

**TOURISM ENTREPRENEURS’ EXPECTATION FROM THE FEDERAL
GOVERNMENT IN TOURISTIC CITY OF NEPAL: A CROSS-SECTIONAL
ANALYSIS**

Niranjan Devkota, Udaya Raj Paudel & Udbodh Bhandari

The roles of government remain crucial for the tourism entrepreneurship development worldwide. For regional tourism development of the specific touristic cities, government should understand entrepreneurs’ expectation and protect socio-cultural values. This paper explores entrepreneurs’ expectation from the new Federal Government to protect socio-cultural norms for promoting touristic city – Pokhara, Nepal. The purposive sampling technique was applied to source the information from the respondents resided at Pokhara. The research exploited structured questionnaire technique to collect data from 393 tourism entrepreneurs in order to explore their expectations from the newly formed federal government in Nepal. For the overall understanding of the entrepreneurs’ situation SWOT analysis was carried out. 85.5% of the respondents argued that the new government system has affected their business and 58.27% felt procedural complexities due to new political administrative system. The main strength of tourism entrepreneurship in Pokhara resulted as natural beauty, unique landscape and lakes, and en-route to adventurous destination – ABC but many of the respondents considered growing pollution and unmanaged urbanization, political instability and lack of security for the entrepreneurship as weaknesses. The good flow of the tourist and sustainability of the touristic city are opportunity and threat respectively. The entrepreneurs expect that newly formed federal government should provide business security, formulate appropriate tax policy and provision for business insurance scheme for smooth operation, growth and sustainability of their tourism entrepreneurship

Keywords: *Entrepreneurs’ expectation, federal government, socio-cultural values, SWOT analysis, touristic city*