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### **Pleasure Tourism for Sustainable Tourism development in Nepal**

**Niranjan Ojha (Ph.D.)**

*Associate Professor, Central Department of History, Tribhuvan University, Kirtipur, Nepal*

#### **Abstract:**

*According to Tourism policy 2009 the key tool for Nepal's socioeconomic progress is tourism. It focuses on the raise of the standard of living of the Nepalese people, improving quality, accumulating foreign reserves, and creating jobs. The preservation of the environment, the economy, and socio-culture are the goals of sustainable tourism, is the main goal of the Nepalese tourism policy. The Nepalese government views tourism as a vital engine for long-term growth. With so many tragic events people are tense and seeking relaxation throughout the world. Pleasure can be defined as eternal peace or relaxation. Western scholar defines pleasure as the external matter such as relaxation of the body. But relaxation of the body is not just the pleasure. To realize pleasure one should realize it eternally. In order to maintain world harmony, and people's relaxation, pleasure tourism may be utilized to advertise and sell amongst nations, civilizations, and people of different spiritual and cultural backgrounds. The promotion of pleasure through tourism has the ability to advance society and a nation. With the concept of Pleasure tourism, promoting Nepal as a destination for international mourners and promoting eternal pleasure for seekers. This article aims to examine the significant subject of eternal peace which can be denoted as pleasure in tourism and is based on qualitative research. To gather the data, in-depth interviews, FGDs, and library research methods are being used. The importance of outstanding tourist development and eternal peace building is also emphasized in this research. As a result, the discussion aims to develop a pleasure tourism concept in Nepal. The results might contribute to preserving the positive relationship between travel and stability.*

**Keywords: Pleasure- Devotional--Mitigation – Tourism Business- Sorrow-External Peace.**

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**Introduction:** Pleasure is a lovely word that refers to a people's relaxation, eternal peace, peaceful society and a beautiful planet. Peace, which can be defined as pleasure, is a human's ultimate and highest desire for relaxation, serenity, and contentment. Humans have sought tranquility since the beginning of time. The Nepalese are familiar with the relationship between tourism and pleasure. Many famous saints traveled the world in search of peace and spread the message of eternal peace to everyone. Born in Nepal, Lord Buddha

dedicated his entire life to teaching the world the doctrine of eternal peace. The optimum stage of eternal peace is pleasure. These days because of international conflict, terrorism, pandemic, and the neo-cold war, people are seeking peace in both eternal and external ways (Haq and Medhekar, 2019).

There are two types of peace: internal peace and external peace. Prayer and meditation can help to achieve internal peace, also known as peace of mind or soul. Internal peace has an effect on external peace. Internal peace ensures and sustains external peace. Strife or war is the polar opposites of external peace, but eternal peace is spiritual peace. There will be no wars, conflicts, violence if each individual is at peace. People in such a society will be content with themselves and feels pleasure. The east believes that true peace comes from meditation, prayer, and knowledge which is pleasure whereas western scholars believe that pleasure is diametrically opposed to strife (Paneru, 2022). Peace can be divided into two types based on its characteristics: negative peace and positive peace. The absence of war, conflict, hostility, unrest, disturbance, dispute, or contention is referred to as negative peace, whereas positive peace is defined as peace, tranquility, mental calm, peacefulness, harmony, friendliness, harmonious relationships, and public order (Khemanando,1995).The union of eternal and external peace heightens pleasure. Many peace experts disagree that peace should be emphasized solely in the absence of war. Peace, in their opinion, is more important, valuable, and necessary.

Pleasure tourism can be used to promote and campaign for peace among nations, civilizations, and people of different ethnic and spiritual backgrounds. It can be critical to long-term economic growth preserving its socio-cultural values. The purpose of this article is to investigate and evaluate Pleasure Tourism in order to ensure the long-term viability of Nepal's tourism industry.

Every industry in the world has been affected by the Covid outbreak. People are feeling guilty, depressed, and frustrated. The suicide rate is on the rise. Depression is extremely common. In this situation, pleasure tourism has the potential to play a critical role in revitalizing both the tourist industry and the people who have been impacted both eternally and externally. Pleasure tourism has the potential to contribute significantly to global peace and harmony.

Nepal is the birthplace of Buddha as well as numerous Saints who achieved peace and felt pleasure on its soil. In Nepal, peace is defined as human behavior. People are tense all over the world. They run from sunrise to sunset without pausing, without delight or a smile. In Nepal People are impoverished financially, but they smile every day and everywhere. The rest of the world seeks peace, but Nepal possesses it. They are cheerful and upbeat. Nepali people enjoy pleasure whereas rest of the world seeks it. Pleasure tourism is highly valued in Nepal's tourism industry. Nepal has the right to promote pleasure tourism, which has a large industrial potential. The preservation of sociocultural, economic, and environmental values is referred to as sustainability. Pleasure tourism has the potential to protect and preserve these

societal components. Thus, pleasure tourism ensures long-term tourism which is sustainable tourism.

Baruch Spinoza (1632-1677), one of the most influential philosophers of the second half of the 17th century, stated that peace was a virtue, a state of mind, a tendency toward compassion, confidence, and fairness. He emphasized a virtue and a mental state (Brussell, 1970). Pleasure is defined as a state of enjoyment or satisfaction by dictionary.com. According to Wikipedia, peace is a state of agreement or the absence of antagonism, a state of quiet or tranquility, and the absence of unrest or agitation. Peace can also refer to any human relationship characterized by respect, fairness, and benevolence. (www.wikipedia.com). According to Johan Galtung, the terms "peace" and "violence" are inextricably linked. The absence of violence is defined as peace, and it should be used as a societal goal (Galtung, 1995). Peace, according to Jawaharlal Nehru (1889-1964), is not a national partnership. It is a mental state brought about by spiritual peace. Peace is more than simply the absence of conflict. Long-term peace can only be enjoyed by peaceful people (Fishel, 2008). "In whichever direction I direct my gaze, everyone becomes my friend," says Atharva Veda (Atharva Veda, 19. 15. 6. ND). What specific and personal attachments can one have to those who become one and become one? Personal attachment, self-interest, and ambition are the only outcomes that result in grief and suffering. When everyone is for everyone and everyone is for everyone, nothing but pleasure can exist (Yajurveda, 40.7. ND). The development of goodwill, understanding, and peace among people from other countries is one of the positive effects of tourism's social and cultural ramifications. D.A. More further defines peace as the absence of conflict and advocates for a new positive concept of peace that accepts the viewpoint of an organic and interconnected universe (Kunwar, 2012). There has been no new research on the relationship between tourism and pleasure. The majority of research has focused on validating or disputing the claim that leisure tourism can significantly contribute to pleasure, either as an indicator of mended ties between former adversaries or by itself (Bar-Tal & Bennink, 2004). Eternal peace leads to external peace. When external and eternal peace combine, the stage of pleasure is reached. Several national and international publications have attempted to address various aspects of peace and tourism, but none have addressed pleasure tourism as a key driver of tourism for sustainable development. These works of literature define peace as opposed to war. This research is focusing on some areas that are not being addressed. The purpose of this study is to investigate the importance of pleasure tourism in attracting visitors suffering from mental disorders, depression, and frustration from a busy and materialistic world, as well as to restore a nearly collapsed tourism sector for long-term tourism development. The following questions are addressed in this article:

What role does pleasure tourism play in Nepal's tourism industry?

How does pleasure tourism drive in promoting world peace and restoring tourism?

**Method and Methodology:** Gultang's peace theory is founded on a single tenet: peace is the absence of violence. As a result, Gultang's argument is both a philosophy of violence and a theory of peace. As a result, rather than opposing violence, a philosophy of peace may

be founded on the concept of peace. Violence, according to Gultang's peace theory, is the gap between the prospective and the real, between what could have been and what is. This research is structured around Gultang's peace theoretical paradigm to study pleasure in terms of peace. Although theoretical references can be used, this hypothesis is not explicitly acknowledged in this study. The current study uses a qualitative methodological approach that combines historical narrative and focus group discussions. To gather firsthand information on the subject, focus group discussions (FGD) were held. Three separate focused group discussions have been planned. For the FGD, the discussion method was primarily used. Respondents were drawn from professional organizations in the tourism industry as well as renowned spiritual leaders. Both formal and informal discussions were held with the relevant stakeholders. Only four FGD respondents were chosen for the discussion. Other cities should be included for further research, and the test should be conducted in another country if possible. In this study, Gultang's peace theory was used, and other theories could be used in future research to better understand peace and pleasure. Furthermore, research on such a broad topic is strongly advised in order to better understand the outcome. Because the FGD participants had requested that their names not be revealed, only the framework was introduced in this article. This study is based on current data, but historical references are included as needed. Secondary sources of information for this study included appropriate citations of relevant books, websites, journal articles, and government publications. All of the data gathered has been classified, coded, summarized, and analyzed, and this research will be given some thought. The scope of this research is limited to a historical examination of the concept of pleasure tourism. It focuses on general activities in Nepal. Other aspects of pleasure tourism, such as social, political, and economic factors, are not addressed in this study.

**Discussion:** Every year, approximately 800,000 people commit suicide, according to the World Health Organization. Suicide is the fourth leading cause of death among people aged 15 to 29. 79% of all suicides occur in low- and middle-income countries (Budhathoki, 2022). Pesticide ingestion, hanging, and the use of weapons are among the most common methods of suicide worldwide (WHO, 2021). In high-income countries, depression is the leading cause of suicide. Many suicides occur spontaneously during times of crisis, as a result of a breakdown in the ability to deal with life pressures such as financial difficulties, relationship break-ups, chronic pain, and disease. Furthermore, suicidal behavior is strongly linked to conflict, tragedy, violence, abuse, or loss, as well as a sense of isolation (WHO, 2021).

The World Health Organization ranks Nepal as the seventh most suicidal country in the world, based on police statistics and estimates (24.9 per 100,000). Suicide, according to public health professionals, is only a symptom of a larger issue: poor mental health (Bhattarai, 2020). According to Kriti Adhikari of the NHRC, "depression affects 3.4 percent of the population, and one out of every ten Nepali has suicidal thoughts" (Bhattarai, 2020). Depression, suicide, and mental illness are all causes of spiritual dissatisfaction. As a result, perpetual serenity is the driving force behind such monstrous phenomena. Western

civilization is different to east. The vast majority of them have a better education. A person from the third world assumes they have a better life, enjoying themselves and feeling pleasure. People in the East are willing to live in such a refined manner. When we examine data on suicide and depression, we see that the figure in Western society is significantly higher than in Eastern society. This is due to the lack of peace and pleasure. They commit suicide because they lack eternal serenity. They don't have pleasure.

**Peace- Pleasure History:** From the past to the present, it is clear that people have tried in a variety of ways to feel pleasure and bring peace to society and the planet. The organization began as a small group to prevent conflict between states in Greece at the time. Throughout the Roman era, people worked to keep the peace by establishing a strong monarchy. When Christianity ruled European civilization in the Middle Ages, people used religion to bring about peace under the banner of the Truce of God (Kunwar, 2012). People attempted to create peace, both individually and collectively, resulted the establishment of the Permanent Court of Arbitration, establishing the World Peace Foundation, and establishing the League of Nations and the United Nations. People have attempted to preserve and establish peace in a variety of ways since the end of World War II (Ojha, 2015). People began incorporating treaties limiting the spread and proliferation of general arms, nuclear weapons, and chemical weapons in order to eliminate dangerous weapons that threaten society's peace. They also had their countries or governments designated as nuclear-free zones. Furthermore, September 21 has been designated as the International Day of Peace or Peace Day to raise public awareness of the importance of peace. Peace activists oppose war whenever it occurs (Rajdhani, 2019).

Peace, according to Western scholars, is the polar opposite of war or violence. However, people in the twenty-first century discovered that peace is more than just external tranquility. External tranquility is far less important than eternal tranquility or spiritual serenity. As a result, westerners are increasingly turning east to find peace through Yoga, meditation, and other practices. Yoga is becoming more popular in the Western world. Yoga has also been recognized as a weapon for peace by the United Nations, which is why it is celebrated all over the world to obtain pleasure.

**Pleasure concepts:** Humans have shown a strong interest in pleasure from prehistoric times to the present. Aside from being a nice word, the term pleasure also refers to a peaceful society and a beautiful planet. Pleasure is the best and highest goal that everyone wants to achieve personally and expects to be produced in society and the world. People have tried everything to bring about pleasure. As a result, the history of the desire for pleasure is one component of human history (Kunwar, 2012). There are various conceptions and viewpoints on pleasure because it is not something that exists in isolation and is linked to everything, and people feel pleasure deeply and broadly.

**Pleasure in terms of peace:** Peace and pleasure are often associated and even used interchangeably. When we think of pleasure, we think of things that make us happy. Peace brings pleasure. Modern scholars believe that pleasure is a physical experience, but it is

actually an inner matter. Pleasure can be realized rather than felt. So, peace and pleasure are both eternal matters that arise from spirituality. So, pleasure can be defined as eternal peace not the comfort (Paneru, 2022).

**Peace/pleasure and tourism:** Tourism has a substantial impact on international relations and global peace (Mattews, 1978). 1986 was declared the "International Year of Peace" by the United Nations. In 1981, the World Tourism Organization (WTO) issued the Manila Declaration, which emphasized the importance of tourism in preparing for and maintaining peace, describing it as a "vital force for peace" and a "moral and intellectual underpinning for international understanding and interdependence" (WTO). Many international organizations, including the United Nations, have recognized tourism's role as an ambassador and a means of fostering intercultural understanding and peace and pleasure. Tourism is also recognized as a supporter of national integration, international understanding, goodwill, and peace by national governments and tourism researchers (Yu and Chung, 2001).

Person movements, travel, and tourism are especially sensitive to political or social upheaval; they require a peaceful environment to foster society's social, economic, and cultural growth. As a result, one could argue that long-term peace is required for further tourism growth. Travel is the most direct, objective, and fruitful means of promoting mutual understanding, knowledge, and tolerance (Goeldner, 1989). No other industry is better positioned to build trust, goodwill, and respect. International visitor arrivals are steadily rising. The economic importance of tourism, in addition to the promotion of international understanding, must be recognized. Tourism is an important source of income and employment for many countries; it also generates significant amounts of foreign exchange profits, which are important to many governments. Tourism also encourages private investment and other businesses (Ap and Var, 1990).

Understanding the nature of peace, and thus war, is required for a discussion of the relationship between peace and tourism. Most dictionaries define peace as the absence of conflict, which is correct until war is considered. War is a state of open hostility between states or warfare between nations (Sykes, 1976). Peace can mean many different things to different people. According to Beer (1990), many theorists are concerned with peace, but peace theory is not a cohesive whole. One definition of peace in the context of tourism refers to the concept of peaceful relationships (Var et al, 1998). The definition of war is "a conflict of armaments between countries" (Mihalic, 1996). International peace has been regarded as a blessing since the beginning of time, while it's polar opposite, war, has been regarded as a scourge. Peace is frequently defined negatively as the "absence of conflict" or "absence of violence" (Galtung, 1995). According to Kim and Crompton (1990), peace is a situation that "removes logistical hurdles to travel and psychological ideas connected with fear for personal safety and dislike from potential hosts." A state of peace is one in which armed force is not currently being used and is not reasonably expected or anticipated to be used in the future, whether from external or internal sources (Burnett & Uysal, 1990). The Russian concept of peace, according to D'Amore (1988), has several dimensions: "it

includes peace and quiet within us, peace with our fellow people and among nations, peace with nature and our spaceship Earth, peace within the universe." Individuals interested in academic or practical aspects of tourism must redefine peace (Bregha, 1989). A state of peace is one in which armed force is not currently being used and is not reasonably expected or anticipated to be used in the future, whether from external or internal sources.

These are the only academics in the West who believe in external peace. External peace does not imply internal tranquility. Internal peace is far more important than external peace. The absence of conflict does not imply that people are happy or that society is peaceful. Exterior peace does not exist in a culture where there is a lack of internal peace. That is why more and more Westerners are becoming interested in Yoga, spiritual practice, and meditation; many even follow OSHO and other Hindu Saints. Many visitors looking for peace and quiet can be found in Varanashi, Haridwar, and Nepal (Paneru, 2022). When they feel peace they feel pleasure too. Peace and pleasure are interconnected and inseparable.

**Conclusion:** Nepal is a spiritually significant country. Lumbini, Muktinath, Pashupatinath, Bouddha, and Shoyambhu are just a few places where people can find peace and realize pleasure. Nepal was the birthplace of Lord Buddha, who taught the world about peace. Nepal is known throughout the world as a haven of peace and pleasure. For foreigners, Nepal is a well-known adventure tourist destination. They have no understanding of spirituality or inner peace. Those who are grieving or looking for a cure for depression seek spiritual guidance. Nepal is a popular tourist destination for them.

People around the world are tense and looking for peace these days. Nepal can promote peace by encouraging pleasure tourism among nations, civilizations, and people of various spiritual and ethnic backgrounds, as well as by boosting the national economy. Pleasure tourism has the potential to benefit both humanity and national development.

Tourism is gradually shifting toward mass tourism in the modern era. Nepal is becoming increasingly popular as a tourist destination. Nepal should prioritize pleasure tourism in order to sustain the industry. In addition to the concepts of sun lust and wanderlust tourism, Nepal should emphasize pleasure tourism, the unexplored virgin areas with significant potential in the industry. It will take a long time to recoup international tourist losses caused by the Covid-19 outbreak. Pleasure tourism, in addition to traditional concepts, may be viable options for saving the tourism industry in this context. As a result, concerned authorities should discuss pleasure tourism and its potential for the long-term survival of Nepal's tourism industry.

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