

# A Study on Inbound Tourist Behavior of Nepal Post-Gorkha Earthquake

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**Abstract**—*This study aims to investigate the international tourists' behavior after the massive Gorkha earthquake in Nepal (on April 25, 2015). It attempts to cover the tourists' motivation to visit and experience the post disaster destination by analyzing the overall satisfaction with key aspects of their trip. The post-disaster travel behavior is also linked with defining demographic variables to reveal the significant differences between travelers from different regions. A formally structured questionnaire with convenience sampling was used for the data collection from a sample of non- Indian one hundred and twenty eight tourist respondents, encountering them at different tourist locations throughout Kathmandu. The data were analyzed with both qualitative and quantitative approaches. The findings indicate that, even after the devastating earthquake, majority of the tourists had 'Leisure/ holiday and recreation' as their primary purpose of visit Nepal. For majority of the tourists the planned length of stay in Nepal was found to be two to four weeks, and most of them used lodges/ guest houses, budget hotels, and home stay for their accommodations. The most popular tourist activity was dining/ shopping followed by trekking, cultural events and jungle safari.*

*The top push factors motivating them for visiting Nepal post disaster were 'Fun and recreation' and 'Need for escape and relaxation', and the top pull factors attracting them were 'Historical, cultural, art and religious attractions' and 'Beautiful natural scenery and landscapes'. It was found that most of the tourists were satisfied with their experience and were highly likely to re-visit and recommend Nepal to others. Further, either of their primary motivations was found to be significantly positively associated with their push and pull motives.*

*Finally, it is recommended that Nepal must continue focusing on traditional leisure products even after the adversity meanwhile developing products related to dark attributes. Tourism businesses must focus on value rather than price cuts, come up with joint marketing plans, promote dark and volunteer tourism, promote adventure sports and further endorse its traditional heritages along with the development of infrastructures.*

**Keywords:** *tourist behavior, earthquake, push-pull motives, primary survey, descriptive and inferential Statistics*

## Introduction

*Nepal has always been known for its rich cultural heritage and the panoramic natural beauty attracting huge number of travelers from around the globe. Nepal holds a number of precious monuments and ancient heritages recognized by UNESCO as world heritage sites. Its topography is divided into mountain, hills and Terai plains, all having their own unique blend of glory.*