

ROLE OF MUSEUM FOR THE PROMOTION OF TOURISM: A CASE STUDY OF NATIONAL ART MUSEUM OF NEPAL

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ABSTRACT

The museum is considered as a renowned and effective visual learning center, which helps to provide the fundamental knowledge about the history, culture, civilization, religion, philosophy and other issues to the visitors through their precious collections and systematic displays. Museum collects and exhibits the specimens of historical as well as archaeological values. Arts and crafts, tools and weapons, inscriptions manuscripts, coins, paintings, sculptures, dolls and toys, and the objects are concerned to cultural heritages of different caste, creed and ethnicity; the scientific discoveries; replica and photography of natural things; postal tickets; memorial things of noble personality and so on. Thus museum is known as a center of heritage study. It is also understood as an agent of tourism enhancement. In Nepal, there are several museums which have been providing noteworthy roles for the promotion of tourism from its inception. Among them National Art Museum of Bhaktapur, Nepal is treated as an important one. It was established in 1960 A.D. In this respect, mainly this research paper deals with the identifications and highlights the roles of aforementioned museum for the promotion of tourism especially in Bhaktapur. The museum is not a virgin issue for further research and study. There are some studies regarding the National Art Museum of Bhaktapur, but there is still lacking research concerned to the perspectives of the role of such museum for the promotion of tourism. Keeping it in mind this article is prepared for addressing the above-mentioned problem.

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