

## **CHAPTER 4**

### **SUMMARY**

This chapter entailed a summary of the essential findings of the study. Site observation with a checklist, primary quantitative data collected from surrounding community and related stakeholders. Secondary data from various related sources were collected to evaluate existing management systems and to access Local community people's opinion in regard with sustainable tourism development at Lumbini. The knowledge level of the locals and existing status of basic infrastructures at the site and surroundings community were examined. Suggestions collected and SWOT was analyzed to propose a sustainable heritage management approach.

The sustainability concept was always considered in all kinds of development activities included with in the heritage tourism development. The aim of maintaining tourism benefits, those were the economic, socio-cultural and environmental as well as minimizing the adverse tourism effects. Participation from local people was the key successful tool for to sustain those benefits and maximum utilization of resources. However, the sustainable management of tourism at Lumbini had not clear direction of participation of local community. As a result, the researcher decided to propose a model for sustainable management of heritage site at Lumbini. The objective of this study, were to explore the existing situation of site management, to access community participation and propose a model for sustainable tourism management for Lumbini Heritage Site in Nepal.

#### **4.1 Conclusion**

The researcher had reviewed the related concepts and theories before research methodology was designed. The data collection period was February to March 2006. Total sample size of this research was 370. That was administered in the community within the surrounding 4 VDCs namely Ekala, Madhuwani, Tenuhawa and Lumbini Ideal all in Rupendehi district (Refer table 4.1). Local residents from the surrounding VDCs, at least 15 years old were the respondents for the questionnaire. On-site observation checklist and structured interview questionnaires as well as interview guidelines were prepared and employed as the fundamental

tool of data collection. A total of 15 interviews administered with an interview guide to get qualitative information's for the study. Interview conducted mainly with Lumbini Development Trust managers and Government officials including all related stakeholders.

Their gender, age group, marital status, religion classified the primary data collecting from the community, education level, occupation and their social and tourism related status. The statistics used in this research were related to the objective and the characteristics of data. SPSS version 14.0 was applied to analyze collected data. The frequencies, percentage, mean, standard deviation, one-way ANOVA and independent samples T-test, F-test are used. A Likert scale at 1 to 5 was used to assess the level of their opinion in all set of questionnaires, the meaning of each assessed level was ranged on interval level at 0.80. All assessment ranging scales was analyzed by the descriptive statistic including frequency, percent, mean standard deviation etc.

**Table: 4.1 VDC Statistics**

Indicators	Village Development Committee (VDC)			
	Ekla	Lumbini	Madhubani	Tenuhawa
1. Family size/ HH.	7.53	7.74	6.69	7.75
2. Total HH.	1230	1092	824	1193
3. Total population	9,265	8,454	5,516	9,251
4. Telephone	Y	Y	Y	Y
5. Electricity	Y	Y	Y	Y
6. Literacy %	25.5%	48.9%	46.5%	34.6%

**Source:** Suwal and Bhaju (2006)

#### **4.1.1 Site Observation with a Checklist at Lumbini**

The findings from site observation were as follows:

The basic planning requirements were not fulfilled. The boundary of this heritage site was clear but it was not completed of boundary wall, some 33% of boundary wall was constructed and rest was under-construction. Land use plan has preparing by UNESCO. They don't have conservation site plan, community development plan and a tourism plan. A utility and service plan is being implemented.

A total of some 140 staffs were working at Lumbini heritage site. Out of them 125 were permanent and 15 staffs were contract. There were not any part time staffs in LDT. The detail of organization chart of LDT is in appendix F.

Government is supporting core fund, development fund and staff salary. The have visitors related income from entry fees and local tax for monasteries. According to the monastic by-laws and laws specifically they get income through land charges and services charges. They also receive a grant and donations. They expend collected funds for regular staff cost, repair and maintain works and new construction works.

Image and Marketing systems: They were lacking in marketing, only very few printed materials were the tools for marketing. However, they have their website. They were recording and analyzing visitor's data. They collect data onsite by registration. They use these data's only to get total number of visitors and calculate the total revenue generated.

In regard with visitors and locals population they have domestic and international visitors. They collect entry fees only from international visitors. LDT did not conduct regular visitor's satisfaction survey. TRPAP was conducted visitors survey on 2006. They have some facilities of accommodation of special visitors inside the lumbini master plan area. There were not any recorded incidents of illegal site explorations. They don't have any special provisions for visitor's amenities, and services (accommodation travel, guiding). However, LDT provided 4 tour guides in English language. Except that there were not any provisions of site interpretation and visitors education services.

There was lacking of printed and online information within the site. They don't have exhibits (slide show, video etc). There were lacking of enough signage (highway, around and emergency etc.). Site employed guides were not sufficient in terms of number and languages. An ambulance and security guards were safeguarding the site.

#### **4.1.2 Present Condition of Implementation of the Lumbini Master Plan**

Government of Nepal is fully committed to the development of Lumbini and it has disbursed resources by allocating in its yearly budget since the inception of the Master Plan. Government of Nepal has already incurred an expenditure of \$7 million, in addition to more than \$4 million set aside for completion of the remaining infrastructure work. Government of Nepal has completed 770 hectare of land acquisition, the Siddharthanagar airport extension, 22 Km long

all- weather road linking Siddharthanagar with Lumbini and periphery road around the project area. Six hundred and twenty thousand saplings, including fruits trees, have been planted. Government has conducted archaeological excavation and conservation activities recognizing its importance for the preservations of the site since 1972 AD.

In 2003 AD the Government of Nepal has completed the construction of Mayadevi temple at the cost of US\$ 812,450.00. Electricity, water supply, peripheral road and other related infrastructure work are in progress and several components as envisaged in the Master Plan are in various stages of construction.

The ultimate objective of the LMP is to create an atmosphere of spirituality peace, universal brotherhood and non-violence consistent with time and Buddha's message to the world. The LDT, a charitable organization, pleads for generous help from individuals, corporate and institutions to implement the remaining components as envisaged in the master plan and to develop LUMBINI, a zone of peace, as an international site and a tourist center (LDT, 2004).

Apart form implementation of above components various governments and Buddhists organizations has constructed ministries depicting their own architecture and style at Eastern and Western monastic enclave (See tables 3.2.1 to 3.2.6 for detail). Lumbini Master Plan was designed before 29 years ago; it was expected be finish by the year 1995, but it is till being unpredictable and none of the government or LDT couldn't predict it's fully implementation period according to the plan. Only one third according to Master plan was implemented till date (Dhungana, 2007).

The main problems for delaying to implementation of this master plan were, LDT is not being acted as an autonomous body, the lack of the capable personality who could complete the master plan, the lack of economic transparency and unstable political situation in the country. Further, foreign economic aids from international society were in decreasing order for recent years. Heritage Council members should be appointed on the basis of expertise or following 'nomination' by appropriate community organizations, rather than as 'representatives' of these organizations.

Lumbini always was lacking a leading personality to attract the international society into the implementation of the plan. All stakeholders were accepted that a professional could be manage Lumbini properly rather than a politically appointed leader. Even, appointed

member-Secretary agreed that Lumbini needs a professional manager rather than politically appointed managers. Similarly, Vice-Chairman also was not satisfied by the economic transparency and its development systems in LDT. In recent year's government is being invested NRS. 50 million per year, it is estimated in the price index in 2007 that, it will need more 1,000 million for completion the master plan.

#### **4.1.3 Demographic Characteristics of Responds**

The findings of demographic characteristics of respondents were as follows. The majority of respondents were female. The majority of respondents were in the range of 31-45 years old. The majority of respondents were married they get early marriage due to theirs culture tradition and education level. There were half respondents (53.2%) Muslim, followed by 42.4% Hindu, only 3.2% were Buddhist with majority of non-education Almost half respondents were illiterate. Half of respondents earned less then NRS. 3,000 (equivalent to US\$40) It showed their level of poverty. Theirs main occupation was agriculture farming. The reason was the indication of a rural villager's traditional occupation. Students, self business, tour operators including tour guides, rickshaw puller, labor, government job holders, hotel workers, unemployed, staffs from LDT, travel agents and others were the respondent group. The majority of respondents did not take any social as well as any tourism role. The respondents who took social role were the local political and community leaders and with tourism role were the politicians and involved in TRPAP community tourism groups.

#### **4.1.4 Opinion with Tourism Development and Management at Lumbini**

There were 23 key indicators about sustainable tourism management and 18 issues about the infrastructure and knowledge level of respondents regarding with heritage tourism and sustainability. According to the result it was indicated that respondents strongly agreed with the statement "tourism is good for the community". agree with "I personally benefited from tourism" Likewise agreed with "tourism enhances the opportunities to learn and exchange the cultures among the nations". Similarly agreed with "tourism enhances community pride"

They agreed with "tourism preserves cultural heritage", agreed with "improves health, education and safety. The respondents they agreed that tourism creates new jobs for locals

and agreed with tourism provides business for the locals, similarly increases public facilities, grows local economy and helps to reduce the poverty.

They agreed with tourism promotes local environment, agreed with the statement tourism conserves attractions, agreed with “creates cleanliness of community” and agreed with “tourism helps to preserve cultural heritage properties”.

They agreed with adverse effect of tourism such as tourism raises price of goods. But, neutral with tourism harms moral norms and degrades environment. However, they were disagreed with “tourism raises the crime rate in the community”, similarly strongly disagreed with that it stops locals to site access.

They almost disagreed with all participation related indicators, such as they were disagreed that they participated in tourism during planning, participated in decision making and problem solving, participated in any kinds of tourism activities and similarly, strongly disagreed with “personally benefited from tourism participation”. However, they concluded in overall “Tourism is good for them and for their community”.

#### **4.1.5 General Information from Community People about Tourism and their Involvement**

The result from general information about tourism knowledge, their involvement and community infrastructure were as follows:

The majority of respondents were not selling any types of tourism goods and services. They were not getting any kinds of tourism related trainings. Similarly more than 90% respondents were not getting involved any types of tourism exhibits and touring programs. They had mentioned that there were many tourists in their community. However they were not aware about any new destinations in their community.

Most importantly, they said that there were no public toilets in the community (92.3%). Most of them thought that tourism provides education for their community. In the community, two third of population had drinking water facility. And half had health care facility. There were not any comments against to tourists. Most of them thought that tourism provides economic and social benefits so, they wanted to involve in tourism in their community. They believe that local people were getting job because of the Lumbini.

However, they were not aware about the meaning of sustainable tourism and no have any adequate information's about heritage tourism (66%). Community people more than two third wanted more tourism activities in their community. Even they did not know that Lumbini is a world heritage site. Most of them they don't have any suggestions, those who had suggestions they focused on to increase community participation, develop infrastructure and demanded more economic activities and education for the community

#### **4.1.6 Statistical Analysis**

Statistical comparisons of key indicators between and among the various demographic characteristics were as follows:

Comparison of mean scores between the respondents was to identify the opinion in tourism related activities in Lumbini for sustainable management classified by the gender. The test of independent samples t-test at 95% confidence level indicated that there were only 4 key indicators with statistically significant. Those were, "tourism helps to preserve heritage properties", "tourism raises price of goods" and "tourism stops locals from site access" The interest level did not indicate any statistically significant difference between genders expects in 3 indicators. Both genders had same indication about various issues.

Similarly, only one indicator "Tourism rises in crime rate" indicated statistically significant difference with highest mean value in 61 and more age group., it indicated that old people had more negative thinking about tourism and its adverse effect, that was obvious because they don't have education and knowledge about tourism and its benefits.

Indicators, "tourism is good for the community", "provides opportunities to learn and exchange the culture among the nation", "enhances community price," "provides more business for locals", "preserves cultural heritage and crafts", "provides public facilities", "tourism harms moral standards" and " tourism is good for community and people" indicated statistically significant difference among the marital groups. Interestingly, single group rated the highest "agree level" which proved that singles were more concerned for these indicators.

However, tourism harms moral and degrades environment indicate the "fair level" significant difference, because single group were not agreed with this indicator. At the same time following indicators indicated significant difference among the groups with the highest mean score of married group. The indicators were "creates job for local people", "grows local

economy and reduces poverty”, “promotes local environment”, “creates cleanliness in the community” indicated statistically significant difference among groups. Married group were more serious about those indicators.

The indicators, “tourism grows and expand local economy and reduces poverty”, “promotes a focus on the local environment”, “helps to conserve the attractions”, “tourism helps to preserve heritage properties”, “tourism raises price for goods” and “causes rise in crime rates.” indicated statistically significant difference among the religious groups with the highest mean score in Christian religious group. It indicated that they are more educated and was concerned and aware about tourism and benefits and effects.

Among education level only one indicator indicated significant difference. That is tourism stops local from site access. Respondents with bachelor degree education level rated the fair level and intermediate level rated at ‘disagree level’.

There was not statically significant relationship among different occupation group of respondents. They had only three indicators significant differences. Those indicators were: tourism provides opportunities to learn and exchange cultures among the nations, it enhances community pride and tourism harms moral standards and degrades the environment. Lumbini working group rated at “agree level” higher then others.

In comparison with monthly household income groups of respondents “tourism creates new jobs, provides more business to local people and it improves public facilities” had statistically significant difference among income group. The highest income group (NRS. 20,001 and more) rated of strongly agree level as opposed to other income group who rated at “agree level”. It indicated that they were getting benefit from tourism comparing to other income groups.

It indicated vary interesting results that the respondents who undertaking social role were rated 4 indicators at “strongly agree level” 2 indicators at “agree level” 1 indicator at “fair level” and 2 indicators at ‘disagree level” significant difference more than without any social role respondents.

Similarly, 1 indicator at “agree level” and 3 indicators rated at “fair level” significant difference more in tourism role undertaking respondents However, 1 indicator, “tourism exchanges cultures among the nation” rated “agree level” but more significant difference without tourism role group respondents.



#### **4.1.7 Results of Interview with Various Tourism Stakeholders**

Interviewees from different institutions and organization suggested various suggestions. They focused that Lumbini had two fold (Heritage and religious) images. According to them this is very important destination for international and domestic visitors. However, they were not fully satisfied with existing management and development of this site. They tried to be aware that if this site loses its outstanding value it would lose heritage value. They suggested that for sustainable development of this heritage site community participation was a most necessary condition.

All stakeholders suggested that Lumbini is lacking of the collaboration therefore, all concerned agencies should play their role. Local community should have resources, right of decision-making and must take responsibility for its advancement. They suggested that a participatory approach of managing and community friendly rules and regulations could manage heritage site in sustainable way.

Community development plan was lacking in Lumbini. Further, suggested that a certain amount of income from heritage site should provide to community regularly. To solve the difficulties of existing situation government must play leading role to set up participatory policies and all stakeholders should play the roles.

The Lumbini Master Plan is implementing by LDT, it should complete as soon as possible. Many problems with infrastructures and certain management problems would be solved after its implementation. They strongly suggested that professionals rather than political leaders should manage Lumbini. All were wishing for its betterment and they were ready to help for sustainable management and development.

## **4.2 Discussion**

This section involved a summary of critical findings of this study. The findings were discussed based on the objective of the study.

### **4.2.1 To Explore the Existing Management System at Lumbini Heritage Site**

As the birthplace of Lord Buddha, the sacred area of Lumbini is one of the holiest places of one of the world's great religions and its remains contain important evidence about the nature of Buddhist pilgrimage centers from a very early period. In terms of the categories of cultural property set out in article1 of the 1972 World Heritage Convention,

Lumbini is a site (Nomination Document, Lumbini, Nepal, No. 666rev). It was inscribed in 1997 as a World's heritage property.

Lumbini is being managed by the visionary development Master Plan prepared by Kenzo Tange in 1978. The administration of this site is being carried out by LDT under the act of "Lumbini Development Trust" in 1985. (Refer appendix E and F for detail).

To conserve the values for which a cultural site is placed on the World Heritage List, the World Heritage Convention requires that a nominating nation submit a management plan for its nominees. Such plan should consider the proper level of visitor access and tourism at the site. Conservation plans are best prepared by impartial experts with a broad knowledge of management issues related to protecting the site's value. As part of this effort, it is important that governments include World Heritage sites within their national land-use planning process and recognize their global importance. At the local level, the site manager must monitor development decisions and their implementation at the site and its surroundings (ICOMOS, 1993). However, Lumbini Heritage Site in Nepal doesn't have a management plan.

Cultural heritage sites need a comprehensive regulatory plan, which includes: The boundary, a comprehensive land use plan, conservation site plan, a utility and service plan, a community development plan, a tourism plan and coordinating conservation and tourism plan.

Although the boundary was clear in Lumbini, boundary wall is being constructed in slow pace. An appropriate buffer zone helps to protect the heritage site but in Lumbini Master Plan (LMP) it was not provided. There were many complaints from community people that wildlife destroying farmer's crops showed the necessity of boundary wall.

A comprehensive land use plan mentioned in LMP for the site include any nearby settlements and the vehicular corridor linking the site to the nearest settlement that was not implemented. Implementation was delaying because of the lack of financial resources. However, the conservation plan delineates all pertinent conservation issues, analyzes them and determines scientifically the limitations of sites. In spite of the importance of conservation plan for a heritage site but Lumbini was not developed this plan.

Both conservation and tourism a management depend on utilities and services such electricity, sewer, water, telephones and fire and police protection. Master Plan included all those provisions and is being implemented. The quality of life for the residents within or

surrounding to a site has a great impact on the visitor's experience and sustainability of the site. It is necessary to plan the delivery of medical services, sanitation, housing and schools, support in agriculture, job-trainings in tourism development of cottage industries and family planning. Unfortunately, there was no community development plan. Recently LDT started a scholarship program for school students from surrounding VDCs but according to community people it was not enough. TRPAP involved in various community development activities. Some INGOs and NGOs are implementing their health projects within the Lumbini.

A tourism plan for the World Heritage site is most essential, including: Transportation to and from, as well as within the site; the full range of guest services- accommodation, food, toilet facilities etc. and Site tours, training and licensing guides, provisions of travel information and interpretation; Museum installations, visitor's paths, information signs, admission kiosks and sales outlets for film, postcards, stamps and souvenirs.

Coordinating conservation and tourism planning can help eliminate the chances of similar tragedies. By the collaboration and participation among site administrators, conservators, community leaders and tourism officials and all stakeholders in planning, implementation and evaluation process various risks and waste can be avoided.

About Staffing and budgeting Lumbini has a total of 140 different category of staffing, mainly- administrative, visitor's service, maintenance and security they are working in four different departments (Refer Appendix F). Local people mentioned that they must have right to get the opportunities of job in lumbini, however they were not satisfied with the recruitment process and blaming as, even they did not know when advertisement was published. It showed that the human resource management policy should be clear with giving priority to jobs for locals.

A budget can use as a tool of decision making in the organization. In Lumbini, financial administration and procurement division deals with accounting and financial issues. Government annual funding was the main source for budgeting of LDT. However, the LDT has various other sources of income. The budget was expanding mostly for salaries and few for construction and repair works. There was a need for transparent financial policy.

Image and marketing part was very weak in case of Lumbini. Even though World Heritage Sites are by definition celebrated locations that command attention and draw visitors, it is still very important for a site to project the site's public image and target potential

markets through publicity. LDT they don't focus on marketing and advertising. A printed material was a single the main tool of marketing in Lumbini.

Recording and analyzing visitor's data provides various uses of forecasting and planning. Collected data from visitors, site administrators can predict whom to expect, what they will do and what they will most want out of their visit. Numerical data collected in lumbini from entry fees ticket from international visitors. There were many domestic visitors visiting the Lumbini. Although there were many domestic visitors in lumbini but were not recorded. On- site data collection shows daily number of visitors in the site and there were not more uses and advantages gained from collected information. They should record domestic tourist's statistics.

Tourism should improve economic relations whenever possible and appropriate, local citizen should participate in and benefit from increased tourism. This can occur in various ways. There were not sufficient community involvement program conducted in Lumbini by LDT.

The restoration and operation of a world heritage site is a labor intensive. In any conservation work local labor will be trained to do the fieldwork. Of these will eventually rise to take over curatorial, management and planning responsibilities. Tourism needs hotel and restaurants, which also are labor intensive and provide many jobs that afford the possibility of upward-mobility.

Likewise, Local people can get jobs during the new construction of hotels roads or many other constructions works however, large national and international contractors who bring in their own crews. In Lumbini, the availability of skilled labor force was still lacking. Government and private sectors should pay attention to develop local skills. A hotel or a restaurant has to have a reliable daily supply of fresh fruits, vegetables, fish and meats. The community will probably have to recognize its own traditions to do the jobs. Because of lack of resources, awareness and mass poverty villages were unable to sell their products and services to achieve the economic opportunities. Very few residents were selling their products to the tourism market.

A site's prestige may justify national distribution or international export of high quality, signed or certifiably authentic handicrafts. Training programs are recommended to produce handicrafts. Furthermore, it was necessary to provide soft loans as seed money for

production of handicrafts and a certification from LDT for local product to encouragement local involvement.

To welcoming visitors there were regular flights to Bhairahawa from Kathmandu. Bhairahawa is the nearest town to Lumbini. The flight takes about 35 minutes. There are private taxis, three-wheeler, or a bus from Bhairahawa airport to Lumbini- a distance of 22km. traveling the 300-km distance from Kathmandu to Lumbini by road takes about 10 hours.

The amenities and services can add more satisfaction to the visitors. In Lumbini there are accommodations, hotels and guesthouses to stay (Refer LMP implementation progress in appendix J). Lumbini is lacking to give the visitor a heightened scene of friendship, pleasure and joy.

Furthermore, Lumbini lacking of minimal visitors services to find food, drinking water, shops, shades, telephones, and toilets, checkroom. Basic emergency medical facilities, postal services, bank also not available easily. Likewise, not enough trash collection and garbage removal and disposal system. There was no Commercial retailing, ticketing counters. No any photography policy and no commercial photographers within the Lumbini. Mostly domestic visitors would benefit by those kinds of photography.

Site interpretation and visitor education facility were not managed properly. However, a successful interpretation and effective presentation of a cultural site adds insights to the visitors. It needs to communicate particular themes and concepts of the site.

Every site attracts particular kinds of visitors. They have different interests, may speak different language and have different reason for visiting the site. People every walk of life will visit the site. There was a reception and visitor information center in front of the Maya Devi temple, where visitors can get some orientation about Lumbini and its master plan.

Well-designed and strategically placed signs and exhibits serve an important role in any site's overall interpretation program. Such as Highway directional, signs around on site and emergency signs. Exhibits incorporating a combination of text, graphics, objects, models, dioramas and audio-visual elements, can add greatly to the visitors understanding of the site. Necessary exhibits for Lumbini are as follows: Narrated slide presentation, Video tape presentation, Film, Rental tape-recorded tour, Pre- recorded station stops, Car radio, Sound and light shows etc.

The skill and quality of guides can make or break a site's reputation. They need to be carefully selected, trained, motivated, evaluated and motivated. In Lumbini there were a few numbers of site-employed guides. Outside guides, Local village tour guides and Local historical tour guides should be encouraged.

Landscaping and Biodiversity including the planting of 620,000 saplings was restoring the natural beauty of Lumbini's lush tropical landscape. It actually attracts naturalists, botanist and zoologists with its richness. One can find wide varieties of shrubs, herbs, flowers and plants. There are more than 250 species of birds (Bidari, 2006) including cranes, snakes, lizards and endangered creatures such as the Blue Bull (*Boselaphus tragocamelus*) locally known as Nilgai. At present, the area is home to multiple species: 44 species of fish, 21 species of reptiles, 211 species of birds in six eco-groups, and 22 species of mammals (Suwal and Bhunju, 2006). But locals were not benefited from those resources.

Accommodations for special visitors, special exhibits for visually impaired visitors and facilities for disabled visitors were not managed. It was very important to provide basic interpretation in at least the English language and languages of the largest number of international visitors who visiting Lumbini. Multilingual versions should be considered for the site brochure, signs, site maps and slide shows etc.

To know how effective is the site management and services provided by the staff's visitor's satisfaction survey is necessary. This can give important information's and feedback for the betterment of the service and quality of visitor's expectations.

#### **Present Condition of Implementation of the Lumbini Master Plan**

Government of Nepal is fully committed to the development of Lumbini and it has disbursed resources by allocating in its yearly budget since the inception of the Master Plan. Government of Nepal has already incurred an expenditure of \$7 million, in addition to more than \$4 million set aside for completion of the remaining infrastructure work. Government of Nepal has completed 770 hectare of land acquisition, the Siddharthanagar airport extension, 22 Km long all- weather road linking Siddharthanagar with Lumbini and periphery road around the project area. Six hundred and twenty thousand saplings, including fruits trees, have been planted. Government has conducted archaeological excavation and conservation activities recognizing its importance for the preservations of the site since 1972 AD. In 2003 AD the Government of Nepal

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Lumbini lacking a visionary management team to attract international society for help to completion of LMP. All stakeholders accepted that a professional could be manage Lumbini properly rather than a politically appointed leader. Even, appointed member-Secretary agreed that Lumbini needs a professional manager rather than politically appointed managers.

The existing management authority should improve the accessibility of the attractions, area management, and management of pollution, marketing, information management services; and develop the basic infrastructure needed to fulfill visitor's basic requirements with the collaboration of local tourism stakeholders. Raising the awareness of the community and its more active involvement in the development and management process, as well as in tourism-related activities, are crucial. A model for sustainable heritage management at Lumbini in Nepal could help its sustainable development.

Interviewees from different institutions and organization suggested that Lumbini had two fold (Heritage and religious) images that is very important destination for international and domestic visitors. However, they were not fully satisfied with existing management and development of this site. They tried to warn the concern institutions that they must safeguard this

site from the world's heritage in danger list. Further, suggested for sustainable development of the site community participation was the most necessary.

All stakeholders suggested that Lumbini is lacking the collaboration among all so; all concerned agencies should play their own role. Local community should have resources, right of decision-making and must take responsibility for its advancement. They suggested that a participatory approach of managing and participation friendly rules and regulations could manage heritage site in sustainable way.

The representatives and leaders of hotel association, tour associations and travel agents associations were suggested to government that they should stop Indian vehicle in the border, so that Nepali local tour and transport as well as accommodation sector could get involve in tourism. Moreover, LDT should prohibit all kinds of engine vehicles entering into Lumbini master Plan area. The wildlife and birds also were affected by the vehicular as well as sound pollution. The length of stay of tourist is very low (1.44 days) in Lumbini because tourists from Indian border they returned back to India after finishing Lumbini tour within 3 hours.

Community development plan was lacking in Lumbini. Furthermore, a certain amount of income from Lumbini heritage site should provide regularly to community. Government must play leading role to set up participatory policies and all stakeholders should play the roles in order to solve the difficulties of existing situation.

The Lumbini Master Plan is implementing by LDT, it should complete as soon as possible. Many problems with infrastructures and certain management problems would be solved after its implementation. They strongly suggested that professionals rather than political leaders should manage Lumbini. All were wishing for its betterment and they were ready to help for sustainable management and development.

This site has a rich supply of complementary attractions, archeological, historical and cultural assets. But, Stakeholders were not fully satisfied with the existing management system. The site has the potentiality of providing economic opportunities for businesses and a range of employment opportunities for people living in and around the master plan area. These include opportunities to be employed as various tourism industries for examples hotels, tour, travel and guiding and serve in the Lumbini.



However, the lack of visitor appeal including poor accessibility, lack of infrastructure, tourist facilities and services, lack of human resource development, lack of research, promotion, monitoring and the largest impacts has been in the areas surrounding villages. Likewise, not enough developed accommodation, destination management, minimal facilities of information's, basic sanitary needs could be considered as the weak parts for its sustainability.

Research felt that, there were many controversies among the business sectors. Almost all business sectors were blaming to rest of all sectors, it has clearly shows vital need of a common vision and strategy to achieve theirs common goals in tourism activities. The site would be listed world heritage in danger it would lose its heritage value in future if further steps will no be stepped. There was great challenge to involve community people to tourism. Most specifically, lack of community participation, mass poverty in surrounding villages, low level of education, awareness and absence of minimal amenities services and accessibility could be the threats for sustainable tourism in Lumbini.

#### **4.2.2 To Assess the Community Participation in Planning and Management at Lumbini**

##### **Opinion of Respondents with Sustainable Tourism Development and Management of Lumbini**

According to results of investigation (table 3.5) the majority of respondents were strongly agreed with, "Tourism is good for their community". Neutral with, "I personally benefited from tourism" which indicates that they were not benefited form tourism. They were highly positive about economic, socio-cultural benefits form tourism. They were not fully agreed with the adverse effects of tourism. They completely disagreed with the key indicators about participation. They strongly disagree with, "I participated in tourism planning, decision making/ problem solving, involvement in implementations of tourism and benefited from participation". It showed that there was always lacking the participation in this site.

However, they are ready for participation. Through development of participatory tourism development mechanism tourism could be promoted in the region. People were wishing to involve in tourism activities and get benefits to reduce the poverty. They were very hopeful

that they can various benefits from tourism. During the fieldwork researcher felt that they are encouraged for the tourism activities. Even though they are not educated but they are much positive about tourism development.

Almost all respondents are ready for tourism that showed there is high future of tourism. Most interestingly, when researcher meet them they felt pride to share their feelings openly. Some of them thought that after this study they will get some tourism supports or helps. They were so innocent and always thinking for good. They wanted to request the government and others to help them economically and develop the community. It would be very useful to conduct various income generating programs integrated with tourism.

#### **General Information about Sustainable Tourism, Community Involvement and Infrastructure**

The results form general information indicated that the majority of respondents were not getting benefits from tourism activities. Most of them said that they are not selling their any products and services in tourism market. They did not have any tourism knowledge and did not have the opportunities for trainings. They were not getting involved in tourism exhibitions or tours.

Many complained of the lack of basic sanitation and drinking water facilities. The villages were lacking water supply and sanitation. Almost 93% respondents responded that there are not toilets facilities in their community. It showed the condition of the infrastructures and development. The education level was very low in the village. Most of the elderly population was totally without education. New generation was very active and hopeful about their tourism future. More than 70% replied that they did not have any complaints against tourists.

Furthermore, 68.6% respondents they didn't understand the notion of sustainable tourism, and 61.6% didn't know that Lumbini is a World Heritage Site. This result indicated the need of education and awareness program in the community. Local residents must aware about the heritage value. LDT as well as the Government and private sector should provide awareness programs. Many recommended having a community participatory approach of tourism development during this study. They suggested for infrastructures development, basic needs fulfillment. Community development programs might help for the sustainable heritage site

management at Lumbini. The adequate information's about sustainable tourism and heritage values might provide the insights for sustainability.

### **Statistical Comparisons of Key Indicators among the Various Demographics of the Respondents**

Comparisons of mean scores among the respondents was to identified the opinions in tourism related activities at Lumbini for sustainable tourism management classified by their gender, age groups, marital status, educational level , religion, monthly house hold income and theirs social and tourism roles. The independent samples t- test and One-way ANOVA were used to indicate the significant difference among various demographics and key indicators.

From the test result in gender, there were only 4 indicators that indicated the statistically significant result between male and female respondents. Male respondents had the highest positive thinking about tourism. They think that tourism is good for community. Mean score was 4.67. Similarly, female respondents also had 4.47 mean scores indicated strongly agreed with the statement. However, test result indicated the difference between the genders. It might because male wanted more tourism and they were more aware about tourism comparing to woman. According to theirs social norms and traditions males were more familiar with the outsiders. They were as the guardians for the whole family.

Likewise they have different thinking with indicators "tourism helps to preserve heritage properties," "tourism raises price," male had higher mean score for those indicators. It might because they are much conscious about preservation of heritage site and about the price of the goods. Female were not much aware about price of goods usually male used go to market for shopping. However, the indicator with "tourism stops locals from site access," female had higher mean score because they are much worry for to go inside the site to get some forest products. In 17 indicators they did not have statically significant differences.

Among age group having only one indicator "Tourism causes raise in crime rates" indicated significant result among the groups with highest mean score in the oldest (61>) age group. It is obvious because elderly people they had more negative thinking than younger. It might be because they did not have awareness and they did not wanted to grow more tourism.

They think that if tourism grows they might lose their cultures and traditions. In rest of the indicators was not statistically difference among age-groups.

In marital status group, there was statically significant difference among in those indicators with benefits; they have difference thinking in 12 different indicators related to tourism benefits. The single and married groups had high mean score because they are more conscious about tourism. Widowed mainly were from old group so, they had lower mean value. However, in 11 indicators those were about participation and negative effects of tourism had no significant difference among the group because they all were agreed that they were not getting involved in tourism participation. They have the same thinking towards the negative effects of tourism.

Among religious group the key indicators, “tourism reduces poverty, promotes local environment, conserves attractions, preserves heritage, raises prices, rises in crime rates” indicated the statistically significant difference among groups with the highest mean score in Christians. It might be because they are more educated than other religious group and there were very few respondents (Only 1.1%). It was notable findings that in those indicators related with participation there were not significantly different result but the Buddhist respondents had the highest mean score. It has clearly shown that they have more participation in Lumbini; however the Muslim had lowest mean scores that indicated the willingness for participation.

In educational levels group only one indicator “tourism stops from site access” has significantly difference among. The bachelor’s degree level or the highest educated group of respondents had the highest mean scores may be because they are more conscious and worry about the right of local people. Rest of all 22 indicators did not indicate any significant differences.

Among the occupation group, in two key indicators “tourism increases community pride and tourism harms moral standards and environments” indicated the significant differences among the group. The highest mean scores in both case was the group working in Lumbini. It was indicated that they felt proud to get opportunity working in Lumbini at the same time they were more conscious about their cultural protections and environments. They might have many encounters with those problems so, they stressed in those indicators.

In regard among with various monthly household income groups, the following indicators had statically significant difference with “tourism creates job for locals,” “provides

more business” and “improves public facilities.” The highest earning group had highest mean scores in all cases it strongly indicates that they are much benefited with the tourism then other income group. Some of the respondents were from tourism business and getting economic benefits. However, the indicator with “tourism raises crimes rate” also indicated the significant result with the highest mean score in (NRS. 10,001-20,000) income group or second highest income group.

Social role undertaking group had higher mean scores then those did not have and social role group because they are much involved in tourism. There were the indicators “tourism is good for community, creates jobs, provides business, preserves heritage, harms moral and environment, I participated in planning, I participated in decision-making and tourism is good for community and me” indicated significant difference between 2 groups.

Similarly there were some significant difference results between two groups of respondents having tourism role and not having tourism role. The indicators; “tourism provides opportunities to learn and exchange the cultures among the nations, helps preserve heritage properties, participated in planning, in decision-making/problem solving and tourism activities” indicated the significant difference between two groups with the higher mean score with the respondents undertaking the tourism role. It is obvious that they had more opportunities from tourism. However the mean score in regard with participation were below the agree level. It again indicated that they were not really participated in the tourism related activities that showed and concludes that the lumbini heritage site is lacking the active community participation.

Community participation is only option to generate income for heritage conservation. It provides social welfare through involving local people in planning, decision-making, and tourism activities. Likewise, all sectors need to be involved in developing the basic infrastructure immediately, and there is a need of International airport to provide international direct access to Lumbini.

Similarly, most of local communities also suggested the government or non-government organizations to develop the basic infrastructure and services for their communities including sanitary toilet, well or pump well, health center, road from villages to villages for used in the community, primary or secondary schools, market and dam, agricultural hydraulics because the community lack of water source for agriculture.

The existing management authority should improve the accessibility of the attractions, area management, and management of pollution, marketing, information management services; and develop the basic infrastructure needed to fulfill visitor's basic requirements with the collaboration of local tourism stakeholders. Raising the awareness of the community and its more active involvement in the development and management process, as well as in tourism-related activities, are crucial. A model for sustainable heritage management at Lumbini in Nepal could help its sustainable development.

Despite the mass poverty and their non- education and low level of awareness about the tourism, most of them believe that tourism is good for their community. They think that tourism provides socio- cultural benefits, economic benefits, and environmental benefits to the community. After analyze their views local people were not getting involve in any kinds of tourism activities such as planning, implementing, monitoring feed back, benefit sharing and in different activities.

#### **SWOT Analysis of Lumbini**

From the analysis of primary data, interview with stakeholders and studying secondary data about Lumbini and its existing management system SWOT was analyzed. The SWOT in terms of strengths, weaknesses, opportunities and threats for Management and Development of Lumbini Heritage Site in Nepal could be mentioned as follows:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>■ Lumbini, the birthplace of Lord Buddha</li> <li>■ World Heritage Site Regd. No 666</li> <li>■ Master Plan prepared by Kenzo Tange</li> <li>■ Government supported Core Fund</li> <li>■ International Monasteries at Lumbini</li> <li>■ Rich in culture, art and ethnic groups</li> <li>■ Foundation of World Peace</li> <li>■ Nature, wildlife birds and grasslands</li> <li>■ Buddhist pilgrimage site</li> <li>■ Buddhist University</li> <li>■ High value for money destination</li> </ul>	<ul style="list-style-type: none"> <li>■ Poverty among local community</li> <li>■ Low level of education and awareness</li> <li>■ Lack of human resources development</li> <li>■ Limited tourism management capacity</li> <li>■ Limited cultural maintenance</li> <li>■ Lack of environmental protection</li> <li>■ Lack of physical infrastructures</li> <li>■ Lack of collaboration in image branding, marketing and promotion</li> <li>■ Inadequate budget for master plan</li> <li>■ Loss of environment and culture</li> </ul>

<ul style="list-style-type: none"> <li>▪ Important of archaeological attractions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Poor quality goods and services</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>▪ Potential for heritage, pilgrimage and general tourism</li> <li>▪ Opportunity to promote cultural identity</li> <li>▪ Employment opportunity</li> <li>▪ Location between China &amp; India</li> <li>▪ Country has peace and safety favorable investment policies</li> <li>▪ UNESCO supporting for Heritage</li> <li>▪ Growing tourism business</li> <li>▪ Friendly and hospitable people with ethnic and multi language and cultures</li> </ul>	<ul style="list-style-type: none"> <li>▪ Industrial expansion in the periphery</li> <li>▪ Arsenic poisoning in ground water</li> <li>▪ Outsiders buying land from community</li> <li>▪ Political insurgency</li> <li>▪ Challenges to generate income for locals</li> <li>▪ It is very difficult to achieve competitive advantages</li> <li>▪ Developed religious market in India</li> <li>▪ Seasonality, Long dry hot season</li> </ul>

#### **A Model for Sustainable Tourism Management at Lumbini**

World heritage site attract the tourists, and tourism is the world's biggest and fastest growing industry. Lumbini attributes the real World Heritage Site of historical, archaeological and religious significance, particularly for Buddhist. The Sacred Garden and Marker Stone is the Birth Place of Lord Buddha, Apostle of Peace, and 'Fountain of World Peace'. Mayadevi Temple, Ashokan Pillar, Pushkarni Pond are the mist for Buddhist World, where every Buddhist wish to reach there once in their life time. International Monastic Zones creates an atmosphere of spirituality, universal peace, brotherhood and non-violence with the Buddha's message to the world.

The Lumbini Archaeology Museum, Lumbini Buddhist University, Lumbini International Research Institute (LIRI), Crane Sanctuary, Peace Stupa, Harahawa River and Friendship Bridge are the additional sites for research, recreation and peace, which influence the visitor satisfaction. Management has mainly four functions: Planning, Organizing, leading and controlling. In this research sustainable heritage management model was proposed after exploration of people's participation level in the adjacent community.

In heritage management model, there need to identify the heritage property and develop the assess significance of all cultural and historical assets. To manage a heritage property

strategically through effective planning and implementation resources are needed. Allocation of resources for manage cultural resource in each level was very important. Protection of cultural assets would be possible by advocacy, acquisition, and reservation and convenient.

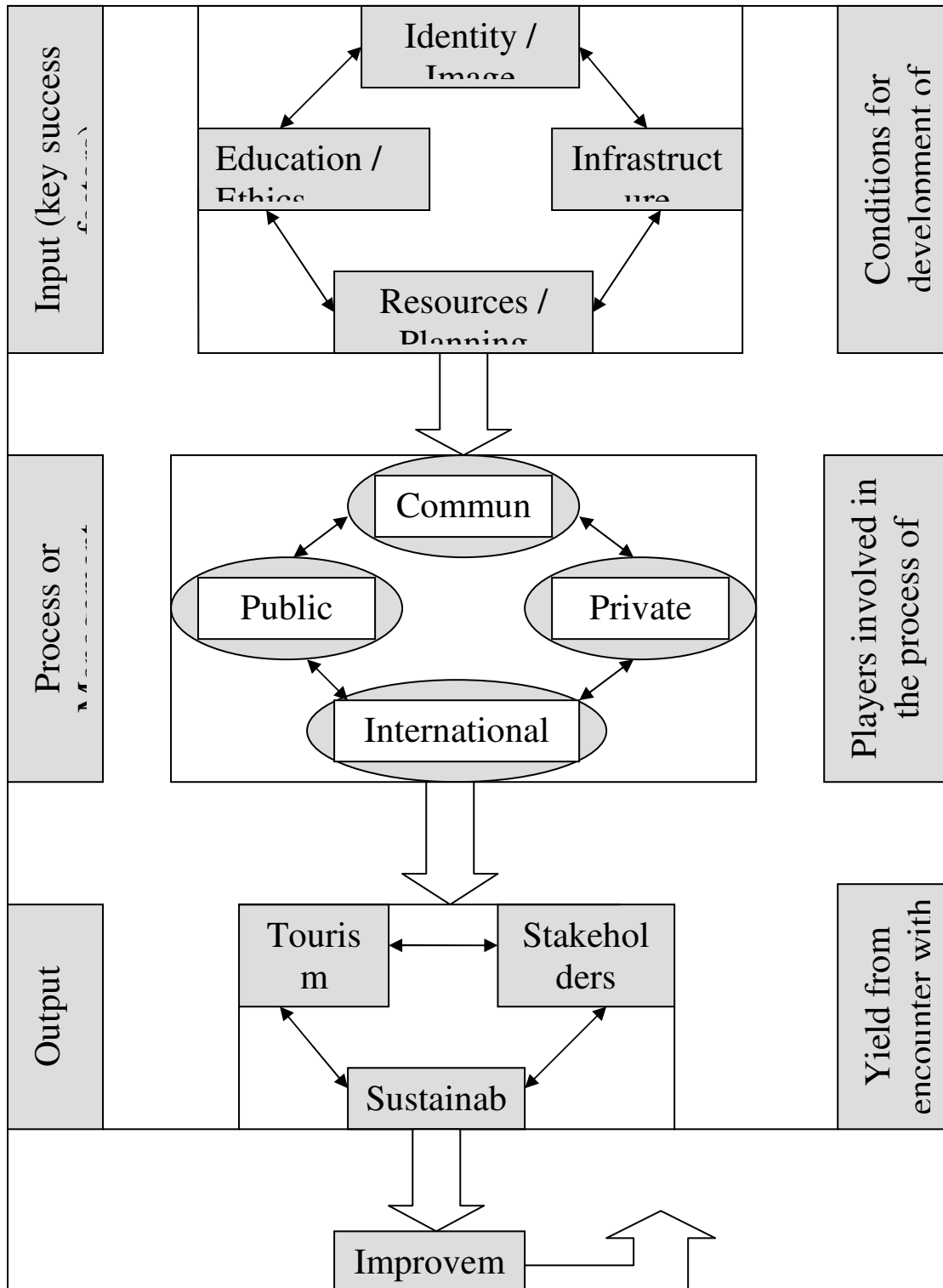
Conservation plan and policy should be developed with obey the guidelines from world heritage committee and ICOMOS charter. The presentation of cultural heritage could educate and to stimulate and to increases awareness in the community. For sustainability and for best practices periodic monitor all process internally by developing its indicators. In tourism, monitor visitors and host community experiences through internal as well as external review missions. The four parts of this model are as follows:

1. Input (Key success factors): Identity, Education, Infrastructure, Ethics and Resources/Planning.
2. Process or management: Community, Public, Industries sector and International society
3. Output: Tourism benefits, Visitors/Stakeholders Satisfaction and Sustainability
4. Improvement: Monitoring and changes (Figure 4.1)



**Figure 4.1** A Model for Sustainable Tourism Management at Lumbini Heritage

Site in Nepal



The first stage of any planning and management system is to know existing situation, where are we now? Then, need to have a certain target that where actually we want to go? After our destination we need have a plan how to get there. To fulfill our target we need development our Mission, vision goals and strategies.

A successful tourism strategy needs to identify how to: Welcome, involve and satisfy Visitors, Achieve a profitable and prosperous Industry, Engage and benefit host Communities, Protect and enhance the local Environment.

In this study mainly existing situation of the Lumbini heritage site and the community assess in participation was mainly explored. The existing managing body Lumbini Development Trust (LDT) and the community people are the most valuable resources for this site; however, it needs various supports and cooperation from government, private and international society.

The four parts of this model were inputs, processing, and outputs and improvement. They were clarified as follows:

#### **Part 1: Inputs (Key Success Factors)**

There are Identity, education, ethic, basic infrastructure and resources needed for planning process. This model started with this part. All components are equality important and relating to each other's; however, there may many other issues it not included.

##### **Identity/Image**

Lumbini is a UNESCO listed World heritage site, its heritage identity is a key assets because its own identity and outstanding value. Lumbini has both tangible and intangible cultural values. Its development depends on the ethical, spiritual and religious values. The cultural capital stock of Lumbini is heterogeneous in nature. It depends on environmental and organizational factors. It must be reconstituted with appropriate actions such as accessibility, planning and visitors friendliness. Identification of a cultural heritage property covers the process used to identify the heritage places, create inventories of culture, nature and history and archaeology and assess comparative significant. This includes research, study, collection recording, investigation and assessment.

##### **Education**

Education is another fundamental factor that stimulate and empowers host community in the wise use of heritage property. The result from data collected from community has shown that almost 90% community people with non-education and different education level and occupation they don't know that Lumbini is a world heritage property; furthermore they don't know about sustainable tourism.

LDT should play a leading role to educate them about its important and benefits from this value. The local community people strongly agreed that tourism is good for their community and themselves. However, they were not getting involved and benefited from this sector. They expressed their view very strongly that they would like increase tourism in their community. They don't have much idea and knowledge about benefits and adverse effects from the tourism. Community where the survey was conducted was a village with the mass poverty. Most of the local residents about 66% respondents responded that their monthly family income was less than 3,000 NRS (US \$ 40/month/family) which indicated their economic life.

### **Ethics**

Lumbini is not only a heritage site it is the birth place of Lord Buddha, the study concluded that this is a Buddhist site preserved and promoted by the non Buddhist religious people, it show the interesting relationship in Nepali religious systems and further showed the correlations among the religion and all groups of people in Nepal. Since, Lumbini, has image of religion identity it is very important that site should maintain minimal ethical issues those are necessary for the tourism.

The cultural empathy that is implied by cultural tourism needs to be expressed. Knowledge and pride of one's heritage, as well as the recognition of opportunities that the host-guest encounter offers, are also a product of discourage and self recognition (Pender and Sharpley, 2005). Information is an underlying factor both for education and ethics in constructing the identity of a place for visitors.

### **Infrastructure**

Lumbini is being managed by LDT. From recent information's, the Lumbini Master Plan is some 33% implemented. It showed the infrastructure and development of the Lumbini; even the roads also not black topped which causes the muddy dust in summer seasons

and muddy in rainy seasons. The boundary wall is also not completed, wildlife were not felt themselves safer and tending to change the habitat.

In community where survey conducted it showed that about 92.5% households they don't have toilet, almost one-fourth population have no drinking water and more than one third demanded the need for health services. Mallick (2006) mentioned in this regard that in Maduvani and Tenuhawa VDC, 95% of the people have no toilet. They go out side in the fields for toilet because their traditional behavior and illiteracy. They strongly needed financial support for curing the water borne disease, sanitation and facilities of toilets.

In Lumbini area there were many works need to do immediately in infrastructure development. LDT management team they showed the problem of Budget to development the infrastructure. Even there were not toilets and drinking facility in the Lumbini master plan area. No garbage collection and no any provision of shops to buy something for eat and drink. No place for rest at all. There were many lacking in infrastructure development in Lumbini. However, the Lumbini is industrializing the area near. There are many cement, paper, plastic, food, bricks, garments, and manufacturing industries just 11-13 km away from Lumbini, they resulting air, sound and environmental pollution and degrading the environment.

Recently, a delegation comprising International and national stakeholders and religious organization personnel's met the Prime Minister of Nepal and requested to take recent action to stop the industries in Lumbini area which degrading the environment and causing the threats of un-sustainability Gorkhapatra, (2007). Furthermore, they stressed that otherwise, Lumbini will face the tourism problem, and no more tourists will visit Lumbini in future.

Meanwhile, the Rising Nepal (TRN, 2007) mentioned that a Thai delegation arrived in Nepal for carrying out the feasibility study of the Maya Devi Maternity Hospital to be constructed in Lumbini area presented a proposal in that connection and also held discussion on cultural and tourism interest between Nepal and Thailand as well as on matters of mutual concern. The maternity hospital is to be constructed with the cooperation of the Thai government.

### **Resources / Planning**

Every tourism destination needs various resources for its sustainable management. It was very important to have the resources for the implement of this model. The main resources are financial resources, human resources, physical (tangible) and operational

resources and intellectual (intangible) resources. During fieldwork respondents recommended that Lumbini being as an international property, it is necessary to get support from international sector. Nepal alone cannot implement master plan. The important resource support for this site is financial support. The financial support now was from government they provided annual budget for staff cost and some construction and maintains.

A proper and transparent management of the financial resource is essential for its sustainability they should participate during planning, decision-making, problem solving, implementation, monitoring and benefit sharing. People they were interested to contributory participation to the tourism development. However, there were not skilled human resource and not more knowledge and awareness about sustainable management of tourism. The role of local government and local tourism business organization was very important to provide supports for human resources trainings and skills to the local people.

## **Part 2: Process or Management**

This part was implementation of the tourism plan. Collaborative and participatory management system is needed for this purpose. Even though community people they strongly agreed, they want to have more tourism in their community, but at the same time their poverty level, low education level and poor infrastructure and basic needs were the challenges in front. They had very high interest and willing in participating in implementation. It has shown that they need resources and right to implement it. They were ready to take the responsibility. Community leaders can arrange the people if they know how to lead the plan. They may ensure a smooth and proper implementation if they had opportunity to do it. Local government, local service providers and schools also ready to take part in the tourism.

In processing part, needs collaboration among the stakeholders. The local community, government sector, private sector and international sector were the main actors for the processing and management of the tourism plan in Lumbini. . In order to smooth processing the master plan of Lumbini, UNESCO, World heritage committee INGOs, NGOs, Nepal government, Local government and VDCs also need to come with distribution of their budget for the Lumbini. The willing of participation in tourism activities from local community people is the most important indicator for success.

The main actors for sustainable tourism management at Lumbini heritage site in Nepal are as follows.

#### **International Sector**

We need to follow “Think globally and act locally” principle for effective management of a heritage or tourism destination. Tourism can grow in differentiation. In order to sale the destination for visitors it must provide different experience to the visitors. To achieve competitive advantage from tourism it must know international tourism trends and direction. International sector need to provide global wants of tourism and support for its development, they may provide financial and non-financial out puts for the betterment of Lumbini heritage property. UNO, UNWTO, UNESCO, WHC etc are the main international supporters and facilitators for this field.

#### **Public Sector**

National central government should pay attention for implementation of the plans; they may amend various acts rule regulation to obey the international rules and regulations. Further, they can provide human resources and financial support. Nepal government should pay more attention to implement the Lumbini Master Plan as well as should initiate for global support toward this destination. There is a need of making foreign investment friendly foreign policy and laws.

#### **Private Sector**

Business sector or private sector, they will participate in tourism by providing the quality service in hospitality industries. They are the main actors to provide visitors real experience from the site. They contribute to promote the destination and they also can contribute to develop infrastructure in the site. Furthermore, they can use local products and human resources, which provide the economic benefits to the local’s results multiplier effect in economy. They have to identify specific target market for this product and try to serve and to create more value added products to satisfy the customers. Market segmentation, target market, positioning and differentiating should be done by private sector.

#### **Community**

The host community is the main responsible and important capital for the processing the tourism plans. Only local people attract visitors to theirs community. They are the

main decision maker who want or doesn't want tourism in their community. Cultural heritage tourism sites cannot alive without community culture. They have unique culture, traditions, foods, dress, history and rituals as tourism product. Community provide visitor home away from the home.

In Lumbini, they always willing to welcome visitors and always ready to share their culture. But, there is lack of education; awareness and basic needs for survive. However, this research concluded that in Lumbini there was not proper mechanism for community participation and people were not happy from the tourism. Empowerment the local community and manage them to sustainable tourism activities might protects the culture, environment and reduces adverse social impacts. Let the opportunities by establishing a framework of community participation in the process of heritage tourism planning, management, implementing and benefit sharing activities in their own destination.

### **Part 3: Output**

Output comes after accomplishing the processing part, all stakeholders including community people can enjoy with the output from heritage tourism. They can participate planning, implementing and benefits gaining. All stakeholders should have output in terms of productivity, satisfaction and sustainability.

#### **Tourism Benefits**

Tourism offers well-know advantages and it spawns well-known problems. In case of world heritage sites, they are also aware that they are under an international obligation to maintain or restore the sites original values. The responsibility poses difficult questions regarding the degree of change that should be permitted to accommodate tourism growth.

The next is ensuring that a portion of tourism revenue remains in the community as a means of fostering local protection, conservation and restoration effects. Tourism benefits in world heritage sites are the balancing between existing tourism policy with support of all stakeholders while providing socio-economical benefits to the all stakeholders. It is the process of minimizing the resources used and reduce the adverse impact while maximize the benefits.

In every business demand and supply side is an essential. On the demand side the tourists seek a cultural, natural, historical, heritage or any kinds of experiences resulting from the encounter with the host community, its residents industries supported by the public and

private sectors. At the centre of the virtuous circle there is the Visitor. However they are no longer a passive recipient of strategies formulated above their head, but rather an empowered, active player in search of roots, or authentic heritage and quality experience. The multifaceted culture valorization process is expected to yield results that we can group as guest/host satisfaction, profitability and sustainability. These yield dimensions result from the host- guest encounter.

Tourism benefits result from the operations ability to generate revenues that exceed their business cost. Enlarging the range and depth of service experiences available to visitors, and their empowerment doesn't necessarily imply a reduction of profitability. Rather it requires the redesigning of the system of valorization and commercialization of relevant tourist assets. Such restructuring within the value chain provides an opportunity to offer clients authentic cultural content and achieve greater efficiency and equity at the local scale. The optimal and efficient use of the resources results in the cost benefit ratio, which is the resulting profitability.

### **Satisfaction**

In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing products perceived performance (or outcome) in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted (Kotler, 2003).

In cultural heritage tourism, results from the intensity and quality of a cultural experience and is rooted in personal, social and cultural values. At these levels it is also clearly connected with the destination image. Satisfaction is the difference between the expectation and reality. There are always needs to bridge the gap between the future progress of tourism. It is the most important variable that affects the whole tourism ecology.

The concept of customer satisfaction implies that a highly satisfied tourist stays loyal longer, visits more in the future, talks favorably about the destination. Talk favorably of the destination is a word of mouth source that is the best promotion method in tourism. To keep tourists satisfied with our destination means that we have to continually improve our tourism products up to higher expectations of our repeating visitors. Therefore the concept of customer satisfaction emphasizes the quality improvement of the supply side of the tourism system, Chaisawat (2006).



The satisfaction level of tourist in Lumbini was average. Ghimire (2006) explained that a TRPAP visitor's survey explored the satisfaction experienced during a visit to Lumbini and showed that almost all visitors were satisfied by the visit. Only a negligible number of visitors (0.8%) expressed dissatisfaction. The data shows that the majority of Japanese visitors were less satisfied by their visit, specifically with the development works and facilities. The majority of Indian, Sri Lankan, Thai and Korean visitors were completely satisfied. The survey found that the majority of pilgrims/tourists enjoyed the visit so much that they did not care about problems and difficulties they encountered.

All stakeholders not only visitors must be satisfied for the sustainable management of the Lumbini heritage site in Nepal. Satisfied host-guest can foster this business in a sustainable way. The basic fact is that a healthy social and natural environment is the most important asset for the tourism industry. It makes business sense for tourism stakeholders to be natural allies of sustainability resulting in satisfaction to all.

### **Sustainability**

Sustainability hinges on the perception of both cultural identity and environment as a constraint to growth. But reproduction of heritage is only one dimension of the tourist attractiveness, as stressed above. The awareness of the environment as an integral part of a local culture can be strengthened through education. The non-education majority around the site is always challenging for the environmental protection and conservation. Employment generation resulting from sustainable tourism development represents a dynamic feature of cultural empathy between host and guest. If the host community succeeds, jointly in communicating the true value of their heritage and cultural assets to guests, it will trigger a virtuous cycle of growth. The adoption of a new model for heritage management can help transform host-guest encounters that contribute to client life value that is potentially a lasting client-vendor relationship.

Likewise, quality is another area of importance; especially accommodation and service sectors need to have a proper total quality management. Satisfied and profitable visitors, industries, community and environment could provide a foundation for sustainable tourism management at Lumbini.

As all sustainable development projects, this process is labor intensive, takes time and usually involves many interest groups, making programs difficult to design, implement

and design. Increased cooperation and partnership among World heritage site managers, the tourism industry, local community, governments and private sector results the sustainable tourism.

#### **Part 4: Improvement**

To provide high level of customer service and excellent value for money for all customers' continuous improvement is necessary. It could manage the emerging tourism trends and demand of globalization. Further, to understand the changes of demography, technology in tourism. Monitoring is essential component of any planning or management process without monitoring, managers know nothing about progress towards the objectives they have been set. There are mainly two aspects of monitoring and get feedback for the improvement. Examine gaps/discrepancies between expectations and services offered.

First, monitoring visitor's impacts: Visitors in heritage sites have cultural, environmental and social impacts. Site managers should understand and manage those impacts through the appropriate planning and developing indicators for monitoring. Through periodic measurement of indicators they should be decided what action is needed to address the changes and problems. In the other hand, monitoring service quality: The planning process also determines the kind of experience, which is intended to provide visitors. Therefore, monitoring service quality is necessary to fulfillment of the needs of visitors.

There are mainly environmental impacts: on the heritage sites and surrounding areas, both physical and biological impacts, which could be, measured through quantitative methods. Experimental or psychological impacts on visitors and host can be measured by qualitative methods, Economic impacts on communities and areas usually quantitative methods, socio-cultural impacts on communities by qualitative methods and managerial or infrastructural impacts on heritage site and surrounding areas. Increased global competition in tourism market required a continuous improvement in the price/product ratio that is a constant striving towards quality and efficiency.

### 4.3 Recommendations

The recommendations from these findings to the all tourism stakeholders of Lumbini are as follows:

#### A. Community Participation

1. This study concluded the lack of local community participation for sustainable tourism planning and management at Lumbini heritage site in Nepal. Therefore, community participation is necessary in order to get its sustainability. Government should take leading role to make participatory framework by amending existing laws and rules.

2. In order to provide economic benefits to community from tourism local people should conduct tourism business industries. Importantly, Government should provide certain fund for community tourism business as seed funding. Micro financing or various kinds of soft loans should be provided to community people in order to make them involve in the tourism investment for the betterment of their quality of life.

The following options may be used to find out the best way to involve community people in tourism business.

- Private tourism business employing community people
- Community members operate a retail handicraft business
- Private tourism business (from within or external to) the community
- Individuals within the community operate their own tourism business
- Community owned and run enterprises (a cooperative concept)

3. In order to promote local handicrafts and to increase community investment on it, LDT should develop a certification process that could encourage visitor to buy local products rather than the exported goods. Further, to encourage community people, to offer “farmhouse accommodation”.

4. Community should protect traditional dresses, rituals, art handicraft and foods as tools for attracts to visitors and capture economic gains to the community in this regard local government and LDT should facilitate them about cultural management.

5. Community people need to have resources for investment, rights for decision-making with defined responsibilities of implementation, which will increase local social welfare;

reduces poverty in the host communities. Government should provide resources to community in different ways.

6. Tourist should be encouraged to be environmental sensitive and motivate towards the use of local products that would be vital for linkage between environment and economy and sustainability. Private business sectors should play leading role on it.

7. Government should reform decision-making systems, which should develop, best fit with livelihoods. Participation by the poor in decision-making enhances local livelihoods priorities to influence tourism development.

8. In order to reduce mass poverty in the area Poverty Alleviation programs with tourism development should be implemented. TRPAP and similar types programs needs to continually implement. All stakeholders needs participate for this purpose. However, Government and Local Government should play leading role for launching.

9. LDT should share certain percent of economic benefits to community regularly so that they will be encouraged for participation. Commercial tourism ventures should encourage setting up local funds, which will help local people in the areas to plan and start new activities.

#### **B. Education and Awareness**

1. Local communities should be educate about history culture, heritage and to protect the natural environment in the heritage site for sustainable management of heritage. Government should initiate to give these opportunities to community.

2. Knowledge and information about world heritage and sustainable tourism are necessary to motivate local people for preserve the original cultures, traditions and styles as tourism products, which are very captivating to visitors. LDT and local government sector might help for the community.

3. Community should be aware in all levels of decisions and to get regular benefit to preserve the cultures. Therefore, LDT should have a system to involve community in all kinds of decisions by making changes on existing regulations.

4. Women and disadvantaged group should be empowering for awareness and should provide equitable distribution of educational advantages. Government have main responsibility to make it possible.

5. Regular meetings and interaction activities with local people are suitable for exchange ideas and feedback experiences to support sustainable tourism process in their community. LDT should manage and monitor it with the help of local business.

6. Environmental awareness programs can produce dual benefit; it can reduce leakage by encouraging using local products services, and reducing waste, garbage, and environmental degradation. Government, local government and LDT should pay attention to make mechanism to make programs and implementation.

7. Code of conduct for Lumbini area could help to improvement in the quality of residence, travel, entertainment that provides knowledge, skills, education and awareness. It could be developed with the participation of related stakeholders.

### **C. Infrastructure Development**

1. The survey showed that Lumbini is lacking of basic infrastructures, it is suggested developing access to basic infrastructures such as:

- Boundary wall in Master Plan area
- Transportation, Telecommunication and Medical services
- Water treatment system (drinking water)
- School (Primary and secondary school)
- Sanitary (toilet)/ drainage systems And Well, pump well

2. In order to make domestic air services simple, efficient, safe, and reliable the improvement of Bhairahawa Airport is necessary. Government should pay attention for the improvement.

3. An international airport should be constructed around Lumbini area to make Lumbini a direct international tourist destination. However, environmental effect on heritage and community should take in account. Government should invest and carry out feasibility study should be carried out as soon as possible.

4. Increase and improve the of quality transportation services from Siddharthnagar to Lumbini. And provide various basic infrastructures such as: places for rest, drinking water and litter disposal

5. Local government and private sector should be involved in development of accommodation sectors in hotel, restaurant. Further they should involve managing pollution and garbage especially in coordination with concerned local government.

6. LDT should develop minimum infrastructures such as place for rest, places to buy water and foods inside, place for garbage and needs make ease providing necessary signage and information.

#### **D. Marketing and Promotion**

1. In order to positioned Lumbini a prime destination globally, tourism marketing and promotion strategy should be develop and well-formulate by the government

2. Promotional strategy should be mobilized national and foreign tour operators and friends of Nepal. 'Tourism Diplomacy' with the help of embassies and consulates might help for promotion of the Lumbini.

3. Lumbini should position as a capital of Buddhist religious tourism destination and a sustainable religious tourism hub by developing, promoting and branding the region's Buddhist Circuits tours initiated by government and supported by all sectors.

4. Seasonality problems could be addressed through promotion of new products and special interest tours, including youth tourism. Government should have active online marketing and promotion policy with the help from various tourism stakeholders.

5. Promotion, development of physical infrastructure and human resources in the nine archaeologically important sites related to Lord Gautam Buddha's life covered by the Circuit. LDT should develop clear concept for its implementation.

#### **E. Human Resource Development**

1. Government, Local government and LDT should launch various human resource development programs in Lumbini such as: trainings, orientation, exhibits and skill development activities that can fill the gap of demand of skill workforce.

2. Natural, archeological, religious, cultural and historical guide's trainings for community people are recommended. Invest should make accordance the demand which, contributes in local economy and fosters employment opportunity.

3. It is very important to provide training to travel media in order to sharing experiences in tourism planning and produce knowledgeable tour guide about history, heritage, spiritual norms and values are necessary to developed locally.

4. Government and related sector should invest in different languages trainings for multi-language skills that could improve interpretation and interpersonal relationship between host and guest. That can achieve competitive advantage in tourism.

5. Priority should be given on training for local people and heritage site managers and needs to monitor service delivery and products quality to ensure expectations to the visitors. LDT and private sector could do it jointly.

#### **F. Collaboration among Stakeholders**

1. In order to get benefits for all sectors from tourism as well as for sustainability, establishment of a good partnership among all stakeholders is necessary that could reinforce local traditions, products and separate identity. Government should coordinate all stakeholders.

2. Government, development agencies, NGOs, private business and other should build local capacity. Build multi-stakeholder participation into planning and management of heritage site can make sustainable.

3. Coordinated marketing in the Regional and sub regional branding should be launce in order to differentiate and recognize different Buddhist market segments.

4. Government should formulate a collaboration strategy in airlines sector may help to fulfill the gap of lack development of air service as well as shortage of air seats because of the less developed private sectors in Nepal to invest in this sector.

5. All stakeholders have a role to play. It is particularly important to engage business, and to ensure that initiatives are commercially realistic and integrated into mainstream operation. LDT should coordinate all tourism business sectors locally.

6. Working together should be an agreed strategy in the creation of a vision and strategies for the development of community-based tourism products for sustainability.

7. LDT should collaborate with heritage specialists and national and international institutions to develop the site considering physical, social, cultural, and ecological aspects and promote private-public partnership.

8. Enabling the Private Sector to promote foreign and regional investment, in airlines and encouraging entrepreneurs in facilitating regional airlines operation with safety and standards precautions.

9. Private business should favor employing locals, and for propose government should make legal framework of protection for local community.

### **G. Information and Site Management**

1. LDT should provide various visitors' friendly information's including brochures; Videos, maps and guidebook should be provided in their own languages. According to tourist flow statistics of Lumbini at least printing materials should provide in Sri Lankan, Thai and Korean languages in the first phase and needs to add more gradually according to market segment.

2. To discourage unhealthy practice and competition code of conduct should be prepare and mandatory implement. A monitor system in needed to enforce reward and punishment system on service delivered. Government should develop a legal framework.

3. A community visitor information center may provide cultures and products of local people, this will support to sale handicrafts, supply goods and services to visitors directly. So, community should implement it with the help of LDT.

4. Some informative signage would be helpful if the community could provide and install more trashcans, which are landscaped to surrounding along the attraction and roadsides. LDT and local business sector needs to fix it to make easy for visitors.

5. Internet communications provides a low-cost and efficient mechanism for both promotion and development of heritage site; it needs complemented with other communication strategies. Government should help for information development.

6. Archaeological survey, exploration, protection, and excavation of the areas of national importance should be carried out for preservation of cultural uniqueness and religions. Department of Archeology and LDT should jointly initiate.



### **H. Enhancing Product Quality**

1. National and regional industry standards and certification programs should be launched by government, that could help to maintain quality of tourism product and helps to promote local products such as handicrafts and agro-tourism products.

2. In order to improve quality of life of local people legal provisions should be amended in the favor of locals so that they will get regular economic gains from tourism.

3. Documenting Buddhist pilgrimage, cultural and other heritage preservation in order to give quality experience to visitors. LDT should try to provide quality experiences by proper heritage site management.

4. Solve lack of accommodations by village home stay and public-private partnerships with international private sector. Private sector and community should increase the investment to built standard hotel and restaurants to fulfill gap of accommodation.

5. Public transport service should make regular and reliable with the involvement of local people in this field. Especially, local buses from Bhairahawa to Lumbini should make frequent and more comfortable.

6. In order to maintain peace and cleanliness for visitors as well as to preserve wildlife inside the master plan area, engine vehicle should be prohibited to enter inside. LDT should manage parking system and needs urgently blacktopped the muddy road inside Lumbini.

The research recommendations of “Sustainable Tourism Management at Lumbini Heritage Site: A Proposed Model” are classified as follows with the roles and responsibilities for implementation. It would be possible to manage Lumbini as a Sustainable tourist destination if concerned agencies play their role effectively. Furthermore, the responsibility of each sectors are indicated as follows:

- Indicates main responsibility
- ✓ Indicates support responsibility

**Table 4.2** Responsibility of all concerned sectors in development of Lumbini

<b>Recommendations</b>	Government	Local Government	Lumbini D. Trust	Local community	Private sectors	Tourist/visitors
<b>A. Community Participation</b>						
1. Community Participation for sustainability.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2. Provide opportunity to locals to run business	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
3. Encourage local handicrafts by certification.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
4. Protect Cultures, dresses, rituals, art and foods.		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
5. Provide resources, rights and responsibilities to community people	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
6. Encourage tourist to be environmentally sensitive and motivate to use local products		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7. Reform decision-making systems and make community participatory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
8. Launch poverty alleviation programs in community to reduce poverty	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
9. Develop mechanism to share a certain percent of economic benefits regularly to community.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
<b>B. Educations and Awareness</b>						
1. Educate locals about history culture, heritage and to protect the natural environment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2. Give knowledge and information about world heritage and sustainable tourism to community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
3. Make Community aware in all levels of decisions and to get regular benefits	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
4. Empowering women and disadvantaged group for awareness and more equitable advantages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

- Main responsibility  
 Support responsibility

**Table 4.2** (Continued)

<b>Recommendations</b>	<b>Government</b>	<b>Local Government</b>	<b>Lumbini D. Trust</b>	<b>Local community</b>	<b>Private sectors</b>	<b>Tourist</b>
5. Regular meetings and interaction activities with local people for exchange ideas and feedbacks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
6. Provide environmental awareness programs about local products services for tourists	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7. Code of conduct for improvement in the quality of residence, visitors and business.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>C. Infrastructure Development</b>						
1 Provide various infrastructures in and around Lumbini such as road, electricity, sanitation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2. Improvement of Bhairahawa airport to make air services simple, efficient, safe, and reliable.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
3. An international airport should be constructed around Lumbini area.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
4. Improve the of quality land transportation services from Siddharthnagar to Lumbini.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
5. Local government and private sector should be involved in pollution and garbage management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
6. Provide minimum facilities in Lumbini	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
<b>D. Marketing and Promotion</b>						
1. Marketing and promotion needed to develop to position Lumbini a prime destination globally.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
2. Promotional strategy should follow 'Tourism Diplomacy' principle with help of embassies	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	

- Main responsibility,  
 Support responsibility

**Table 4.2** (Continued)

<b>Recommendations</b>	<b>Government</b>	<b>Local Government</b>	<b>Lumbini D. Trust</b>	<b>Local community</b>	<b>Private sectors</b>	<b>Tourist</b>
3. Position Lumbini as capital of Buddhist religious destination by promoting and branding	<input checked="" type="checkbox"/>	✓	✓	✓	✓	
4. Minimize seasonality problems through promotion of new products and strategies.	<input checked="" type="checkbox"/>	✓	✓	✓	✓	
5. Promotion and development of Nine archaeologically sites related to Buddha's life	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>	✓	✓	
<b>E. Human Resource Development</b>						
1. Various human resource development programs such as: trainings, orientation, skill are needed.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	✓		<input checked="" type="checkbox"/>	
2. Natural, archeological, religious, cultural and historical guide's trainings for locals	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>		✓	
3. Trainings for travel media and sharing experiences and develop local skills.	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>		✓	
4. Use competitive advantage in different languages and trainings	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>		✓	
5. Priority should be given on training to local people and heritage site managers	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>		✓	
<b>F. Collaboration among Stakeholders</b>						
1. Need to establish a good partnership among all stakeholders to reinforce traditions, products	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>	✓	✓	✓
2. Building local capacity by stakeholder participation into planning and management	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>		✓	

3. Coordinated marketing in the regional and sub regional branding of Buddhist market segment.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
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Main responsibility

Support responsibility

Table 4.2 (Continued)

Recommendations	Government	Local Government	Lumbini D. Trust	Local community	Private sectors	Tourist
4. A collaboration strategy in airlines sector to fulfill the gap of air seats and quality service	<input checked="" type="checkbox"/>				✓	
5. All stakeholders have a role to play.	<input checked="" type="checkbox"/>	✓	✓	✓	✓	✓
6. Apply working together strategy with certain vision and strategies for sustainability.	<input checked="" type="checkbox"/>	✓	✓	✓	✓	✓
7. Collaborate with heritage specialists and national and international institutions	✓	✓	<input checked="" type="checkbox"/>		✓	
8. Enabling the Private to promote foreign and regional investment, encouraging entrepreneurs.	<input checked="" type="checkbox"/>	✓	✓		<input checked="" type="checkbox"/>	
9. Private business should favor employing locals, and provide jobs and training opportunities.	<input checked="" type="checkbox"/>	✓	✓		<input checked="" type="checkbox"/>	
<b>G. Information and Site Management</b>						
1. Provide various visitors friendly information's in different languages.	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>	✓	✓	
2. Discourage unhealthy practice and a monitor system needs to give right information service	<input checked="" type="checkbox"/>	✓	✓	✓	✓	
3. Establish a community visitor information center may provide cultures and products	✓	✓	✓	<input checked="" type="checkbox"/>	✓	
4. Some informative signages are needed in surrounding along the attraction and roadsides.	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>	✓	✓	
5. Internet communications should provide a low-cost and efficient mechanism.	<input checked="" type="checkbox"/>		✓		✓	
6. Archaeological survey, exploration, protection, and excavation of the areas should carry out.	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>		✓	

Main responsibility

✓ Support responsibility

**Table 4.2** (Continued)

<b>Recommendations</b>	<b>Government</b>	<b>Local Government</b>	<b>Lumbini D. Trust</b>	<b>Local community</b>	<b>Private sectors</b>	<b>Tourist</b>
<b>H. Enhancing Product Quality</b>						
1. National and regional industry standards and certification programs for quality assurance.	<input checked="" type="checkbox"/>	✓	✓	✓	✓	
2. Legal provisions should be amended in favor of locals In order to improve their quality of life	<input checked="" type="checkbox"/>	✓	✓	✓	✓	
3. Documenting Buddhist pilgrimage, cultural and heritage preservation for quality experience	<input checked="" type="checkbox"/>	✓	<input checked="" type="checkbox"/>		✓	
4. Solve lack of accommodations by village home stay and public-private partnerships programs.	<input checked="" type="checkbox"/>	✓		✓	<input checked="" type="checkbox"/>	
5. Public transport service should make regular and reliable and encourage local involvement.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	✓	✓	<input checked="" type="checkbox"/>	

Main responsibility

✓ Support responsibility

#### **4.4 Recommendations for Future Research**

This research focused on existing management system of Lumbini and community participation level in the tourism in order to propose a model for sustainable tourism management at Lumbini Heritage Site in Nepal. However, the sustainable tourism management and development at this site may not only need only the community participation. There are various components that should be concerned for the sustainability.

Suggestions for future researches are as follows:

1. To study the attitudes and concerns of communities surrounding areas of the heritage site and monitor the impacts of tourism in order to make tourism sustainable.
2. To study Carrying capacity of Lumbini Heritage Site and surrounding community for determine the number of visitors might be allowed to come in the future.

3. Economic sustainability is one of the most important factors for the poor society therefore, a poverty alleviation model for sustainability should be prepare and implement which could be applied in all less developed countries.

4. It would be interesting to administer comparative study among all heritage sites of Nepal in terms of community participation level. Undoubtedly, those studies may provide various insights and understanding for future and reciprocal Sustainable Heritage Management in Nepal.

5. To evaluate the potentiality of Buddhist Circuit Tourism Development in the region with collaboration of neighboring countries especially with China and India in order to develop the collaborative marketing strategy and to gain competitive advantage for the sustainable cultural religious tourism development.