

Tourism and Earthquake: A Case Study of Nepal and Turkey

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Tourism and Natural Disaster

Tourism is both a product and an element of a complex interdependent, interrelated system comprised of destination and society. In reality, tourism is a composite industry composed of numerous smaller industries, and as such no one really knows the industry's true economic impact (Tarlow, 2014: 2). Consistent with the notion of sustainable tourism, effective destination crisis management needs to be coordinated and integrated with corresponding legislative, institutional and human resource development (Gurtner, 2007:218).

Tourism involves elements of uncertainty and unpredictability that have always been in a way part of its attraction. Distance travelling has always involved risks, but the difference now is that these risks are progressively more evident (Moreira, 2007: 51).

Among natural disasters, earthquake and to a large degree tsunamis (when the time between detection and striking an inhabited area may be minutes) can be considered special disasters. When it is not possible to tell potential tourist that well planned escape or fail safe protection can be offered to them if disaster occurs, one is in a different situation that with escapable disaster. Even landslides, avalanches and similar phenomena can be no-escape natural disasters (NEND) on a small scale (Huan, Beaman& Shelby, 2004:256).

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An earthquake is a sudden and unpredictable movement of the Earth's crust caused by the release of strain that has accumulated over a long time. An earthquake belongs to the most devastating natural disasters. Earthquakes may cause many deaths, injuries and extensive property damage. Earthquakes often trigger avalanches, rock falls and tsunamis (Park & Reisinger, 2010:6).

Faulkner & Vikulov (2001) while writing about 'Katherine, washed out one day, back on track the next: a post-mortem of a tourism disaster' reviewed several literatures published by different scholars of crisis and disaster management and 'How the tourism sector adjusts to disaster situations has not received a great deal of attention in tourism management research, even though it is arguable that all destinations face the prospect of either a natural or human-induced disaster at some time in their history'(p. 332). The vulnerability of many tourist destinations has been noted by several authors, who have emphasized the attractiveness of high-risk exotic locations (Murphy & Bayley, 1989) and the exposure of visitors to injury owing to their unfamiliarity with local hazards (Burby & Wagner, 1996; Drabek, 1995). Despite this, tourism business and organizations are generally unprepared for disaster situations even in high-risk areas (Cassedy, 1991; Drabek, 1992, 1995), while many have played down the actual or potential impacts of disasters for marketing reasons (Cammisa, 1993; Murphy & Bayley, 1989). The latter reaction is largely a response to the importance of safety considerations within the market and the tendency of press reports to exaggerate the impacts of disasters in tourism areas (Faulkner & Vikulov, 2001: 332). In the context of Nepal, up till now crisis management studies in relation with tourism focusing on natural disaster has not been studied, although, Thapa (2009) has published one article on conflicting issues during the time of Maoists movement in the context of tourism in Nepal. However, this is going to be a study on tourism crisis and disaster management in Nepal. It is believed that, this study will be useful to the tourism planners, researchers, policy makers, students and other general readers.

In his Foreword to the recent Asia Pacific Economic Cooperation (APEC) report 'Tourism Risk Management for the Asia Pacific Region' Sir Frank Moore (Wilks & Moore 2004: iii) noted that:

In times of crisis, for any tourism destination the first concern must be for visitors. Away from home, in unfamiliar surroundings, they are quickly disorientated and very reliant on their hosts and the host communities in general. Adequate planning for what has in the past been seen as the 'unexpected' can be the difference between a well-managed problem and a human and economic disaster.

Introduction to Nepal and Turkey

Tourism is a major economic activity in Nepal with its contribution estimated to be NRs. 147.2 billion (US \$ 69 billion) in 2012 or 9.4 percent of GDP (Jones, 2011). Becoming a land-locked country, Nepal has been able to maintain good relationship with the neighboring countries (India and China). With an area of 1,47,181sq. km. and population of 27.8 million comprising 125 ethnic/ caste groups and 123 living languages, Nepal has been able to advertise itself as a common garden of flowers of different species. This garden is comprised of people following different religions like Hinduism, Buddhism, Islam and Christianity. Economically, Nepal has GDP of US \$ 7.3 billion and GDP/capital of US \$ 254 where an estimation of 1.2 million jobs is supported by the tourism sector of the country (Barahi, Fan, Hung, Malla & Yeung, 2011).

Nepal is endowed with breath taking landscapes, mountains, lakes and national parks. In fact, 8 of the world's tallest mountain in the world, including Mt. Everest are in Nepal. Similarly, the cultural heritages of Nepal is distinguished- Lord Buddha was born in Nepal; the country has never been colonized and maintains its rich traditions; some even cite Kathmandu, with a wide collection of Hindu temples, as a walking museum (Barahi, Fan, Hung, Malla & Yeung, 2011).

These attractions of this garden have attracted many honey bees. Not only are these the attractions for tourists but also the trekking and adventure activities have added a new flavor in the tourism sector of Nepal.

Despite of being a beautiful country, there are many social, economic and political challenges which are the threats for the tourism industry of Nepal. Poor infrastructure, human resource constraints, economic governance issues, poor investment environment, lack of government leadership and political instability are the threats for developing tourism as most strongest right hand of the country of an inclusive economy where the major threat is the political instability which not only hampers the tourism sector but also other important sectors of the country.

The geographical location of Nepal seems to be both the gift and curse by the nature. At one point the scenic beauty attracts many tourists which flourish the tourism industry of Nepal and it seems to be the gift of nature to Nepal. But, contradictory to it, the geographical location (the Indian and Eurasian plates squeezing Nepal resulting earthquakes followed by blizzards and avalanches, landslides etc.) seems to act like the curse of nature to Nepal. So, the tourism industry of Nepal seems to be bouncing to and fro and up and down in this game of nature.

Turkey, connecting the two continents Asia and Europe is 780,000sq.km in size and is located at the epicenter of a series of fault lines resulting frequent earthquakes. Despite of having high risk on natural disaster following with political conflicts, Turkey is one of the few success stories in the history of growth in tourism industry Turkey was able to build itself as one of the top 20 tourist destinations in the world. The highest peak of the country, Mt.Ararat, deserts to lush and fertile lands, cross- current human history and indigenous society there has been the major tourist attractions where the scenic beauty stands first. The only curse of Turkey is its geographical location. As Turkey is located at a series of fault lines, there are frequent earthquakes taking place. The pressure exerted by The Arabian, African and Eurasian plates squeezes Turkey from North, South and East which has resulted frequent earthquakes.

Tourism in Nepal and Turkey

Jones (2011) reports that efforts to leverage tourism are a more sustained and systematic way are made difficult by:

- i. Lack of technical knowledge and expertise about tourism;
- ii. Political instability which has reduced the attractiveness for private sector investment;
- iii. The absence of local level management usually performed by local level government;
- iv. Lack of leadership;
- v. Poor economic governance leading to poor investment and corruption; and
- vi. High levels of outmigration from rural areas.

Before the devastating earthquake had hit the parts of Nepal, there was a high flow in tourists. The table below shows the tourist arrival, average length of stay of tourist, total earnings in US \$ and average income per visitor per day all over Nepal in 2013.

Table 1.1: Tourists flow and earnings in Nepal

Tourist arrival	Average length of stay	Total earnings (US \$ '000)	Average income /visitor/day (US \$)
797616	12.60	429216	35.6

Source: Nepal Tourism Statistics (2013:2-3)

Economically, Nepal has GDP of \$ 7.3 billion and GDP/ capita of \$ 254 where an estimation of 1.2 million jobs is supported by the tourism sector of the country (Barahi et al., 2011). As Nepal's more than 20 percent of population is dependent on the tourism sector, this crisis will have a huge effect on the day-to-day life of the locals. In 2013, tourist arrival is 797616, average length of stay is 12.60, total earning is US \$ 429216 and average income per visitor/ day is 35.6. After the three crises in 2014 followed by one major crisis, the Nepal Earthquake in 25 May, 2015 will be having a minus impact in the growth of inbound tourism in Nepal.

During the 1990s Turkey's inbound tourism industry went massive growth catapulting the country from a middle range tourist destination to one of the top 20 most popular tourist destinations in the world. Like in Nepal, In Turkey also before the Izmit earthquake had hit, there was a high rate of flow of tourists which had catapulted the tourism sector of Turkey. The table below shows the number of visitors in Turkey and tourism receipts in 1998 (one year earlier the quake):

Table 1.2: Tourist flow and earnings in Turkey

Year	Visitor numbers	Receipts US \$
1998	9752	7177

source:Beirman (2003:161)

In 1998, the number of visitors in Turkey was 9752 which fostered the tourism industry of Turkey and the income in tourism sector at that time was US \$ 7177. The contribution to the GNP had exceeded the estimation. (It was expected that the tourism industry would contribute 2.1% of GNP to the country within 1998 but, within 1997 (one year earlier) it contributed 4.5% of GNP to the country (Beirman, 2003). Major source market for Turkish inbound tourism industry was Europe because of the ease in the access by railways, roadways, seaways and airways with modest price of accommodation, shopping and internal transport which made Turkey popular destination because the tourists from backpackers to luxury travellers, all could afford it. So, till the quake had not hit Turkey, the smooth running of the tourism sector was ongoing despite of political problems.

Natural Disaster in Nepal-2014 (2071 B.S.)

Nepal, not only suffered in 2015, but also suffered in previous year-2014 from different natural disasters including landslide creating blockage in Sunkoshi river, avalanche in Mt. Everest and blizzards and avalanches in Annapurna Circuit that not only hampered the tourism industry of Nepal but also directly affected the life of the people who were employed only because of tourism. After these natural disasters, the loss and damage in human life as well as in the infrastructures were to be faced immediately in 2015 because of the disastrous earthquake on Saturday, 25 April 2015 followed by the several aftershocks.

The Sunkoshi blockage on 2 August, 2014, Mt. Everest avalanche in 18 April, 2014 and blizzards and avalanches in Annapurna Circuit followed by the recent earthquake in 25 April, 2015 has become the curse for Nepal not only from the view point of tourism sector but also viewing it from the spectacles of other sectors. These natural disasters will directly affect the tourism industries in upcoming days. The natural beauties of Nepal have attracted many tourists which

are positive side of the nature and by the same time, there are many natural disasters which seem to be curse to Nepal by the nature.

Among all of the other challenges in the development of tourism industry of Nepal, the natural disasters are the major challenges to be faced. Here, the focus will be upon these four natural disasters and their impact on tourism industry of Nepal.

Sunkoshi Blockage

Originated from Tibet, Sunkoshi river is a trans-boundary river that separates Nepal and Tibet and is a part of Koshi/ Saptakoshi river system in Nepal. Sunkoshi also known as the 'golden river' has created its image in both positive and negative way in relation to tourism. Positive in a sense that it is considered as one of the 10 best rafting/kayaking rivers in the world and negative because of the blockage in the river after the landslide in Sindhupalchowk district occurred in 2 August, 2014 killing hundreds of people.

So, here also it shows that the game of nature which on the one side acts as a key attraction to tourist and on the other side acts as the curse of the nature. This blockage in Sunkoshi river was the result of massive landslide occurred at around 02:30 a.m. local time on Saturday, 2 August 2014 at Jure village in Sindhupalchowk district in the border of Mankha and Ramche VDC (Wikipedia- the free encyclopedia, 7/30/2015).

The landslide killed 156 people injuring 27 and displacing 436 people. However, 33 dead bodies including those of 7 children have been pulled from the debris but 123 missing people buried in the debris were also presumed to be killed in the landslide (A Report Produced by DPNepal, n.d.; Segdel, 2072/ 2015).

The blockage in Sunkoshi river took place immediately after the landslide which created high dam across the river which also affected the local residents living in the downstream & upstream riverside areas (A Report Produced by DPNepal, n.d.). Similarly, causing heavy traffic jam, Araniko highway whose 5 km was already ripened was obstructed by the landslide which was one and only highway joining the border of China which would affect the economy of the country for sure and also the tourism industry in Nepal. The landslide had a

volume of 5.5 million cubic meters. It highly affected four VDCs: Ramche, Mankha, Dhuskun and Tekanpur. Nearly 165 houses were fully damaged and 37 were partially damaged. The landslide followed by the blockage in Sunkoshi river resulted not only loss in human lives but also in the physical properties. Not only this, but also the supply of regular consumable goods was difficult to carry on. Health condition of sick and injured, pregnant women, children and elderly from worst affected areas were at risk. No electricity, irregular phone services were one of the major problems of the people from worst affected areas.

Experts including both technical and humanitarian fields were active in conducting initial rapid assessment and field observation in the landslide affected areas. The well-trained human resource of Nepal, Nepal Army tried their best to increase the discharge of water from the lake. Relief materials like: staple food items, drinking water etc. were provided to the victims. Information service, medical service and counseling desks were set up in the camps. ECD and temporary schools were also established.

Nature became so cruel to Nepal that the results of these natural disasters made the economy of the country cripple down as well as brought a huge loss in the tourism sector of Nepal. The curse really did work which was a bitter experience for Nepal.

Mt. Everest Avalanches

The 2014 avalanche is the second deadliest disaster in Mt. Everest's (8848 m.) history, only superseded by avalanches that struck the Southern side of the mountain following year on 25 April, 2015, which were triggered by an earthquake of magnitude 7.8 in Nepal (Wikipedia-the free encyclopedia, 27 July, 2015). Despite of Nepal's many dangers in mountaineering in Everest region, dangers like: altitude sickness, weather, wind and also significant objective hazards from avalanches and the Khumbu Icefall, it attracts many highly experienced mountaineers and also the capable climbers willing to hire professional guides. Mt. Everest has attracted considerable attention and climbing attempts and this attraction has become one of the key elements in the development of inbound tourism industry in Nepal.

But, the nature itself here also stands as a dividing point. On the one side, many tourists are attracted towards the mountaineering which also provides employment to those living in the Khumbu region but on the other side, the avalanches that took place in the Khumbu region shaking the Everest seems to be the curse that has affected the tourism industry of Nepal.

At approximately, 06:45 local time towards the Southern side of the Mt. Everest at an elevation of approximately 5800m (19000 ft.) an avalanche occurred. An avalanche is a massive slide of snow, ice, rock or debris down a mountain side, caused by the released build-up of snow (Park & Reisinger, 2010:6). The avalanche was occurred in 18 April, 2014 near Everest Base Camp. Within the Khumbu Icefall, on the route between Camp I and Camp II (Standard route), this was the disastrous avalanche that killed 25 men, mostly Sherpa guides. Due to the avalanche 16 were found dead, 2 were buried in the snow and ice and 9 guides were injured. Among them, majority were the Sherpas.

After the devastation, the Nepalese government announced compensation of NRs. 40000 (US \$ 400) it as immediate relief to the victims next of kin whereas, the mandatory insurance paying to guides' families was US \$ 10000 (NRs. 1000000). The guides' demands were to be doubled the insurance coverage and government payment of medical bills which in April by the government, announced that additional NRs. 500000 (US \$ 5100) would be provided to the families of dead climbers. But, if presented the documents were presented in Kathmandu which further made the mountain guides more aggressive because it was impossible for them to provide the documents.

As Mt. Everest guide earns US \$ 125 per day per climb. Their earnings per year are up to US \$ 5000 (Wikipedia- the free encyclopedia, 27 July, 2015). After the avalanche, as tourist begun bringing their own guides, caused tension with the locals. By the 24 April, 600 mountaineers who were at the base camp before the avalanche, was down to 40-50 (Wikipedia- the free encyclopedia, 17 July, 2015) which not only affected the day-to-day earning of the Sherpas for their livelihood but also caused a malfunction in the tourism sector of Nepal.

Thus, this tragedy also pulled the tourism industry towards mourning its growth. The nature here also cursed the country and people. The number of

mountaineers by 24 April (600 decreased to 40-50) apparently shows the impact of this natural disaster in the inbound tourism growth of Nepal.

Blizzards and Avalanches in Annapurna Circuit

A blizzard and several avalanches in the Himalayas in central Nepal are reported to have killed at least 26 trekkers and 3 farmers (BBC News:15th Oct. 2014).Annapurna Circuit described as ‘the best long distance trek in the world’ ascends to 5,416 m. at the Thorung La Pass opened since 1977. The route is roughly 241 km. (150 miles) and one can complete the trek in around three weeks (BBC News:15th Oct. 2014). As October was the popular trekking season, the deaths and casualties became higher because of the blizzards and avalanches that had struck on 14th October, 2014 in a resting place 4,500 m., not far below the circuit’s highest point, the Thorung La Pass(BBC News:15th Oct. 2014).

It is said that it was one of the deadliest spells of bad weather ever seen in the region(BBC South Asia Editor Charles Haviland: 15 October 2014). The Cyclone *Hudhud*, in the neighboring country India was linked with these avalanches and blizzards struck which affected the tourism industry of Nepal. It is said that these natural disasters were the remnant of Cyclone *Hudhud*. As a whole, altogether 43 people of different nationalities including 21 trekkers were rescued and an estimation of 50 people was missing and 175 were injured (BBC News: 16 October 2014). It has not been good a year for Nepal’s trekking & mountaineering industry (Phanindra, BBC Nepali).

Following the Mt.Everest avalanche on 18th April, 2014, the tourism industry had to face much of a bitter experience and also made it risky to develop in the inbound tourism industry of Nepal.Local authorities were highly criticized for not giving sufficient warning about weather but officials saying were that the reason for the casualties was not to be blamed to the authorities and flow of the warnings but were because of the inexperienced & inadequately equipped trekkers.

As the Sunkoshi blockage, Mt. Everest avalanches already had a negative portrayal of the tourism in Nepal, both the crisis were eventually followed by this tragedy and it became more challenging for Nepal to revive its tourism industry.

Nepal Earthquake- 2015: the year of trouble

Realizing the vulnerability of Nepal, some international experts of Tourism Risk Management for the Asia Pacific Region had already made alert to the tourism authorities regarding the possibility of hitting earthquake in Nepal sooner or later. The way they have inscribed regarding the earthquake vulnerability of Nepal has been cited below (Wilks & Moore, 2004:62).

NEPAL HOTELS EARTHQUAKE PLAN

Nepal, like Japan and California, is a country where earthquakes occur. This is a natural phenomenon regulating the equilibrium of our Earth. Earthquakes occur in Nepal because of the motion of India towards Tibet. This motion induces pressure in the rocks and, from time to time, the accumulated energy is released during earthquakes. Slowly, earthquake after earthquake, over many thousands of years, India is moving underneath Tibet and the Himalayan mountains are rising. The motion of India towards Tibet is rather fast (a speed of about 2 cm per year) and because of that, in Nepal, every year, thousands earthquakes of various sizes always occur. However, these small earthquakes are not able to release the accumulated energy, which can be done by large earthquakes only. Unfortunately, such large earthquakes have not happened in Nepal for a long time, and the scientific community has therefore warned the population that a large earthquake, comparable with the Turkey earthquake of August 1999, and even larger, is expected in Nepal within, say, twenty years, a few decades at most. It may occur tomorrow...

Such an earthquake will be certainly large enough to have a significant impact on daily life. Therefore, all people living and travelling in Nepal must become sensitive to the earthquake hazards, and be able to face this eventuality. So, just like a few steps are enough to be safe from a truck driving towards you, a few steps can be made to be safe from earthquakes...

Relatively Nepalese people including tourism entrepreneurs were not fully acquainted with above mentioned report proposed by the international experts. Nepal is the 11th most earthquake prone country in the world(NPC, 2015:5).Nepal locked between the India and the China, the Indian and Eurasian plates squeezes Nepal and this tectonic forces result frequent earthquakes in Nepal. Till 20th century, there are five major earthquakes recorded in Nepal. In one of the earthquake, about one-third of the population of Kathmandu was killed by the disaster and the people also had lost their King Abhaya Malla(NPC, 2015:5).

On Saturday, (weekly holiday) 25 April, 2015, and earthquake measuring 7.8 Richter scale had hit the central region of Nepal where the epicenter was the historic place of Nepal, Barpak, Gorkha district, 76 km northwest of Kathmandu. The generation had experienced this earthquake after 80 years. There were already

more than 350 aftershocks recorded until the beginning of August 2015. If the earthquake had struck at night, there would obviously have been greater number of casualties. Was it the fate of Nepalese or luck that the earthquake had struck at the day time which resulted in saving greater number of casualties? This earthquake did not damage superstructure such as international airport, highways, remarkable bridges, electricity etc. Also, banks were regularly opened. This reveals that Nepal and Nepalese people are relatively lucky enough (see Lohani, 2015, May 14).

After 17 days of the earthquake an aftershock measuring 6.8 Richter scale had to be again faced by the people which furthermore destructed and damaged the infrastructure which were partially damaged followed by numerous casualties. The casualties were 8790 where 22300 were injured(NPC, 2015:5).It is estimated that 8 million (one-third population), are impacted by the earthquake. Out of 75 districts, 31 were affected, 14 were declared as ‘crisis-hit’(for prioritizing rescue and relief operations) and 17 districts were partially affected(NPC, 2015:5)whereas, the shake was felt all over Nepal and even in the Bihar, Uttar Pradesh and Delhi of India (GoN, Ministry of Home Affairs, 2015:2). Residential and government buildings, schools, bridges, health posts, water supply system, agricultural lands, hydro-power plants were destructed. Hundreds of historical and cultural monuments, heritage sites and trekking routes were either destroyed or extensively damaged. The popular tourist destinations, the Langtang area and the Khumbu region both were swept away by landslides and faced avalanches triggered by the earthquake (NPC, 2015:5). According to one of the state-run *China Daily Newspaper*, Mt.Everest had shifted 1.18 inches (3 cm) towards the Southeast which will be the worst curse to Nepal’s inbound tourism industry in upcoming days.According to the source of Tourist Police, 79 tourists are killed and 69 are missing (*Kantipur*, 15 June, 2015). Likewise, the earthquake damaged 733 heritage sites in 22 districts. 1500 monasteries were damaged in the affected areas. Similarly, 1559 hotels were also damaged. According to the recent statistics of Ministry of Tourism, altogether 397 km trekking routes has been fully and partially damaged (*Kantipur*, 15 June, 2015).The devastating earthquake in Nepal has dragged itself towards the downfall in its tourism industry as well as in the economy of the country.

A reputed travel agent of Nepal, in an interview conducted by the editor of *The Himalayan Times*(Pal, 2015),expressed“‘The state of this sector is in a mess.

Figuratively, there is 99 percent no tourists, which is beyond pathetic. We lost everything as far as tourism is concerned. We are at zero. How fast we move- it depends on that. At least we must be able to say our city is safe like anywhere else and then we have to be able to show this by action on the ground. As per a rough calculation, between April 25 and July 15 last fiscal year we had approximately 175000 tourists (all nationalities) that is what we lost. That translates to about \$ 100 million worth of business net loss for this fiscal year. So if we assume that it had stayed same as last year 800000 tourists level, now we are looking at 240000 odd visitors for the whole of the next year (2015-16). This is the worst case scenario in sensed that even in the time of darkest time of Maoists insurgency we were able to retain 30 percent of our tourism arrivals. If we could retain 30 percent then we can do that now”(Pal, 2015).

Within few hours of the earthquake, Government of Nepal(GoN) declared state of emergency and official request for international assistance and because Nepal lacked integrated national search and rescue capacity, the trained human resource of Nepal Army, Nepal Police and Armed Police Force of Nepal carried for Search And Rescue (SAR) effectively despite of several limitations. Cluster mechanism was activated. The Indian National Disaster Response Force(NDRF), Indian Air Force(IAF) and Indian Army Medical Corps(IAMC) from India were the first foreign contingent to land Nepal followed by 134 search And Rescue (SAR) teams from 34 different countries. 60 countries, United Nations (UN) and other International Agencies provided emergency relief and humanitarian assistance to the victims. UN appeared to support US \$ 422 million where US \$ 129.1 million (31 percent) is met till now. Fixed wing and rotary aircrafts from friendly countries too landed in Nepal for relief and research operations and humanitarian assistance. The NGOs and INGOs, volunteer groups and professionals also became active in assisting in rescue and relief efforts as well as in humanitarian assistance (NPC, 2015:7-6).

Unlike from the case of Turkey, the role of media in Nepal after the earthquake seemed to be supporting till the end. Not only Nepal became popular in the international media, but also a large number of international news reporters entered in Nepal. Including the Indian media, BBC, CNN and *The Guardian* broadcasted news about the situation in Nepal. They also published news through their live pages (Rishal, 2015:7). Where these international news agencies

were very sensitively broadcasting the news, the Indian media broadcasted news about the disaster in Nepal in a filmy way, the sentiments of the victims were hurt by the Indian media by their irrelevant and insensitive questions and also the false news saying that Nepal had been totally destroyed, angered not only Nepalese but also the people world-wide which gave birth to the twitter trend. As it is written in one of the Nepali National Newspaper, *Nagarik* (Rishal, 2015), the negative role of Indian media had led Nepalese start a trend in the social media twitter which later became global trend. The international media not only broadcasted the news about the losses after the earthquake but also supported Nepal by continuing its news coverage aftermath of the quake in Nepal. They not only portrayed the effects of earthquake in Nepal but also the news about how Nepal can rebuild itself after the natural disaster was focused. The *TIME* magazine suggesting people that if they wanted to help Nepal, visit Nepal during their holidays seemed to be very positive. The Oscar Award winner Hollywood Actress Susan Sarandon also suggested people to visit Nepal during spring season if they wanted to help Nepalese and also the Annapurna trekking routes were not affected by the earthquake was said by the actress. Not only this but also the International news coverage about how Nepal is coping in the post-earthquake scenario was covered which supported Nepal focusing in the tourism industry

Within a week of the earthquake, 24 international Airlines had decreased their 294 flights to 191 flights and the decreased flights were not fixed to take off till October(Shishir, 2015). Likewise, some tourism generating countries issued travel advisories by considering Nepal as vulnerable destination where tourist were not likely to be safe and secured. The term "travel advisory" requires a basic definition. Although fleshed out in more detail during the course of the chapter, a government travel advisory constitutes several elements:

1. It is a security and safety assessment issued by the government of a travel-generating country to its citizens applying to specific destinations.
2. Advisories incorporate information and advice on legal, cultural, religious and social mores, which may apply to the destination and suggest appropriate conduct for travellers to observe in order to optimize personal safety and minimize legal entanglements at the destination in question. They incorporate relevant contacts, including the diplomatic legation for travelers

in the event of emergencies and outline the services the legation can provide while in any given foreign country.

3. In essence, government travel advisories are an extra-territorial security measure designed to protect travellers when leaving their country of citizenship (Beirman, 2006: 309).

But later on, while re-assessing the situation of Nepal, some of those countries lifted the travel restriction to Nepal with a note that Nepal is no longer vulnerable zone for travelling by tourists.

It is estimated that the total value of disaster effect caused by the earthquake is NPR 706 billion (US \$ 7 billion) where 11 percent of the destruction and production decline is caused in tourism sector. The effects of disaster illustrate the estimated value of total damages and losses (change in flows) are equivalent to about one-third of the GDP in Fiscal Year (FY) 2013-2014. In addition the estimated value of damage is equivalent to more than 100 percent of the Gross Fixed Capital Formation (GFCF) for FY 2013-2014. The private sector has sustained about three times the value of damages and losses in comparison with the public sector, which provides a first indication of the relative efforts that each sector must invest during the recovery and reconstruction (NPC, 2015).

After decades of political instability, Nepal had begun gearing for a higher trajectory of economic growth. The earthquake upsets the nation's high aspirations for swifter economic progress in the short run. The private sector had to bear a larger part of loss in comparison to the public sector whereas the lowest loss was in the cross cutting issues of the country where the loss of NPR 62379 million and damage equivalent to NPR 18863 was to be faced by tourism sector alone of Nepal. Cultural heritage which is an integral part of tourism has been damaged to the amount equivalent to NPR 16910 million where the loss is NPR 2313 million(NPC, 2015:7).

As the private sector had to bear comparatively higher loss than the public sector, the need also went higher in the private sector where alone tourism sector needed NPR 38710 million (US \$ 387 million) the highest among the productive sector of the country to rebuild and reconstruct its damages and losses. In the same

way, amount equivalent to NPR 20553 million (US \$ 206 million) is needed to cover those loss and damages in cultural heritages (NPC, 2015:13).

Turkey: Izmit earthquake, 1999

There were 96 major earthquakes recorded during twentieth century. Among them, Erzinkan earthquake, 1939 and Izmit earthquake, 1999 are the most destructive ones (Central Directorate of Disaster Affair: in Beirman, 2003:157). Similar to Nepal today, an earthquake had struck in 17 August, 1999 measuring 7.4 Richter scale at 3.00 a.m. local time with an epicenter near the Turkish city of Izmit, 100 kilometers east of Istanbul in Marmara region of Northern Turkey which is called the Izmit earthquake. The seismologist called it *shallow quake*. The area hit by the earthquake was highly populated and highly industrialized region of the country. The estimated casualties were 20000 death and 50000 injured. As the time was 3.00 a.m., the casualties became higher in comparison to the casualties that would have may be been little bit lesser if the time was during day. According to a UN report, 350000 housing units and business premises were destroyed. Many of the dead and injured were buried in the rubble of their homes while they were asleep (*Recent Natural Disasters in Turkey: An Overview of the National Technological Capacity and Its Utilization*, 2000:1: in Beirman, 2003:153). Therefore, was the quake taken place during the day time, the casualties may have been little lesser.

At that moment of desperation, there were many countries standing as strength to Turkey who helped Turkey in various ways. As soon as this natural disaster had struck, there were various helping hands that provided help to Turkey within 72 hours of the disaster. Those helping hands were United Kingdom, United States, Greece, Israel, Kuwait, Germany and 19 other countries. They provided rescue and medical aid teams. Apart from these, other 64 countries provided food, medical assistance, clothing aid and temporary shelters to the victims.

During this devastated moment, Turkey gained a vast coverage in media, i.e. both nationally and internationally focusing on the plight of victim. It also gained national and international support and sympathy. The media had profound a negative impact on tourism from Turkey's source markets. Media also covered the

news of political conflict in Turkey (the PKK warning tourists to avoid visiting Turkey) which also affected the tourism industry of Turkey negatively (USA *Today Travel Guide*, 1999 October 19: in Beirman, 2003:165). Also the news broadcasted by BBC saying the earthquake had hit Central Island was false and later on was revised (*Istanbul Warning for UK Tourist*, August 17,1999: in Beirman, 2003: 165).But, even though the news was revised, Turkey had to face the loss in its tourism industry and the role of media seemed to be not so positive which this carelessness of BBC, the authentic source of news channel worldwide, shows.

As the quake had hit the highly populated and highly industrialized region of Turkey, there was a great loss to be faced by Turkey, both in terms of economy and human casualties. There were cancellations and reduction of forward bookings to Turkey, media's negative portray of Turkish devastation made every tourist think twice to visit there which crippled down the economy of Turkey. The BBC's false news broadcasted which eventually was revised also had a negative impact which affected the tourism industry of Turkey as well as the Turkish economy. Even the Association of British Travel Agents warned its travellers to reconsider their visit to Istanbul immediately. The blanket media coverage by CNN, BBC and Deutsche Welle had portrayed the negative sides of the devastation which directly affected the key market sources of Turkey i.e. United Kingdom, United States and Germany.

Despite of having the effect in Turkish tourism industry due to the natural disaster, the rising of the Kurds also played a negative role in the downfall of its tourism industry. The Kurdish Party Worker (PKK) had warned tourist to avoid visiting Turkey and even had terrorist attacks targeting the tourists which made a really bad impact on the tourism sector. Even though, natural disaster(earthquake) was one of the major threats for Turkish tourism industry, Kurdish separatism also had become one of the major challenges for Turkey which resulted as a negative impact in the tourism industry of Turkey.

Not only the impact of the earthquake was in the tourism sector of Turkey, but also the whole country's economy had crippled down. There was high rate of inflation, massive external debt, poor balance of payment resulting budget deficit. The inbound tourism figure had decreased by 30% in the months between August and

December in 1999 in comparison to 1998. The number of visitors in 1998 was 9752 whereas in 1999 the number of visitors was 7464. Apart from this, a massive human cost was to be faced by Turkey. As the quake had hit highly populated and highly industrialized area, there was a high loss in the productive industries of Turkey and the massive human cost by the disaster cannot be denied.

There was a high rate of criticism that Turkish government had to face. United nation, the World Bank, the media and some of the rescue teams had criticized Turkish government of lacking preparedness, shortage of contingency measures, no proper law enforcement with regard to building codes, poor or no emergency facilities, poor insurance cover.

But, Turkey was also praised for its preparedness to increase tax to finance social welfare measures to assist the homeless and provide social security, educational and medical services and housing to families of 20000 killed and 50000 injured. The positive impact of the disaster was that Turkey was able to bridge a good relationship with the nations involved in providing assistance. Turkey was able to build good relationship with Greece where Turkey reciprocated the assistance provided by Greece in 2000 when Greece had experienced a severe earthquake.

Tourism Recovery Program in Nepal

The Pacific Asia Travel Association (PATA) submitted a *Nepal Tourism Rapid Recovery Taskforce Report and Recommendations* (2015: 31-32) to the Nepal Tourism Board. The report focused on *Bouncing Back Better*, in which PATA Chapter Nepal has reproduced the recommendations made by D. Beirman & Bert vanWalbeek with their permission to strategize the recovery program aftermath of the earthquake in the field of tourism in Nepal as given below:

The underlying intention of a successful tourism recovery program is not merely restoring or getting back to where things were before the crisis event but to build back better. This is designed to result in a more marketable destination and business and to improve infrastructure to the point that a similar event in the future may be less destructive.

Step 1: Prime Messages

We are open for business. Tourists are welcome and wanted. Incentives for visitation. Value-adding in preference to deep discounting. Solidarity messages especially for domestic or stalwart market. Principals need to form a working alliance to spread the benefit of returning tourism to the businesses in the destination.

Step 2: Setting out the facts

Our destinations/hotel/tour/ attraction/flights are operating. Explain what clients/visitors CAN do. Outline and restrictions and limitations. Benefits for visiting now. Outline improvements, enhancements and changes.

Step 3: Complementary Alliances with Principals.

Joint arrangements with hoteliers, resorts, restaurants, attractions, land tours and air links. Joint or club advertising and promotion. Value – added arrangements in concerts between complementary principals. Joint ventures between tourist authority and principals.

Step 4: Restoring Confidence in Source Markets.

Travel agents and travel writes familiarization trips. Choose opinion leaders. Seek eyewitness testimonials from opinion leaders in source markets. Ensure travel industry stakeholders are fully briefed. Demonstrate flexibility to travelers who cancel or postpone because of concerns. Ensure your representatives and GSAs in source markets are fully briefed.

Step 5: Alliance Marketing Models to emulate

TAG Tourism Action Group Fiji, an alliance of tourism industry leaders activated during crisis situations in Fiji. PATA's Project Phoenix, post SARS recovery for SE Asia in 2003 Thailand's Post Tsunami recovery 2005 Japan Post Tsunami recovery 2011

Step 6: Protecting Profitability during Marketing Recovery.

Offer incentives which will enable your business to sustain profitability. Value Add rather than discount. Avoid the “financial striptease” of dropping process so

low they expose your bottom line. Offer incentives in conjunction with travel industry partners (allied incentive programs) which may combine benefits for accommodation, dining, tours and visits to attractions.

Step 7: Re-imaging the Business and the Destination.

A crisis event presents an opportunity to upgrade and re-image the business. Completely re-theme advertising and promotion. Focus on the future. Focus on benefits for visiting now. Highlight features and benefits which may have previously been ignored or under-promoted.

Step 8: Incentives which attract Tourists

Value added products: packages with free added product for consumers such as bonus meals, sightseeing, entry to attractions. A thank you gift/recognition for the visit. Special welcome. Hospitality touches.

Step 9: Publicize the Positives

Specials guest arrivals, especially celebrities. Positive news of resurgence of tourist arrivals, rebuilding and enhancements of infrastructure. Develop a re-opening event. Testimonials which are meaningful to source markets/. Statements from visitors saying the visit exceeded their expectations. Visuals of visitors enjoying their visit/stay.

Step 10: Reporting and Monitoring Progress.

Then and now analysis, comparing the state of enterprise/ destination at time of disaster to advanced recovery phase. Publicize the changes and enhancements made. Promote to stakeholders and media how tourism has contributed to revitalizing the destination.

World Tourism Organization (2005a) has developed a crisis management model for tourism destination. This model consists of three stages: crisis preparation, crisis response and crisis recovery. The proposed model also incorporates culture, leadership and resources as factors that influence those stages (Campiranon& Scott, 2007: 151). But, PATA (2004:37-38) has developed a model

of 'Four Rs' regarding crisis management which are as follows: Reduction (crisis awareness, political awareness and standard operating procedures); Readiness (crisis management plan, tourism planning and health and safety measures); Response (emergency response procedures, investigation, family assistance and communication); and Recovery (business continuity plan, human resources and debriefing). In this regard, Ritchie (2004) has developed strategic and holistic approach to crisis planning and management. Nepal is still in recovery phase.

Even after the lifting of travel restriction advisory from several countries, the flow of tourist could not increase because of continuous aftershocks and the declaration of Kathmandu as one of the vulnerable zones by the Government of Nepal. Another reason for decrease in number of tourists is the international insurance company which did not assure the people to visit Nepal considering the risks. The initial role played by media during the earthquake is also one of the determining factors for not visiting Nepal by the international tourists.

All above mentioned factors created fear among the international tourists so that they hesitated to visit Nepal because of considering as unsafe destination. Due to this chaos situation, the tourist who had made a plan to visit Nepal immediately changed to the other countries. Both the public and private companies could not do proper marketing in the outside world to flourish tourism in Nepal. Consequently, the formal and informal sectors of tourism in Nepal became paralyzed although Nepalese people those who are involved in tourism are following the concept of *wait and see* because the next coming October is going to be tourist season where they are expecting more tourists visiting Nepal.

No doubt the earthquake severely damaged different areas, i.e. Dolakha, Sindhupalchowk, Rasuwa and Gorkha. But, most of the other tourist destinations of Nepal, such as, Khumbu region, Annapurna region, Pokhara, Jomsom, Makalu, Kyanchenjunga, Lumbini etc. are still in status quo. Even at that time, many active tourists who do not mind to take risk visiting Himalayan region to do trekking even in Langtang region, one of the popular trekking destinations of Nepal. By nature such type of tourists are known as hard adventurers. In comparison to other

trekking destinations of Himalayan region, Langtang is considered as the vulnerable destination. There are many people who had done trekking in the Langtang region before earthquake, who might come back to the same place for observing the situation and enjoying with the nature in the case of doing effective marketing in tourism generating countries. Typologically, this is called nostalgic tourism. Even there are many people in the Western countries who love to visit such vulnerable areas to see how people were killed by natural disasters. The way destination is marketed and people will visit called dark tourism or thana tourism. Thana tourism or dark tourism is travel to locations associated with death and disaster (Seaton, 2000:578). In the same way, the concept of nostalgic tourism could be developed in the case of Kathmandu valley. Especially, in this regard, Bhaktapur, one of the popular cultural heritage tourism destinations in Nepal where thousands of tourists had already visited and appreciated seeing its authenticity, Bhaktapur as living heritage museum, walking museum, ethno-park could also be marketed in tourism generating countries for the purpose of developing nostalgic tourism. The outcome of this kind of marketing will motivate the people to visit Nepal repeatedly. Usually the tourist destinations will do marketing for bringing the tourist for the purpose of increasing number of tourists after the disaster by providing cheap air fare, hotel discount and other facilities and accordingly some cheap tourists gradually start visiting the destinations who will be one of the most important sources for promoting tourist destination. This has been reflected by a case study of Tsunami (which occurred in 2004) in Phuket of Bangkok among many others. It is mentioned that:

‘In the US travel trade, the term 'Teflon tourist' has emerged (Kurosawa, 2005; in Prideaux and Laws, 2007: 376) to describe travelers who are prepared to take advantage of the low rates offered by destinations following disasters. One example of this trend is tourists who took advantage of cheap flights to Phuket immediately after the 2004 Tsunami. Even while recovery of persons killed in the tsunami was taking place, Teflon tourists, also referred to as 'vulture tourists' by Kurosawa (2005) were arriving at the destination and recording interviews of their trip with television journalists.’

In case of Turkey, within a month of the earthquake, Turkish tourism authorities began the task of restoring the market. Turkey went very tactical in the restoration task where the Turkish Ministry of Tourism provided strong moral and financial support. The main tasks of this restoration of market were:

- Highlighting the minimal earthquake damage to most visited tourist sites in the country and the tourist attractions to Istanbul.
- Encouraging the travel industry to demonstrate support for Turkey by urging their clients to visit.
- Stressing the overall safety of Turkey as a destination.
- Organizing familiarization visits by travel industry and tourism journalists to see Turkey first hand and pass the message on to their clients, readers, listeners and viewers.
- Cooperate with allied tour operators in the various source markets to help disseminate a positive message about turkey.

Apart from these, the marketing strategies in cooperated by Turkey for restoring its tourism industry was:

- Aggressive and professional promotional campaigns.
- Ethnicity as a key element for attracting tourists.
- Mobilization of media and hosting travel agencies.
- Establishment of a crisis management team.
- Promotion through religious perspective.
- Hosting for the members of rescue and medical aid teams of the countries who assisted during the earthquake crisis.
- Media based promotional campaign.
- Positive testimonials from the already Turkey visitors.
- American and European celebrities based concerts.
- The working alliance between National Tourism Authority, Airlines Servicing of Turkey (especially Turkey Airlines) and the Turkish and overseas tour operators marketing Turkey.
- Reassuring travellers and travel agents that Turkey was safe to visit.
- Promoting a new millennial interest.
- Creating a new marketing image.

After all these marketing strategies were adopted by the government of Turkey in order to restore its tourism industry after the earthquake crisis, the result seemed to be unbelievable because it is one of the success stories of restoration program. The inbound tourism number had doubled between 1990 and 2000. The number of visitors in Turkey had reached 10428 million in 2000. During the disaster in 1999 the number of visitors was 7464 million. The receipts increased from US\$ 2.705 billion in 1990 to US\$ 7.636 billion in 2000. At least 2.5 million people were provided employment by the Turkish tourism industry. It was estimated that the Turkish tourism industry would contribute 2.1% of Turkey's GNP in 1988 but it contributed 4.5% in 1997. By 2001, Istanbul alone had 5000 five star hotel rooms operated by the most leading international hotel chains.

Conclusion

The marketing strategies adopted and implemented by Turkey to restore its tourist industry is one of the rapid and complete marketing restoration campaigns. The lesson that Nepal can learn how to pro-actively deal with the potential for future crisis related to tourism. This also gives lesson on how success can be achieved in rebuilding the tourism industry in crisis. The well co-ordinated marketing campaign and combination of the resources of government and private sector also gives ideas for the countries facing the crisis and Nepal can adopt many of those marketing strategies adopted and implemented by Turkey. As Turkey was so focused on restoring its tourism industry after the crisis, the main reason behind their success is the professionalism that they carried on during their promotional activities and implementing their marketing strategies. All these made Turkey to list itself as one of the top 20 most popular tourist destinations all over the world. The professionalism of the Government of Turkey and the working alliance between the public-private sectors of Turkey is worth to be praised and the success in reviving tourism industry of Turkey is also the result of it.

In the context of Nepal, it is still to be a 'wait to see' how is Nepal going to revive its tourism industry and what marketing strategies are going to be developed, adopted and implemented in order to cope the loss by the disaster and restore itself as a safer place to visit.

Though Nepal has already made efforts to bring the destination back on track, all different stakeholders concerned with tourism should follow the models which were developed by Turkey and other reputed destinations which will make Nepal ready to recover the destinations in time. Nepal has to promote the role of media in outside world for positive publicity. Effective marketing strategies should be developed as soon as possible. The high level of Tourism Coordination Committee must be active and they should regularly communicate with each other for exchanging the ideas and information regarding the situation of tourism in Nepal. The damaged physical infrastructure should be reconstructed as soon as possible. Some essential World Heritage Sites, those which are directly associated with tourism must be reconstructed on the priority basis. There is an urgent need to identify new tourism products for attracting tourists in upcoming days. The host country must be able to provide quality service to the tourists. In this changing scenario the concerned institutions must provide tourism crisis and disaster management education to the trekking guides and city guides along with other employees of hospitality industry, river rafting and wildlife safari. Positive testimonials from tourists who have already visited Nepal must be highlighted based on tourism through media. It is very important to do research on tourism frequently. In this kind of situation, one brand may not work therefore it requires developing several different brands like *Safe Nepal*, *Visit Nepal*; *Bouncing Back Better*; *Nepal Is Ok*; *Nepal-Back-On-Track*; *If You Want To Help Nepal, Visit Nepal*; *Langtang is waiting for you* and so on.

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