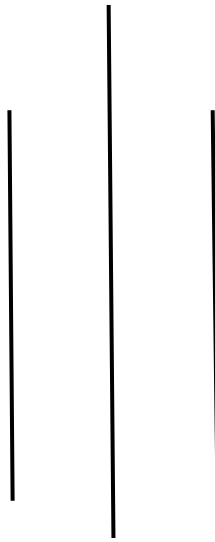


**A PROJECT REPORT ON
UNVEILING THE ROLE OF TREKKING TOURISM IN
SUPPORTING LOCAL HOSPITALITY BUSINESSES IN
POKHARA**



By

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Of the Requirements for the Degree of

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July 2026

DECLARATION

I hereby declare that this project work report entitled “**Unveiling the Role of Trekking Tourism in Supporting Local Hospitality Businesses in Pokhara**”

Submit for the BHM is my original work and the Project Work Report has now formed basis for the award of any degree, diploma, or other similar titles.

Prasanna Pahari

July, 2026

CERTIFICATE

This is to certify that the project work titled “**Unveiling the Role of Trekking Tourism in Supporting Local Hospitality Businesses in Pokhara**” submitted by Prasanna Pahari E. Roll No (23150244) for the partial fulfilment of the requirement of the BHM embodies the Bonafide work done by him under my supervision.

.....

Suresh Raj Adhikari

Supervisor, PW

July, 2026

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Prasanna Pahari

BHM 6TH SEMESTER

NTHMC

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Tourism is one of the fastest-growing industries in the world and plays a vital role in promoting economic development, employment generation, cultural exchange, and regional development. The tourism industry contributes significantly to the economies of many countries by generating foreign exchange earnings, creating business opportunities, and improving the livelihoods of local communities. In developing countries such as Nepal, tourism has become an important pillar of economic growth due to the country's rich natural landscapes, cultural diversity, religious heritage, and adventure tourism resources. Among different forms of tourism, trekking tourism has emerged as one of the most valuable tourism products because it attracts international visitors seeking adventure, nature, and authentic cultural experiences. Nepal has gained international recognition as one of the world's leading trekking destinations due to the presence of the Himalayas, including Mount Everest and the Annapurna mountain range, which attract thousands of trekkers every year. Tourism activities associated with trekking create direct and indirect employment opportunities and support a wide range of hospitality businesses across trekking destinations (Kunwar, 2017; Nepal, 2016). Trekking tourism refers to travel that involves walking through natural landscapes, mountain trails, rural villages, and protected areas while experiencing local culture, traditions, and natural beauty. Unlike short sightseeing visits, trekking tourists usually stay for longer periods and require accommodation, food, transportation, trekking guides, porters, equipment rentals, travel agencies, restaurants, and other hospitality services throughout their journey. Consequently, trekking tourism generates continuous demand for local hospitality businesses before, during, and after trekking activities. This close relationship between trekking tourism and hospitality has become an essential driver of local economic development in many mountain regions of Nepal.

Pokhara is widely recognized as the tourism capital of Nepal and serves as the main gateway to the famous Annapurna Conservation Area, which includes internationally popular trekking routes such as Annapurna Base Camp, Ghorepani-Poon Hill, Mardi Himal, and Annapurna Circuit. Every year thousands of domestic and international tourists visit Pokhara not only to enjoy its scenic beauty but also to

begin or end their trekking journeys. Because of its strategic location, Pokhara has experienced rapid growth in hotels, guest houses, restaurants, cafés, trekking agencies, transportation services, souvenir shops, and other tourism-related enterprises. The increasing flow of trekkers has significantly contributed to the expansion of local hospitality businesses and has created employment opportunities for guides, hotel staff, cooks, drivers, entrepreneurs, and local residents. Research has shown that trekking remains one of the primary reasons why tourists visit Pokhara, making it a major contributor to the city's tourism economy. The hospitality industry includes businesses that provide accommodation, food and beverage services, transportation, recreation, travel services, and customer care to tourists. In tourism destinations, hospitality businesses are highly dependent on visitor arrivals because their income is directly influenced by tourist demand. Trekking tourists generally spend several days in Pokhara before starting their trekking journey to arrange permits, purchase or rent trekking equipment, hire guides and porters, book accommodation, and explore nearby attractions. Similarly, many trekkers return to Pokhara after completing their trek and continue spending on hotels, restaurants, shopping, wellness services, and entertainment. This spending creates a multiplier effect that benefits numerous local businesses and supports income generation within the community. As a result, trekking tourism not only benefits trekking agencies but also strengthens the overall hospitality sector in Pokhara.

The growth of trekking tourism has also encouraged entrepreneurship among local people. Many residents have established hotels, lodges, restaurants, cafés, travel agencies, equipment rental shops, and transportation services to meet the increasing needs of trekkers. These businesses create employment opportunities for local youth and reduce dependence on traditional agricultural occupations. In addition, hospitality businesses purchase food products, handicrafts, construction materials, and other supplies from local producers, creating economic linkages between tourism and other sectors of the local economy. Therefore, trekking tourism contributes not only to tourism development but also to broader community development through increased income, employment, and business expansion. Besides its economic contribution, trekking tourism promotes cultural preservation and community participation. Trekkers are often interested in experiencing authentic local traditions, festivals, cuisine, architecture, and lifestyles during their journey. Hospitality businesses play an important role in introducing visitors to local culture through traditional food,

cultural performances, local handicrafts, and personalized services. Such interactions strengthen cultural exchange while encouraging communities to preserve their cultural heritage as a tourism asset. Sustainable trekking tourism therefore supports both economic development and cultural conservation when managed responsibly.

The hospitality sector in Pokhara has continuously expanded alongside the growth of trekking tourism. Hotels ranging from budget guest houses to luxury resorts have increased in number to accommodate diverse categories of visitors. Likewise, restaurants offering local and international cuisine, cafés, adventure tourism companies, wellness centers, transportation providers, and travel agencies have become essential components of Pokhara's tourism economy. The success of these businesses depends largely on tourist arrivals, visitor satisfaction, and the overall performance of Nepal's trekking industry. Studies have indicated that tourists staying longer in Pokhara contribute significantly to local tourism revenue through increased expenditure on accommodation, food, recreation, and shopping. However, despite the positive contributions of trekking tourism, local hospitality businesses also face several challenges. Seasonal fluctuations in tourist arrivals, natural disasters, political instability, inadequate infrastructure, environmental degradation, and global crises such as the COVID-19 pandemic have significantly affected tourism-dependent businesses. Many hotels, trekking agencies, restaurants, and adventure tourism enterprises experienced severe financial losses during the pandemic because international tourist arrivals declined dramatically. Small and medium-sized tourism enterprises in Pokhara struggled to retain employees and maintain business operations during this period, highlighting the vulnerability of hospitality businesses that rely heavily on trekking tourism. Furthermore, increasing competition among hospitality businesses requires continuous improvement in service quality, innovation, customer satisfaction, and sustainable tourism practices. Modern tourists expect safe accommodation, quality food, digital booking facilities, environmentally responsible operations, and authentic local experiences. Therefore, hospitality businesses in Pokhara must continuously adapt to changing tourist preferences while maintaining high standards of service. At the same time, government support, destination management, infrastructure development, environmental conservation, and community participation remain essential for sustaining trekking tourism and ensuring long-term benefits for local hospitality businesses. Although previous studies have examined tourism development, tourist behavior, hospitality management, and

economic impacts of tourism in Nepal, relatively few studies have specifically explored how trekking tourism supports different categories of local hospitality businesses in Pokhara. Most existing research has focused either on tourist arrivals, destination attractiveness, or general tourism development, leaving limited evidence regarding the direct relationship between trekking tourism and the growth of hotels, restaurants, trekking agencies, cafés, transportation providers, and other hospitality enterprises. Understanding this relationship is important for policymakers, tourism entrepreneurs, local government, and hospitality managers because it can help formulate effective strategies for sustainable tourism development and local economic growth. Pokhara has experienced remarkable tourism growth over the past few decades. Its beautiful lakes, panoramic Himalayan views, pleasant climate, and adventure tourism opportunities have made it one of the country's most visited destinations. More importantly, Pokhara serves as the starting point for several internationally famous trekking routes, including the Annapurna Base Camp Trek, Mardi Himal Trek, Ghorepani–Poon Hill Trek, and the Annapurna Circuit. As a result, thousands of trekkers visit the city every year to prepare for their trekking journey. This continuous flow of visitors has encouraged significant investment in tourism infrastructure and hospitality services.

The rapid expansion of the hospitality sector in Pokhara reflects the growing importance of trekking tourism. Hotels ranging from budget guest houses to luxury resorts have been established to accommodate tourists with different preferences and spending capacities. Similarly, restaurants, cafés, travel agencies, equipment rental shops, transportation services, wellness centers, and souvenir stores have expanded to meet the needs of trekking visitors. The growth of these businesses has created employment opportunities for hotel managers, receptionists, chefs, guides, porters, drivers, housekeeping staff, and many other workers. Consequently, the hospitality industry has become one of the major sources of employment and income generation in Pokhara (Sharma & Bhandari, 2020). The relationship between trekking tourism and hospitality businesses is highly interconnected. Trekking tourists rely on hospitality services throughout their travel experience. Before starting their trek, they often stay in hotels, purchase trekking equipment, arrange permits, and hire guides or porters. After completing their trek, many tourists spend additional days in Pokhara to rest, enjoy local attractions, dine in restaurants, and shop for souvenirs. This pattern of tourist spending supports the sustainability of hospitality businesses and contributes

significantly to the local economy. Therefore, this study, "Unveiling the Role of Trekking Tourism in Supporting Local Hospitality Businesses in Pokhara," aims to examine how trekking tourism contributes to the growth, sustainability, and economic performance of hospitality businesses in Pokhara. The findings are expected to provide valuable insights for tourism stakeholders, local entrepreneurs, government agencies, and researchers in developing policies that strengthen trekking tourism while maximizing its benefits for the local hospitality industry and the wider community.

1.2 Statement of the Problem

Trekking is a way of life in Nepal and it is really important for the tourism business in the country. Pokhara is a spot for trekkers because it is the starting point for the Annapurna region. Every year thousands of people from Nepal and other countries go to Pokhara to trek. Because many people are going trekking, new hotels and restaurants are being built and people are starting trekking companies and transportation services. This is creating jobs and income for people. Even though the tourism business is growing, many hotels and restaurants in Pokhara are still having a time. Sometimes there are a lot of tourists. Sometimes there are not many. This makes it hard for businesses to know what to do. Tourists are also changing what they want to do. Things like the COVID-19 pandemic are affecting businesses. This is making it hard for people who own businesses that rely on trekkers. Most research about tourism is about how it helps the economy or if tourists are happy. Not many people have studied how trekking specifically affects local businesses in Pokhara. We do not really know how trekking helps hotels and restaurants grow make money create jobs and stay in business. So, this study is going to look at how trekking helps businesses in Pokhara. We want to know how trekking tourism affects these businesses. This information will help people who own tourism businesses and people who make decisions about tourism understand how important trekking is. It will also help them make plans to make the tourism business stronger and better, for everyone

1.3 Research Question

1. How does trekking tourism contribute to the growth of local hospitality businesses in Pokhara?
2. What is the impact of trekking tourism on the income and employment of hospitality businesses in Pokhara?

3. What are the major challenges faced by local hospitality businesses in serving trekking tourists?

1.4 Objective of the Study

1. To examine the role of trekking tourism in supporting local hospitality businesses in Pokhara.
2. To assess the contribution of trekking tourism to the growth of local hospitality businesses in Pokhara.
3. To examine the impact of trekking tourism on the income and employment of hospitality businesses in Pokhara.

1.5 Significances of the Study

This study is important because it helps us understand how trekking tourism affects the growth and sustainability of hospitality businesses in Pokhara. Pokhara is a trekking destination in Nepal so many hotels and restaurants and trekking agencies and cafés rely on trekkers coming to the area. By looking at how trekking tourism and the hospitality sector are connected this study will show how important trekking tourism is for local businesses and the community in Pokhara. The results of this study will be helpful to people who own hospitality businesses and to entrepreneurs because it will help them understand what trekking tourists need and want. This information can help them make their services better make their customers happier and come up with good business plans to attract visitors to Pokhara. This study will also be useful to government agencies and tourism organizations and policymakers because it will give them information they can use to make policies and programs to help trekking tourism grow in a way. The results of the study may help them improve the infrastructure for tourism promote businesses and create jobs in Pokhara. The research will also be valuable to students and researchers who're interested in tourism and hospitality. It will be a reference for other studies about trekking tourism and how it affects the local economy and the hospitality industry in Nepal. Since not many studies have looked at how trekking tourism affects hospitality businesses in Pokhara this research will add to what we know and help fill in the gaps.

Overall, this study is expected to help us understand the relationship between trekking tourism and local hospitality businesses in Pokhara better. It will give us

practical ideas for promoting sustainable tourism and helping the hospitality sector, in Pokhara grow in the long term

1.6 Literature Review

This review looks at what other people have studied about trekking tourism and how it helps hospitality businesses in Pokhara, Nepal. The review is broken down into three parts: how trekking tourism started in Nepal how trekking tourism helps hospitality businesses and the problems and sustainability of trekking tourism. By looking at what people have studied we can see what we know now what we do not know and it gives us a starting point for our own study about trekking tourism and its impact on hospitality businesses, in Pokhara, Nepal.

1.6.1 Development of Trekking Tourism in Nepal

Nepal is internationally recognized as one of the world's leading trekking destinations because of its Himalayan Mountain ranges, unique biodiversity, and rich cultural heritage. Trekking tourism began to grow rapidly after the 1960s when Nepal became more accessible to international visitors. Since then, trekking has become one of the country's major tourism products, attracting thousands of adventure tourists every year. According to Kunwar (2017), trekking tourism contributes significantly to Nepal's tourism industry by generating employment, increasing foreign exchange earnings, and promoting rural development. Similarly, Nepal (2016) explains that trekking tourism not only attracts visitors but also encourages infrastructure development and community participation in mountain regions. Pokhara has become the primary gateway to the Annapurna Conservation Area, which is one of Nepal's most visited trekking regions. Its strategic location has encouraged the growth of tourism-related businesses and made the city one of Nepal's leading tourism destinations (MoCTCA,2023).

1.6.2 Contribution of Trekking Tourism to Hospitality Businesses

The hospitality industry is closely linked with trekking tourism because trekkers require accommodation, food, transportation, guide services, and other tourism facilities throughout their journey. As the number of trekkers increases, local hospitality businesses experience higher demand for their products and services. Hotels, guest houses, restaurants, cafés, trekking agencies, and transportation

providers all benefit from tourist spending before and after trekking activities. Sharma and Bhandari (2020) reported that tourism has encouraged entrepreneurship in Pokhara by creating opportunities for local residents to establish hotels, travel agencies, restaurants, and adventure tourism businesses. Likewise, the Ministry of Culture, Tourism (2023) states that tourism remains one of Nepal's largest service industries and plays an important role in supporting local businesses and employment. These studies suggest that trekking tourism has become an important source of income for many hospitality enterprises operating in Pokhara.

1.6.3 Challenges and Sustainable Development of Trekking Tourism

Despite its economic benefits, trekking tourism also faces several challenges. Seasonal tourist arrivals, environmental degradation, inadequate infrastructure, and unexpected events such as the COVID-19 pandemic have negatively affected tourism businesses. Many hotels and trekking agencies experienced financial losses due to the sharp decline in international visitors during the pandemic (UNWTO, 2023). Researchers have also emphasized the importance of sustainable tourism practices. Nepal (2016) argues that balancing tourism growth with environmental conservation and community participation is essential for maintaining the long-term success of trekking destinations. Hospitality businesses should adopt environmentally friendly practices, improve service quality, and work together with local communities to ensure that tourism benefits both visitors and residents. Sustainable tourism not only protects natural resources but also strengthens the competitiveness of hospitality businesses in the long run.

1.6.4 Research Gap

Trekking tourism is really important for Nepal's economy. It helps with tourism development. Some people have looked at how happy tourists how nice the places they visit are. They have also looked at the hospitality industry. Not many people have looked at how trekking tourism helps the local hospitality businesses in Pokhara. So this study is going to look at how trekking tourism affects the hospitality businesses in Pokhara. We want to see how trekking tourism helps these businesses grow and make money and create jobs and be sustainable. Trekking tourism and local hospitality businesses in Pokhara are what we are focusing on.

1.6.5 Summery

The things I read about trekking tourism in Pokhara tell me that it is really good for the hospitality industry. Trekking tourism helps hotels and restaurants in Pokhara by bringing in tourists and creating jobs for people. It also helps trekking agencies and transportation services. Trekking tourism is good for the people in Pokhara because it helps them earn money and start their own businesses. There are some problems with trekking tourism in Pokhara too. Sometimes tourists only come at times of the year, and this can be a challenge. There are also a lot of places that offer trekking tours so Pokhara must compete with them. Then there are unexpected things that can happen like the COVID-19 pandemic, which can affect trekking tourism in Pokhara. Many people have studied tourism in Nepal. Not many have looked at how trekking tourism helps the hospitality businesses in Pokhara. So I want to learn more about how trekking tourism and the hospitality sector, in Pokhara connected.

1.7 Research Methods

This study qualitative research methods to explore the study on trekking tourism in Pokhara. The methodology is designed to capture rich, nuanced perspectives from stakeholders through the following approach:

1.7.1 Research Design

This study used a research design to look at the role of trekking tourism in supporting local hospitality businesses in Pokhara. This design was chosen because it helps describe the situation and provides a clear understanding of how trekking tourism helps hospitality businesses grow and become sustainable. The design also allowed the researcher to gather information about the experiences and opinions of hospitality business owners regarding the impact of trekking tourism on their businesses. Trekking tourism is a part of the study and it is important to understand its role in supporting local hospitality businesses in Pokhara.

1.7.2 Research Approach

The study followed a qualitative research approach because it focuses on understanding people's experiences and opinions. This approach allowed the researcher to explore the relationship between trekking tourism and hospitality businesses in depth. The qualitative approach was good for collecting information

from respondents and understanding the opportunities and challenges faced by hospitality businesses in Pokhara. Trekking tourism and hospitality businesses are closely related. The study aimed to understand this relationship.

1.7.3 Study Area

The research was done in Pokhara Metropolitan City Kaski District, Gandaki Province, Nepal. Pokhara was chosen because it is the gateway to the Annapurna trekking region, one of Nepal's popular trekking destinations. Many trekkers visit Pokhara every year, which creates a demand for hotels, restaurants and other hospitality businesses. This makes Pokhara a good place to study the contribution of trekking tourism to the hospitality sector. Trekking tourism is a part of Pokhara's economy, and it supports many local hospitality businesses.

1.7.4 Population of the Study

The people involved in this study were hospitality businesses in Pokhara, including hotels, restaurants and trekking agencies. The target population was business owners, managers and individuals directly involved in tourism and hospitality. They have knowledge and experience about the impact of trekking tourism on their businesses. Trekking tourism has an impact on these businesses and the study aimed to understand this impact.

1.7.5 Sample Size and Sampling Technique

The study selected 10 respondents from hospitality businesses in Pokhara. The respondents included hotel owners, restaurant managers and trekking agency operators. A purposive sampling technique was used to select the respondents. This technique allowed the researcher to choose participants who had knowledge and experience related to trekking tourism and hospitality. Their opinions and experiences provided information for the study. The sample size was small. It was enough to get a good understanding of the role of trekking tourism in supporting local hospitality businesses in Pokhara.

1.7.6 Sources of Data

The study used both primary and secondary sources of data.

Primary Data: Primary data was collected from respondents through face-to-face interviews. They shared their experiences and opinions about the contribution of trekking tourism to their businesses.

Secondary Data: Secondary data was collected from books, journal articles and government reports. The data was obtained from Google Scholar and other academic sources. The secondary data provided a background for the study and helped to understand the research problem.

1.7.7 Data Collection Methods

The researcher used -structured interviews and field observation to collect data. Semi-structured interviews allowed respondents to express their views openly while ensuring that all research objectives were covered. Field observation was done to understand the business environment and tourism activities in Pokhara. The combination of these methods helped the researcher get reliable information.

1.7.8 Data Analysis and Presentation

The collected data was analyzed using qualitative analysis. The information was organized according to the research objectives. Presented in a descriptive form. The findings were. Interpreted to explain the contribution of trekking tourism, to local hospitality businesses

1.7.9 Ethical Considerations

The researcher followed principles throughout the study. The people who were part of the study were informed about the purpose of the research and their consent was obtained before the interviews. Their participation was voluntary. They were free to withdraw from the study at any time. The researcher respected their confidentiality and privacy. The information collected was used only for academic purposes. The findings were presented honestly and accurately without misrepresenting the views of the participants

CHAPTER II

FINDINGS

This chapter presents the findings of the study based on interviews conducted with hospitality business owners and field observations in Pokhara. The information collected was analyzed according to the objectives of the study to understand how trekking tourism supports local hospitality businesses. The findings are presented under different themes, including the contribution of trekking tourism to business growth, employment and local economic development, and the challenges faced by hospitality businesses. In addition to respondents' opinions, the researcher's observations during the field visit are also included to provide a better understanding of the study area.

2.1 Contribution of Trekking Tourism to Local Hospitality Businesses

The findings revealed that trekking tourism is one of the major sources of income for hospitality businesses in Pokhara. Most respondents explained that a large number of domestic and international trekkers stay in Pokhara before and after visiting trekking destinations such as Annapurna Base Camp, Mardi Himal, and Ghorepani-Poon Hill. During their stay, they use hotels, restaurants, cafés, transportation services, trekking agencies, and equipment rental shops. As a result, trekking tourism directly contributes to business growth and increases the income of hospitality entrepreneurs. Many respondents explained that the trekking seasons, especially spring and autumn, are the busiest periods of the year. During these months, hotels experience high occupancy rates, restaurants serve more customers, and trekking agencies receive more bookings. Some respondents mentioned that their annual income depends largely on these trekking seasons.

According to Mr. Ramesh Gurung (Hotel Owner), "The trekking season is the most important period for our hotel. Most of our rooms are occupied by trekkers before and after their trekking journey. Without trekking tourists, our business would be much smaller." Similarly, Ms. Sita Thapa, a Manager, at Trekking Agency shared, "Most international trekkers spend at least one or two nights in Pokhara before going to the Annapurna region. They book guides, porters, transportation, and accommodation through our agency, which benefits many businesses in the city." Another respondent, Mr. Bikash Sharma, a Restaurant Owner, explained, "Our restaurant becomes much busier during the trekking season. Foreign trekkers often

prefer local food as well as international dishes. Their visits significantly increase our daily sales." During the field visit, my observation revealed that the Lakeside area of Pokhara was crowded with domestic and international tourists. Numerous hotels, cafés, restaurants, trekking agencies, and outdoor equipment shops were operating in close proximity. Many tourists were seen purchasing trekking equipment, booking trekking packages, and interacting with guides before beginning their journeys. These observations supported the responses provided by the participants and confirmed the strong relationship between trekking tourism and hospitality businesses.

2.2 Employment Generation and Economic Contribution

The study found that trekking tourism has created significant employment opportunities for local people. Hospitality businesses require additional staff during the trekking season to meet the increased demand for services. Respondents reported that hotels recruit receptionists, housekeeping staff, cooks, and waiters, while trekking agencies employ guides, porters, office assistants, and drivers. Several respondents stated that tourism has encouraged local entrepreneurship. Many local residents have invested in hotels, guest houses, cafés, souvenir shops, and travel agencies because of the increasing number of trekking tourists.

According to Ms. Anjana Karki, a Guest House Owner, said "Tourism has changed our family's economic condition. We started with a small guest house, and today we have expanded our business because of the increasing number of trekkers." Similarly, Mr. Deepak Adhikari, a Trekking Guide stated, "Many young people in Pokhara have found employment as trekking guides and porters. Trekking tourism has reduced unemployment and provided opportunities to earn a stable income." Another respondent, Mr. Suresh Lama, a Travel Agency Owner, said, "When tourism grows, every business benefits. Hotels become busy, restaurants receive more customers, transport operators earn more income, and local shops also make better sales."

On the basis of my observation felt that many businesses employed both permanent and seasonal workers. Hotels and restaurants were serving tourists throughout the day, while trekking agencies were busy arranging trekking permits, transportation, and guide services. Equipment rental shops also received a steady flow of customers. These observations indicate that trekking tourism generates both direct and indirect employment opportunities in Pokhara.

2.3 Challenges Faced by Hospitality Businesses

Although respondents acknowledged the positive impact of trekking tourism, they also discussed several challenges affecting their businesses. The most common challenge was the seasonal nature of tourism. Business owners explained that the number of tourists decreases significantly during the monsoon and winter seasons, reducing their income. Respondents also highlighted increasing competition among hotels, restaurants, and trekking agencies. Rising operational costs, including food prices, electricity, staff salaries, and rent, have made it difficult for small businesses to remain competitive. According to Mr. Prakash Poudel, a Hotel Manager, explained, "Our business depends heavily on the trekking season. During the off-season, maintaining the hotel and paying staff salaries becomes very difficult." Similarly, Ms. Nirmala Gurung, a Café Owner stated, "After the COVID-19 pandemic, our business suffered greatly. Although tourism has recovered, we still face strong competition and higher operating costs." Another respondent, Mr. Hari Bhandari, a Tour Operator, explained, "Better roads, improved waste management, and stronger international promotion would encourage more trekkers to visit Pokhara."

My observation found that while the tourism infrastructure in Pokhara has improved significantly, certain challenges remain. Traffic congestion, limited parking areas, waste disposal issues, and uneven tourist flows during the off-season were noticeable in some parts of the city. These observations support the concerns expressed by the respondents and suggest the need for better tourism planning and infrastructure development.

2.4 Summary of Findings

The findings of this study demonstrate that trekking tourism plays a significant role in supporting local hospitality businesses in Pokhara. Interviews with hospitality business owners and field observations revealed that trekking tourists contribute directly to the growth of hotels, guest houses, restaurants, cafés, trekking agencies, transportation services, and equipment rental shops. Their spending on accommodation, food, transportation, guiding services, and other tourism-related activities provides an important source of income for local businesses and stimulates the local economy. The study also found that trekking tourism creates employment opportunities and encourages entrepreneurship. Many local residents have established tourism-related businesses or found employment in hotels, restaurants, travel

agencies, and trekking companies. These opportunities have contributed to improving household income and supporting the economic development of Pokhara.

However, the findings also show that hospitality businesses face several challenges, including seasonal fluctuations in tourist arrivals, increasing competition, rising operational costs, and the effects of unexpected events such as the COVID-19 pandemic. Field observations further highlighted issues related to traffic management, waste disposal, and tourism infrastructure. Overall, the study concludes that trekking tourism remains one of the key drivers of hospitality business development in Pokhara, but greater collaboration among business owners, local communities, and government authorities is needed to ensure the long-term sustainability and continued growth of the tourism and hospitality sectors.

CHAPTER III

CONCLUSION AND RECOMMENDATIONS

3.1 Conclusion

This study examined the role of trekking tourism in supporting local hospitality businesses in Pokhara. Based on the findings obtained through interviews with hospitality business owners and field observations, it can be concluded that trekking tourism is one of the major contributors to the growth and development of the hospitality industry in the city. Pokhara has established itself as Nepal's leading tourism destination and the main gateway to the Annapurna trekking region. As a result, thousands of domestic and international trekkers visit the city every year, creating continuous demand for accommodation, food services, transportation, trekking agencies, equipment rental shops, and other tourism-related businesses. This steady flow of visitors has helped many local businesses grow while creating employment and income opportunities for local communities.

The findings show that trekking tourists play a significant role in increasing the business activities of hotels, restaurants, cafés, guest houses, travel agencies, and transportation providers. Most respondents stated that a large portion of their customers are trekkers who usually stay in Pokhara before beginning their trekking journey and again after returning from the mountains. During this period, they spend money on accommodation, meals, transportation, shopping, guide services, and recreational activities. This spending directly supports hospitality businesses and also benefits many other sectors of the local economy. Therefore, trekking tourism not only contributes to tourism development but also strengthens the economic condition of local entrepreneurs and service providers. Another important finding of the study is the contribution of trekking tourism to employment generation. The expansion of hotels, restaurants, trekking agencies, and other tourism-related businesses has created various job opportunities for local people. Many residents work as hotel staff, trekking guides, porters, drivers, cooks, receptionists, and travel consultants. In addition, tourism has encouraged many individuals to establish their own businesses, including guest houses, cafés, equipment rental shops, and souvenir stores. These business activities have improved household income and contributed to the overall economic development of Pokhara. The study therefore indicates that trekking

tourism serves as an important source of livelihood for many families who depend directly or indirectly on the hospitality sector. Despite these positive contributions, the study also found that hospitality businesses continue to face several challenges. Most respondents explained that tourism business is highly seasonal, with greater numbers of visitors during the spring and autumn trekking seasons and comparatively fewer tourists during the off-season. This seasonal pattern affects business income and makes it difficult for many businesses to maintain stable financial performance throughout the year. Respondents also highlighted challenges such as increasing competition among hospitality businesses, rising operational costs, inadequate tourism infrastructure, and environmental concerns. Furthermore, the COVID-19 pandemic demonstrated how vulnerable tourism-dependent businesses are to unexpected global crises. Many businesses experienced a sharp decline in customers, financial losses, and temporary closures during that period. Although the tourism industry has gradually recovered, respondents believe that continued efforts are needed to strengthen the resilience of hospitality businesses.

3.2 Recommendations

The study found some ideas that can help make trekking tourism better for local hotels and restaurants in Pokhara. These ideas are for the people who make decisions about tourism in the area. The main goal is to help local hospitality businesses in Pokhara get benefits from trekking tourism. Trekking tourism can bring a lot of money to Pokhara. Help the local hospitality businesses. The study has some recommendations for trekking tourism that can help the local hospitality businesses in Pokhara. Some of the suggestions from the study are about how to make trekking tourism work better for the hospitality businesses in Pokhara. The people in charge of tourism development should listen to these suggestions. Try to make trekking tourism better for the local hospitality businesses in Pokhara. Trekking tourism is very important for the hospitality businesses, in Pokhara.

3.2.1 Recommendations for Hospitality Business Owners

Hospitality business owners need to make their services better all the time so that they can meet the expectations of trekking tourists. They have to keep their accommodation clean and comfortable. They have to give tourists food and drinks. They have to be friendly to their customers. They have to make sure that tourists are

safe when they visit. Hospitality business owners should use the internet to tell people about their businesses. They should have a system that lets tourists book online. They should be on media so they can get more tourists to come to their businesses. This way they can get domestic and international trekkers.

Hospitality business owners should also try to give tourists a taste of the life in Pokhara. They should give tourists experiences that're real and that will make them want to stay longer in Pokhara and come back to Pokhara again. Tourism business owners should make sure that trekking tourists have a time in Pokhara. Hospitality business owners in Pokhara should do these things to get more trekking tourists to come to their businesses, in Pokhara.

3.2.2 Recommendations for Government and Tourism Authorities

The government and the people in charge of tourism should put money into making the roads and transportation services better. They should also make the trekking trails nicer. The information centers more helpful. We need public facilities too. The people in charge of tourism should try harder to make Pokhara a popular place for people to go trekking. They can do this by having marketing campaigns and fun tourism events. The government should also have training programs for the people who work in hotels and for the trekking guides. This will help them be better at their jobs. Give good service to tourists. If the government helps the businesses, in the hospitality sector with money and good policies it will be good for the tourism sector to grow in a sustainable way. The government should do this to help the tourism sector the tourism sector will be strong if the government helps the hospitality businesses. The tourism sector and the people who work in the tourism sector will be happy if the government supports the tourism sector

3.2.3 Recommendations for Local Communities

Local communities should actively participate in tourism development by preserving their natural environment, cultural heritage, and traditional lifestyles. Community members can contribute by maintaining cleanliness in tourist areas, supporting responsible tourism practices, and providing quality local products and services. Strong cooperation between local communities and tourism businesses will help create a positive experience for visitors while ensuring that tourism benefits are shared among residents.

3.2.4 Recommendations for Future Researchers

Future researchers are encouraged to do studies with a larger number of participants and include hospitality businesses from different places where trekking happens across Nepal. Comparing what happens in Pokhara with major places where people go trekking may give a better idea of how trekking tourism and the growth of hospitality are connected. Researchers could also look at how trekking tourism affects parts like hotels, restaurants, places where tourists stay with local families or tourism that is run by communities to get more detailed results. The results also show that offering hospitality services is important to make tourists have a better time. Business owners said that giving places to stay good food, friendly service and help with travel makes visitors feel good. This makes them want to come and tell others about their experience. They also said it is important to use tourism in a way that's good for the environment. This includes taking care of nature dealing with waste properly and acting responsibly to keep the beauty of Pokhara and keep it known as one of the top places for trekking in Nepal.

Overall this study shows that trekking tourism and the hospitality industry are very connected. As more people go trekking it creates chances for local businesses. It also helps with jobs people starting their businesses and the economy growing.. These good results depend on planning for tourism improving the places where people stay protecting the environment and working together between government groups, tourism groups, local people and companies. In the end trekking tourism is still one of the important parts of the tourism business in Pokhara. It brings in visitors. Also helps many businesses that are important for the citys tourism. Even though there are some problems that still affect the area the results show that trekking tourism has helped local businesses grow. So making rules for tourism improving how services are given, encouraging ways to travel that are good for the environment and getting more people who are in the tourism world to work together will be very important for making sure that both trekking tourism and the hospitality industry in Pokhara keep growing and stay around for a long time. The results, from this study may also help researchers, people who own tourism businesses and those who make rules for tourism to make sure trekking tourism helps the local economy grow.

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Appendices

Interview Questionnaire

Section A: Interview Questions

A. Trekking Tourism

1. How important is trekking tourism to your business?
2. Which trekking season (Spring, Autumn, Summer, or Winter) is most beneficial for your business? Why?
3. Approximately what percentage of your customers are trekking tourists?

B. Contribution to Hospitality Businesses

4. In what ways has trekking tourism contributed to the growth of your business?
5. What hospitality services are most commonly used by trekking tourists?
6. Have you noticed any changes in your business due to the increase in trekking tourists over the past few years? Please explain.

C. Employment and Local Economy

7. Has trekking tourism created employment opportunities in your business? If yes, how?
8. How has trekking tourism benefited the local economy of Pokhara?
9. Do you think trekking tourism has encouraged local people to start hospitality-related businesses? Why?

D. Challenges

10. What are the major challenges your business faces while serving trekking tourists?
11. How does the seasonal nature of trekking tourism affect your business?
12. How did the COVID-19 pandemic affect your business, and how has your business recovered?

E. Future Development

13. What improvements are needed to make Pokhara a better destination for trekking tourists?

14. What support do you expect from the government or tourism organizations?

15. What suggestions would you like to give to improve the relationship between trekking tourism and hospitality businesses in Pokhara?

Closing Statement

Thank you very much for your valuable time and for sharing your experiences. Your responses will make an important contribution to this academic research and will be treated with confidentiality.