

## Newari Community's Attitude to Promote Cultural Tourism Development: Evidence from Kathmandu Valley, Nepal

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### Abstract

Cultural tourism is critical to the growth of destinations all over the world. Cultural activities and events, as well as existing local historical and cultural assets or cultural capital, shopping, and event attractions, are all believed to play a key role in the nations' cultural and economic development. In the Nepalese context, cultural tourism is widely discussed for the potential development of local and indogenous communities. Thus, the research aims to identify Newari Community's attitude toward promoting cultural tourism development in Kathmandu Valley. Newari community people from Kathmandu valley were taken as a population, a total of 280 individuals were taken as a sample, and data were collected using a structured questionnaire. The attitude level of Newari people was measured using the attitude index. The Ordered Logistic Model was used to test the factors determining the Newari community's attitude towards promoting cultural tourism development. The result revealed that the Newari community is highly aware of cultural tourism development. Further, regression result shows that monthly income, employment opportunities, a wide variety of cultural activities, developed partnership, pride of local residents, sufficient information, cost of living, a problem with parking or traffic, and household employed in art and cultural activities statistically influence attitude level of Newari community to promote cultural tourism development. Hence, the Newari community should focus on promoting cultural tourism development through conservation, protection, and development of cultural management.

**Key Words:** Newari Community, Attitude, Cultural Tourism, Tourism and Development, Ordered Logistic Model, Nepal

**JEL Classification:** M14, L83, D83, Z32, N15

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### 1. Introduction

Culture and tourism were seen as distinct features of destinations during the twentieth century (Rothman, 1998; Urry, 1996; Bonet, 2011; Korstanje, 2012). National or cultural identities were believed to be the outcome of cultural heritages that are counted as Cultural resources (Van

Oudenhoven et al., 2006). Tourism, on the other hand, was viewed as a recreational activity that is distinct from everyday life and local culture (Koçyiğit & Küçükcivil, 2022). Since the 1980s, cultural tourism, in particular, has been recognized as a major source of economic development for a number of countries (Framke, 2002). As Blešić et al. (2014) festivals are thought to have a significant impact on the growth of cultural tourism in host communities because they contribute significantly to both cultural and economic development.

As part of the growth of cultural tourism, cultural activities should help the local community earn extra money by attracting more tourists and enhancing of living standard of that place (Singh, 2016; Devkota et al., 2022). Thus, innovative actions might be crucial to achieving local targets (Civelek et al., 2021; Ključnikov et al., 2021). Cultural values also determine the success of SMEs (Civelek & Krajcik, 2022). The study by Murphy and Boyle (2006) states development of cultural tourism development is determined by a multitude of factors that are not really different from each other, and it's hard to determine one element without mentioning at least the others. Blešić et al. (2014) mention that existing local historical and cultural attractions or cultural capital, retail and event attractions, activities and events, and a pleasant and lively/renewed city image are all important components for urban cultural tourism development.

The major challenges faced by cultural tourism professionals include local government leadership, consistent funding, active support from stakeholders, and stakeholder partnership and collaboration, as well as the difficult task of changing the city's image from its well-known sporting events to cultural tourism (Lenao, 2015; Salazar, 2012; Richards, 2007; Riganti, 2009). These difficulties should be solved to contribute to the local market, making word-of-mouth promotion of the city's cultural tourism more cost-effective and marketing-effective. The contribution of tourism to the promotion of cultural businesses has sparked a major debate in the literature about the need for a national policy and strategy on tourism and business sector promotional communication so that the country can be promoted as a source of tourism and hospitality services (Sampieri, 2010). Understanding the economic value of heritage and placing a premium on local activities and culture, with tourism as a supporting factor, while also ensuring public education and community awareness through a variety of methods, including research and development, event management, public hearings, and information dissemination (Dümcke & Gnedovsky, 2013; Rinaldi, 2017; Alberti & Giusti, 2012; Devkota et al., 2020). There is lack of marketing and promotion destinations for cooperation and networking in the cultural business (Mitchell & Hall, 2005; Kutlu & Ayyildiz, 2021). No written evidence of when the cultural heritages were built for the first time. There aren't enough community leaders and festival organizers to strike the right balance between community festivals' social benefits and costs (Blešić et al., 2014).

Apart from this, several questions have arisen that need to be addressed. How can the attitude of the Newari community toward the growth of cultural tourism be measured? What are the obstacles to the development of cultural tourism? What are the managerial solutions for supporting cultural tourism development? The study plan of this research is to understand the Newari community's attitude toward promoting cultural tourism development. The paper traces the evolution of cultural tourism as a subject of study over the last decade, outlining key developments and areas of research such as cultural consumption, cultural motives, heritage conservation, cultural tourist economics, anthropology, and the creative economy's relationship. As a result, careful research is needed to investigate the issues related to the Newari community's attitude toward promoting cultural tourism development. This study aims to identify Newari Community's attitude toward promoting cultural tourism development in Kathmandu Valley.

The study is organized into five sections: the literature review is depicted in section 2, research methodology is presented in section 3, data presentation, and analysis in section 4 and section 5 concludes the study.

## 2. Literature review

### 2.1. Cultural Tourism Development

Cultural tourism's growth as a crucial sector of the economy has steadily taken center stage in the economic agendas of most countries across the world. It has a significant and unquestionably positive impact on the economical and political growth of destination nations, for example, by providing new job opportunities. Cultural tourism as a crucial sector of the economy has gotten a lot of international attention in the last few decades. This is because to its ability to stimulate income growth swiftly, generate foreign exchange, and contribute to government domestic earnings through fees and taxes (FaladeObalade & Dubey, 2014). Various studies such as Ritchie and Inkari (2006), Wang et al. (2011), Pandey and Pandey (2011), Blesic et al. (2014), Richards (2018) and Uslu et al. (2020) conclude that cultural for many countries, tourism has become a major source of economic diversification, underpinning the service sector and building effective backward and forward links with the rest of the economy, providing for new job and income-earning opportunities. In England, cultural tourism support in the economic benefit and social benefit of developing cultural tourism (Ritchie and Inkari, 2006). Using technology and social networking, the long-term influence of a vacation experience in Europe can be considerably increased (Richards, 2018). Similarly, in the Serbian context, residents' attitudes play an important role in the creation and testing of things, resulting in the socio-economic impact of community festivals (Blesic et al., 2014). Although industrialized countries account for a larger share of global cultural tourism, many developing countries are beginning to take advantage of the enormous prospects presented by cultural tourism. In the context of Nepal, cultural tourism can grow much more. Pandey and Pandey (2011) shows that in Bhaktapur, a typical cultural tourism heritage, there are huge potential of cultural tourism development. The potential for tourism development in this lovely neighborhood can be further enhanced by holding additional activities such as product diversification, hotel development, appealing nightlife, and homestay activities. As a result, tourism planners must disseminate the benefit more widely and involve residents from various socio-economic classes and locales in tourism planning and development actions (Ritchie and Inkari, 2006). It also includes a transition from tangible to intangible heritage, increased focus on indigeneous and other minorities, and a geographic extension of cultural tourism research coverage (Richards, 2018).

### 2.2. Tourism Contribution on Cultural Promotion

Tourism has become a global phenomenon and its contribution in cultural value has increased rapidly. Many nations consider tourism to be a significant source of foreign revenue (Devkota et al., 2021a; Devkota et al., 2021b). Presenting a comprehensive view, the results of tourism contribution on cultural promotion are important for marketers (Pradana, 2018). It helps them perform their job better in promoting culture with a better knowledge of their market segment. Murphy and Boyle (2006) mentioned that the link between the growth of a creative city, the role of the community, the growth of cultural creation, and the contribution they all contribute to civic pride and image. Thapa (2015) observed that better protect enviormnet plays crucial role for tourism attraction and their contrivution towards the local level. In order to better conserve the environment, visitors in Nepal's Annapurna Conservation Area are willing to pay more than double the existing admission charge (27 USD). When it comes to making village tourism sustainable and promoting it through the notion of sustainability, a specific goal should be to host high-quality-low-number tourists rather than low-quality-high-number tourists. In the Greece context, Jurigova & Lencsesova (2015) observed that art, tradition, historical assets, language, natural resources, and a well-established cultural background are all factors that contribute to the identity, originality, and distinctiveness of each place. They claimed that cultural and mountain destinations are two areas where sustainability should be examined because they serve as

environmental, social, and economic preservation. Tourism's contribution to cultural promotion is growing, thanks to the rising use of technology that blurs the lines between real and virtual experiences (Richards, 2018; Vasanicova et al. 2021). Cultural tourism research has already produced a slew of lucrative sub-sectors, including cultural heritage tourism, film-induced tourism, and literary tourism. Pradana (2018) found that commodification of Parwa shadow puppet acts for tourism had economic, social, and cultural ramifications in their study in Bali. But resulting in the dedication of puppet culture and the difficulties of enculturation of shadow puppet culture. Tourism contribution on cultural promotion through the application of technology, popularity of home stay, conservation and heritage management can be witnessed in literature. In Glasgow, the research Murphy and Boyle (2006) shows that the creation of a community-based creative hub for cultural output is significant since it makes the city more appealing to live in and visit.

### 2.3. Tourism Contribution on Local Cultural Business

Tourism would be able to take advantage of the chance to promote and market local communities in order to boost economic growth and the livelihood of local citizens in the tourist destination while also ensuring the cultural and natural resources of the community are preserved (Kurar, 2021). It is an important part of promoting the services of hotels and restaurants in terms of promoting their contribution to local communities' sustainable development and environmental efficiency (Delgado, 2019). According to economic effect studies, the cultural tourist's financial contribution may be much more than that of the local attendee (Tigha, 1985). It is wider accepted in Nepalese context too. Bishwakarma and Basnet (2018) found that the visitors are enticed by panoramic natural views, architectural, historical, and religious heritages in Nepal's far western metropolis, which is one of the country's historical districts. Similarly, as a pro-women tourist opportunity, local culture business in rural Nepal fosters sustainable community development by supporting gender equality (Acharya & Halpenny, 2013). As a result, in order to promote tourism and contribute to local cultural businesses, the event should be hosted in a good location with ample parking, as events attract tourists. Events provide opportunities for the local community to earn additional revenue.

From the overall empirical review, it can be concluded that there is significant role of tourism to contribute on local cultural business. Kunwar and Chand, (2016) elaborates heritage tourism is among the most major sources of revenue for the local community, as well as a way to improve their standard of living. Locals have benefited from tourism in a variety of ways, including the emergence of a market for local traditional items and part-time work for students. Tourism has created a significant number of direct and indirect jobs, as well as stimulating the local economy through the productivity and wealth multiplier effect (Devkota et al., 2020; Gavurova et al. 2020).

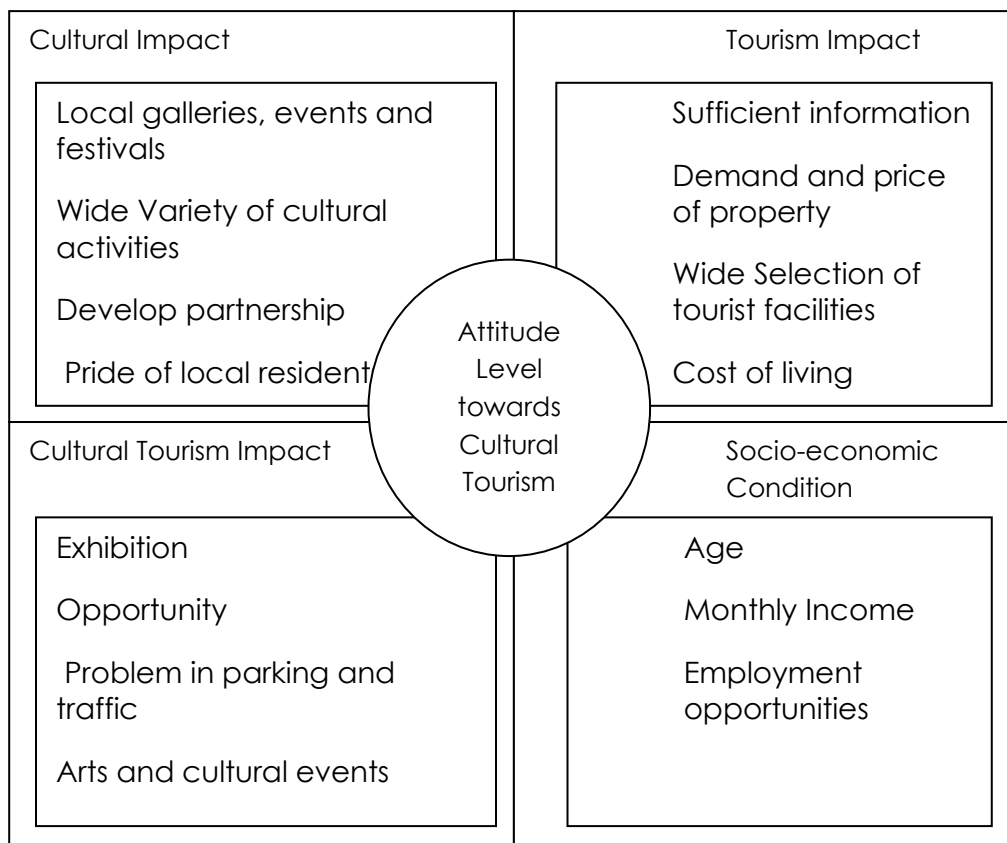
## 3. Methods

### 3.1. Theories on Cultural Tourism Development

Cultural tourism development is rapidly growing phenomenon which relates to countries or region's culture which highlights uniqueness and diversity which distinguishes it from other culture. These regional differences also affect foreign direct investment inflows of a specific region (Shuyan & Fabus, 2019). Several theories including Hofstede's Cultural Dimensions Theory (Xiaomei, 2016), Community Perception Theory (O'Brien & Wilson, 2011), Push and Pull Model of tourism theory (Antara & Prameswari, 2018), The Sociological Theories of Deviance (Wells, 1978), and Attribution theory (Orth, 2012) are discussed which is concern with the Interactions between the local community and culturally motivated visitors help to the growth of cultural tourism as well as the preservation and

enhancement of the richness of local cultural resources for future generations. These theories will drive the development of a framework for long-term sustainability and recovery indicators for cultural tourism planning, measurement, and monitoring in the local community (Matteucci, 2020). For instance, some studies have mentioned Hofstede’s dimensions for different purposes to explain the differences among countries (Civelek et al., 2020; Ključnikov et al., 2020a; Ključnikov et al., 2022). Moreover, the Cultural Dimensions Theory of Hofstede Xiaomei (2016) used a structure derived from factor analysis to explain the effects of a society's culture on its members' values and how these values relate to behavior, including power distance, uncertainty avoidance, individualism/collectivism, masculinity/femininity, and long vs. short term orientation. Similarly, the study of O’Brien and Wilson (2011) it is helpful to start by noting that perception of community theory can be approached as a value as such it may well be used to bring together a number of elements, for example, commitment, solidarity, trust and mutuality and demonstrate the existence of community perception on social attitudes to promote cultural tourism development. However, The push and pull model of tourism theory explains the hypothesis that " higher the amount of pull factors, the higher the growth of tourism will be" (Antara & Prameswari, 2018). The Sociological Theories of Deviance, suggests that people who lack a deep attachment to, dedication to, interest with, and belief in their community are less inclined to seek to conform to the social standards of the culture around them. Alternatively, Orth (2012)'s Attribution Theory examines how the social perceiver uses information to come at casual explanations for events.

Figure 1. Conceptual Framework



Source: Modified from (Ritchie & Inkari, 2006)

Thus Hofstede’s Cultural Dimensions Theory justifies my study area and more relevant to my study as the theory explains the a cultural model based mostly on differences in values and ideas about job goals.

The purpose of this study is to improve a conceptual model of tourists' on-site trip behavioral features and their relationship with Hofstede's five cultural dimensions by using a conceptual framework on nationality and on-site trip behavior. The Figure 1 conceptual framework analyze attitude toward cultural tourism development on cultural impact, tourism impact, cultural tourism impact and socio-economic condition. Under cultural impact the explanatory variables are local galleries, events and festivals, wide variety of cultural activities, develop partnership and increase of pride of local residents. Similarly, tourism impact includes information, increase in demand and price of property, wide selection of tourist facilities and cost of living. Whereas cultural tourism impacts the explanatory variables are exhibition, opportunity to meet new people, increase problem in traffic and parking and arts and cultural events. Likewise, socio-economic condition includes age, gender, level of income and cultural/non cultural employment. The findings show that there is substantial community support for tourism as a development choice, notably for the economic benefits, which are valued higher than most of the environmental protection and social benefits (Ritchie & Inkari, 2006).

### 3.2. Ordered Logit Model

Logistic regression is applied by some studies for data analyses (Ključnikov et al., 2020a; Ključnikov et al., 2020b). In order to measure community's attitude to promote cultural tourism development in Kathmandu Valley, the study used ordered logit model. The community attitude is indicated by the codes 0, 1, and 2 in the ordered logit outcome answer (Paudel et al., 2020). Assume that the probability of being aware is described by an ordered logit model as follows:

$$P(Y = C/X_i) = F(X_i\beta)$$

Where Y represents the response created as a result for the community's attitude level, which is coded as 0 = less aware, 1 = moderate aware, and 2 = high aware; F represents the usual logistic cumulative function; and X represents the collection of independent variables.

$$P(Y_i > j) = \frac{\exp(x_i\beta - k_j)}{1 + [\exp(x_i\beta - k_j)]}, j=1,2,\dots, M-1,$$

which implies

$$P(Y_i = 1) = 1 - \frac{\exp(x_i\beta - k_j)}{1 + [\exp(x_i\beta - k_j)]}$$

$$P(Y_i = M) = \frac{\exp(x_i\beta - k_{m-1})}{1 + [\exp(x_i\beta - k_{m-1})]}$$

$$P(Y_i = j) = \frac{\exp(x_i\beta - k_{j-1})}{1 + [\exp(x_i\beta - k_{j-1})]} - \frac{\exp(x_i\beta - k_j)}{1 + [\exp(x_i\beta - k_j)]}, j=2,\dots, M-1, \text{implying}$$

In the case of M=2, these equations simplify to:

$$P(Y = 0) = \frac{1}{1 + [\exp(Z_i - k_1)]}$$

$$P(Y = 1) = \frac{1}{1 + [\exp(Z_i - k_2)]} - \frac{1}{1 + [\exp(Z_i - k_1)]}$$

As a result, according to Williams (2016), the ordered logit model may be used to assess the likelihood that the unobserved variable  $Y^*$  falls inside the various edge boundaries using the estimation of  $Z$  and the assumed logistic distribution of the aggravation term. In our case, it is to assess the community's willingness to support cultural tourist development. The empirical specification looks like this:

$$Y = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots \dots \dots + \beta_n X_n + \varepsilon$$

Where,  $Y$ = Attitude towards Cultural Tourism Development ( $i=0, 1, 2$ ),  $X$ = Independent Variables and  $\varepsilon$  = Error Terms. The Attitude Index is calculated by asking respondents yes or no to 17 questions, with questions about attitudes toward cultural tourism development being kept ahead so that we can determine how aware a Newar community is of the importance of promoting cultural tourism. The general form of identifying Newar community's attitude to promote Cultural Tourism Development is:

$$Y(\text{Attitude}) = \begin{cases} Y = 0, & \text{If Scale Score} < 50\% \\ Y = 1, & \text{If } 50\% < \text{Scale Score} < 75\% \\ Y = 2, & \text{If Scale Score} > 75\% \end{cases}$$

Further, the final Ordered Logit Regression equation can be presented as:

$$Y = \alpha_0 + \beta_1 \text{age} + \beta_2 \text{mon\_inc} + \beta_3 \text{employ} + \beta_4 \text{gall\_evt\_fes} + \beta_5 \text{wid\_var\_cult} + \beta_6 \text{devl\_partn} + \beta_7 \text{prid\_loc\_res} + \beta_8 \text{inform} + \beta_9 \text{dem\_pric\_prop} + \beta_{10} \text{wid\_select} + \beta_{11} \text{col} + \beta_{12} \text{exhibition} + \beta_{13} \text{opportunity} + \beta_{14} \text{parkingtraffic} + \beta_{15} \text{art\_cul\_evt} + \varepsilon$$

Table 4. Variables and Expected Sign of Variables

Variables	Description	Value	Expected Sign	Mean	Std. Dev.	Range
Attitude	Individual Attitude Level	Categorical	+	1.76	0.47	0-2
<b>Socio-economic Condition</b>						
Age	Respondent's Age	In years	+	35.27	11.57	16-70
mon_inc	Respondent's Income Level	In Rs	-	73355.3	99950.6	0-1200000
Employ	Respondent's Employment Opportunities	1= Yes 0= Otherwise	+	.95	.21	0-1
<b>Cultural Impact</b>						
gall_evt_fes	Visiting for local galleries, events and festivals	1= Yes 0= Otherwise	+	.92	.26	0-1
wid_var_cult	Increase a variety of shops, restaurants and hotel's tourism	1= Yes 0= Otherwise	+	.70	.45	0-1
dev_partn	Develop more partnerships to increase the number of cultural events	1= Yes 0= Otherwise	+	.72	.44	0-1

prid_loc_res	Increasing pride of local residents	1= Yes 0= Otherwise	+	.92	.25	0-1
<b>Tourism Impact</b>						
Inform	Sufficient information regarding cultural tourism development	1= Yes 0= Otherwise	+	.73	.44	0-1
dem_pric_prop	Demand and price of property has increased due to tourism developments	1= Yes 0= Otherwise	+	.75	.42	0-1
wid_select	Wide selection of tourism facilities	1= Yes 0= Otherwise	+	.68	.46	0-1
Col	Tourism has increased the cost of living in community	1= Yes 0= Otherwise	+	.83	.37	0-1
<b>Cultural Tourism Impact</b>						
Exhibition	Cultural tourism as exhibition is good for the local community	1= Yes 0= Otherwise	+	.76	.42	0-1
opportunity	Cultural events give residents an opportunity to meet new people	1= Yes 0= Otherwise	+	.92	.25	0-1
parkingtraffic	Problems in traffic and parking have increased because of cultural events	1= Yes 0= Otherwise	+	.49	.50	0-1
art_cul_evt	Overall cultural tourism including arts and cultural events are good for local community	1= Yes 0= Otherwise	+	.66	.47	0-1

Source: Own processing

### 3.3. Study Area and Population

Kathmandu Valley is taken as area of this study as Newars are the historical inhabitants of Kathmandu Valley and was already famous for its architecture and apparently enlightened governance (Goodman, 2016). Kathmandu Valley is divided into three districts: Kathmandu, Lalitpur, and Bhaktapur, which collectively cover an area of 899 square kilometers, with a total area of 665 square kilometers (Paudel et al., 2021). The Kathmandu Valley is located between the latitudes of 27° 32' 13" and 27° 49' 10" north, and the longitudes of 85° 11' 31" and 85° 31' 38" east, with a mean elevation of 1,300 meters (4,265 feet) above sea level (Jimee, 2006). The present study will identify the community attitude to promote cultural tourism development in Kathmandu valley. With a population of 985000 people in 2019, Kathmandu is the main gateway to the country's tourism and accounts for 1/12 of the population. Using Kathmandu as a study area can reduce the error in our study due to the inclusion of sample from people of various ethnicities, ages, genders, and social classes. Gautam & Rodrigues



(2021) mentioned that a Newar has been defined as an inhabitant of the valley of Nepal who speaks Newari. The richness of Nepal's Newar culture, traditions and customs, history and arts, literature and music, and language and linguistic legacy are all revealed and preserved through this research.

### 3.4. Sampling Techniques and Sample Size

In statistical analysis, sampling is the process of selecting a specific number of observations from a larger population (Devkota et al., 2020). This study is based on sampling as population of Newar is large and connected each people in short period of time. The study used a non-probability sampling method as a sampling strategy. Within non probability sampling, there are several techniques that can be followed by the researcher (Devkota et al., 2020). In this study, convenience sampling was utilized, which is one of the most suited for study analysis and data presentation since it entails recruiting participants anywhere they can be found, which is normally wherever is handy, and it is straightforward and easy to research. This technique fits in the research because data is collected from potential members to understand specific issues or managerial solution of a community regarding cultural tourism business.

The procedure of selecting the number of sample observations is known as sample size determination. The sample size is an important factor to consider when making inferences about the population of a sample. Sample size determination, according to the study (Paudel et al., 2020), aids in the organization of the study by ensuring the efficient and ethical use of research resources in order to generate statistically significant results. The sample size for the study was calculated using the formula published by Singh and Masuka (2014). It shows that  $n_0 = z^2pq/l_2$ .  $n_0$  denotes the sample size required for the investigation.  $p$ =prevalence or percentage of an event 50 percent = 0.50, standard tabular value for 5% level of significance ( $z$ ) = 1.96,  $p$ =prevalence or proportion of an event 50 percent = 0.50 (Kharel, 2019). As a result,  $P=0.5$  and  $q=1-p$ , = 0.5. The maximum amount of inaccuracy that can be accepted is ( $e$ ) = 6%. As a result, the total population for the research is  $(1.96)^2 0.50.5 / (0.06)^2 = 266.78$ . The non-response error is 5%, or  $266.78 * 5 / 100 = 13.34$ . As a result, the formula  $(266.78 + 13.34)$  is used to determine the sample size required for the investigation. Hence, total 280 respondents were interviewed for this study.

### 3.5. Research Instrument, Data Collection and Data Analysis

Interview with Structure Questionnaire was the main research instrument used in this study. For data collection, a structured questionnaire has been established and devised to conduct a study on the attitudes of the Newari people toward the growth of cultural tourism in the Kathmandu Valley. Interview was conducted among the various Newari community people who are living in Kathmandu, Bhaktapur and Lalitpur and quantitative data was extracted through interview. Primary data from questionnaire survey have been collected. In the study the researchers have linked questionnaire in order to meet the various objectives mentioned above in the study. The formulated structured questionnaires are maintained in kobo toolbox for data collection. For data collection pre-test was done and then it was transferred to KOBO tool for actual data collection from respondents. The data collection in the study was from both online and offline method. The majority of the respondents were filled the questionnaire from face to face interview and the least of the respondents were filled the questionnaire from online. Representation of male and female, thier age, and location is carefully considered while collecting the data. The data collection time periods of April 2021 to July 2021. Final estimation of the regression is done using STATA software.

## 4. Results

The result section presents the data Analysis that was performed through following procedures: descriptive analysis, attitude index and inferential analysis.

#### 4.1.Descriptive Analysis

##### Socio-demographic factors

The average age of the respondents in this survey is 35 years, with 16 being the youngest and 70 being the oldest. Among respondents 52% are male and 48% are female. Ritche & Inkari (2006) found that respondents aged 40 and above do not believe that tourism projects have boosted demand for real estate or increased the expense of living. Majority of the respondents were from Lalitpur i.e. 39%. The results shows education level differs variously as 36.79% have completed bachelor's degree and 28.57% with Intermediate level of education. Only 2.14% of the respondents holds above Master's degree. In this study Rasoolimanesh (2017) mention education-based experiences are frequently linked to cultural participation. There is a growing preference for nuclear families over joint and extended families.Prajapati (2016) in similar study suggest that it is required to analyze the social changes of tourism on family and community and cultural changes on religious activities. There is extensive development in others business like wood carving, traditional dress and handicraft business and least development in voluntary services. In context to monthly income, the least proportion of income is 6.4% at income range between 60000-80000 and the highest proportion of income is 27% which is categorized at 20000-40000 range of income.

Table 5. Socio-demographic factors

Title	Number	Percentage
<b>Sex</b>		
Male	147	53%
Female	133	48%
<b>Age</b>		
Below 20	10	3.6%
21-30	131	46.8%
31-40	59	21.1%
41-50	44	15.7%
Above 51	36	12.9%
<b>Location</b>		
Lalitpur	109	39%
Bhaktapur	86	31%
Kathmandu	85	30%
<b>Education Level</b>		
Illiterate	38	13.6%
Intermediate	80	28.6%
Bachelors	103	36.8%
Masters	53	18.9%
Above Masters	6	2.1%
<b>Family Type</b>		
Nuclear	153	54.64%
Joint	104	37.14%
Extended	23	8.21%

<b>Business Type</b>		
Handicraft	63	22.5%
Art	44	15%
Restaurants	36	12.86%
Thangas	31	11.07%
Voluntary Service	27	9.64%
Others	79	28.21%
<b>Household Members</b>		
Below 2	101	36%
2-4	165	59%
Above 4	14	5%
<b>Monthly Income</b>		
Below 20000	68	24%
20000-40000	76	27%
40000-60000	48	17%
60000-80000	18	6%
Above 80000	70	25%

Source: Own processing

#### 4.2. Attitude Index of Newari Community

Attitude index, covering all 17 questions, is presented in table 10, which shows attitude level of Newari Community to promote Cultural Tourism Development. The results show that that 82.14% of respondents belong to Newar community; 93.57% believe that Newari Culture products and service promote culture tourism. It is found that only 5% of business of Newari community products and services has not been affected due to the COVID-19 pandemic. Respondents also mentioned that tourists participate in the local festival of Newar community is high (87.86%) and helps in preserve and develops of local culture (91.79%). To promote Cultural Tourism Development in Kathmandu Valley 87.5% respondents, suggest that tourism helps to boot international cultural exchange. It is similar to the result of Richards (2018) that reveals the cultural tourism's development has accelerated in areas such as cultural consumption, cultural incentives, heritage conservation, cultural tourist economics, ethnography, and the creative economy's relationship. The attitude level of the community regarding cultural activities and events is also measure. It shows 91.07% believe that cultural activities and events contributed to increase the number of tourists which is followed by local newari culture such as Jatra, Mahautsav (Fest) helped in expanding cultural products and services by 76.43%. Results also shows that cultural activities like training program of making dolls (putali, katamari) have contribute lots in the name of development of cultural tourism. In Nepal, the organization called Nhu Pala and Syambhu Sewa Tatha Sahayog Parivar are offering training and awareness programs related to cultural tourism development like voluntary programs about cleanliness, training on handicraft, woodcraft and promotion of Newari Baja (use of traditional musical instruments).

Out of 280 respondents, 157 respondents believe that local government bodies such as municipalities, ward offices help in promoting newari culture local business; favorable response towards the diversity of newari culture lead to cultural attraction (260). 66.43% respondents believe that cultural tourism committee such as local guthis, Jyapu samaj, cultural and society of Nepal support in promoting Cultural Tourism Development. In contrast, the people who believe that cultural tourism is not affected by specific cultural policies and strategies and western culture have not impact the local culture are 27.5% and 8.57% respectively. Respondents suggest that participating in tourism activities in your local community is beneficial for creating a positive working environment for local residents, and that programs such as promotion, awareness training, participation in tourism investigations and

surveys, and attendance at tourism conferences and seminars are effective ways to promote community participation in Cultural Tourism Development.

Table 1. **Attitude Index**

Particulars	Yes		No	
	Number	Percentage	Number	Percentage
Do you belong to Newari Community?	230	82.14	50	17.86
Do you believe Newari Culture products and service promote culture tourism?	262	93.57	18	6.43
Do you think COVID-19 pandemic has affected the business of newari community products and services?	266	95	14	5
Do you believe the local culture of Kathmandu Valley attracts the tourist inflow?	271	96.79	9	3.21
Do the tourists participate in the local festival of newar community?	246	87.86	34	12.14
Does tourism helps in preserve and develops local culture?	257	91.79	23	8.21
Do the tourism helps to boot international cultural exchange?	245	87.5	35	12.5
Are cultural activities and events contributed to increase the number of tourists?	255	91.07	25	8.93
Has the local newari culture such as Jatra, Mahautsav(Fest) helped in expanding cultural product and service?	214	76.43	66	23.57
Has the local government bodies such as municipalities, ward office help in promoting newari culture local business?	157	56.07	123	43.93
Does the diversity of newari culture lead to the cultural attraction?	260	92.86	20	7.14
Are the available funding/ resource adequate to support cultural tourism?	164	58.57	116	41.43
Do the cultural tourism committee such as local guthis, Jyapu samaj, cultural and society of Nepal support in promoting cultural tourism development?	186	66.43	94	33.57
Is the cultural tourism affected by specific cultural policies and strategies?	203	72.5	77	27.5
Have the western culture impact the local culture?	256	91.43	24	8.57
Is it good to participate in tourism activities at your local community to create a positive working environment for local residents?	264	94.29	16	5.71
Are promotion, awareness training, participating in the tourism investigation and survey, participate in conferences and seminars on tourism, suitable methods to encourage community participation in cultural tourism	256	91.43	24	8.57

development?				
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Source: Own processing

Comparing overall awareness, the study finds that 78.93% people are highly aware, 18.93% are moderately aware, 2.14% people are less aware about the cultural tourism development. Interestingly, the findings indicates the cultural tourism development in Newari Community is good enough at Kathmandu Valley. It can be one of the important findings to promote cultural based tourism development in Kathmandu Valley. Prajapati (2016) in the similar study found that young people believe that tourist inflow rate is high because tourism made people modern and forgotten the culture, norms and social values.

### 4.3. Factors Affecting Attitude of Newari Community to Promote Cultural Tourism

In this section various factors that affect attitude level of Newari Community to promote cultural tourism development in Kathmandu Valley are described under socio-economic condition, cultural impact, tourism impact and cultural tourism impact. Socio-economic condition includes age, gender, and level of income and employment opportunities. According to the study, 95% of respondents feel that the rise of tourism will improve employment chances, while 5% do not feel that the expansion of tourism will increase employment opportunities.

Under cultural impact the explanatory variables are local galleries, events and festivals, wide variety of cultural activities, develop partnership and increase of pride of local residents. The result illustrates that 92.14% of people think that local galleries, events and festivals helps to promote culture tourism development and 70.36% respondents agree that tourism encourage a wide variety of cultural activities (such as festivals) in community. In contrast 27.14% people disagree that that cultural and society of Nepal develop partnership to increase the number of cultural events and very few people does believe that cultural tourism helps to increase the pride of local residents. According to Ritchie and Inkari (2006), the major purpose of tourist development is to maximize positive impacts while minimizing negative impacts on the host community, which includes local residents and the host community. Likewise, tourism impact includes information, increase in demand and price of property, wide selection of tourist facilities and cost of living. According to Ritichie and Inkari (2006), older citizens (over 40 years old) do not believe that tourism developments have raised property demand or price, nor that tourism has increased the expense of living. Out of 280 respondents, 206 respondents believes that Newar community provide sufficient information regarding cultural tourism development whereas 74 people does not believe that Newar community provide sufficient information. Likewise, 75.71% suggest that due to tourism development the demand and price of property has been increased. Further 68.21% of people believe that Newar communities provide a wide selection of tourism facilities such as hotel/lodging eating places, entertainment facilities to meet the local culture and tradition and 83.21% people suggest that tourism increase the cost of living in the community.

Similarly, cultural tourism impacts the explanatory variables are exhibition, opportunity to meet new people, increase problem in traffic and parking and arts and cultural events. The findings of the study show that there is considerable community support for exhibitions and cultural events that allow residents to meet new people, with 76.07 percent and 92.86 percent support, respectively. Cultural events, according to Liu (2014), can help to promote the development of cultural infrastructure and the improvement of cultural facilities for artists and residents. New and improved exhibition venues were built, providing a lasting legacy event and spreading cultural production and consumption throughout the region. In contrast 49.29% people do not face the problem in traffic and parking due to increase in

cultural events and growth of tourism. In the study Prajapati (2016) found that in Bhaktapur because of deteriorated road and innumerable vehicle in the highway, the problem of traffic jam must be faced every day. It causes their planning or time table visit unsuccessful. Furthermore, 66.79 percent of respondents had a household member working in the arts, cultural, or creative industries, while 33.21 percent have no household member working in the arts, cultural, or creative industries.

Table 6. Factors Affecting Attitude of Newari Community to Promote Cultural Tourism

Particular	Yes		No	
	Number	Percentage	Number	Percentage
Are local galleries, events and festivals helps to promote cultural tourism development?	258	92.14	22	7.86
Does tourism encourage a wide variety of cultural activities (such as festivals) in community?	197	70.36	83	29.64
Do the cultural and society of Nepal develop partnership to increase the number of cultural events?	204	72.86	76	27.14
Do cultural tourism helps to increase the pride of local residents?	260	92.86	20	7.14
Does the Newar community provide sufficient information regarding cultural tourism development?	206	73.57	74	26.43
Has the demand and price of property increased due to tourism development?	212	75.71	68	24.29
Do the newar communities provide a wide selection of tourism facilities such as hotel/lodging eating places, entertainment facilities, hygiene and safety, meeting the local culture and tradition	191	68.21	89	31.79
Has tourism increase the cost of living in the community?	233	83.21	47	16.79
Is cultural tourism such as exhibition good for local community?	213	76.07	67	23.93
Do the cultural events give residents an opportunity to meet new people?	260	92.86	20	7.14
Is there any problem in traffic and parking due to increase in cultural events and growth of tourism?	142	50.71	138	49.29
Is there any member in the household employed in the arts, cultural or creative industries?	187	66.79	93	33.21
Does the growth of tourism increase the employment opportunities?	266	95	14	5

Source: Own processing

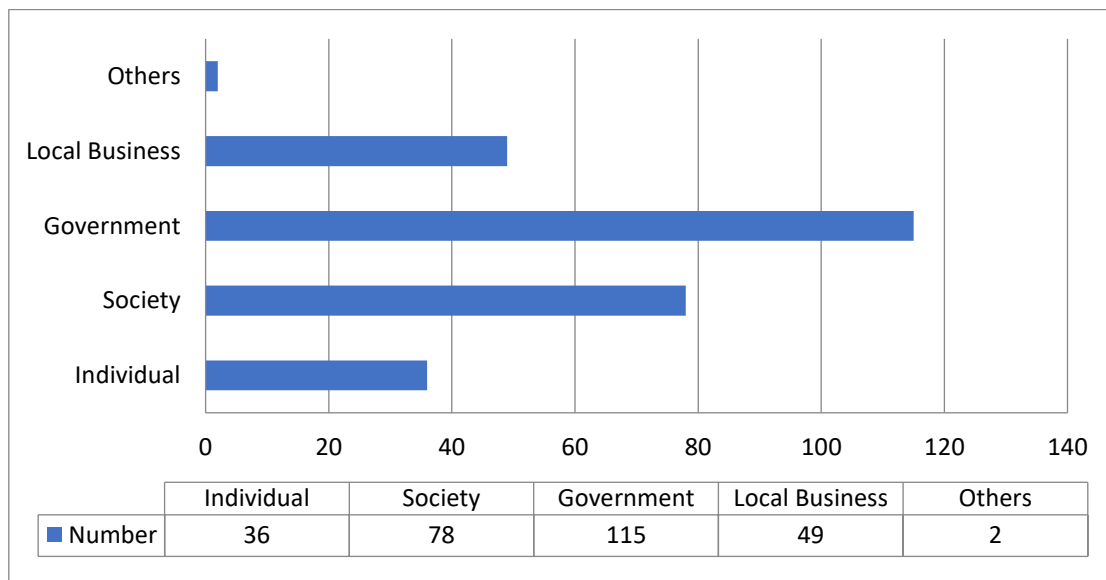
From the study, it is confirmed that factors like wide variety of cultural activities, develop partnership, information, demand and price of property, wide selection of tourist facilities, cost of

living, exhibition, increase problem in parking and traffic have less affect attitude level of Newari Community to promote Cultural Tourism Development.

#### 4.4. Challenges Faced by Newari Community Regarding Cultural Tourism

This study analyzes how Newari Community faces challenges regarding Cultural Tourism Development. The measurement of residents’ attitudes to promote cultural tourism development is critical importance for communities. Results shows that 98% respondents think that there is challenge regarding Cultural Tourism Development. 88 out of 280 respondents revealed that they faced problem due to avoiding tourism damaging cultural resources. Likewise, 28% of respondents perceive difficulty in integrating cultural, tourism and national/local development strategies create challenges in cultural tourism development in Kathmandu Valley. Similarly, 52 people believe that there is problem in funding and 63 of people believe that there is difficulty in sustainable development which arise challenges in cultural tourism development. Respondents also stated that the government is the source of the bulk of challenges. 41% respondents perceive that government rules, policy, system is not appropriate for cultural tourism development; followed by society, local business, individuals and others (see figure 23). Interesting findings is that 38% of the respondents revealed such challenges arise and occurs moderately, followed by high (29%), sometimes (18%), very high (10%), and rarely (5%). The highest range of problems is faced due to avoiding tourism damaging cultural resources and the least range of issues is faced due to problems in funding i.e. 31% and 19% respectively. In a similar study, Wang et al. (2011) discovered that Indianapolis has faced hurdles in the growth of cultural tourism. The consistency of governmental assistance to sustain Indianapolis' cultural tourism was one of the major concerns raised by the findings. Some cities have effectively employed urban cultural tourism to raise their profiles and attract inbound investment, whereas those that are less well-known may struggle to achieve their objectives.

Figure 2. Major Responsible for Challenges



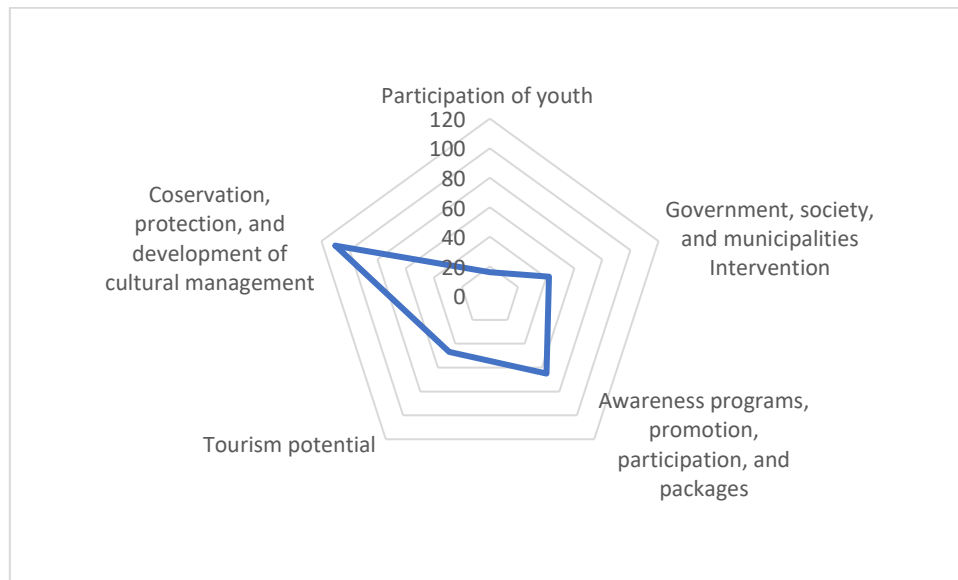
Source: Field Study

#### 4.5. Managerial Solution regarding Cultural Tourism Development

Respondents were asked that whether the challenges faced by community regarding cultural tourism development manageable? Results shows that 97% respondents revealed that such issue can be

solved whereas 3% of respondents revealed that such issue cannot be tackled by the Newari community regarding cultural tourism development. Respondents also opined that such challenges in cultural tourism development faced by Newari community can be tackled with different strategies such as economic benefits generated from flow of tourism (43), creation of sustainable relationship (60), conservation with adequate cultural resources (98), and integrating cultural, tourism and national/local development strategies (71). In order to promote Cultural Tourism Development, respondents suggest that participation of youth, intervention of government, society and municipalities, awareness programs, promotion, participation and packages, tourist potential and conservation, protection and development of cultural management are the betterment strategies of cultural tourism development (see figure 28). 110 respondents suggested that cultural tourism development can be better because of conservation, protection and development of cultural management; while only few respondents (6%) revealed that contribution of youth towards culture program helps to provide better cultural tourism development. Cultural tourism development, such as special events, plays an important role in the lives of communities, according to Blesic (2014), because they provide important activities and spending outlets for both locals and visitors, as well as enhancing the tourist image of local communities and social cohesion. Handicraft, art, local businesses, and newa eateries are just a few examples of businesses that contribute considerably to cultural and economic development and, as a result, have a big impact on the growth of cultural tourism in host communities. Overall tourist growth, according to Ritchie and Inkari (2006), can give local citizens with economic benefits, additional amenities, and a wider selection of service options. . The data collected in this study indicated that 39% felt community can do better regarding cultural tourism development through conservation, protection and development of cultural management.

Figure 3. Betterment of Cultural Tourism Development



Source: Field Study

#### 4.6. Inferential Analysis

##### Pre-and-post test of Data



Under the pre estimation we perform specification error. Specification error is done to find out whether the variable or assumptions or statistical model is correct or not. Linktest rebuilds the model using the linear predicted value ( $\hat{y}$ ) and linear predicted value squared ( $\hat{y}^2$ ) as predictors after the regression command (in our example, logit or logistic). In Specification Error, we came to know that  $\hat{y}$  value is 0.045 and  $\hat{y}^2$  value is 0.419. So we can conclude that we have chosen meaningful predictors and the variables are correct. Under the post estimation, we perform multicollinearity and heteroscedasticity. Multicollinearity refers to the presence of linear relationships or non-linear relationships among explanatory variables. It occurs when independent variables in a regression model are correlated. Variance inflating factor (VIF) is a test to assess multicollinearity in our regression model. If VIF is greater than 10, there exist multicollinearity. According to the results, the mean VIF is 1.31, indicating that the data set used in the analysis is free of multicollinearity. Heteroscedasticity occurs when there is a large difference among the sizes of observation. Heteroscedasticity is the variability of one variable of one variable is not equal across range of another variable that is predicted. We use the heteroscedasticity test to better comprehend our data collection. The heteroscedasticity result appeared for model is  $\chi^2$  ( $p < 0.000$ ), that shows the presence of heteroscedasticity in our dataset. Hence, we use robust standard error in the final estimation to make the result robust. The final estimation is presented in table 8. The goodness of fit of the model (i.e. pseudo  $R^2 = 0.42$ , with  $p < 0.000$ ).

### Ordered Logistic Regression Estimation

The ordered logistic regression result shows the significance between dependent variable (attitude of Newari community) and independent variables (as shown in table 8).

Findings shows that there are nine significant variables, which means that attitude level of Newari community to promote Cultural Tourism Development is affected by monthly income, employment opportunity, and wide variety of cultural activities, develop partnership, pride of local residents, sufficient information, cost of living, and problem in parking or traffic, household employed in art and culture activities. In comparison to the evidence shown in the study Van Leeuwen (2013) mentioned that the resident's appreciation of cultural heritage is affected by age, employment, education and gender. It appears that while age has a considerable and beneficial impact on the evaluation of tangible cultural heritage variables (such as architecture, monuments, and urban landscape), it has a detrimental impact on intangible forms (such as cultural events, traditions, local customs and knowledge).

Table 8. Final Regression

Variables	Logit Model	Odds Ratio	Marginal Effects
Attitude			
age	-0.00356 (0.0150)	0.996 (0.0150)	5.16e-05 (0.00021)
mon_inc	-2.60e-06** (1.01e-06)	1.000** (1.01e-06)	3.77e-08** (1.88e-08)
employ	2.792** (1.256)	16.31** (20.48)	-0.0405* (0.0241)
gall_evt_fes	1.016 (0.918)	2.761 (2.536)	-0.0147 (0.0152)
wid_var_cult	1.831*** (0.417)	6.237*** (2.601)	-0.0265** (0.0114)
devl_partn	0.945** (0.454)	2.574** (1.168)	-0.0137 (0.00855)
prid_loc_res	2.284***	9.816***	-0.0331*

	(0.622)	(6.106)	(0.0171)
inform	1.291*** (0.479)	3.638*** (1.744)	-0.0187* (0.0109)
dem_pric_prop	-0.458 (0.451)	0.633 (0.285)	0.00664 (0.00795)
wid_select	0.655 (0.406)	1.925 (0.782)	-0.00950 (0.00703)
col	0.971* (0.527)	2.640* (1.392)	-0.0141 (0.0103)
exhibition	0.665 (0.420)	1.945 (0.816)	-0.00965 (0.00727)
opportunity	0.900 (0.763)	2.459 (1.876)	-0.0130 (0.0113)
parkingtraffic	0.813* (0.420)	2.255* (0.947)	-0.0118* (0.00700)
art_cul_evt	0.689* (0.417)	1.992* (0.831)	-0.00999* (0.00600)
Constant cut1	5.175*** (1.405)	176.9*** (248.6)	
Constant cut2	9.140*** (1.486)	9,321*** (13,848)	
Observations	280	280	280

Robust standard errors in parentheses

\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Source: Own processing

From the result (table 8) it can be said that increase in the monthly income level of respondents, the odds ratio of attitude level of Newari community to promote the Cultural Tourism Development by 1 time. Similarly, if there is growth in employment opportunities for people, the odds of attitude level increases by 16.31 times. If tourism encourages a wide variety of cultural activities (such as festivals) in community, the attitude level of the Newari community is 6.23 times. Again, an increase in developing partnership with Nepali society, the odds of improving attitude level by 2.574 times. Moreover, if cultural tourism helps to increase the pride of local residents, the odds of attitude level increases by 9.816 times.

In order logistic regression and other nonlinear models, marginal effects are a useful technique to represent the average influence of changes in explanatory variables on the change in likelihood of outcomes. In marginal effects, we have seven significant variables, which are monthly income, employment opportunity, wide variety of cultural activities, pride of local residents, sufficient information, and problem in parking and trafficking, and employed in arts and cultural industries. The result shows a marginal effect of monthly income of 3.77. This indicates that the attitude of Newari community to promote Cultural Tourism Development increases by 3.77 with a marginal change in monthly income. Also, the result shows a marginal effect of employment opportunity, wide variety of cultural activities, pride of local residents, sufficient information, and problem in parking and trafficking, and employed in arts and cultural industries which are -0.0405, -0.0265, -0.0331, -0.0187, -0.0118 and -0.00999 respectively. It indicates that attitude level of Newari community decreases by 0.0405 with a marginal change in employment opportunity, 0.0265 by wide variety of cultural activities, 0.0331 by pride of local residents, 0.0187 by sufficient information, 0.0118 by problem in parking and trafficking due to increase in cultural events and growth of tourism and lastly decrease by 0.00999 due to employed in arts and cultural industries.

## 5. Discussion

The result from socio-demographic characteristics shows that there are 52.5 % male and 47.5% female respondents. In the study we have taken different types of cultural tourism business like handicraft, art, restaurants, thangas, voluntary services and others. From the study we can observe that, there are altogether 22.5% respondents were engaged in handicraft business and 28.21% respondents were engaged in other type of business like woodcarving, terracotta products, traditional masks, traditional blackcaps and the world famous Juju-dhau (Yogurts). The goal of the study is to recognize the importance of cultural policy and attractiveness in economic growth by producing revenue from cultural tourism development and attracting more tourists, businesses, and people (Wang et al., 2011). The attitude level of Newari Community to promote Cultural Tourism Development is found that almost 93.57% people believe that Newari Culture products and service promote culture tourism. Similarly, respondents show more positive response toward tourists participate in the local festival of Newar community and helps in preserve and develops of local culture. Overall 78.93% people are highly aware about cultural tourism development and only 2.14% people are less aware about the cultural tourism development. Likewise, the third section deals with factors affecting attitude level of Newari Community to promote Cultural Tourism Development where there are several factors were analyzed such as local galleries, events and festivals, wide variety of cultural activities, develop partnership, pride of local residents, sufficient information, demand and price of property, wide selection of tourism facilities, cost of living, exhibition, opportunity to meet new people, problem in traffic and parking, household employed in the arts, cultural or creative industries and employment opportunities to encourage and promote cultural tourism development. It is found that cultural tourism helps to increase the pride of local residents and cultural events give residents an opportunity to meet new people.

This study also found that most of the respondents 98% face the problem in cultural tourism development due to problem in funding, difficulty in sustainable development, avoiding tourism and national/local development strategies. In the study, 41% respondents perceive that government rules, policy, system are not appropriate for cultural tourism development. These difficulties in identifying exact uses of cultural traits could be alleviated by gaining a better understanding of visitor behavior in relation to cultural tourism products (Wang et al., 2011). Lastly, the section deals with managerial solution regarding cultural tourism development in Kathmandu Valley. The study revealed 36% respondents believed that conservation with adequate cultural resources could be one of the best managerial solutions for promoting cultural tourism development. The suggestions provided by the respondents for the betterment of cultural tourism development includes participation of youth, intervention of government, society and municipalities, awareness programs, promotion, participation and packages, tourist potential and conservation, protection and development of cultural management. The strategic partnership of policy makers can also be a managerial solution (Cihelková et al., 2020). The remedies can be used to identify new markets, statistics, and trends, and information should be organized with a clear purpose in mind so that it can be taught as needed (Dahal, 2020).

The result from inferential statistics shows that income level, employment opportunities, wide variety of cultural activities, develop partnership, pride of local residents, information, cost of living, problems in parking and traffic, arts and cultural events are statistically influence attitude level of Newari community's to promote Cultural Tourism Development. The research Ritchie and Inkari (2006) demonstrate that on a community level, tourism as a development option enjoys widespread support, owing to its economic benefits, which outweigh many of the social and environmental benefits (Quiñonez Tapia et al., 2020). Residents, on the other hand, see negative consequences, particularly in terms of traffic and parking, and ask if better services (such as retail outlets) have expanded or improved as a result of tourism. There was also a lot of skepticism (as seen by the huge number of

neutral replies) about the wider distribution of tourism advantages, as well as the social benefits of tourism.

In Nepal there have been very limited researches and studies on the issues related to Newari community attitude to promote cultural tourism development. If the research can capture large area then it can help other researcher to analyze the factors affecting attitude level of Newari Community to promote Cultural Tourism Development. Similarly, this study is based on the fifteen variables that help to analyze the attitude towards cultural tourism development such as age, income level, employment, local galleries, events and festivals, wide variety of cultural activities, develop partnership, increase the pride of local residents, information, demand and price of property, tourism facilities, cost of living, exhibition, opportunity, parking and traffic, arts and culture events. Additionally, all respondent shows positive relationship with all variables. Though, present study is limited on certain variable to show their relationship. Therefore, further research can add other variables which can measure attitude level of Newari community. In Nepal, for the further research should focus on cultural development activities including different types of tours with guide, model villages, demonstration and home visit programs, visiting professional counterparts, cultural festivals and special features. Thus the community, municipalities should focus on these activities. The further research can be useful to promote volunteerism in tourism sector in other places as well.

## 5. Conclusion

The study's primary goal was to determine the attitudes of the Newari community toward the development of cultural tourism in the Kathmandu Valley. This research was conducted in the Kathmandu Valley. In this study, an explanatory research design was adopted, and the data were analyzed using descriptive and inferential analysis, including pre-estimation, post-estimation, and final result estimation. Convenience sampling was applied, and data of 280 respondents were collected from the Newari community regarding the cultural tourism business. The majority of the responders were between the ages of 21 and 30. Data reveals that the maximum number of respondents in Kathmandu valley is highly aware of cultural tourism development, i.e., 79%. Moreover, respondents show a more positive response towards tourists participating in the local festival of Newar community and helping preserve and develop a local culture with 87.86% and 91.79%, respectively. However, there are still several challenges that community faced to promote Cultural Tourism Development 19% of respondents have problems due to funding. Similarly, 23% of respondents have a problem because of difficulty in sustainable development. Likewise, 31% of respondents face problems due to avoiding tourism damaging cultural resources, and 28% of respondents perceive difficulty in integrating cultural, tourism, and national/local development strategies. To cope with the problems, some manageable solutions are considered, such as economic benefits generated from the flow of tourism, creation of a sustainable relationship, conservation with adequate cultural resources, and integration of cultural, tourism, and national/local development strategies. Inferential results show that nine significant variables are monthly income, employment opportunities, a wide variety of cultural activities, developed partnerships, pride of local residents, information, cost of living, problems in parking and traffic, arts, and cultural events. The study concludes with better suggestions that the Newari community should be focused on promoting cultural tourism development through conservation, protection, and development of cultural management. After the analysis of the results following recommendations have been put forward for the betterment of cultural tourism development:

**Increase Tourism Inflow:** 97% believe that Kathmandu Valley's local culture attracts tourists. The flow of tourism plays a vital role in promoting cultural tourism development. Different types of fairs and festivals must be organized to attract tourists to these places. Due to COVID-19, the flow of tourists is totally stopped. As tourism is the major income source in Nepal, there should be a proper

plan for tourism during the pandemic and in normal situations. Most cultural tourism businesses recommend the visit of tourists by providing tourism facilities with a proper sanitizer, mask and health facilities, and vaccine facilities to cope with COVID-19.

**Awareness Programs, Promotions, and Participation:** 23% of people revealed that awareness programs, participation, and package offers are the better solution for promoting cultural tourism development. Training of local and cultural musical instruments to promote cultural tourism development than international bands should be promoted. Promotion and publishing campaigns, awareness, and fundraising programs for cultural tourism development can also be conducted. Promotion of traditional dress like hakupatasi, black cap, and stone statues nationally and internationally through various electronic and print media can be organised. Youth should take more responsibility for promoting and protecting Newari culture, tradition, and lifestyle. Only 6% of youths are contributing to cultural programs.

**Management of Cultural Resources:** In the study, 39% of respondents suggested that cultural tourism development can be better because of conservation, protection, and management of cultural resources. For example, the Presentation and preservation of Nepal's primary types of religious sites in their natural state, exhibiting their aesthetic beauty and religious goals, as well as rehabilitation and refurbishing of existing buildings and religious sites without distorting their original intended meaning. It is critical to establish a local linkage and cultural foundation for development. People are more inclined to participate in and stay committed to development projects with which they have a direct link. Culture-based development activities provide a method for involving local communities in the development process.

**Government Support:** 38% revealed that cultural tourism development could not be promoted because of a huge gap between government policy and local business. Similarly, 41% of respondents perceive the government rules, policies, and systems are inappropriate for cultural tourism development. Nowadays, the government has been trying to dominate the Newar communities and its traditions resulting in the extinction of different cultural heritages and values; thus, the government must prioritize Newar culture and norms as they value other ethnic norms. Therefore, the government should make plans and plots about the Newar culture and make the cultural heritage neat and clean, properly utilize the tourism sector development to promote Nepal.

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