of globalization. It links the backward Nepalese economy with the forward economics of the world. On the whole it can be argued that Tourism sector could be considered to play the role of leading sector in the economy.

### **3. RESEARCH METHODOLOGY**

The aim of this chapter is to state the types of philosophical perspectives and describe the methods of research used in the study of destination marketing in Lumbini, Nepal as a case study.

#### **3.1 Research Design**

According to Huysamen (1997), research design can be defined as “a plan, blueprint, or guide for data collection and interpretation-sets of rules that enable the investigator to conceptualise and observe the problem under study” (p, 7). The research design is classified into three groups: exploratory, descriptive and analytical.

Research design is helpful to manage the data and information of the study in appropriate order within the given time frame and to interpret them. This study is based on descriptive research design. Research design has important effect in sample size because descriptive study needs larger sample size to give acceptable confidence level.

Descriptive studies are also called observational because they observe the subjects without otherwise intervening. The simplest descriptive study is a case study which reports data on only one subject. Descriptive studies of a few cases are called case series. In cross-sectional studies variables of interest in a sample of subjects are tested once and the relationships between them are determined (Fong, 1992).

#### **3.2 Nature and Source of Data**

This study is based on quantitative data with some sort of qualitative study. The information source is basically focused on primary data through researcher’s own observation, interview and questionnaire survey. Similarly, secondary data has been collected from different published and unpublished documents. While in this process different previous research works, books, journals, magazines and newspapers have been reviewed. In addition to these, a lot of tourism related websites have been surfed.

Two types of study contains quantitative and qualitative. These are defined in the following paragraphs.

### **3.2.1 Quantitative Research**

Quantitative research involves the use of structured questions where the response options have been fixed and a large number of respondents are involved. Quantitative research is defined as objective and statistically valid and is measured by numbers (Kaplan and Duchon,1988; Creswell, 1994; Hathaway,1995; McCullough,1997; Edwards,1998; Liebscher,1998; Hopkins,1999,2000,2001,2002c; Fuchs and Weirmair, 2003; Baskerville and Myers, 2004, Mazanec,2005; Fallon and Schofield, 2006a).

The aim of quantitative research is to determine the relationship between one factor (a dependent or outcome variable) and another (an independent variable) in a population. Quantitative research designs are either descriptive (subjects usually measured once) or experimental (subjects measured before and after a treatment). A descriptive study establishes only associations between variables (Hopkins, 2000).

### **3.2.2 Qualitative Research**

Qualitative approaches to research are based on a "world view" which is holistic and has the following beliefs: there is not a single reality where reality based upon perceptions that are different for each person and change over time and what to know has meaning only within a given situation or context (Burrell and Morgan,1979; Howe, 1985; Kaplan and Maxwell,1994; Custer, 1996; Myers, 1997,1999; Strauss & Corbin, 1998; Hopkins, 1999, 2001,2003, 2004, 2005;; Myers & Avison, 2002).

Qualitative research is collecting, analysing and interpreting data by observing what people do and say that refers to the measure of things. Qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols and descriptions of things (Myers, 1999).

### **3.3 Sampling Procedure and Questionnaire**

For the collection of data, tourist survey is performed with 184 of domestic and international tourists to gather the information on attractiveness of Lumbini destination and its marketing activities and positioning at regional and international level which helped to decide on potential marketing strategies for Lumbini destination marketing. Visitors' were asked randomly however the researcher tried to include diversity in the study.

#### **Questionnaire**

The questionnaire in the study is marked as 'Tourist Survey' or 'Visitors' Survey'. Visitors' survey collects the information regarding tourists visiting Lumbini and their perceptions about Lumbini's destination marketing as a case study. This survey is intended to deal with the objective of the thesis, to identify possible marketing strategies to increase the attractiveness of tourism in Lumbini..

Visitors' survey involves some important sections. At first, demography of the tourists or visitors is studied for some descriptive studies.

Visitor's consumption process can be divided into three parts; the pre, during and post visitation (Ryan 2002). The pre-visitation involves the image viewed by the visitors about the destination. A positive image accordingly would likely be promoting visitation, and a negative image would normally do otherwise. During the visitation there is of course service delivery which is an intangible process, it is therefore important to display some tangible assets to portray quality in the services. This is because pictures are essential in conveying the image of destination, thus would influence visitor's criteria, values attributes and perception about a place (Smith & Mackay, 2001). Post-visitation is linked with visitor's satisfaction. Visitors analyze their experiences after their visits to a destination; the aftermath is what is important. It is this effect that makes an impact on choosing a destination for a second time or recommending this destination as a positive word of mouth to either a friend or a family member (Fall and Knutson, 2001). This theory is partially taken as a help while forming the tourists' survey questionnaire.



In tourist survey, an important study centers on the marketing mix factors. Study of 7 Ps: Product, Price, Place, People, Promotion, Process and Physical evidence is performed with collecting the tourists' opinions for the same in terms of satisfaction perceived. These factors individually include a number of related attributes and respondents are asked to rate those attributes in a likert scale.

### **3.4 Methods of Data Collection and Analysis**

The data collection is the main part of the study. There are two types of data analysis methods. In quantitative analysis data is coded, tabulated and interpreted by using some statistical tools. In qualitative analysis, personal feelings and experiences are presented in sentences in the process of data analysis. Qualitative study is guided by the previous research studies, researcher's own observation and the case studies.

For the collection of data, field survey is performed in the real location of Lumbini. The researcher personally talked with the visitors and convinced them to fill out the questionnaire forms. Many of them refused to participate in the tourist survey because of time constraint and not having interest on it. However, researcher managed to survey around 186 domestic and international tourists in the duration of 7 days. Visitors are sampled to gather the information on tourism, destination marketing in Lumbini and its positioning at regional and international level. Similarly, stakeholders involved in tourism marketing in Lumbini are contacted to provide their opinions about tourism marketing in Lumbini. Likert scale technique is used as a structured type questionnaire to measure the visitors' perspectives on various attributes of tourism destination marketing and open and closed questions are also used.

Similarly, qualitative study is also guided by the previous research studies, researcher's own observation and the case studies.

Partial conformity factor analysis will be performed to see the correlation between attributes. Similarly, significance test using ANOVA analysis test for the satisfaction perceived of marketing mix factors will be conducted. Multiple regression models will be applied to see the contribution of marketing mix factors to the satisfaction level of tourists.

## 4. DATA PRESENTATION AND ANALYSIS

This chapter presents the data collected from the field study in Lumbini and data gathered from different secondary sources. At the same time, collected and gathered data are analysed in different sub-sections.

### 4.1 Demography of the Visitors

- **Nationality of the visitors**

Lumbini is an ultimate pilgrimage destination of the Buddhists all over the world. So, the Buddhist pilgrims from all round the world come to visit and worship the sacred place. The researcher in the field study interacted with the nationals given in the table below. The table shows 20 nationals out of which 31% of Nepalese, 27.2% of Indian, 6% Chinese and so on visitors were interacted.

**Nationality**

	Frequency	Percent	Valid Percent	Cumulative Percent
America(USA)	3	1.6	1.6	1.6
Australia	7	3.8	3.8	5.4
Britain	3	1.6	1.6	7.1
China	11	6.0	6.0	13.0
Finland	1	.5	.5	13.6
France	4	2.2	2.2	15.8
Germany	3	1.6	1.6	17.4
India	50	27.2	27.2	44.6
Italy	2	1.1	1.1	45.7
Japan	5	2.7	2.7	48.4
Myanmar	5	2.7	2.7	51.1

Nepal	57	31.0	31.0	82.1
Netherlands	2	1.1	1.1	83.2
Russian	2	1.1	1.1	84.2
South Korea	4	2.2	2.2	86.4
Spain	3	1.6	1.6	88.0
Srilanka	8	4.3	4.3	92.4
Taiwan	2	1.1	1.1	93.5
Thailand	7	3.8	3.8	97.3
Vietnam	5	2.7	2.7	100.0
Total	184	100.0	100.0	

Fig.1: Nationality of the visitors

(Field survey, 2016)

- **Gender of the visitors**

The study samples 184 visitors in Lumbini on which 60.9 % of the respondents are male and 39.1% of the respondents are female. The respondents' data based on gender is presented in the diagram below:



Fig. 2: Gender of the visitors

(Field survey, 2016)

- **Age group of the visitors**

Age is another important demographic factor of the respondents. The study covers four groups of age categories on which majority of the respondents are within the age group of 15-25 consisting of 45.7% of respondents. Age groups 26-35 and 46 over consist of the same percentage 19.6% individually. Similarly, age group 36-45 consists of 15.2% of the respondents. Respondents' data based on age demography is presented in the diagram below:

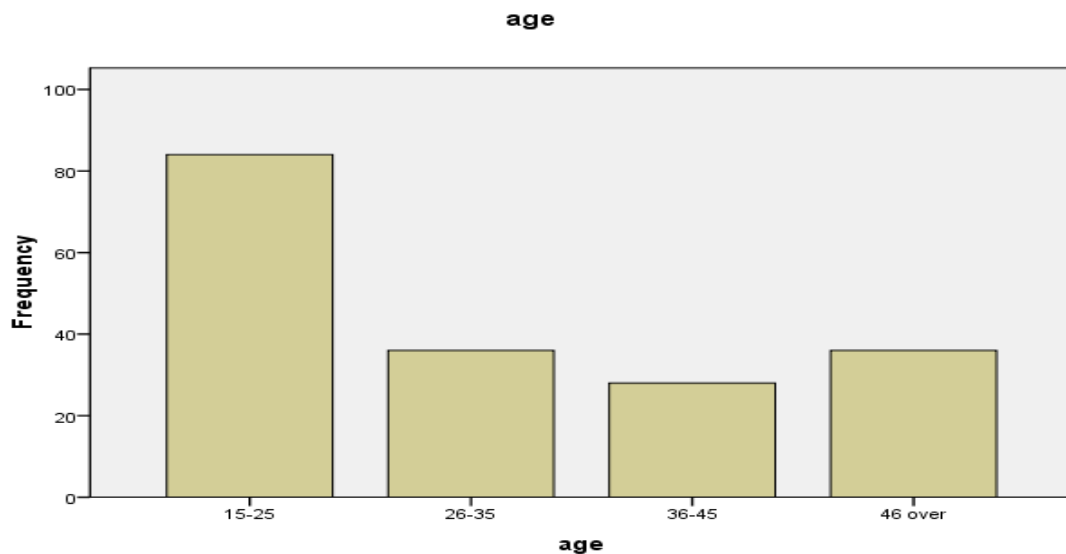


Fig. 3: Age group of the visitors

(Field survey, 2016)

- **Occupation of the visitors**

Occupation is another demographic variable. Visitors are categorized based on their occupation. Data consists of 41.3% of jobholders, 32.6% of students, 10.9% of self-employed and 15.2% of others. Diagram presentation of occupational characteristic is presented as below:



Fig. 4: Occupation of the visitors

(Field survey, 2016)

#### 4.2 Visit Background Study

Under the sub-heading visit background study, the motive, planning and organization of the visit to Lumbini is studied.

- **Source of information**

Source of information is the foremost motivation for the planning of travelling. The major sources such as internet, news, word of mouth etc are covered in this study. The responses show that friends and family together consists of 30.4% of the source of information, internet and television together consists of 26.1% of the source of information, magazines and newspaper consists of 2.2% and other sources consists of 41.3% of the total sources. Other sources means books, travel operators and agents and so on. The data on sources of information is presented in the diagram below:

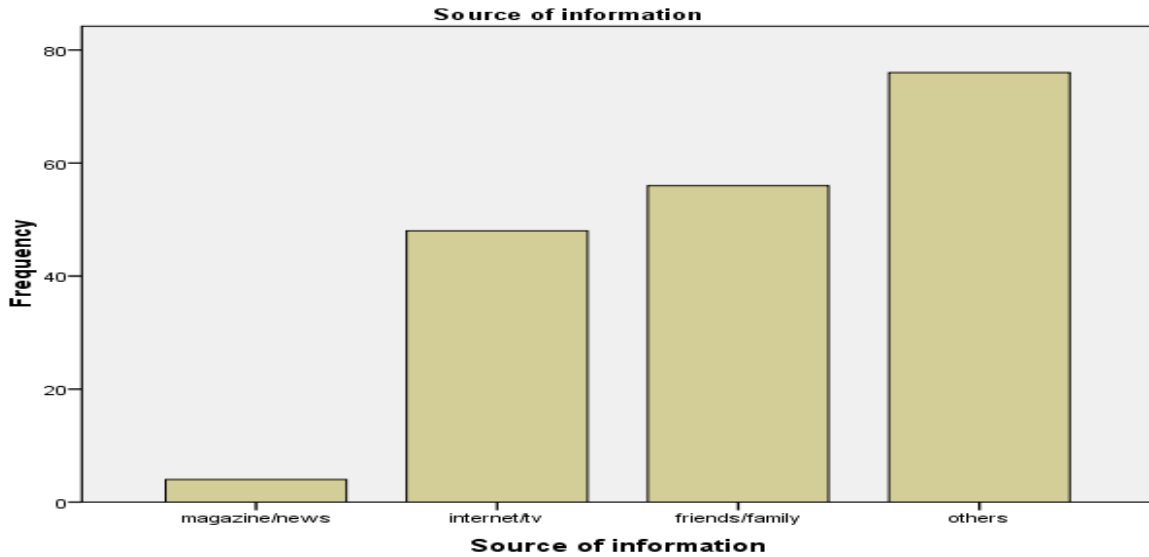


Fig. 5: Source of information (Field survey, 2016)

- **Organization of the visit**

Travel is an organized activity. Organization of the overall travel can be done by different operators, organizations, self by the visitors or by others. The study comprises majority of the visitors ie. 56.5% self-organized their study, 21.7% of the respondents' visit is organized by club or organization, 19.6% of the respondents' visit is organized by travel agents or tour operators and 2.2% of the respondents' visit is organized by other organizers. The data on the organizers is presented in the diagram below:

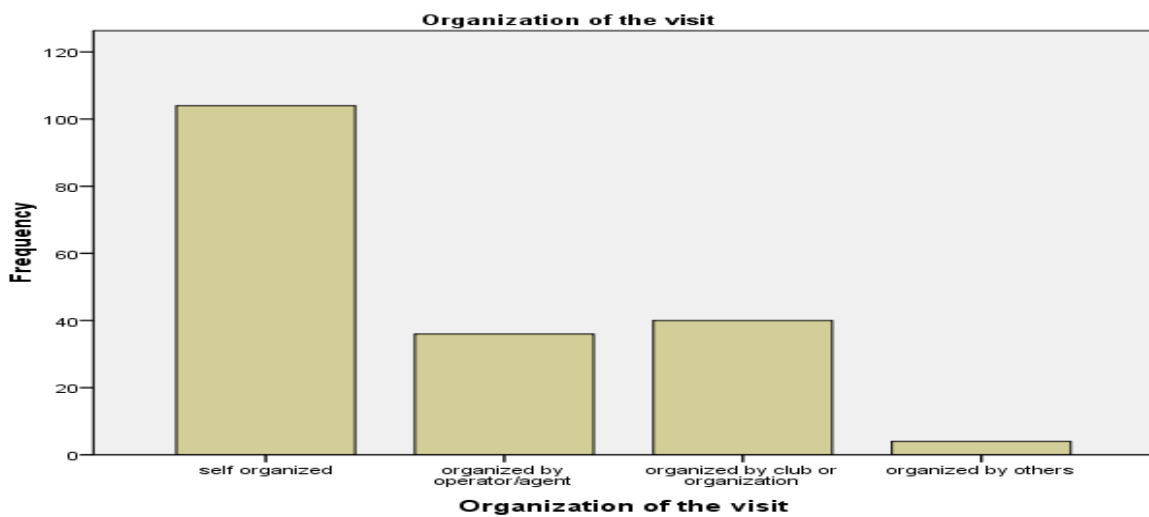


Fig. 6: Organization of the visit (Field survey, 2016)

- **Reasons of travelling**

The study tried to gather opinions about the reasons of travelling Lumbini. The data shows that 41.3% of the respondents came to Lumbini to visit the place whereas 28.3% of the respondents had religious purpose of visiting Lumbini, 13% came as a part of travel package organized by operators, 8.7% came to spend the leisure time and rest of the respondents i.e. 8.7% came for other purposes. The data on reasons of travelling Lumbini is presented in the diagram below:

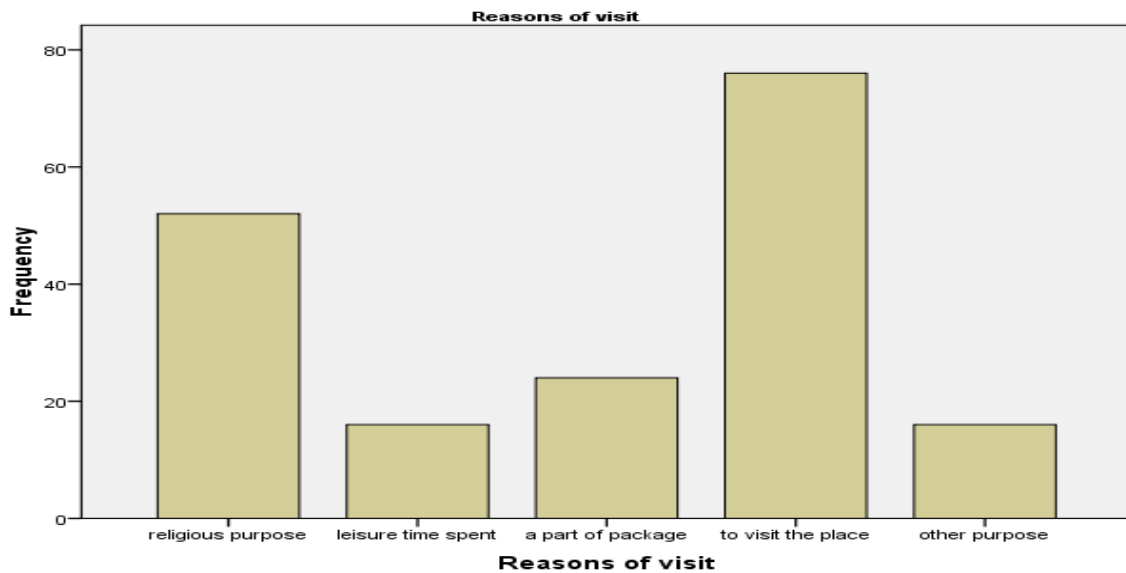


Fig. 7: Reasons of travelling

(Field survey, 2016)

- **Length of stay**

Visitors' time spending at the tourist site is a major determinant of the source of revenue for the destination. The study shows that more than two third of the respondents i.e. 71.7% had no longer plan to stay in Lumbini then the same day, 23.9% of the respondents had plan to stay at least till tomorrow, very few i.e. 4.3% of the respondents had plan to stay more than 5 days in Lumbini. The data is presented in the diagram below:



Fig. 8: Length of Stay

Fig. (Field survey, 2016)

- **Frequency of visit**

The study of the frequency of visit to Lumbini shows that majority of the respondents i.e. 67.4% came for the first time to visit Lumbini, 16% visited Lumbini second time, 10.9% visited Lumbini over tenth time and some of them also visited third, fifth, sixth, seventh times. 4% respondents visited over fifty times. The data is presented in the diagram below:

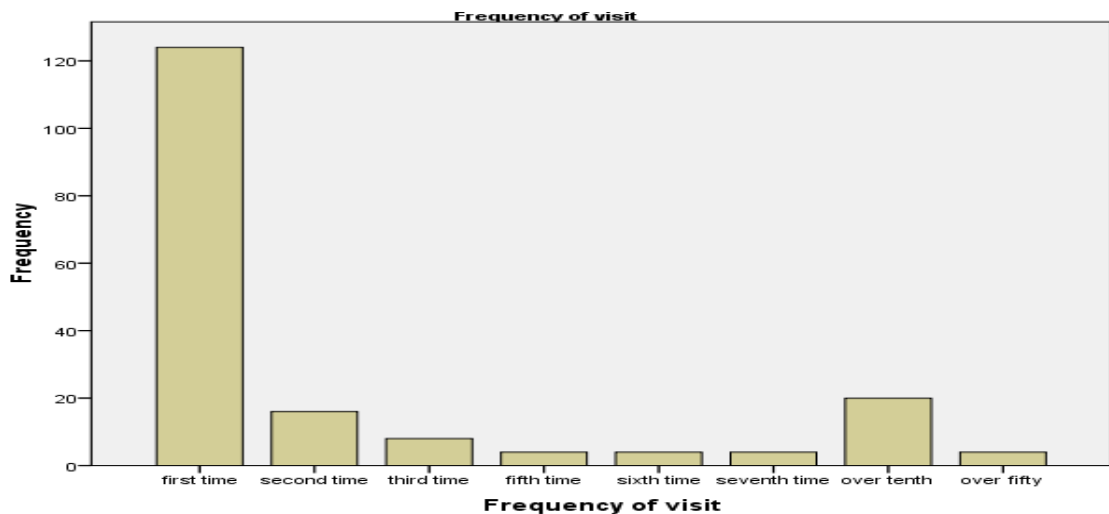


Fig. 9: Frequency of visit

(Field survey, 2016)



- **Effect of promotion**

The study essentially related with the promotion and marketing of Lumbini. So, the respondents were asked whether they have seen any promotion or marketing activities about Lumbini. About 69.6% of the respondents had seen some promotions or marketing activities about Lumbini whereas 30.4% of the respondents never seen any promotions or marketing activities. The diagram is shown as below:

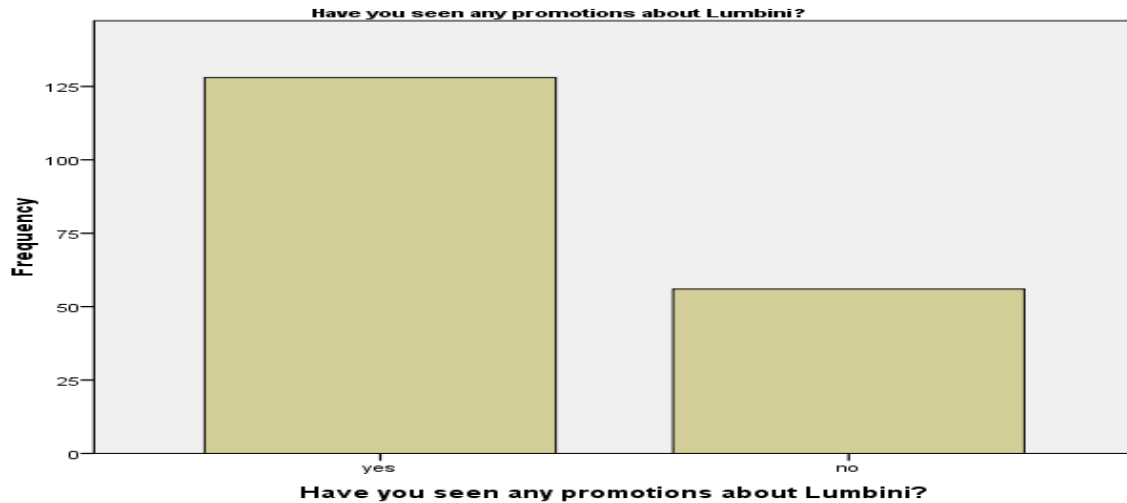


Fig. 10: Observation of promotion

(Field survey, 2016)

Similarly, respondents' opinion regarding the effect of promotion to visit the Lumbini is measured. The study shows that 39.1% of the respondents had high effect of promotion or marketing activities to visit the Lumbini, 13% had moderate effect, 10.9% were uncertain about the effect whereas 4.3% had no effect of promotion to visit the Lumbini. The data is presented in the diagram below:

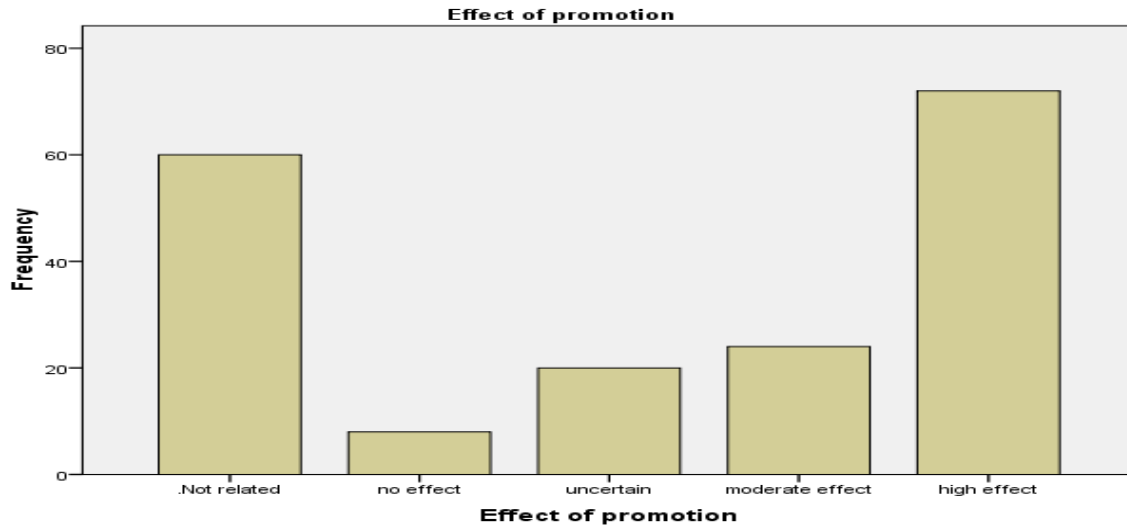


Fig. 11: Effect of promotion

(Field survey, 2016)

### 4.3 General Impression Study

In this section, the researcher tried to study mainly three cases about the overall impression. These three things were; overall satisfaction perceived by the visitors, revisiting consideration and tendency to recommend to others. In a likert scale of 1 to 5 representing; 1- strongly disagree, 2- disagree, 3- uncertain, 4- agree and 5- strongly agree, these three questions were asked to measure the responses.

The data were analyzed in SPSS to study the correlations. The correlation study output is put in the APPENDIX II. In the *descriptive statistics* table, some descriptive statistics are measured. Visitors have 'overall satisfaction' mean in a scale 4.3043 with standard deviation 0.83292. Similarly, 'revisiting consideration' mean in a scale 4.2391 with standard deviation 0.91579. lastly, 'tendency to recommend to others' in a scale 4.7609 with standard deviation 0.72984. The outcomes show general impression study of the visitors in Lumbini is very good. They replied in-between 'strongly agree' to 'agree' which means they are satisfied as a whole, consider to revisit and tend to recommend to visit Lumbini to others.

In the correlation table, correlation among three of these questions are assessed. Since  $p=0.000$  the correlation is considered significant. That means, if a visitor is satisfied, he/she tend to revisit it again and recommend to others and likewise.

## 4.4 Marketing Mix Factors Study

### Result analysis of PCA

The principal components factor method was used to generate the initial solution. The eigenvalues suggested that a eight-factor solution explained 75.42% of the overall variance before the rotation. But as the researcher used partial components analysis, seven-factors were determined before the computation, which together explained 71.31% of the overall variation. The seven factors are the marketing mix factors of the tourism industry, 7Ps: Product, price, place, promotion, people, process and physical evidence.

In the table '*Total Variance Explained*' included in APPENDIX II, eigenvalues are listed in the first column of the first block. Eigen values measure the amount of variation in the total sample accounted for by each factor and they determine which components remain in the analysis. Components with an eigenvalues of less than 1 account for less variance than for the original variable, and so are of little use. Since variables are standardized to have means of 0 and variances of 1, total variance is equal to the number of variables; the second column in the table listed the measure of amount of variance in relation to total variance. The column cumulative percentage of variance contains the cumulative percentage of variance accounted for by the current and all preceding principal components. For example, the third row shows the value of 47.608 which means that the first three components together account for 47.608% of the total variance. Extraction sum of squared loadings in the second block of the table are the same for PCA extraction. Eigenvalues after extraction will be lower than their initial counterparts.

*Components Matrix:* The loadings are measure of overall perception about the effectiveness by using each of the marketing mix factors, the matrix is given in APPENDIX II:

The first Principal Component (PC) itself expresses 29.20% of variation in the data which corresponds to the highest value of the variable 'route maps' (0.794) and the lowest value corresponds to 'connecting tours' (0.108). The route map is supposed to be the most contributing variable among the variables in the PC1. On the contrary, connecting tours are not very contributing for the satisfaction of the visitors in Lumbini. So, its barely effective

for the prospective visitors. The second most contributing factor is 'safety and hygiene' as well as 'physical evidence' with coefficient 0.760 and the third most contributing one is 'rules & regulations' with coefficient 0.736.

Similarly, for the second PC, 10.16% of variation of the data set, the highest value is observed for the factor 'exhibitions and events' (0.676) and the lowest corresponds to the factor 'ticketing' (-0.437).

The third PC shows 8.24% variation in the data set and its most contributed by the factor 'shopping' (0.445) and less contributed by the factor 'provision of exchange and insurance' (-0.567).

From the observation of the table, it can be said that tourism stakeholders in Lumbini contribute more for the first component (all of the factors are positive with high values). The researcher considered "*Product*" as the first component for the marketing mix study. So the stakeholders in Lumbini should focus their great effort to make the destination Lumbini a better product in future as well. They should focus on the factors such as safety and hygiene, route maps, rules, events, advertising & publicity, recreation, segmented product/prices as observed in each of the seven components. Similarly, visitors have very less satisfaction for the factors such as connection of tours, ticketing, provision of exchange and insurance, hospitality, travel agents and operators, tour packages for different components.

*The KMO and Bartlett's test* shows two tests that indicate the suitability of data for structure detection. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy 0.582 is a statistic that indicates that proportion of variance in variables that is caused by underlying factors. Value greater than 0.5 indicates that factor analysis is useful with the data. The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 3.546. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate.

## **Multiple Regression Analysis**

The multiple regression analysis tool is used to measure the dependent variable 'tourists' overall level of satisfaction' with the seven independent variables. In other words, the relation between overall satisfaction and marketing mix factors is measured.

*The model summary table* reports the strength of the relationship between the model and the dependent variable. R, the multiple correlation coefficient, is the linear correlation between the observed and model-predicted values of the dependent variable. Its large value indicates a strong relationship. R Square, the coefficient of determination, is the squared value of the multiple correlation coefficients. It shows that about half the variation in time is explained by the model. As a further measure of the strength of the model fit, compare the standard error of the estimate in the model summary table to the standard deviation of time reported in the descriptive statistics table.

*The ANOVA table* tests the acceptability of the model from a statistical perspective. The regression row displays information about the variation accounted for by the model. Similarly, the residual row displays information about the variation that is not accounted for by the model. While the ANOVA table is a useful test of the model's ability to explain any variation in the dependent variable, it does not directly address the strength of that relationship.

The multiple regression tables show the results of the regression analysis. To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R square), and F ratio were examined. First, the R of independent variables on the dependent variable (tourists' overall level of satisfaction) is 0.884, which showed that the tourists had positive and high overall satisfaction levels with the given attributes or marketing mix factors. Second, the R square is 0.781, explaining that more than 78% of the variation of tourists' overall satisfaction was explained by those factors. Last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 21.50 ( $p=0.00$ ) and was considered significant. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of tourists' overall satisfaction in relation to the seven factors, as measured by the above-mentioned R, R square

and F ratio. In other words, at least one of the seven factors was important in contributing to tourists' overall level of satisfaction with Lumbini destination.

While interpreting the *coefficient table* included in APPENDIX II, coefficients of regression analysis are taken to the consideration. In the unstandardized coefficients block, the Y-intercept (constant) is 1.511 which can be interpreted as the value that would be predicted for Overall Satisfaction (Y) if all of the attributes' value correspond to 0. The result showed that the Overall satisfaction can be expected an average scale of 1.511 in Lumbini with 0 values for other attributes. Beta for X1 (attractiveness) represents the difference in the predicted value of Y for each one-unit difference in X1, if other Xn remain constant. This means, if X1 differed by one unit and Xn did not differ, Y will differ by B1 units, on average. For example, Overall satisfaction would differ by 0.60 when the attractiveness differs by 1 unit, keeping other attributes constant. Similarly, difference in Y (overall satisfaction) can be predicted for one unit difference in other Xn (marketing mix factors) individually, keeping the value of rest of the Xn constant.

In the regression model, each coefficient is influenced by the other variables in a regression model. Because independent variables are nearly always associated, two or more variables may explain the same variation in Y. So, each coefficient does not explain the total effect on dependent variable Y of its corresponding variable, as it would if it were the only variable in the model. Even though the model fit looks positive, the first section of the coefficients table shows that there are too many predictors in the model. There are several non-significant coefficients, indicating that these variables do not contribute much to the model.

#### **4.5 Analysis of Tourists Arrivals in Lumbini**

Tourists' inflow is a major determinant of the attractiveness of a destination. More the inflows of tourists in a place, the place is found to be the attractive tourist destination. Inflow of tourists increase the economic activities of that place which leads to the development of that region. According to CBS (2000) arrivals of tourists in Nepal is divided into three source markets; primary markets, secondary markets and emerging markets.

1. Primary Markets:
  - India
  - China
  - The UK
  - USA
  - Japan
2. Secondary Markets
  - Germany
  - France
  - Spain
  - Italy
3. Emerging Markets
  - Malaysia, Thailand & Singapore
  - East Europe
  - Middle East

In Lumbini, tourists' inflow is recorded in three categories. When the researcher observed the process of entry to the Sacred Garden and Mayadevi Temple, security personnel were found checking the entry ticket for the visitors at the entrance gate located in the North side of the Mayadevi Temple. To be noted, Mayadevi ( Buddha's Mother) Temple is the exact place where Buddha was born and it is the only place which is charged for visitors. Nepalese visitors were given free entry whereas Indians or other third countries' visitors were charged for the entry ticket. When interacting with the security personnel, the researcher knew that visitors were recorded as:

- Passport holder visitors
- Indian visitors
- Nepalese visitors

#### **Tourists' inflow: Passport-holders**

Lumbini is the international tourist destination because of the existence of millions of Buddhists all over the world who believe and follow the Buddhism. Tourists from the

countries excluding Nepal and India need valid visa to travel to the country Nepal. So they are categorized as passport-holders. The inflow of passport holder visitors in Lumbini from the year 2011 to 2015 is recorded as below:

Year/Month	2011	2012	2013	2014	2015
<b>January</b>	7613	6591	9371	8397	10300
<b>February</b>	17712	20045	17869	17990	17965
<b>March</b>	19758	20519	22581	20109	23289
<b>April</b>	5666	8295	7101	6879	7953
<b>May</b>	1885	1316	3654	2563	740
<b>June</b>	1120	1366	3552	2125	204
<b>July</b>	2881	2651	2321	2735	1506
<b>August</b>	16867	17924	9685	14154	13317
<b>September</b>	7915	7955	7351	8067	4461
<b>October</b>	14892	13099	13610	16458	10860
<b>November</b>	20000	21740	16483	21111	22136
<b>December</b>	11923	14566	10618	12793	16446
<b>Total</b>	128232	136067	124196	133381	129177
<b>Growth</b>		7835	-11871	9185	-4204
<b>Growth rate</b>		6.110019	-8.72438	7.395568	-3.15187

Fig. 12: Tourists' inflow: Passport-holders (LDT, 2016)

Passport holder visitors in Lumbini in the year 2011 is recorded as 128232 which in the year 2012 increased by growth rate 6.11%, in the year 2014 increased by 7.39% but recorded a negative growth in the year 2013 and 2015 by 8.72% and 3.15% respectively.

### **Tourists' inflow: Indians**

Indian tourists do not need visa to travel Nepal because of bilateral and age old agreements and ties. Since the border is free between Nepal and India, numerous Indian tourists come to visit Lumbini every day. The recorded Indian tourist inflow in Lumbini from the year 2011 to 2015 is as shown below:



Year/Month	2011	2012	2013	2014	2015
<b>January</b>	2827	8678	3608	6169	6942
<b>February</b>	3478	4263	3213	5900	6215
<b>March</b>	4737	3275	11693	6425	7932
<b>April</b>	3753	63266	73041	70267	77614
<b>May</b>	8386	6099	19144	10092	8595
<b>June</b>	4889	4222	5886	6998	3506
<b>July</b>	2691	1713	2186	3393	2873
<b>August</b>	2683	2607	3039	4093	1472
<b>September</b>	3467	3297	3066	5300	701
<b>October</b>	5949	5512	6141	8334	1763
<b>November</b>	12778	9022	9024	16142	8109
<b>December</b>	8071	8629	10211	11103	4468
<b>Total</b>	63709	120583	150252	154216	130190
<b>Growth</b>		56874	29669	3964	-24026
<b>Growth rate</b>		89.27153	24.60463	2.638234	-15.5794

Fig. 13: Tourists' inflow: Indians

(LDT, 2016)

Indian tourists in Lumbini in the year 2011 recorded was 63709 which increased significantly in the following years but at the diminishing growth rate 89.27%, 24.60% and 2.63% respectively in the years 2012, 2013 and 2014. Data showed a significant negative growth rate of 15.57% in the year 2015.

### **Tourists' inflow: Nepalese**

Lumbini is an important heritage of Nepal. It is rare that the place is not visited by a Nepalese. Thousands of Nepalese visit Lumbini every month. The inflow of Nepalese visitors recorded in Lumbini from the year 2011 to 2015 is as below:

Year/Month	2011	2012	2013	2014	2015
<b>January</b>	45376	41146	45898	122732	44869
<b>February</b>	27531	34230	27045	56348	50674
<b>March</b>	23490	34129	31660	37868	36888
<b>April</b>	58006	147669	178356	209932	221090
<b>May</b>	16666	21128	72187	24753	27701
<b>June</b>	20057	20938	17731	16157	21208
<b>July</b>	13107	11447	8752	13336	20422
<b>August</b>	14475	12986	11727	19168	12115
<b>September</b>	13352	16179	11570	15723	2229
<b>October</b>	34538	26409	30185	63397	6357
<b>November</b>	78247	74444	28828	211766	12039
<b>December</b>	50725	98505	109590	111441	32088
<b>Total</b>	395570	539210	573529	902621	487680
<b>Growth</b>		143640	34319	329092	-414941
<b>Growth rate</b>		36.31216	6.364682	57.38018	-45.9707

Fig. 14: Tourists' inflow: Nepalese

(LDT, 2016)

Nepalese visitors in Lumbini in the year 2011 recorded was 395,570 which increased significantly in the following years at the growth rate 36.31%, 6.36% and 57.38% respectively in the years 2012, 2013 and 2014. Data showed a significant negative growth rate of 45.97% in the year 2015.

#### 4.6 Study of 7 Ps in Tourism Marketing: Lumbini

In marketing, 4 Ps, namely Price, Product, Place and Promotion are very popular. However, tourism marketing is a service business it needs to be analyzed from the point of view of service marketing. Service marketing mix consists some more factors besides 4 Ps. These three of the additional factors are People, Process and physical evidence. The field study of altogether 7 Ps in tourism marketing of Lumbini Nepal is analysed as below:

*Product:* It's the major thing in any business or service. In tourism industry, the destination itself is a product. When analyzing the tourism product in marketing, its related to transportation, accommodation, attractiveness, shopping and grocery stores, recreational places, tour packages, safety and hygiene of the place etc. The study showed that attractiveness has mean scale of 4.17391 which is very positive. Accessibility has 3.9130, a recreational place has 2.8261, accommodation has 3.2826, shopping & grocery store has 2.27391 and tour package has 3. It can be said that product attributes attractiveness, accessibility, accommodation and tour package provided average or more level of satisfaction to the respondents; however recreational places and shopping and stores provided below average level of satisfaction.

*Price:* It is important to set a right price considering the buyer's purchase capacity, disposable income, competitors' price, cost of the service, demand and supply etc. The study of some price attributes like prices level and segmentation in Lumbini showed that Prices level has satisfaction in mean scale of 3.5652 and segmentation has 3.0435. Though these are above average, stakeholders need to segment the services and products and set prices appropriately.

*Place:* Place is the study of channels and distribution. The attributes regarding place component studied were, local transport, safety & hygiene of the place and Information, communication and technology (ICT) infrastructure. The study showed local transport satisfaction in a mean scale of 3.3043, safety & hygiene satisfaction in a scale of 4.0652 and ICT in a scale of 2.7174. It can be said that safety & hygiene of the place is very satisfied, local transport is well but ICT is not satisfied.

*Promotion:* It is the communication activity between sellers and buyers for the purpose of influencing, informing or persuading a potential buyer's purchasing decision. Communication mix for promotion is advertising, sales promotion, public relations and personal selling. The studied attributes were advertising/publicity, promotions, personal selling and exhibitions/events. The study showed above moderate satisfaction for first three attributes but below average for the exhibition/events, 3.3913, 3.2826, 3.5652 and 2.8478 mean scales respectively.

*People:* people in tourism industry mean all related workers and employees whom tourists interact during the visit. So the behavior of tourism people directly influences the perceptions of visitors and their satisfaction for a particular destination. The studies attributes were travel agents/tour operators, hospitality of the workers and courtesy skills. The study showed satisfied level of hospitality and courtesy skills for the respondents being 4.1522 and 3.9348 mean scales respectively.

*Process:* Main elements in process are planning, system, documentation, control etc. The process is the action or activities of companies to deliver the product or service to the target customers. In tourism, its about conveying messages and information about the services in an easy manner to the customers. The attributes information, documentation, connecting tours, ticketing and provision of exchange & insurance were studied. Availability of information and ticketing showed good satisfaction to respondents; however documentation, connecting tours and exchange & insurance were not at that level.

*Physical evidence:* Every visitors have an image of services and products before travelling to a destination. Physical evidence is essentially the overall environment or facilities visitors experience reaching upon a particular destination. It is related with ambience, corporate branding, route maps, information on rules & regulations etc. The study of attributes rules& regulations, route maps and physical ambience showed well satisfaction to the respondents being the mean scales of 4.1304, 4.1739 and 4.0870 respectively.

The study in Lumbini shows that though it is an attractive destination, visitors do not find enough infrastructure and facilities in Lumbini area. Many visitors come and return at the same day because of unavailability of entertaining sources and absence of cultural activities. Promotional campaigns need to be operated throughout the year by government bodies, local development bodies and private agencies. The stakeholders should focus on the strengths the Lumbini has and should improve on the weaknesses. There is always potentiality of tourism in the area but what matters is, an integrated effort and planning for destination management and marketing.

## 5. SUMMARY AND CONCLUSIONS

### 5.1 Summary

The study in the Himalayan country Nepal where tourism counts 4.3% of direct contribution to GDP, 3.5% of total employment contribution, recorded in the report study of world travel & tourism council “Travel & Tourism economic impact 2015 Nepal”. It is found to be an important foreign currency earning source for this beautiful travel destination. Many travel planners and visitors regard Nepal as one of the top destinations to visit every year. This study focused to the area of pilgrimage tourism in studying the world’s heritage site-Lumbini Nepal.

Lumbini is the birthplace of Lord Buddha and its religious value has been attracting pilgrims since the very early ages. The archaeological remains, which were excavated throughout the last century and which are now conserved at the site, provide testimony of these pilgrimages since the 3rd century BC. It is for these reasons, that Lumbini was inscribed in the World Heritage List in 1997 (Kanno, Koto, 2006).

Today, Lumbini can be considered a center of world peace: a first class pilgrimage destination and a symbol of international brotherhood, peace and prosperity. Lumbini is one of the most important holy sites for Buddhists, who wish to visit it at least once during their lifetime. Lumbini is also popular among non-Buddhist visitors and has the potential to attract millions of pilgrims and visitors from around the world. The importance of the site is so great that the Buddha himself advised his followers to undertake pilgrimages there: “Lumbini should be (visited and) seen by persons of devotion, a visit will create awareness and apprehension of the nature of impermanence” (Ghimire, H., 2006).

Pilgrimage or cultural tourism is closely related to a specific destination. Crompton (1979, cited in Einci, 2003, p.22) defined destination image as “the sum of beliefs, ideas and impressions that a person has of a destination”.

The attractiveness of a tourist destination encourages people to visit and spend time at the destination. Therefore the major value of destination attractiveness is the pulling effect it has on tourists. Without the attractiveness, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow (Ferrario, 1979b).

For the collection of data, field survey is performed in the real location of Lumbini. The researcher personally talked with the visitors and convinced them to fill out the questionnaire forms. Many of them refused to participate in the tourist survey because of time constraint and not having interest on it. However, researcher managed to survey around 186 domestic and international tourists in the duration of 7 days. Visitors are sampled to gather the information on tourism, destination marketing in Lumbini and its positioning at regional and international level. Similarly, stakeholders involved in tourism marketing in Lumbini are contacted to provide their opinions about tourism marketing in Lumbini. Similarly, qualitative study is also guided by the previous research studies, researcher's own observation and the case studies.

Partial conformity factor analysis will be performed to see the correlation between attributes. Similarly, significance test using ANOVA analysis test for the satisfaction perceived of marketing mix factors will be conducted. Multiple regression models will be applied to see the contribution of marketing mix factors to the satisfaction level of tourists.

The study showed that the top nationals visited Lumbini includes Nepalese, Indian, Chinese, srilanka. Similarly, the researcher performed data collection with the nationals from Australia, England, France, Germany, Japan, Finland, Italy, Myanmar, Netherlands, Russia, South Korea, Spain, Thailand and Vietnam. 60.9% of the respondents were male and 39.1% were female. Visitors below the age 25 years found to be a higher percentage i.e. 45.7%. That means, younger people counted almost half of the visitors sampled. It could be because of higher number of Students visiting the site every day. 32.6% of them were students; however 41.3% of the respondents were Jobholders/Employees professionally.

When studying the source of information about Lumbini, 30.4% responded 'Friends/Family' to be the major source, 26.1% responded to 'Internet/Television' to be the major source. Most of the people i.e.41.3% responded to 'Others' sources. The researcher suppose that other sources could include books, schools/colleges and so on. The study showed that more than half of the respondents i.e. 56.5% organized their travel to Lumbini themselves. Few of them i.e. 19.6% had their visit organized by travel agents or tour operators. The study of reasons of travelling the site indicated that, 41.3% visited Lumbini to observe the holy place of Buddhism, 28.3% visited for religious purpose, 13% visited as a part of travel package, 8.7% visited to spend the leisure time and the same percentage visited for other purposes. Many people found to visit Lumbini for very short time, probably only for a day. 71.7% of the respondents had no longer plan to stay in Lumbini then the same day, 23.9% of them had plan to stay at least till tomorrow, very few i.e 4.3% only could stay more than 5 days in the site. While studying the frequency of visit, 67.4% visited the place for the first time. The study essentially related with the promotion and marketing of Lumbini. So, the respondents were asked whether they have seen any promotion or marketing activities about Lumbini. About 69.6% of the respondents had seen some promotions or marketing activities about Lumbini whereas 30.4% of the respondents never seen any promotions or marketing activities. The study showed that 39.1% of the respondents had high effect of promotion or marketing activities about Lumbini.

The researcher tried to study the general impression of respondents regarding the tourism in Lumbini. Visitors had 'overall satisfaction' mean in a scale 4.3043, 'revisiting consideration' mean in a scale 4.2391 and 'tendency to recommend to others' mean in a scale 4.7609. The outcomes showed visitors are satisfied as a whole, consider revisiting and tend to recommend visiting Lumbini to others. Similarly, correlation among three of these questions is considered significant.

The marketing mix factors study in Lumbini with factor analysis showed that 71.31% of the overall variation is explained by seven factor components (7Ps: Product, price, place, promotion, people, process and physical evidence). The outcome showed first component counts the higher contribution for the satisfaction of respondents visiting the Lumbini. The

statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate.

In multiple regression analysis study with ANOVA, to predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R square), and F ratio were examined. First, the R of independent variables on the dependent variable (tourists' overall level of satisfaction) is 0.884, which showed that the tourists had positive and high overall satisfaction levels with the given attributes or marketing mix factors. Second, the R square is 0.781, explaining that more than 78% of the variation of tourists' overall satisfaction was explained by those factors. Last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 21.50 ( $p=0.00$ ) and was considered significant.

Study of tourists' inflow in Lumbini as recorded in the information department of Lumbini Development Trust showed that there is increment in the inflow of tourists from domestic and international level. A significant change is seen in some years which need to be sustained, marketing the destination through promotion activities at national and international front.

The study of 7 Ps in tourism marketing of Lumbini showed that though product and physical evidence components are satisfying, the components price, place, process, people and promotion components need to be improved well.

## **5.2 Conclusions**

Tourism industry is a significant industry to contribute to the overall economy of a country. International tourism has become very important as a major source of foreign exchange earnings for their economic development. This study analyzes the status, present conditions and future potentials of the tourism destination marketing of Lumbini Nepal in the regional and international market. Lastly, recommendations for marketing strategies and public policies are given.



The number of visitors to Lumbini has risen steadily over the years, creating an urgent need to fully implement the Kenzo Tange Master Plan, including components geared toward providing facilities, services and accommodation for pilgrims and tourists (UNESCO, 2012).

The concluding remarks are as below:

- Many people come to visit Lumbini to observe it as being the birthplace of Lord Buddha. So, it is an opportunity for the stakeholders to attract millions of Buddhists and other visitors.
- Internet and ICT are the modern means of communication, however in the study it is found that these sources were not the major sources of many visitors. So, the stakeholders should use and take advantage of these sources to advertise the destination at regional and international level.
- A significant number of respondents never had seen any promotion or marketing activities about Lumbini in Nepal as well as in abroad which reflect the weakness in promotion or marketing of the destination Lumbini.
- Many people visiting Lumbini organized their travel themselves. Travel agents and tour operators should think about making attractive packages so that visitors could visit nicely and cost effectively. On the other hand, agents and operators could increase their business.
- The length of stay in Lumbini destination is a big issue the study found. More than 70% of the respondents had no plan to stay even for a day around the site. They choose to return after the observation of the place. It could be because of non-availability of new products, no recreational places, presence of Indian travel operators, lack of guided tours etc.
- However overall satisfaction of the respondents visiting Lumbini is good. Further they consider to revisit the Lumbini and think of recommending to visit the destination to other people. It shows the attractiveness and importance of this pilgrimage destination.
- The study of 7Ps showed however, Product, People, Price and Physical evidence factors scored average or above, the factors Place, Process and Promotion scored average or below

average. Stakeholders need to focus on the low scoring marketing mix factors of tourism marketing since it is an integrated activity.

### **5.3 Recommendations**

Recommendations for effective tourism destination marketing of Lumbini Nepal are assessed as below:

1. Provision or improvement of adequate physical infrastructure and utilities.
2. Increasing the visitors' length of stay in Lumbini.
3. Encouraging repeat visit by different programs, packages or offers.
4. Manpower development in tourism and hospitality such as linguists, tour guides, historians, chefs and others.
5. Regional cooperation and promotional campaigns within the country or outside of country.
6. Community involvement to make them felt responsible as well as benefited.

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# APPENDIX: I

## QUESTIONNAIRE

Field Survey 2016

### Tourist survey

Sir/ Madam,

I am a Masters student at the Nord University, Norway. I am presently conducting a research on tourism destination marketing based in Lumbini. I would be thankful to you to have your views on some of the questions below. I assure you that your responses would be used only for research study purpose and treated confidentially.

#### A. Demography Study

1. Nationality.....

2. Age                     15-25                     25-35                     35-45                     45+

3. Gender                 Male                     Female

4. Occupation             Student     Employee/Jobholder                     Self-employed  
 Unemployed                     Others

#### B. Marketing Mix Factors Study:

Please rate on the scale 1-5 how much you are satisfied with these factors regarding this destination.

1- Not at all satisfied, 5- very satisfied.

Factor Elements	Your satisfaction				
	1	2	3	4	5
1. Attractiveness(cultural, natural) of the place					
2. Accessibility to this destination					
3. Recreational places (bars, night clubs etc)					



4. Accommodation.					
5. Shopping & grocery stores					
6. Tour packages					
7. Safety and hygiene of the place					
8. Prices level					
9. Market segmentation					
10. Availability of ICT infrastructure					
11. Local public transport					
12. Tour operators and travel agents					
13. Hospitality of local people					
14. Courtesy & skills of tourism personnel					
15. Advertising and publicity					
16. Promotions					
17. Personal selling					
18. Exhibitions/Events					
19. Access to information					
20. Documentation					
21. Planning and liaising of tours					
22. Ticketing system					
23. Provision of exchange and insurance					
24. Information on rules & regulations					
25. Route maps					
26. Physical environment around product/service					

**C. Visit Background Study**

1. How many times have you visited Lumbini?.....

2. How did you hear about this place?

Magazine     Newspaper     Internet

Friends/family     T.V     Others.

3. Have you seen any promotions or marketing activities about Lumbini tourism? If yes, what types of promotions? (Mark)  Yes  No

Publicity	
Advertising	
Exhibitions/fairs	
Others	

4. Do you have any effect of promotions in your visiting Lumbini? If Yes, rate the effect in a scale of 1 to 5.  Yes  No

1	2	3	4	5
---	---	---	---	---

5. Is this travel:

- Self-organized     
 Organized by travel agent     
 Organized by tour operator  
 Organized by a club or association     
 Organized by others.....

6. Reasons behind travelling Lumbini?

- Religious purpose     
 Leisure time spent purpose     
 A part of package  
 To see the place     
 Other purpose.....

7. For how long you plan to stay in Lumbini territory?

- Today only     
 Till tomorrow     
 2-5 days     
 More than 5 days

#### D. General Impression Study

Please rate the following questions in a scale as below: 1- Strongly disagree, 5- Strongly agree

Questions	1	2	3	4	5
1. Overall, are you satisfied with your visit to the Lumbini?					
2. Would you visit this destination again?					
3. Would you recommend this place to another person?					

Many Thanks for your valuable time.

## APPENDIX: II

### Descriptive Statistics

	Mean	Std. Deviation	N
Overall satisfaction	4.3043	.83292	184
Revisiting consideration	4.2391	.91579	184
Tendency to recommend	4.7609	.72984	184

### Correlations

		overall satisfaction	revisiting consideration	tendency to recommend
overall satisfaction	Pearson Correlation	1	.649**	.552**
	Sig. (2-tailed)		.000	.000
	N	184	184	184
revisiting consideration	Pearson Correlation	.649**	1	.478**
	Sig. (2-tailed)	.000		.000
	N	184	184	184
tendency to recommend	Pearson Correlation	.552**	.478**	1
	Sig. (2-tailed)	.000	.000	
	N	184	184	184

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.592	29.202	29.202	7.592	29.202	29.202
2	2.643	10.165	39.367	2.643	10.165	39.367
3	2.143	8.241	47.608	2.143	8.241	47.608
4	1.913	7.356	54.965	1.913	7.356	54.965
5	1.581	6.081	61.046	1.581	6.081	61.046
6	1.418	5.453	66.499	1.418	5.453	66.499
7	1.253	4.818	71.317	1.253	4.818	71.317
8	1.068	4.108	75.425			
9	.901	3.465	78.890			
10	.861	3.310	82.200			
11	.716	2.753	84.953			
12	.612	2.355	87.308			
13	.563	2.164	89.472			
14	.537	2.065	91.537			
15	.419	1.613	93.149			
16	.375	1.442	94.592			
17	.297	1.143	95.735			
18	.230	.885	96.619			
19	.200	.769	97.388			
20	.170	.654	98.042			
21	.162	.624	98.666			
22	.112	.432	99.098			

23	.100	.386	99.484			
24	.063	.241	99.725			
25	.040	.155	99.880			
26	.031	.120	100.000			

Extraction Method: Principal Component Analysis.

### Component Matrix

	Component						
	1	2	3	4	5	6	7
Attractiveness	.713	.000	-.158	.140	.195	-.005	-.305
Accessibility	.657	-.192	-.274	.194	.219	.084	-.140
Recreation	.543	.367	-.008	-.323	-.157	.370	-.010
Accommodation	.349	-.308	.383	-.414	.004	.193	-.240
Shopping	.480	.405	.445	-.121	.334	.047	-.121
Tour package	.531	.463	.167	-.002	-.010	.295	-.394
Safety hygiene	.760	-.181	-.345	-.077	-.189	-.230	-.090
Prices	.312	-.347	.413	.261	.024	.326	.348
Segmentation	.229	.107	.346	-.210	.622	.011	.436
ICT	.675	.177	.047	.127	.293	-.084	.104
Local transport	.616	-.352	.319	.096	-.118	.199	-.244
Operators agents	.368	.209	-.077	-.256	-.502	.093	-.073
Hospitality	.527	-.206	.064	-.324	.106	-.587	-.295
Courtesy skills	.658	-.212	-.063	-.201	-.043	-.487	.156
Advertising/publicity	.226	.337	.400	.488	-.284	-.285	.244
Personal selling	.131	.159	.331	-.032	-.363	.165	.075

Promotions	.310	.307	.085	.724	-.249	-.195	-.118
Exhibitions/events	.347	.676	.225	.139	.223	-.215	-.086
Information	.731	-.357	.037	.338	.016	.116	-.129
Documentation	.407	-.231	-.432	.340	.109	.209	.185
Connecting tours	.108	.404	-.533	.179	.125	.106	.000
Ticketing	.645	-.437	.031	.168	.187	.130	-.009
Exchange/insurance	.392	.493	-.567	-.199	.144	.203	.118
Rules/regulations	.736	.147	.020	-.230	-.351	.036	.266
Route/maps	.794	-.197	-.143	-.083	-.182	.044	.337
Physical/environment	.760	.138	-.012	-.197	-.078	-.168	.266

Extraction Method: Principal Component Analysis.

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.582
Bartlett's Test of Approx. Chi-Square Sphericity	3.546E3
df	325
Sig.	.000

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 <sup>a</sup>	.781	.744	.42109

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.118	26	3.812	21.500	.000 <sup>a</sup>
	Residual	27.839	157	.177		
	Total	126.957	183			

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.511	.630		2.397	.018
	Attractiveness	.600	.070	.662	8.602	.000
	Accessibility	-.272	.062	-.319	-4.363	.000
	Recreation	-.082	.068	-.095	-1.196	.233
	Accommodation	-.164	.073	-.152	-2.229	.027
	Shopping	.282	.127	.206	2.227	.027
	Tour package	-.543	.085	-.510	-6.408	.000

Safety hygiene	-.209	.106	-.231	-1.966	.051
Prices	-.014	.062	-.013	-.224	.823
Segmentation	-.135	.122	-.082	-1.100	.273
ICT	-.032	.078	-.031	-.415	.679
Local transport	.391	.065	.438	6.016	.000
Operators agents	.044	.069	.043	.641	.522
Hospitality	.130	.079	.122	1.643	.102
Courtesy skills	-.277	.086	-.290	-3.203	.002
Advertising/publicity	-.310	.090	-.306	-3.452	.001
Promotions	-.016	.091	-.014	-.179	.858
Personal selling	.028	.008	.146	3.271	.001
Exhibitions/events	.136	.127	.096	1.075	.284
Information	.165	.094	.185	1.762	.080
Documentation	.261	.067	.244	3.890	.000
Connecting tours	.089	.101	.066	.888	.376
Ticketing	-.213	.069	-.226	-3.096	.002
Exchange/insurance	.205	.154	.154	1.327	.186
Rules/regulations	.149	.119	.148	1.252	.213
Route/maps	-.186	.111	-.210	-1.673	.096
Physical environment	.651	.077	.690	8.422	.000

Dependent Variable: Overall satisfaction



### APPENDIX: III



The researcher in Lumbini



With International tourists



With domestic tourists



Srilankan Pilgrims



Some international visitors taking picture near Ashoka Pillar



Visitors near Central Canal and Peace Lamp



The researcher in Lumbini periphery