

DISASTER RECOVERY IN TOURISM



STUDY ON DISASTER CAUSED BY EARTHQUAKE IN NEPAL



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Abstract

Tourism is a large and unique industry that possesses various opportunities to the society, local people and nation. It is gradually expanding worldwide with every single year passing by and often believed that in next century tourism will be the single largest industry. Moreover, due to its vulnerability in nature which is facing major problem due to crisis and disaster, which this industry has to encounter with from times to time? Most country and its destination has been its victim as a result no destination is immune to crisis. Nepal has been in first position on the travel guide Lonely Planet as a best value destination for 2017. Nepal tourism must formulate a strategy and effective plan to overcome crisis and disaster that comes on it way, not only that implementation of plan is also very important as this is the role of all the stake holders associated with tourism directly and indirectly. There must be collaborative action from all the sectors because this cannot be done alone.

The recent earthquake 2015 was a serious concern to the country which devastated country's important heritage sites, temples, Stupa, pagodas and monuments taking away lives of 7000 peoples and destroying almost 20 Billion US\$ property. This thesis is written with a purpose to investigate how various tourism stake holders participated during this havoc and how they collaborated with each other to make the country's one of the biggest industry back to normal. To conduct this study case study was chosen as the research approach and the methodological instrument was interview where various stakeholders were interviewed.

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Abbreviations

NTB: Nepal Tourism Board

HAN: Hotel Association Nepal

TAAN: Trekking Agencies Association of Nepal

UNESCO: The United Nations Educational, Scientific and Cultural Organization

WTTC: World Travel and Tourism Council

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Chapter One

1. Introduction

Tourism has experienced unexpected enormous growth in the past 50 years, which might be due to globalization that has made the world a very small place to live in and people have access to travel across the globe. The consequence of technological advancements in transportations has helped to interconnect the world's many destinations, no matter how far, within reach. Tourism is one of the main sources of income in Nepal and the total contribution of tourism in the Nepalese economy is anticipated to have been NRs 147.2bn (US\$1.69 billion) in 2012, around 9.4% of gross domestic product (GDP) (WTTC, Jones, 2013, p.4).

On April 25th 2015, massive earthquake of 7.8 magnitude-hit Nepal with epic center at east of Gorkha district at Barpak, hence the earthquake is also known as Gorkha earthquake. The Gorkha earthquake killed more than 9000 people and more than 22000 were injured and 750000 houses were damaged. Again another earthquake with 7.3 magnitudes on 12th May 2015 hit Nepal and also triggered an avalanche on Mount Everest, killing at least nineteen people, making it the deadliest day in the mountain's history (CNN, 13 May 2015). This heartbreaking incident caused damaged on UNESCO World Heritage sites in Kathmandu Valley. The Kathmandu Durbar Square, the Patan Durbar Square, the Bhaktapur Durbar Square, the Changu Narayan Temple, the Boudhanath Stupa and the Swayambhunath Stupa were injured due to Gorkha earthquake (CNN, 27th April 2015). After the earthquake 80% of “spring breakers” have cancelled their reservations and approximately 45,000 tourists have left the country since the quake, leaving the tourism industry in lurch. Cancellations of advance booking of flights and hotels reservations were expected to rise up to 90% due to the safety in Nepal (The Kathmandu Post, 5th May 2015). The 7.8 magnitude of Gorkha earthquake in 2015 April 25 shattered the mountainous southern rim of the High Himalayan range in central Nepal. The earthquake was followed by a large number of aftershocks, including one that measured 7.3 magnitudes on 12 May. The main shock was followed by 553 earthquakes of local magnitude greater than 4.0 within the first 45 days. Aftershocks can still be felt even after one year of the main earthquake (National Seismological Centre). Gorkha earthquake is considered to be the biggest earthquake in Nepal's history after the 1934 Nepal- Bihar earthquake, which killed approximately 19000 people in Nepal and Bihar and completely flattened Kathmandu (The Indian Express, 27 April

2015). This research paper aims to explore and understand the level of disaster that has caused by the earthquake in the tourism sectors as well as the role and participation of key stakeholders in the disaster recovery in tourism. Among various other natural disasters the main focus here is upon earthquake because even after years of an occurrence of earthquake, the effect can still be felt upon the tourist's excursion decisions like as Taiwan's earthquake of September 21, 1999 (named as 921) (Huan, Beaman & Shelby, 2004).

Tourism is considered as a sensitive and important industry, which plays a vital role in the business world. Past few years' tourism has proven itself as one of the leading business in the international trade by creating business opportunities and contributing in the GDP of a country for strong economic growth. According to the World Travel and Tourism Council (WTTC)'s forecast, tourism industry by 2021 is expected to give employment opportunities to 323.8 million people across the globe and is expected to contribute 9.6% to the world's GDP and (WTTC, 2011).

The nature of tourism industry is considered as a susceptibility and vulnerable industry because these days the tourism businesses and destination are becoming so prone as it can easily be influenced by global environmental change, rapid economic development increasing urbanization, environment, ecology political changes, and epidemics, (Santana, 2003). According to WTTC data In recent years, natural disasters across the globe have brought about huge devastation to human society, taking away life of thousands people and destroying billions of property and major tourist destinations. To name a few major events, the Indian Ocean Tsunami, the earthquake in Chile and Haiti, and the most recent devastating earthquake in Nepal and tsunami that hit northern Japan.

According to (Huang, Tseng and Petrick, 2008), when a disaster occurs it has a negative impact on the tourism industry and various destinations as a whole affecting various sector of tourism. Therefore, a process with effective planning and performance that manages the bad effects of crisis and natural disaster is a must to help minimize the impact of a crisis on the industry. (Ritchie, 2004), states that "chaos and change are an important part of public and private sector management which should be embraced and considered in modern tourism management" because crisis and disaster are responsible to encourage the chaotic and complex scenarios which is unpredictable and beyond the control. Gurtner (2005: 197) points out that, 'the prospective

remuneration on effective crisis management has made it a topical issue amongst relevant authorities and stakeholders.’ A systematic and connectional approaches regarding questions like how tourism businesses can react to crisis? What measures can be taken into consideration if such crises happen and what impact do they have? Has always been an issue from the very first disaster itself. A proactive measure will always help to overcome the unpredictable loss and teach how to overcome these losses. An effective measure or model for tourism crisis management will obviously help to reduce the impact and minimize the losses to its minimum if disasters happen to the tourism industry.

1.2 Problem Formulation

In this thesis, I am going to identify the type of actors participating in the disaster recovery in tourism and acknowledge the role of key stakeholder. Furthermore I would like to understand various strategies that the key actors of tourism are implementing for disaster recovery and how they are collaborating and deliberating some of the challenges for the disaster recovery.

Research objective

How do the various stakeholders of tourism view disaster recovery in tourism? How do they perceive their own role for the disaster recovery in tourism?

Research Question

- a) To understand the significance of various stakeholders' roles in tourism disaster recovery in tourism
- b) To investigate the strategies implemented by the stakeholders for the disaster recovery in tourism
- c) To examine the involvement of key actors of tourism and their collaboration for the disaster recovery in tourism.

1.3 Significance of the Research

According to (Scott, Laws & Prideaux, 2007), even though, tourism is regarded as a vulnerable, complex and uncertain industry when it comes to disaster and crisis it is also equally important to

understand the toughness side of tourism which can be diminished by a proper planning and good management.

This thesis is designed to be an objective and evidence-based documentation from the responses of various stakeholders like NTB, HAN, TAAN and NepalNow and their collaboration regarding the disaster recovery in tourism, which later on can help as a reference for other countries and regions for the future and revival of the tourism industry.

1.4 Structure of the Research

The purpose of this study is to examine how the various stakeholders of tourism view disaster recovery in tourism and perceive their own role for the disaster recovery in tourism. This research is organized and divided into six segments: Introduction Literature review, Research Methodology, Empirical Analysis, Discussion, and Conclusion.

- Chapter One: first chapter introduction comprises with sub topic like: Background of the study, problem statement, objectives of the research, research questions, organization of the study and scope of the study.
- Chapter Two: this chapter presents the literature review, which supports the construct of this research. Literature of Disaster, Stages of disaster, Disaster Management cycle, Tourism Disaster Management, Tourism Post- disaster Management, The effects of disaster on intentions to travel and the Stakeholders collaboration.
- Chapter Three: this chapter consists of the methodological approach of the research. Research philosophy, research approach, research strategy, research purpose, data collection followed by the validity and reliability of data concluding with the ethical considerations.
- Chapter Four: it presents a brief description of case study of Kathmandu valley

- Chapter Five: Includes the presentation of the data collected from the research
- Chapter Six: The discussion of data presentation is done in relation to the research objectives of the study.
- Chapter Seven: The conclusion from the research and moves on to Further scope of research for future implication

Chapter Two

2. Literature Review

In this section the research subject area will be assessed according to the existing literature so that the clearer understanding of the subject matter is achieved and this helps in the development of theory as well as closes the areas where excess research endures and reveal areas where research is must (Webster & Watson, 2002, P.xiii)¹. This study helps in examining the role of key stakeholders in the disaster recovery process in tourism as well as their collaboration and implementation of their strategies for the recovery of disaster in tourism.

2.1 Disaster

Even though there are many definition and discussions regarding disasters according to Shrivistava, P. (1987), the definition of disaster varies among the perception of various stakeholders using this terminology. It relies upon the fact that different social sectors describe disaster in a different way. For example, In the case of Bhopal disaster the technical report prepared by Union carbide states the whole scenario as an “incident” whereas the same situation was referred as an accident by “The government of India, in its report. Likewise, the injured victims and other various social activists called it as a ‘disaster, a ‘tragedy,’ a ‘massacre,’ and even ‘industrial genocide respectively’. Faulkner (2001) also defines a disaster as "when an enterprise is confronted with sudden unpredictable catastrophic changes over which it has little control."

A disaster is mostly induced by natural phenomena or external human action. As Moreover, Prideaux et al. (2003), states that disaster is likely to occur through external extreme human activities or as a natural phenomena. He further ads that such activities can be responded only after the occurrence of event or through implantation of an effective recovery possibility plans through immediate responses.

¹Webster, J. & Watson, R.T. (2002). Analyzing the past to prepare for the future: Writing a literature review. *MiS Quarterly*, Vol. 26(2), pp. xiii-xxiii/June

According to an official definition provided by the United Nations, the term disaster is defined as " a serious disruption of the functioning of a community or a society causing widespread human, material, economic or environmental losses which exceed the ability of the affected community or society to cope using its own resources" (ISDR, 2004, p17).

Disasters occur due to various reasons. According to Encyclopedia of International Development (2005:467) natural disaster is 'a disruption or rupture of the normal social order so severe that it requires external assistance'. Researchers investigating disaster studies frequently argue the process of massive disaster in the context of vulnerability and exposure that the absence of information in the society produces (Forsyth 2005: 467). Similarly, according to the perspective of development studies, researchers usually discuss the correlation between poverty and both vulnerability and exposure (Ibid). However, in the case of Gorkha earthquake, Nepal these perspectives matches the situation because the people didn't had the benefit of knowing about the possible attack of such a tremendous earthquake. Though the people in Nepal have experienced small earthquake from time to time but they were not aware of this big earthquake, which may occur that soon (National Seismological Centre)². Furthermore, Oliver-Smith (1996:313) claims that 'Disasters are likely to accelerate changes that were underway before the disaster', meaning that disasters have a chance to disclose vulnerabilities which might have been prevailing in the society for longer period.

2.1.1 Disaster: It comprises of four stages.

The conditions of disaster have four different stages (Nosaka 2012:78). First stage comprises of emergency and relief, which takes place throughout and after the occasion of the disaster. The other two stages are shelter and reconstruction, these are the post disaster period, hence the last stage is prevention and this is pre-disaster period. First stage i.e. emergency and relief has the ultimate significance on the human life. As such, there is no argument relatively in tourism. The second stage i.e. shelter stage is a procedure that leads and sets the groundwork for the following stage of reconstruction. In the shelter stage, the people who survived disaster are relocated from their affected residence to provisional shelters. Therefore sufficient care needs to be taken for their several requirements. Needs could not be only physical support like foods and cloths but

²<http://www.seismonepal.gov.np/index.php?action=earthquakes&show=past>

hygiene, confidentiality, recreation are some other things which are also equally essential, (Fan 2012: 572-573)

As such, there is need for adequate response to their various needs. The needs are not solely material assistance like facilities, foods, and cloth. But also sanitation, privacy, recreation and such other are required (Davis, as cited in Fan 2012: 572-573).

Stages of Disaster cycle

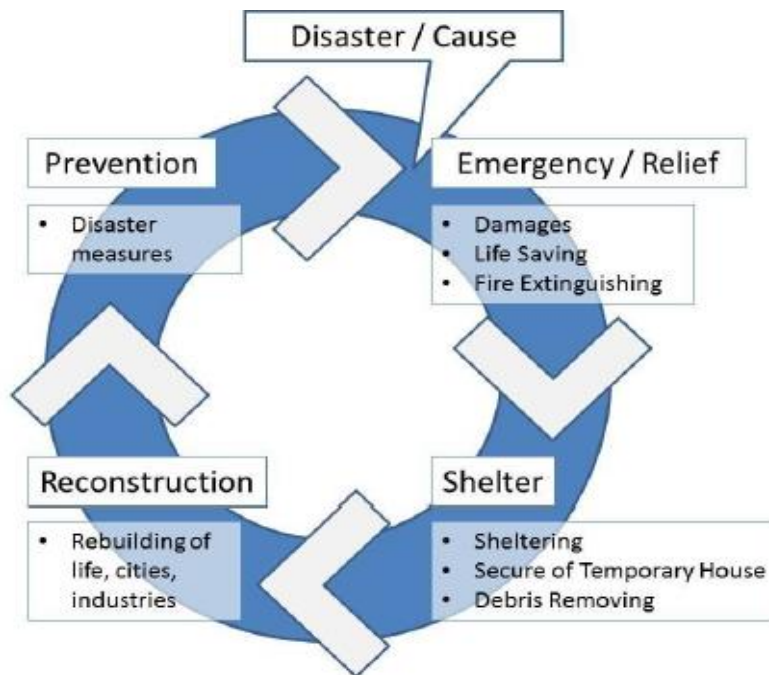


Fig 1. Yoshikawa, as cited in Nosaka 2012: 78) Excerpted from the original figure

Above in section 4.1 I have discussed about the stages of disaster. After disaster occurs, disaster has to be managed which will be further elaborated in the section below.

2.1.2 Disaster management cycle

A disaster like floods, earthquake, flood, high winds can be hazardous to human life and property as a result can affect the entire community and the whole nation as well. A disaster management is a process that is relevant to prevention of further damage which an event can possess in various phases of the disaster management cycle. It is an approach that looks further to identify and understand the risks of people associated with disaster followed by its range of impact on their livelihoods and properties. The disaster management cycle in other words also known as an emergency management plan consists of 4 phases like Prevention, Preparedness, Response and Recovery, (UNEP, 2008).

The prevention phase is associated with mitigation and risk reduction, which involves activities like construction, plan formulation, rebuilding and designing of infrastructures, various process and activities regarding protection of tourism destination and increasing resilience against upcoming disasters. Likewise the preparedness stage, which is also considered as the pre- impact phase, refers to all the activities and tasks, which are responsible to build the capacity of the community to set up a strong base for an organized and effective response. Furthermore, the response stage of the cycle consists of all-important actions that can further lead towards stabilization and control of crisis or emergency conditions as well. Finally, the Recovery phase of the Disaster management cycle refers to activities regarding bringing things to normal or almost near to normal conditions in the post disaster. It also comprises of activities like repair and restoration along with that reconstruction of damaged properties like houses, infrastructures, and facilities, (UNEP, 2008:30).

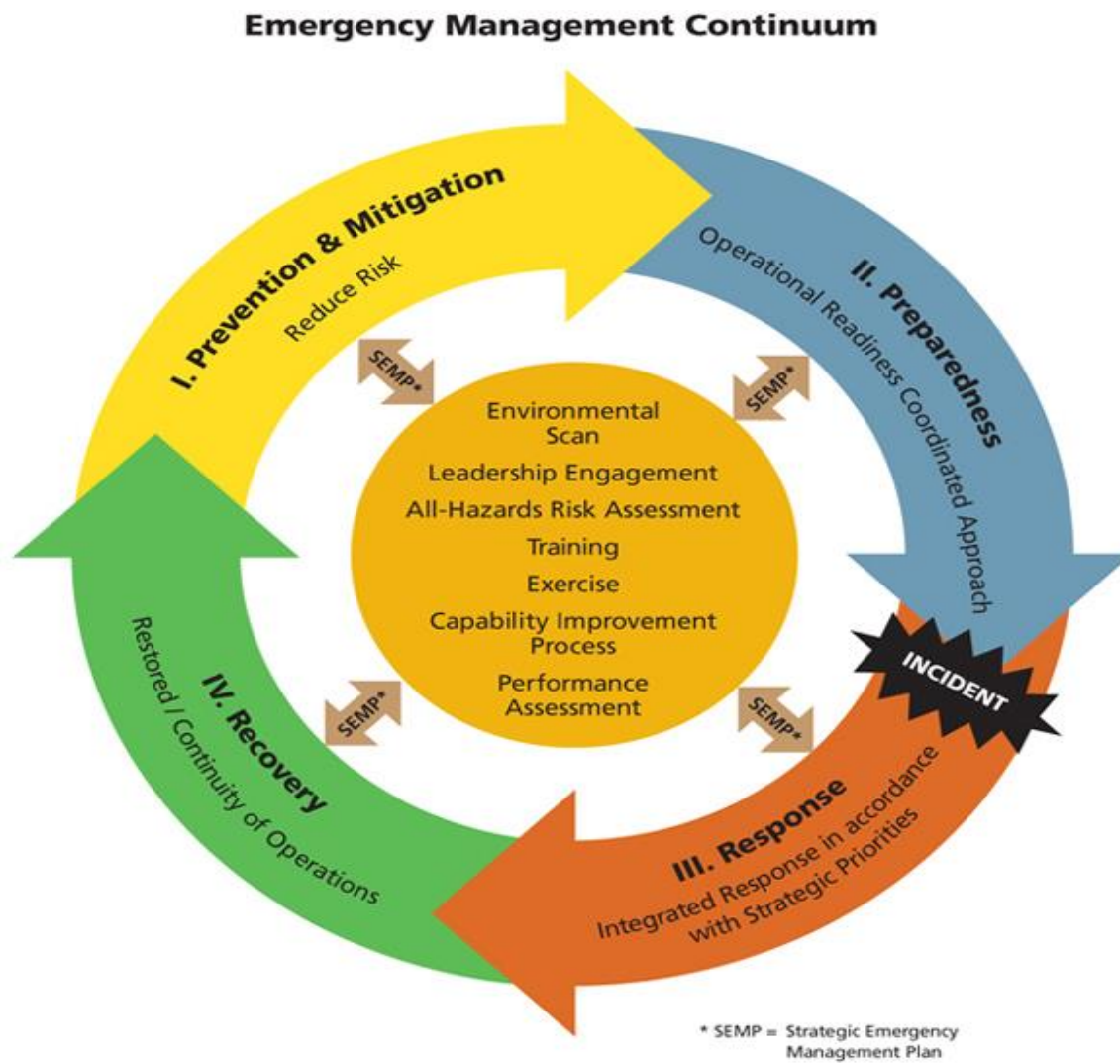


Figure 2: Disaster Management Cycle.

2.2 Tourism Disaster Management

Since the human beings emerged on earth, crises or disasters has been threat to them however lessons has been learned to cope from disaster “twin brothers”, through experienced gained. Experience and lesson learned steadily helped on the molding of a system in favor to disaster management. Before, disaster planning was more concerned on the prerequisites of permanent residents; but more care is needed for the tourism needs as the tourism has been progressively developed as a element of development (Murphy& Bayley, 1989)

Ritchie (2003) witnessed, “The effective management of crises and disasters is vital for the tourism industry”. Murphy & Bayley (1989) describes the significance of disaster and crises management from the perspective of tourists and tourist destinations. They state that, in comparison to the local resident; tourists are more likely to be under a greater threat as they might not be familiar with an area and its native emergency plans. Likewise Burby& Wagner (1996) and Drabek (1992, 1994) (in Faulkner2001, p142) illustrate that tourists need more support due to the absence of resource that might help them to escape disaster. Due to this reason, proper crisis and disaster management plan can offer tourists better assured atmosphere regarding the enhanced knowledge for the prediction of disaster and a suitable and operative response when disaster occurs. According to the perspective of tourism planners and managers, developing strategic crisis management system is not only essential for the practical requirements, in other words, to "help organizations and destination to avoid or limit the severity of rapid change induced by crises or disasters", but additionally must be a fundamental competency for tourism destinations managers and business managers (Ritchie, 2003).

Since very long time, scholars and experts has been attempting to construct a generic model as a foundation tool for handling tourism crisis and disaster, while Scott et al (2008) claimed that their could not be any ideal framework and that can never be developed due to diverse nature of crises and disasters.

Faulkner (2001) has developed one of the most inclusive tourism disaster management frameworks (Figure 3). He has acknowledged six phases of tourism disaster situation and consequently in addition he pragmatics this model in the case of the 1998 Katherine flood and made amendment to improve it (Faulkner & Vikulov, 2001). According to the research by Faulkner (2001), Fink (1986), and Roberts (1994), Ritchie (2004) further advanced the

theoretical framework for crisis and disaster management in tourism industry (Figure 4). He fixed three main steps in managing such disaster situation (1) prevention and planning (2) implementation (3) evaluation and feedback.

Tourism disaster management framework

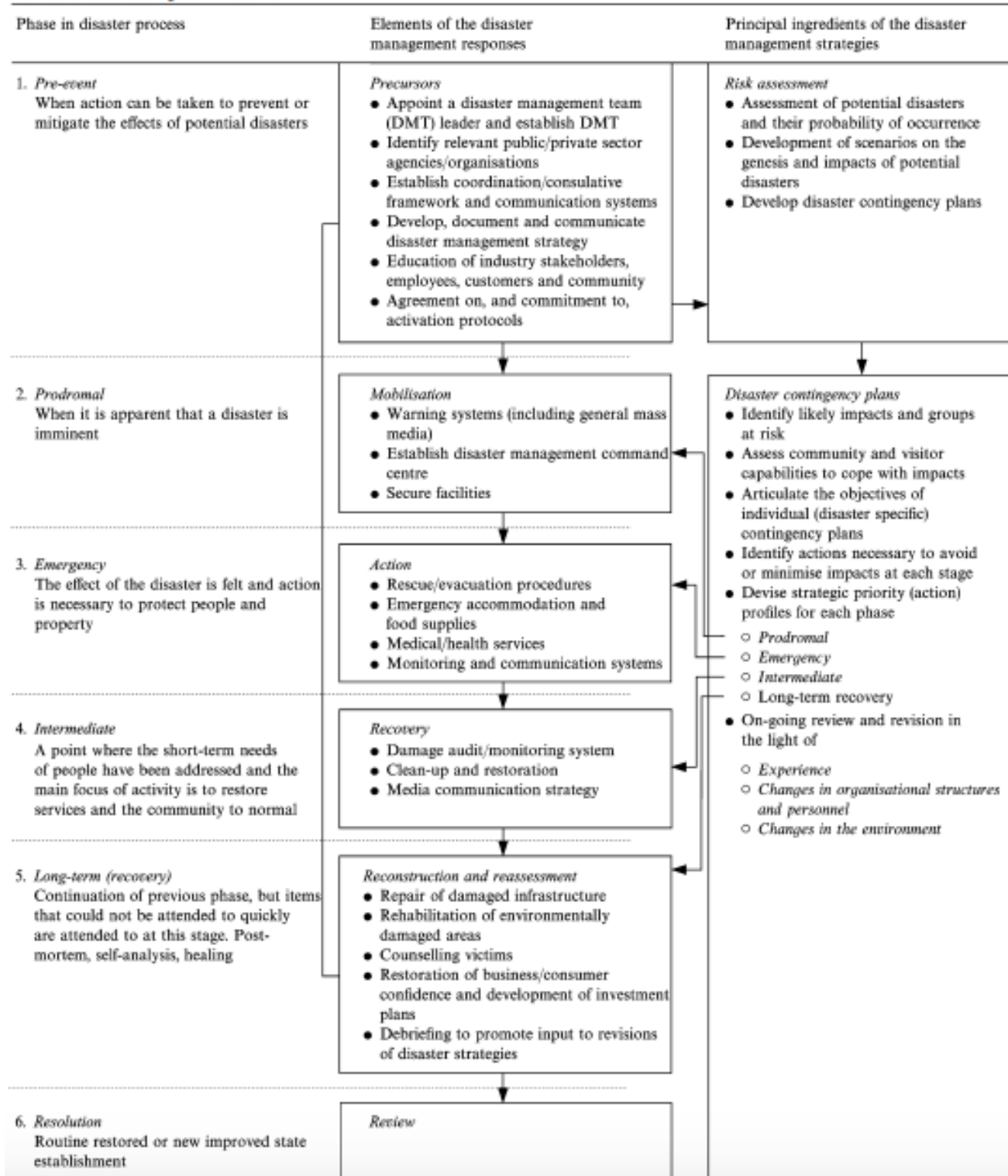


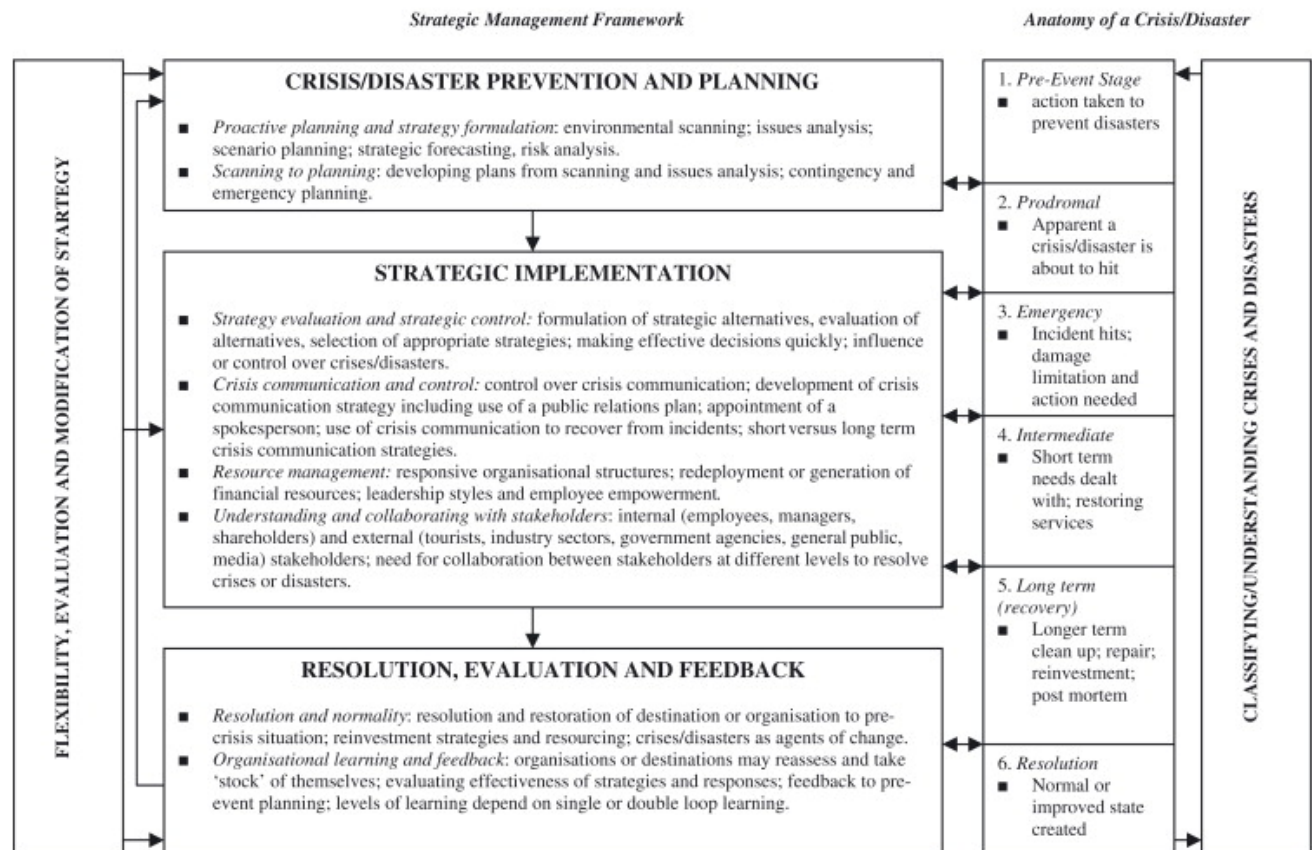
Figure 3: Faulkner's Tourism Disaster Management Framework

He also spotted that between the management model and a crisis lifecycle, there are some well defined resemblances, comprising:

- A pre- event stage accepting the development of strategy and plans;
- A stage instantly earlier or later the crisis or disaster takes place that needs the execution of strategies to deal with its impacts;
- Prolonged execution of strategies to regulate or diminish the severity of the crisis/disaster;
- long term recovery or solution stage permitting for assessment and feedback into upcoming anticipation and planning strategies for destinations and businesses.

Furthermore, he emphasize that the responsive behavior of stakeholders as well as the nature of disaster or crisis will determine the success in disaster management. It is essential to be adaptable and enhance assessment and prospective modification to the development of strategy and execution throughout the entire process of the strategic management of a crisis or disaster.

Figure 4: Ritchie's Crisis and Disaster Management Framework



2.2.1 Tourism Post-disaster Management

Tourism destinations in every corner of the globe face the virtual certainty of experiencing a disaster of one form or another at some point in their history. Despite this, few destinations have properly developed disaster management plans in place to help them cope with such eventualities. A Disaster Recovery Management System can be defined as the on-going process of planning, developing, testing and implementing Disaster Recovery management procedures and processes to ensure the efficient and effective resumption of vital business functions in the event of an unscheduled interruption, (UNEP, 2007).

According to Murphy & Bayley (1989) from a tourist destination angle the recovery stage grasps a distinct correlation with tourism. At this point, the security and pleasure of destination's image is shattered to some level and hesitation regarding the recovery successfulness will have

significant effect on upcoming bookings and economic prospects. Murphy & Bayley (1989) further repeated that the witnessed visitors plays a dynamic role in convincing the tourists to visit the effected area by sharing the real recovery information from the disaster area. In addition along with the entry of tourism, new revenue will be brought for the reconstruction work, which will be help to accelerate the recovery phase.

Faulkner's model did not elaborate the recovery phase to any level although he considered that part as significant (Scott et al, 2008). Therefore, according to the Faulkner's framework, Scott et al (2008) expanded the long term recovery phase into three sub- phases, comprising 5A- recovery of damaged infrastructure; 5B- marketing responses and 5C-adaptations to the system itself (Figure 5).

As Scott et al. (2008) argued it is essential to distinguish the model in more detail. Tourism crisis management practitioners and researchers have a responsibility to record the process of earlier events and develop strategies to combat with the similar event in upcoming days. This is how the tourist destination can diminish the loss to the lowest level and come back on track as soon as possible.

Fig 5 : Scott's Elaborated Framework for the 5th Phase

Stage	Phase
1	Pre event phase: disaster contingency plans, scenarios or probability assessments play a major role in disaster management strategy
2	Prodromol phase: the disaster is imminent and warning systems and command centres are established. In this second phase contingency plan actions are initiated.

3	Emergency phase: disaster effects are felt and actions are necessary to protect people or property in the tourism destination.
4	Intermediate phase: short- term and immediate needs of people have to be addressed by emergency and rescue teams. A clear media communication strategy is crucial in the phase.
5	<p>Long- term (recovery) phase: the damaged infrastructure has to be rebuilt and environmentally damaged areas have to be reconstructed.</p> <ul style="list-style-type: none"> • 5A - recovery of damaged infrastructure; Includes roads, water, electricity, hotels, transport and other services • 5B - marketing responses; by individual firms, DMOs, STOs, NTOs • 5C - adaptations to the system itself: as rebuilding occurs
6	Resolution phase: this phase corresponds to Smith's (1990) feedback loop where existing assessment methods or contingency plans are improved.

2.2.2 The effects of disaster on intentions to travel

A foremost aspect of the special challenges of post crisis recovery can be comprehended by inspecting the reasons why a tourist service or destination suffers loss of business after a crisis (Prideaux, Coglean and Falco-Mammone). In some circumstances, such as devastation in areas prone to wind storms (hurricanes, typhoons and cyclones) there is a need to examine the implication of an organization's market positioning to enrich the accomplishment of their recovery determinations (Martin-Consuegra, Esteban and Molina). Generally tourism is a

unrestricted activity, and one which tourists decide over unusual means of spending time and money. It is essential to restore confidence to a level where awaiting visitors consider that disruption has been reduced and their holiday investment of time and money is safe. If visitors notice that there is a risk they are more than likely to select an substitute destination as emphasized by Hunter-Jones, Jeff and Smith. There are also situations, which lead tourists to decide not to travel, or to avoid particular destinations (Floyd et al., 2003). This will be of particular concern in Sub phase 5B of Figure 5.

The main reason of the escaping factors is risks to tourists themselves, and the probability of being in regions where epidemics or wars are intense, or which are in havoc. In modern society, the 24 hour news services such as CNN report and telecast scenes of devastation and disaster, so that prospective travellers promptly become aware of clashes occurring literally on the other side of the world. Thus the destination suffering a crisis becomes in effect ‘demarketed’ under a deluge of negative, if not hostile, publicity. In one example of this effect Vitic and Ringer discuss the need for Montenegro to overcome its ‘clouded image’ after its recent period of conflict. Further, faults or pauses in countering to the requirements of those enmeshed in the drama of a disaster rouse more adverse media interest, and increasingly, governments in countries, which generate tourist flows, feel compelled to issue advice to their own nationals against travelling to destinations under stress. This can have substantial collisions as highlighted by Smith, Carmicheal and Batovsky in their study of the impacts of the US Government’s new Western Hemisphere Travel Initiative Passport requirements on Canada as a trans border weekend destination. At the center of these revival tactics is an acknowledgement of the need to change (mis) perceptions of the travellers. Volo questions whether a specific destination can accomplish this through its website. A more inclusive marketing strategy, predominantly at the destination level, including promotion, advertising and public relations is essential. It is vital to have attentiveness to funding and long term supervising of the usefulness of this strategy.

Floyd et al. (2003, 32-34) note that five groups of risk factors are relatable to travel decision: war and political instability, health concerns, crime, terrorism, and natural disasters. They found that “Travel experience emerged as the most significant predictor of travel intentions.” Assessing the Travel Industry Association of America’s persuasive advertising campaign they figure out that “intentions to travel in the 12 months following 9-11 were to the risk of family, friends and companions disapproving of vacation choices. Referring Pearce’s Travel Career Ladder, they

acclaim that recovery marketing should aim proficient travellers who “would require less attention to safety and security issues.” Thus, a communications-led tactic anticipated to ameliorate travellers’ perceptions of risk in a specific area is often a key element in tourism recovery strategies.

2.3 Stakeholder collaboration

According to the seminal work by Gray (1989), collaboration can be used efficiently to undertake conflict or advance shared visions, where stakeholders acknowledge the prospective advantages of working together. Here, collaboration is "a process of joint decision making among key stakeholders of a problem domain about the future of that domain" (Gray 1989:227). Stakeholders are the actors with an interest in a common problem or issue and include all individuals, groups, or organizations "directly influenced by the actions others take to solve a problem" (Gray 1989:5). Though decisions are made together on a consent basis, these stakeholders are self-directed since they maintain their independent decision-making powers while enduring by shared rules within the collaborative alliance (Wood and Gray 1991). Hence, collaboration deals Thus, collaboration deals with a vibrant and adaptable procedure for combining the often various view of numerous and interdependent stakeholders, such that alterations can be made to the planning according to the circumstances. (Jamal & Getz, 1995). While there are many definitions of stakeholders and collaboration, it may be looked upon as

a process of joint decision making among autonomous, key stakeholders of an inter organizational, community tourism domain to resolve planning problems of the domain and/or manage issues related to the planning and development of the domain. (Jamal and Getz 1995: 188).

A stakeholder has been defined as a person who has the right and capacity to participate in the process; thus, anyone who is impacted upon by the action of others has a right to be involved (Gray 1989). In this perspective, a stakeholder in the tourism industry is considered to be anyone who is impacted on by development positively or negatively, and as a consequence it diminishes prospective clash between the tourists and host community by implicating the latter in shaping the way in which tourism develops (Swarbrooke 1999; Bramwell and Lane 1999). Surplus

argument for collaboration is that it employs all concerned parties in the decision making process by permitting them to take accountability, improve their self confidence, and their own awareness of the issues—all of which enables them to enjoy a greater degree of consensus and shared ownership (Medeiros de Araujo and Bramwell 1999). Apart from the positive factors there are numerous negative aspects and challenges to the expansion of collaboration. These include the added cost to planning and development (Marien and Pizam 1997; Swarbrooke 1999), the identification of legitimate stakeholders (Bramwell and Sharman 1999; Reed 1999; Tosun 2000), and the capacity of the stakeholders to participate (Medeiros de Araujo and Bramwell 1999; Reed 1997; Simmons 1994). Probabilities may be extended beyond what can accurately be provided (Gray 1989), and the power often sits with an established local elite and/or those most “vocal”; the silent majority and any local minorities may often be superseded (Hall 1999; Tosun 2000; Tosun 1998; Taylor 1995). In addition, not all interested parties may have the required capability to be involved (Reed 1997) which is a particularly significant problem in less developed countries where expertise might not be available (Brohman 1996). Furthermore, it is substantial to apprehend how collaboration works in different cultural and political contexts (Stolton and Dudley 1999). Tosun (2000) discovered that, in the context of developing countries, there are operational, structural, and cultural limits to community participation. While not all of these obstacles may be present in a destination at any one time, they can be substantial complications in the execution of a collaborative approach (Ladkin and Bertramini 2002).

From the above discussion we can understand that collaboration of stakeholders plays a vital role in the tourism development, it either could be stakeholders collaborating together for the disaster recovery in the tourism or making plan and policies for the disaster recovery.

Chapter Three

3. Research Methodology

This research thesis mainly emphasizes to identify the type of actors participating in the disaster recovery in tourism and acknowledge the role of key stakeholder and how they collaborate and deliberate some of the challenges for the disaster recovery caused by recent earthquake on 25th April 2015 that shook Kathmandu, Nepal. Therefore, to achieve this purpose, this part of the research clearly explains the choice of research approach and consideration on empirical data analysis, the methodologies that applied in this research project. This chapter is based from the concepts of onion research model (Saunders et al, 2009). The research onion model allows the researcher to determine an appropriate research philosophy by working from the outer layers to the center of the onion model. Thus, it provides the detailed about the methods that is applied in this research from research philosophy, to research strategy, approach choices as well as data collection methods and data collection techniques as suggested by Saunders et al (2009).

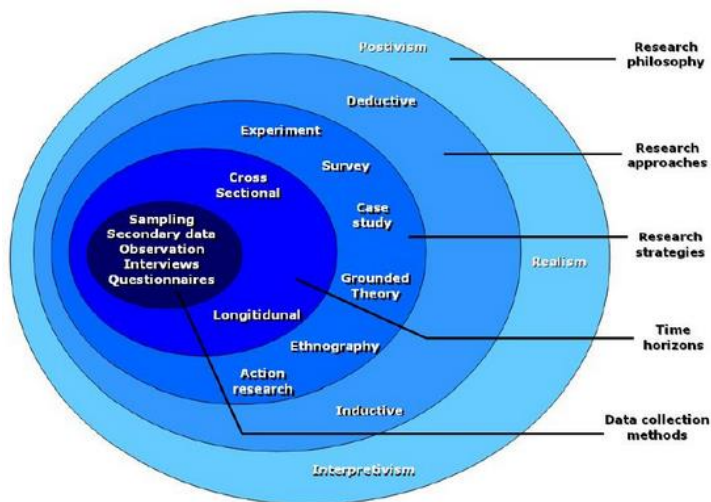


Fig 6: Research Onion Saunders et al, 2009

3.1 Research Philosophy

A research philosophy indicates the set of opinions concerning the nature of the reality being examined (Bryman, 2012). The assumptions produced by a research philosophy deliver the justification for how the research will be commenced (Flick, 2011). Research philosophies differ according to the objectives of research (Goddard & Melville, 2004). The choice of research philosophy is outlined according to the knowledge, which will be researched in the research project (May, 2011). Hence, the research philosophy in the research study supports to explain about, how the research work can be carried out from the data collection, its analysis and also its effective presentation (Bryman, 2015). There are two types of research philosophy often selected for the research. One of them is positivism research philosophy and other interpretive research philosophy. According to (Saunders et al., 2015) positivism research philosophy plays a significant role to achieve accurate and realistic information while conducting a research because it is often argued that the realities are steady. Moreover, the accuracy of the research findings and its validity and reliability are strictly maintained while adapting positivism research philosophy when the finding of the study is being relied upon the findings of the previous research works. Similarly, interpretivism research philosophy is considered to be more of a subjective type. It is centered on making the strong interpretation of the collected data and information throughout the research work. Interpretivism research philosophy helps to get an in-depth knowledge of the tourism phenomena (Jennings 2001: 40).

As interpretivism philosophy mainly deals with the study of real world and the social action. Thus, I've chosen interpretivism philosophy as my research approach in my current research in order to support my qualitative data, as this philosophy approach mainly deals with the human beings rather than object and their action in the society and this will help to undertake the research in an accurate and effective manner (Walliman, 2015).

3.2 Research Approach

There are two types of the research approaches, Inductive research approach and Deductive research approach (Bryman 2012). Inductive research approach helps to develop the particular theories with the completion of the research study. In the beginning of the study no theories or hypotheses would apply in inductive research approach. Hence, the researcher is free in order to change the direction for the study after the research process is started. Likewise, deductive research is done with the purpose of testing the theories and the research hypothesis rather than

developing the new one, hence the hypothesis is developed on the basis of previous written literature and developed theories to carry out the study (Denicolo & Becker, 2012).

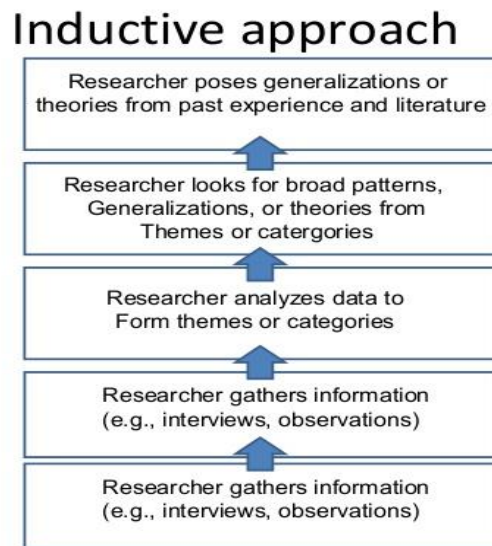


Fig 7: The Inductive Approach, Source: Creswell, 2008

According to Jennings (2001: 22) inductive research begins in real world setting that is information about the tourism phenomenon is firstly collected and then the information is analyzed and after that the theoretical framework is either generated or modified. Therefore, I have used inductive research approach for my research thesis. As I have been to Kathmandu, Nepal where I made an observation of the sites, which were destroyed by the earthquake as well as interacted with local people and tourists and also interviewed Officiating director of Nepal Tourism Board (NTB) and collected information about stakeholders participating in disaster recovery and their contact details in order to interview them later. Hence, after getting clear knowledge about the research objectives I selected relevant theoretical framework for the guidance of my research.

3.3 Research strategy

The use of an effective research strategy will help to carry out the research work in an ease and successful manner. The strategies underlying will enable to understand the plans and procedures

which plays a significant role in the collection of the data and information, analysis and interpretation (Saunders et al., 2015). Proper selection of best research strategy is must as this is very essential to complete the research work effectively and this strategy should be decided prior the conduction of the research, Yin, (1994). According to Descombe, (2008), there are five different types of research strategies: experiment, survey, archival analysis, history study and case study. Among these various research strategies this research is a case study, the case study will help to provide an intensive description and analysis of a single individual, group and events. Furthermore, case studies can be a good source of ideas about behavior, it also provides a good opportunity for innovation as a result it will make things easier to study rare phenomena. Not only is that case studies considered a good method to challenge theoretical assumptions as it is more detail and helps to provide multidimensional array of the study it is found to focus mainly on comprehensive subjects in real life situations to illustrate reality. Generally, the study object in a case study is very limited. A specific theoretical base is developed through review and presentation of relevant literatures by the help of archival analysis, which is considered to be a sub strategy for this research literature. Applying the case study method will help a researcher to effectively analyze the different literatures effectively in order to get ample insights for the completion of the research, Descombe, (2008).

3.4 Research Purpose

During the research, studies are conducted with the different purposes like explanatory, exploratory or the analytical. Different purposes helps to select one of the types to conduct the research study. Practicing the explanatory research study helps in understanding about the causes and the effects that are identified throughout the research work (Becker, 2014). Moreover, connecting ideas are uncovered when the research is being conducted with the explanatory purpose. Similarly, exploratory research is conducted on the problems that have not been clearly defined before. In this particular research, the exploratory research purpose has been chosen with an intend to understand the unexplored aspects of the research topic which has been considered for the study, (Bryman, 2015). To carry out exploring the new angles and findings does the use of the exploratory research work the research work on the similar research topics by exploring the new angles and findings. Besides, new subjects related to the research problems are explored with the use of the exploratory research. Another is, conducting the research work with an analytical purpose; it helps to explore the new findings with the in-depth analysis of the research

contents. Conducting the analytical research helps to make the research work understandable for its readers.

Exploratory research has been selected with a purpose to use the qualitative data and interpretations. Conducting the semi-structures interview helps in collecting the qualitative data and information (Walliman, 2015). In this research, qualitative data are collected through interview with the different stakeholders working together for the disaster recovery in tourism in Nepal. This has enabled to get accurate data pertaining to the research topic and this has also helped to arrive at effective outcomes from the research. Use of the interview sources to gain the primary information that is to be used in the research study is meant to be qualitative data. It has supported to explore about new research angles with the use of the different views and opinions of the interviewee. Thus, the use of the exploratory research will enabled to work on the study by exploring the new and wider research angles.

3.5 Quantitative and qualitative research methods

According to Saunders et al., (2012), quantitative research method is considered to be the most frequent practices of data collection techniques where questionnaire is used as the research tool and diagrams and statistical tools are used to analyze to create numerical values. Statistical tools like pie chart, bar, line; multiple bars and various other SPSS software are taken into account instead of words. This explanation clearly gives an idea that no quantitative data will not be used in this study as there will be no any surveys or use of statistical tools because this study as sais before is a case study so it will not be comparing or simplifying the subject or findings.

In comparison to Quantitative method, Saunders et al., (2012) further states qualitative research method believes and requires an in-depth understanding and investigation of the specific research subject through various the data collection techniques, such as interview or data analysis procedures, that uses or creates non-numeric data. In this research method, data are gathered in a non-standardized way, which agrees the researcher to change the questions and processes throughout the research process (Saunders et al., 2012, p. 163). Interviews and observation is considered as the most usual data collection method in qualitative research.

The thesis will be conducted through the use of qualitative research method to give better understanding and in-depth insight for the recovery of disaster in tourism. I have used semi structured interview will be used to collect primary data in this thesis, the use of semi-structured interview will help to collect the empirical data and find the answer of the problem formulation with an ease. The interview will consist of open ended questions which have been prepared for the interview was conducted among the four research respondents given below:

Associate director of Nepal Tourism Board (NTB) : Mr Sunil Sharma

Director Of TAAN: Ramesh Dhamala

Chairman of HAN: Mr Shyam S.L Kakshyaspati

Manager of NepalNow: Santosh Acharya

3.6 Reliability and Validity

According to Patton (2001), every qualitative researcher must be aware and concerned about validity and reliability as the two important and essential factors while designing a study, analyzing results and judging the quality of the study. The part of the reliability and validity of the research work has a crucial role in making the research work trustworthy. The use of the valid and the reliable sources of information and data is a must to carry out the actual research findings. It is very essential to consider the part of the validity and the reliability in a serious manner. It is often needed to make the use of the sources of information from the reliable sources and the data that are applied to the research need to be valid and accurate (Bryman, 2015). Likewise, Seale (1999), states that reliability and validity when taken into consideration to conduct a quality study in a qualitative research, “trustworthiness of a research report lies at the heart of issues conventionally discussed as validity and reliability”.

Although the term ‘Reliability’ is most often used in every types of research even though this is a concept that is not used for testing or evaluating quantitative research. According to Saunders et al., (2012), Reliability refers to “whether the data collection techniques and analytical procedures would produce consistent findings if the study were repeated on another occasion or by different groups”. He further adds that Reliability alone is not sufficient to officially state the quality of a research.

According to Bryman (2012), validity is described as a parameter that measures a research variable with an intention what it intends to measure the overall concept. There are two main types of validity, internal and external which are very important when it comes to analyzing the appropriateness, meaningfulness and usefulness of a research study, the former refers to the validity of the measurement and test itself, whereas the later explains the ability to simplify the findings to the target population. Bryman 2012 further explains that Validity in general tries to explain the fundamental relationships of the variables in any research question, which will eventually justify the reliability of the outcome of the research.

3.7 Ethical Considerations

- The part of the research ethics is crucial to be followed while conducting the research work. Without following the research ethics, it becomes to prove that the research has maintained the validity and the reliability of the study .As ethics is not any sorts of law that need to be followed, it is all about the self-regulatory mechanism that helps to keep the limitation of the moral and ethical boundaries (Walliman, 2015). Following the research, ethics helps not to harm any other for the sake of the personal benefits. So, it is crucial for following the part of the ethical consideration when conducting the research study. The major part of the ethical consideration that has been followed in this research work are mentioned below:
- Manipulation of the collected data and information is beyond research ethics. So, this study will not manipulate the data and information that has been collected throughout the study.
- Some of the participants are interested in maintaining their privacy that is why privacy has been maintained throughout this research. The identity of participants will not be revealed at any cost.
- Forcing the research participants to present their views and opinions during the research study is beyond the research ethics. Thus, any compulsion any of the research participants to present their views and opinions in the research study.
- No any participants were hurt during this research and every single rule of ethics has been followed strictly to perform this research.

Chapter Four

4.1 Case study of disaster caused by earthquake in Kathmandu Valley

A 7.8 magnitude earthquake that broke near Kathmandu, The capital city of Nepal, designated UNESCO World Heritage site, which is renowned for its historic monuments, temples, and Stupa were almost destroyed. According to Professor Madhab Gautam of Tribhuvan University ““Kathmandu was a city of temples. Now it is a city of tents.” He further adds that “So many things – religious, cultural, social, economic – are interconnected here. This is a city for which the cultural sites are part of its skeleton; if you take them away, the city collapses.” Likewise Irina Bokova, the Director-General of the UN's cultural organisation, Unesco, said there had been "extensive and irreversible damage" at the world heritage site in the Kathmandu valley. Most of these iconic sites were affected by the quake as a result left the whole country in dire straits because the destruction took place in such a manner that it looks like it can never be reformed because of its extreme looks. But still hope remains, that these sites can be rebuilt. According to the local cultural and conservationist, Rohit Ranjitkar, he is confident that damaged after this quake will be restored. He further confidently speaks, “This is our heritage and this is our duty”. Similarly, Historian Prushottam Lochan Shrestha speaks to eKantipur that “ We have lost most of the monuments that had been designed as a World Heritage Sites in Kathmandu, Bhaktapur and Patan. They cannot be restored to original states”. This scenario is beginning to worry all the respective stakeholders of tourism who believes that will have a severe impact on the country's economy, which relies on tourism that contributes 10 percent of its revenue to the GDP of the country.

Dharahara Tower, which was first constructed in 1832, featured spiral staircase of 200 steps was standing tall as the country's tallest building and was one of the major tourist attraction topped being the most noticeable prey of this quake, burying hundreds of innocent victims. According to Prof Michael Hutt, director of the South Asia Institute Dharahara Tower (Bhimsen Tower) “ It is not as famous as the tower, but historically it is perhaps the most significant building in Kathmandu that has gone”. Likewise, Bhaktapur's Durbar Square, Kathmandu Durbar square,

parts of Hanuman Dhoka (the city's oldest palace), Patan Durbar square, Krishna Temple and other many UNESCO listed monuments temples which were preserved for centuries were the major attraction for tourists from all over the world has now been destroyed into piles of wood and rubble, leaving the whole nation into tears due to the quake. Hundreds of local were protecting the sites with fear seeing it as their property until the Government takes over.

Chapter Five

5.1 Presentation of the data collected from the research

Kathmandu valley comprises of 3 fabled cities - Kathmandu, Patan and Bhaktapur. The valley has 7 out of 10 UNESCO World Heritage Sites. Moreover Kathmandu, is the largest and the Capital city of Nepal which is situated at an altitude of 1,350m. There are various tourism destination sites like Kathmandu Durbar square which engulf many palaces and temples and is very rich in social, religion and tradition aspect which itself is a city which possesses historical values. Thousands of tourists from all over the world come to visit Kathmandu every year. The Recent earthquake, which destroyed the whole valley into sand, wood and stones, has been a serious concern to the nation and various stakeholders who are directly and indirectly related to Nepal tourism. The country was left evacuated and most of the developed countries had asked their citizen to leave Nepal. Most of the tourism spots along with that of the UNESCO world heritage sites were destroyed.

At this particular scenario the tourism industry which is considered as one of the major industry for country like Nepal to boost up economic growth and had been responsible for creating various opportunities is facing a serious concern. The role of various stakeholders in the form of Government, local communities and tourism Authority board is a key at this stage to get the country recover from this devastating earthquake and get things back in normal. During this research the interview conducted among few stakeholders had their respective opinions and plans to help the nation leading industry in the form tourism to get in the right track and help tourism flourish back to normal.

According to the interview conducted with Associate director of Nepal Tourism Board (NTB) : Mr Sunil Sharma, Director Of TAAN: Ramesh Dhamala, Chairman of HAN: Mr Shyam S.L Kakshyaspati Manager of NepalNow: Santosh Acharya provided some important data regarding the research which provided a very clear insight to the answer of the research questions.

Here, I'm going to present the collected data from the interviewees, as they are the main stakeholders of disaster recovery in Tourism.

5.1.1 The role of various stakeholders during the disaster recovery caused by earthquake 2015 in Kathmandu valley

All the respondents interviewed agreed the effect of the earthquake was devastating one and left the whole country into tears and shock for several months. Most of the tourism spot were destroyed very badly and took lives of 7000 people across the country and left many people bound to live their lives in tents. Most of the UNESCO listed heritage site were dissolved into sand this made most of the tourists to leave the country.

- What kind of step has been taken for the tourism disaster recovery soon after earthquake?

From the perspective of NTB:

Tourism Board has accelerated its promotional and marketing activities abroad. More focus is now being given to short haul destinations like India and China. Apart from participating in regular tourism and travel fairs in these countries, the board is organizing sales missions in different cities to interact with tour operators who are interested in promoting Nepal. Beside that we invited international media for the press meeting through which they got chance to confront the places which has been destroyed and still safe. Because it was the easiest and quickest way to deliver message to the world that it's "Safe to travel Nepal". Especially there were so many rumors about the earthquake and exaggerated news especially from India, which we really wanted to work on. I believe now the tourists are convinced and we are slowly bouncing back.

From the perspective of HAN:

At first phase we along with other responsible stakeholders were involved with our helping hands to help people to rescue, take them to safer sides. The major role at this time was the role of government as they send Army, Police, and Armed force to respective areas to help the needy people to safer side. Sooner the Government established earthquake relief fund where funds were pouring as a result the Government did utilize the money efficiently to help the victims with food, shelter, medicine and what so ever needed. Beside the Government has allocated separate budget to reconstruct the damaged properties and so on. First it was a challenge to bring things

back to normal by trying to eliminate the blockage of water supply, transportation, market regulation, electric and communication supply was almost dead.

From the perspective of TAAN:

Soon after earthquake, we are all there to help people who suffered earthquake. Not only us, every individual every Nepali was on the street with helping hands which really made me feel good thinking that we all are there for each other.

From the perspective of NepalNow:

During the first phase it was the rescue phase the ministry for home affairs and Ministry of security employed their personnel's for the rescue of needy peoples, local people helped people to rescue who were buried for days. Every individual and organizations did their best to get things back in normal from their possible ways. Likewise we came up with the new organisation in order to get the tourist and help the tourist to understand and know the real situation about the Nepal in time to time. We gave our best effort along with the helping hands to all the NGOs and INGOs in cleaning up the damaged sites as soon as possible. We conveyed to all our nearest and dearest ones that we are safe and the country is recovering very soon through all possible means/ social media.

- Involvement of Stakeholder for the reconstruction and refurbishments of the heritages and religious sites

From the perspective of NTB:

Our main duty for now is to convey the message to the world that "Nepal is Safe to travel", so for this we are working closely with our stakeholder. We have restricted to visit some buildings in the heritage site, which are in danger to fall at any time. Secondly it's our responsibility to make the tourist feel the safety to travel Nepal. There are certain amount of fee that tourist need to pay while visiting the heritages sites which definitely goes for the reconstructions and refurbishments of the damaged sites. Beside that, donation from all over the world and the budget allocated by government is poured into reconstruction and refurbishment of the damaged properties in a speedy pace to get things back to normal. Most of the sites have been reconstructed and some are

in the process while some are in government's exclusive plans. As well as involvement of all the stakeholders Business organization as a part of their social corporate responsibility are taking initiatives as well.

From the perspective of HAN:

We helped the Nepalese Government by giving Rs 1511000 donation to **earthquake victims**, which has been deposited in prime minister Relief fund. Beside that our association has been helping victims of Bhaktapur and Kavrepalanchowk with tent, medicines, and food materials. Not only that HAN has also decided to help the Government in all possible forms to recover tourism as soon as possible.

From the perspective of TAAN:

As our country is one of the developing nations. While talking about the nation's economic condition, economic downturn due to the earthquake has decreased the per capita income of the country. It has created a greater impact on the poverty line of our country and also 1.5% has lowered the GDP growth. While analyzing all these scenarios, I think that nation's economic condition has been poorly affected by the earthquake. So it will take time for the reconstruction but we being a part of tourism industry are giving all our efforts by helping the Nepalese government financially and through other means to help tourism flow as before. As being one of the Key stakeholders we have played a significant role in disseminating the positive message about the further possibilities of the tourism in the country. Promoting the local tourist has also helped for attracting the international tourist.

From the perspective of NepalNow:

Simply we are helping to get back tourist to our country and I believe the money they will spend in our country will definitely will help our country to rebuild again.

5.1.2 Marketing strategy implemented by the stakeholders for the disaster recovery in tourism:

From the perspective of NTB:

As I told earlier invitation to the international media was also one of our marketing strategy, which is quick and effective. Beside that we are attending many fair and exhibition abroad through which we get to convey the message “Nepal is safe to Travel” and support to build Nepal by visiting Nepal. Likewise Nepal has been ranked as number one in lonely planet travel guide for the best value destination to travel in 2017 with a slogan “Little help to Nepal wouldn’t hurt”. We are updating news regarding the construction of damaged buildings in our official page as well as Facebook and twitter. At the same time our stakeholders are working effectively for the marketing tourism from their respective areas.

From the perspective of HAN:

Yes, I think the use of the marketing strategy works to reduce the prejudice regarding the tourism scope in Nepal after the earthquake. Due to the international media coverage during the earthquake time and smaller issues has to be misrepresented by the media that has allowed people of the international nation to make unnecessary prejudice about the nation’s situation. So we are working closely with our stakeholders to gain the trust of the tourist by attending various seminars, fairs abroad. Beside that we have decided to make a competitive package for those tourist visiting Nepal and contributing 5% of their expenses for disaster recovery, so the tourist feel privileged to stay hotel with the feeling they are contributing money for good cause.

From the Perspective of TAAN:

For the marketing we are getting in touch with our other partners abroad offering them the good deal for trekking. I must say we are more concerned about building relationship and trust with travel agencies and other tourism association so that they can convince tourist to travel Nepal. So our main strategy is to make tourist feel safe so when they go back to their country the positive message will be delivered among their friends and family and also we are encouraging them to share their experience of their travel to Nepal in social media, which I believe is very effective these days.

From the perspective of NepalNow:

Actually this is what we do. We encourage our visitors to write their story and experience during their visit to Nepal among them we choose the best story and award them with the free trip to travel to Nepal for two. Likewise, we also encourage our visitors to take a picture in our picture frame “I’m in Nepal Now” which is normally found in hotels and NTB and share it in social media by using #NEPALNOW so that their friends and relatives can see the post and might ask the experiences they had in Nepal and if replied positively it would definitely encourage their friends to visit Nepal Too. And also for those visitors who wants to visit Nepal they can post their blog in our official website why they want to visit Nepal and hence best blog among them will be chosen and rewarded. And also we are participating in various fairs and exhibition nationally and abroad.

5.1.3 Collaboration of stakeholders for the disaster recovery in tourism.

Perspective of NTB:

Actually we are all working together for the disaster recovery respectively in our areas. But we do conduct a meeting and decide who does what and work respectively so that we can focus on our main areas and work according to our strength. For example Nepal Now has been very successful in getting the trust of the tourist via social media as it publishes the story and experience of tourist who visit Nepal.

Perspective of HAN:

I must say we are taking this disaster, as a part of our life hence here there is nothing possible to do it by own or alone. We all need each other’s help to grow economically as well as to rebuild our nation so we are working closely with our stakeholders.

Perspective of TAAN:

All of us stakeholder are working on our own areas but with the same motto to get the tourist. So for that we are all contributing financially to the government for the recovery of damages that occurred due to earthquake. Beside that arrival of tourist will definitely help in the restoring our country.

Perspective of NepalNow:

Every stakeholders of tourism industry are actively participating to make the country recover from this havoc. We are working together with HAN, TAAN, NTB and government for the disaster recovery in our own perspective field.

Chapter Six

6. Discussion

I've started my research with three research objectives:

- a) To understand the significance of various stakeholders' roles in tourism disaster recovery in tourism
- b) To investigate the strategies implemented by the stakeholders for the disaster recovery in tourism
- c) To examine the involvement of key actors of tourism and their collaboration for the disaster recovery in tourism.

The stakeholders for the tourism industries of Nepal are the Tourism Board of Nepal, the transportation industry, travel agents, government, hotel and resort association of Nepal, local peoples and the local hotel and restaurants. They can play the greater roles and responsibilities to revive from the devastating earthquake that took on 25th of April 2015. During the interview, I came to know that all the stakeholders are very serious regarding their roles and responsibility as they have worked effectively in their respective areas, either by inviting the press media or by attending various seminars and exhibitions. The main focus shown by the stakeholders is 'trust' as they believe if they could gain the tourist trust and make them feel safe during their visit, the tourist will definitely deliver a positive message to their friends and family and so on. No one of the stakeholders think they can work alone as they all believe stakeholder collaboration is must for such disaster recovery as one will be left handicapped though their views might be different but they will have knowledge about their own respective field of expertise (Jamal & Getz, 1995) Helping hands of local people can never be kept aside, (Campbell, 2010). Local people helpful effort during this havoc was a hat off efforts. They helped the victims to get rescued along with the Nepalese Army, Armed police force, Nepal police, members from Red Cross and others. Local people was found guarding the damaged properties like their own, was helping elder citizens and children, helping to clean community, and various other activities to get things back

to normal. People were focused on recycling, reusing, sanitation and more to flourish social - tourism as well. According to Ghimere, (2015), social tourism refers to that type “tourism which includes disaster tourism, volunteering tourism, cultural tourism, heritage tourism, responsible tourism, educational tourism, medical and relief tourism which is the act of travelling to disaster areas as a matter of curiosity and generosity”. All these roles and the responsibilities of the stakeholders of the tourism industry has been playing significant role revive from this devastating earthquake.

Similar research work carried out by Him Lal Ghimire has stated a proposition to revive tourism in post-earthquake period. Implementing the best practice and the services from the stakeholder's level supports the country and also the tourism industry to revive from the devastating earthquake. Ensuring about the safe and comfortable transportation for the tourist to visit different places better supports to coordinate with the tourists (Kelly Montgomer, 2016). As the main roles and responsibilities of the local people can be providing warm hospitality and welcoming environment for the tourist so that they feel loved and wants to stay more. Other roles that local people can play in the improvement of the tourism can be letting the tourist know about the true cultures rather than the cultures those are imitated. If all the stakeholders from the different level make the strong coordination perform their roles and responsibilities, it helps to support the Nepal, including the tourism industry to revive from the devastating earthquake.

There are number of key stakeholders who are involved in supporting the government to work. It is extremely important to understand the different stakeholders like the government bodies, the disaster management bodies, the NGOs; common people are some of the key stakeholders. It is important to involve different stakeholders to mitigate disaster and organize effective recovery programs, which would help the companies to effectively reduce the impact of disaster. The stakeholders could come together and effectively develop a strong platform to assess the disaster problems especially in Nepal (WHO, 2015). Not only earthquakes but also all kinds of disasters should be handled effectively and hence stakeholders should come forward to develop the condition of the disaster-affected areas. It is important to mention that stakeholder response is an extremely important aspect and hence it could be said that getting the stakeholders to work with the key government bodies (Rica et al., 2011). The Nepal earthquake has showed that any single body cannot do disaster management and rather it has to be done with the help of different

stakeholders working together. The stakeholders will have to be on toes to give their best in case of emergency situation, which would help to mitigate emergency situations. As per (Pandey et al., 1995), It is very important to create awareness and hence it is important that the stakeholders focus on making people aware of the problems and teach commoners to face disaster challenges effectively. Overall it could be said that stakeholders plays a great role for the disaster recovery.

Based on the research conducted by Rica et al.(2011) we can draw that for tourism development both the local community and authorities needs to act in concert. For this vis-à-vis conservation of natural and cultural resources has been regarded as a benign approach that is also widely advocated as a comprehensive tool(Pandey et al., 1995).

Recently Nepal has been in the recovery phase from the previous disasters of the earthquake, which has made the critical need for the effective plans, and policies from the stakeholder of the Nepal tourism industry. Recently, a large amount of funds and aids have been provided from international and national source. On such a case, Nepal has to emphasize on the tourism industry, it being second key sector apart from agriculture. Newmarket strategies need to be implemented for driving the upliftment of the tourism sector of the country where the new policies and plans should be focused on sustainable benefits from the economic aspects of tourism industry through the use of new and innovative ideas(WHO, 2015).

The crux of the disaster recovery remains on the planning that goes into framing the disaster recovery system. It is important to mention that effective strategies are important for disaster recovery. In the present scenario disaster management cannot be handled by one single body and hence it is important to frame strategies which would involve different stakeholders for effective disaster recovery. During the recent years number of strategies has been developed as a part, which would help to handle any kind of disaster. In case of the Nepal earthquake the government completely failed to assess the risks effectively and hence it is important that a proper disaster strategy is developed. The disaster strategy mainly involves incident prevention, detection, response and recovery and restoration have to be put in place (NSDRM, 2008). The disaster management system will have to be developed since most of the disaster cases could unleash new challenges for the governments and hence involving technology will help the governments as well as the stakeholders effectively in order to mitigate the disasters. It is extremely important to involve different technological resources like software, devices as well as

computing (UNDP, 2015). For effective disaster recovery it is extremely important that all the stakeholders are involved and their roles and responsibilities are effectively utilized. Disaster awareness is always a key aspects as well as people could be taught to build their areas away from the disaster prone areas and also assess their lands in order to build their property (WHO, 2015). It is also important those are made aware about the different key aspect of disaster management and also educate them to face disaster effectively. Effective strategy also involves development of disaster infrastructure, which would help to develop the recovery system from disaster. Hence it could be said that through the above-mentioned strategies disaster recovery would be effective.

7. Conclusion

Nepal has every possible to be on the top of the most preferred tourist destinations and for this the country must be very optimistic about the future of the tourism as it possess huge potential of diverse tourist attraction across the country. The arrivals of foreign tourist will help the country to overcome the lost opportunities and its contribution to the overall economy. Not only that it will boost tourism activities and spread a positive message across the globe. However, the government and the tourism stake holders are the key to assure tourists safety and offer quality services.

The April 25 earthquake which had devastated Nepal with regular after aftershocks with an average of 5 Richter scale quake was very wrongly reported by the international community. This paper is also written with this objective to state that only few listed heritage sites were destroyed but still the preferred destination among the tourist were fine and was unaffected that is why the country is experiencing speedy recovery in the arrivals of tourist compared to past years. This miscommunication is an unfortunate for country like Nepal. Hence, The Government of Nepal along with the various stake holders should collaborate with each other as they are doing so, must take immediate serious efforts to resurge things very soon. They should try to convince the whole world through every possible means to convince foreigners that the country is still safe to travel and they are still many tourism destinations to visit. Additionally the Government and all the stake holders must follow all the norms, conducts, values and prepare innovative activities which they are doing to overcome this kind of situation and disaster in days to come. Appropriate plans and strategy should be formulated regarding risks and crisis management and formulate suitable marketing plans for the disaster recovery in tourism.

7.1 Limitation of the study

Disaster recovery management itself is a complex study. It is often noted that not only poor country like Nepal and Haiti are the victims of the disaster because of poor plan formulation and not proper implementation. Even developed countries like USA, Japan have been hit with various form of disaster in the past. In one way, this research study found that the poor country like Nepal, which is dependent on tourism as the one of the major contributor to the GDP of the country, was helped in all forms from all over the world. One of the good side of this research is it has helped to discover that the whole world and the country unites in the times of calamities.

- This research still possesses some limitation because it has been carried in a very short period, and with a very small number of stakeholders because being an academic research it was very confined due to financial issues and time and hence,, it is certain that all the findings cannot be generalized or valid to similar. However this study provides enough insights regarding the stakeholders' involvement and their role regarding the disaster recovery
- The government must actively participate in the campaign programs that helps for delivering the positive message about tourism safety in Nepal.
- Social media marketing helps in spreading messages quickly all over the world. Thus, public participation should be active towards the social media marketing that helps to promote the tourism after the earthquake.
- Awareness about the need and practice of the new plans and strategies must be raised from all possible levels to cope with future disasters.

Finally it is also equally essential that a longitudinal and cross-section study is recommended in the future to investigate if the research is in the right track and the stakeholders role do match to what they have answered.

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Appendix 1

Interview with Officiating Director of NTB, Sunil Sharma

1. How do you feel after this havoc?

It was very frightening which I really don't want to recall. Thanks god we are safe.

2. What is the total damage in terms of lives of people and property?

About the damage there is no any specific calculations made because we can't calculate that money. Now how can I say the damage of Dharahara, Kathmandu Durbar Square, and the various other property sites. It can't be measured in terms of money. Even though its a bitter fact we have to say that its more that 20 billion US\$. About people's lives 7900 people lost their life and several thousand are bound to live handicapped.

3. Were you aware that Nepal is prone to Earthquake/natural disaster, as a tourism stakeholder did you have any pre recovery plans or strategy?

Yes of course, we were aware Nepal is prone to earthquake and we were getting small earthquake time to time but we were yet not prepared for such a huge earthquake which shook the whole country. This quake was beyond our imagination but we knew our heritages site could be in danger as they were built many years ago. If I have to talk about pre-recovery plans we being negotiating with the government about the refurbishment of the old heritage site but we were not sure about the intensity of earthquake or lets say natural disaster, which may occur. So we were thinking beside heritages state, temple and all we have so many things to offer such as good food, culture and lot more places in Nepal.

4. What kind of step has been taken for the tourism disaster recovery soon after earthquake?

Tourism Board has accelerated its promotional and marketing activities abroad. More focus is now being given to short haul destinations like India and China. Apart from participating in regular tourism and travel fairs in these countries, the board is organizing sales missions in different cities to interact with tour operators who are interested in promoting Nepal. Beside that we invited international media for the press meeting through which they got chance to confront the places which has been destroyed and still safe. Because it was the easiest and quickest way to deliver message to the world that it's "Safe to travel Nepal". Especially there were so many

rumors about the earthquake and exaggerated news especially from India, which we really wanted to work on. I believe now the tourists are convinced and we are slowly bouncing back.

5. How you are involved for the reconstruction and refurbishments of the heritages and religious sites?

Our main duty for now is to convey the message to the word that “Nepal is Safe to travel”, so for this we are working closely with our stakeholder. We have restricted to visit some buildings in the heritage site, which are in danger to fall at any time. Secondly it’s our responsibility to make the tourist fill the safety to travel Nepal. There are certain amount of fee that tourist need to pay while visiting the heritages sites which definitely goes for the reconstructions and refurbishments of the damaged sites. Beside that, donation from all over the world and the budget allocated by government is poured into reconstruction and refurbishment of the damaged properties in a speedy pace to get things back to normal. Most of the sites have been reconstructed and some are in the process while some are in government’s exclusive plans. As well as involvement of all the stakeholders Business organization as a part of their social corporate responsibility are taking initiatives as well.

6. What kind of initiatives you have forwarded for the tourism marketing?

As I told earlier invitation to the international media was also one of our marketing strategy, which is quick and effective. Beside that we are attending many fair and exhibition abroad through which we get to convey the message “Nepal is safe to Travel” and support to build Nepal by visiting Nepal. Likewise Nepal has been ranked as number one in lonely planet travel guide for the best value destination to travel in 2017 with a slogan “Little help to Nepal wouldn’t hurt”. We are updating news regarding the construction of damaged buildings in our official page as well as Facebook and twitter. At the same time our stakeholders are working effectively for the marketing tourism from their respective areas.

7. Is Nepal still safe for tourist and what about the statistics of influx of tourist?

There are so many things to see in Nepal apart from those heritage sites. Except Kathmandu Durbar Square, other heritage sites were not badly damaged. Many tourists come to Nepal to enjoy hospitality and to experience natural beauty. Trekking to Everest and Annapurna is still safe as before. So there is no worry for tourists coming to Nepal, because there are more things to see besides temples. Restructuring is going slow but it has not deterred tourists coming to Nepal. Nepal received 313,512 tourists in the first half this year, against 277,992 in the same period a year ago. It clearly shows that tourists are coming to Nepal as usual.

8. How is the restructuring of centuries-old architectures going on? Do you see larger influx with restructuring completion?

Good news is that Boudhanath Stupa has already been restored and slowly all the damaged sites will be restored. As said earlier it is going in a steady pace but will take some time for every thing to be back in normal and for good reason the influx is increasing which is a positive sign to the country that will spread good message across the world.

9. How is tourism industry these days? Are all destinations open for tourists?

“Tourism is such a resilient industry, it bounces back as easily as it falls. Arrivals to Nepal jumped 12.77% in the first six months of 2016 indicating the arrival of normalcy after a phase of disaster. According to the World Travel and Tourism Council, the direct contribution of Nepal’s travel and tourism to its Gross Domestic Product stood at Rs85.3 billion, or 4 percent more than that of 2014 and is forecasted to rise by 7 percent to Rs91.3 billion this year. A few international chain hotels are getting ready to operate within one year. Nepal is slowly gaining confidence of the travellers as a safe destination. Airlines are operating as before. The destination still holds a great attraction, we are effectively communicating to the potential travellers that Nepal is able to meet all their expectations. Some historical cultural monuments and trekking trails were damaged in the earthquake. Some of the monuments in the heritage sites were reopened for tourists from June 15, 2015. Roads and air transport links remained intact across the country; the majority of hotels and restaurants came into operation within few months of the earthquake. Most trekking

areas, except Manaslu and Langtang, have not been damaged by the earthquake. But now these areas are open for trekking as well. Chitwan National Park, Pokhara, Annapurna region and Bardia National Park also escaped widespread damage. The birthplace of the Buddha, Lumbini, did not suffer damage. Out of 75 districts of Nepal, only 14 districts were damaged. Apart from Langtang, Manaslu and Gaurishankar, the 14 other national parks and conservation areas including Everest, Annapurna, Kanchanjunga areas withstood the earthquake with strength and power”

10 How are you collaborating with stakeholder for the disaster recovery in Tourism?

Actually we are all working together for the disaster recovery respectively in our areas. But we do conduct a meeting and decide who does what and work respectively so that we can focus on our main areas and work according to our strength. For example Nepal Now has been very successful in getting the trust of the tourist via social media as it publishes the story and experience of tourist who visit Nepal.

Appendix No.2

Interview with HAN Chairman, Mr Shyam S.L Kakshyaspati

1. How do you feel after this havoc?

Actually I have been to India due to some official work so I could not feel the earthquake but what I saw in the news channel in India made my heart beat faster. But found out it was not as worst as I have imagined by looking up the news there.

2. Were you aware that Nepal is prone to Earthquake/natural disaster, as a tourism stakeholder did you have any pre recovery plans or strategy?

Yes Nepal lies among the top 20 most prone countries to earthquake. In 1934 we had a big earthquake, but we were getting the feel of small earthquake, which we really didn't care much. We have made our buildings for hotel earthquake resistance and those who are/were building hotels need to meet the certain criteria for the construction.

3. What step have you taken for the tourism disaster recovery soon after earthquake?

At first phase we along with other responsible stakeholders were involved with our helping hands to help people to rescue, take them to safer sides. The major role at this time was the role of government as they send Army, Police, and Armed force to respective areas to help the needy people to safer side. Sooner the Government established earthquake relief fund where funds were pouring as a result the Government did utilize the money efficiently to help the victims with food, shelter, medicine and what so ever needed. Beside the Government has allocated separate budget to reconstruct the damaged properties and so on. First it was a challenge to bring things back to normal by trying to eliminate the blockage of water supply, transportation, market regulation, electric and communication supply was almost dead.

4. How is your involvement for the reconstruction and refurbishments of the heritages and religious sites?

We helped the Nepalese Government by giving Rs 1511000 donation to **earthquake victims**, which has been deposited in prime minister Relief fund. Beside that our association has been helping victims of Bhaktapur and Kavrepalanchowk with tent, medicines, and food materials.

Not only that HAN has also decided to help the Government in all possible forms to recover tourism as soon as possible.

5. What kind of initiatives you have forwarded for the tourism marketing?

Yes, I think the use of the marketing strategy works to reduce the prejudice regarding the tourism scope in Nepal after the earthquake. Due to the international media coverage during the earthquake time and smaller issues has to be misrepresented by the media that has allowed people of the international nation to make unnecessary prejudice about the nation's situation. So we are working closely with our stakeholders to gain the trust of the tourist by attending various seminars, fairs abroad. Beside that we have decided to make a competitive package for those tourist visiting Nepal and contributing 5% of their expenses for disaster recovery, so the tourist feel privileged to stay hotel with the feeling they are contributing money for good cause.

6. Is Nepal still safe for tourist and what is the statistics of influx of tourist?

Yes Nepal is very much safe that is why the number of tourist is increasing than last years.

7. How is the restructuring of centuries-old architectures going on? Do you see larger influx with restructuring completion?

Constructions are taking places in various sites so I believe eventually everything will be restored and of course with safety for upcoming natural disaster

8. How is tourism industry these days? Are all destinations open for tourists?

Every thing is ok and on the right track, yes there are still reconstruction going otherwise everything is fine now with normalcy because almost destination is now ready to invite the tourist with open arms.

9. How are you collaborating with stakeholder for the disaster recovery in Tourism?

I must say we are taking this disaster, as a part of our life hence here there is nothing possible to do it by own or alone. We all need each other's help to grow economically as well as to rebuild our nation

Appendix No 3

Interview with TAAN Director, Mr Ramesh Dhamala

1. How do you feel after this havoc?

It was very heart breaking apart from that media coverage has displayed more than that has happened in our country to the world and it has remained greater challenges for the agencies like “TAAN” that are attached to the tourism industry of Nepal to send the message that Nepal is no more in danger, and there are lots of such destination to be explored by the tourist. Attracting the tourist has remained major challenges for the tourism industry to revive from the damages of the earthquake.

2. What step has been taken for the tourism disaster recovery soon after earthquake?

Soon after earthquake, we are all their to help people who suffered earthquake. Not only us, every individual every Nepali was on the street with helping hands which really made me feel good thinking that we all are their for each other.

3. How is your involvement for the reconstruction and refurbishments of the heritages and religious sites?

As our country is one of the developing nations. While talking about the nation’s economic condition, economic downturn due to the earthquake has decreased the per capita income of the country. It has created a greater impact on the poverty line of our country and also 1.5% has lowered the GDP growth. While analyzing all these scenarios, I think that nation’s economic condition has been poorly affected by the earthquake. So it will take time for the reconstruction but we being a part of tourism industry are giving all our efforts by helping the Nepalese government financially and through other means to help tourism flow as before. As being one of the Key stakeholders we have played a significant role in disseminating the positive message about the further possibilities of the tourism in the country. Promoting the local tourist has also helped for attracting the international tourist

4. What kind of initiatives you have forwarded for the tourism marketing?

For the marketing we are getting in touch with our other partners abroad offering them the good deal for trekking. I must say we are more concerned about building relationship and trust with

travel agencies and other tourism association so that they can convince tourist to travel Nepal. So our main strategy is to make tourist feel safe so when they go back to their country the positive message will be delivered among their friends and family and also we are encouraging them to share their experience of their travel to Nepal in social media, which I believe is very effective these days.

5. Is Nepal still safe for tourist and what is the statistics of influx of tourist?

Yes for sure it is safe and I can say it without any doubt. As being the director of the Trekking Agencies Association of Nepal, I can feel the greater potentialities of the tourism in Nepal. Our country in the mountainous country, we have plentiful of vegetation and the wider range of wildlife. Besides, our country is one of the famous areas for the tourist destination. Tourist can get abundant of the tourism opportunities like, trekking, cycling, mountain climbing, hiking, rafting and also the bungee jumping. Due to all these opportunities for the tourist, I think that there are great potentialities of the tourism in Nepal. Due to these potentialities people do come to visit Nepal and the influx is also increasing

6. How is the restructuring of centuries-old architectures going on?

The restructuring of old architectures that has been damaged is going a planned phase even though the pace is slow, The government has allocated budget to rebuilt Dharahara very soon in a new and luxurious style likewise others have been reconstructed while some are in the process. After this we can see a new modern Kathmandu because some damaged properties was in very poor conditions as well.

7. How is tourism industry these days? Are all destinations open for tourists?

Since Nepal possesses diversity in tourism industry is back in normal. Tourist are already arriving in Nepal in large number to experience expedition and various other hiking trekking and other form of adventurous tourism, so the tourism is bouncing back.

8. How are you collaborating with stakeholder for the disaster recovery in Tourism?

All of us stakeholder are working on our own areas but with the same motto to get the tourist. So for that we are all contributing financially to the government for the recovery of damages that

occurred due to earthquake. Beside that arrival of tourist will definitely help in the restoring our country.

Appendix 4

Interview with Manager in NepalNow: Santosh Acharya

Questions

1. How do you feel after this havoc?

It was a pretty bad day when it comes in the history of Nepal this day 25th April 2015 will be remembered as a black day. We must thank your god Pashupatinath that this havoc occurred during the daytime if it had happened during midnight the situation would be more horrible.

2. What is the total damage in terms of lives of people and property?

As per reports it is believed that almost 7000 peoples lost their lives and about 20 US\$ billion properties were damaged. We lost most our heritage sites so that can't be weighed against money.

3. Were you aware that Nepal is prone to Earthquake/natural disaster, as a tourism stakeholder did you have any pre recovery plans or strategy?

Yes the country is very prone to earthquake, the government did had plans they were making people aware through various programmes through radios and television regarding do's and don'ts during earthquake. Apart from that we have established our organisation after earthquake with the view of bringing tourist to our country, which will help to restore our country.

4. What step has been taken for the tourism disaster recovery soon after earthquake?

During the first phase it was the rescue phase the ministry for home affairs and Ministry of security employed their personnel's for the rescue of needy peoples, local people helped people to rescue who were buried for days. Every individual and organizations did their best to get things back in normal from their possible ways. Likewise we came up with the new organisation in order to get the tourist and help the tourist to understand and know the real situation about the Nepal in time to time. We gave our best effort along with the helping hands to all the NGOs and INGOs in cleaning up the damaged sites as soon as possible. We conveyed to all our nearest and dearest ones that we are safe and the country is recovering very soon through all possible means/ social media.

5. How you are involved for the reconstruction and refurbishments of the heritages and religious sites?

Simply we are helping to get back tourist to our country and I believe the money they will spend in our country will definitely will help our country to rebuild again.

6. What kind of initiatives you have forwarded for the tourism marketing?

Actually this is what we do. We encourage our visitors to write their story and experience during their visit to Nepal among them we choose the best story and award them with the free trip to travel to Nepal for two. Likewise, we also encourage our visitors to take a picture in our picture frame “I’m in Nepal Now” which is normally found in hotels and NTB and share it in social media by using #NEPALNOW so that their friends and relatives can see the post and might ask the experiences they had in Nepal and if replied positively it would definitely encourage their friends to visit Nepal Too. And also for those visitors who wants to visit Nepal they can post their blog in our official website why they want to visit Nepal and hence best blog among them will be chosen and rewarded. And also we are participating in various fairs and exhibition nationally and abroad.

7. Is Nepal still safe for tourist and what is the statistics of influx of tourist.?

Yes, Nepal is completely safe to travel and the numbers of tourist are also growing day by day. We are very positive regarding the tourist visit.

8. How is the restructuring of centuries-old architectures going on? Do you see larger influx with restructuring completion?

Now this is the answer that I must say honestly despite all the efforts going on the reconstruction is going on a snail’s pace but however Boudhanath stupa has been restored and I believe others will be restored too but it takes time. Despite that local people like national artist of our country Sram Kattel and Kunjana are creating example to it by building houses to victims and other local are giving them help by their best ways to help them.

9. How is tourism industry these days? Are all destinations open for tourists?

Tourism this day is on the track. Not all the destinations were completely destroyed so I must say

most of the destination are open and some are still under construction but the tourist will not regret visiting as we have so much to offer.

10. How are you collaborating with stakeholder for the disaster recovery in Tourism?

Every stakeholders of tourism industry are actively participating to make the country recover from this havoc. We are working together with HAN, TAAN, NTB and government for the disaster recovery in our own perspective field.

