Job Satisfaction Among Paragliding Pilots in Pokhara

Narayan Tripathi *

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E: shikshyasandesh@pncampus.edu.np
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*Teacher, Himal College of Management, Pokhara.
Corresponding email:
lonelynarayan@gmail.com

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Abstract

The study aimed to examine job satisfaction among paragliding pilots based on Herzberg two-factors theory and understand the factors influencing their satisfaction and dissatisfaction. The research based on a descriptive research design, gathering views and responses from 160 paragliding pilots in Pokhara. The results showed that most of paragliding pilots were male (96.3%). The highest percentage of pilots had a secondary level of education (58.8%), and more than one-third had been working in the field for 9 to 12 years (38.1%). Overall, 106 participants expressed satisfaction with their job, while 65 were content with their colleagues and supervisors. The study found a positive correlation (0.202) between job satisfaction and hygiene factors, as per Herzberg's theory. The p-value (0.011) indicated that this relationship was statistically significant. However, no significant associations were observed between job satisfaction, hygiene factors, motivational factors, and the respondents' marital status or annual income. The research highlights the importance of understanding and addressing the factors that contribute to job satisfaction among paragliding pilots. By identifying the aspects that influence their satisfaction, employers and stakeholders in the paragliding industry can create a more conducive and fulfilling work environment for pilots, ultimately enhancing their overall job satisfaction and performance.

Keywords *: Herzberg two-factors theory; job satisfaction; paragliding pilots;paragliding skills.*

Introduction

Paragliding is a recreational and competitive flying sport characterized by the utilization of a foot-launched, free-flying aircraft. The pilot assumes a seated position within a harness, suspended beneath a fabric wing whose aerodynamic form is determined by the interplay of its suspension lines and the inflow of air through vents located at the wing's frontal section. This aerial pursuit is distinguished by its simplicity, devoid of mechanical components and reliant solely on the dynamic forces of thermal uplifts. Paraglider embark on journeys that traverse some of the world's most captivating landscapes, sharing airspace with avian species such as Himalayan griffin vultures, eagles, and kites. Their flight path allows them to gracefully traverse over diverse terrains, including villages, monasteries, temples, lakes, and jungle, affording them a breathtaking panoramic view of the majestic Himalayan mountain range.

The optimal period for engaging in paragliding spans from October to April, during which a range of packages is available to cater to both seasoned practitioners and novices. Novices have access to a comprehensive three-day initiation

course, while tandem flights, allowing individuals to soar alongside an instructor, are also facilitated. Geographically situated as a rectangular expanse on the southern inclines of the Himalayas, Nepal stands out as an exceptionally picturesque country. Remarkably, it has emerged as one of the premier paragliding destinations, rivaling even Switzerland. This distinction is underpinned by climatic and geographical affinities shared between the two nations, rendering Nepal a highly relevant and compelling paragliding locale. Significantly, Pokhara has garnered recognition as the fifth best global paragliding location, an accolade reinforcing the burgeoning importance of paragliding as a pivotal entrepreneurial venture, as underscored (Government of Nepal, Ministry of Culture, tourism, and civil aviation, 2020).

Disagreements exist regarding the identity of the individual credited as the pioneer of paragliding. A prevailing perspective attributes this distinction to David Barish, an aeronautical engineer who obtained both master's and professional degrees from Cal Tech in 1950 and subsequently served as a pilot for the Army during a nine-year tenure in the air force. Barish's interview, featured in Cross Country magazine in 2001, provided novel insights into the genesis of paragliding. In the early 1960s, while engaged in the development of a space capsule recovery device named the "Sail Wing" for NASA, Barish personally conducted trials of his innovations in 1965 on Hunter Mountain, New York, referring to the activity as such. (USHPA, 2001).

"Heaven is a myth, Nepal is real," is a saying that encapsulates the essence of Nepal's untapped tourism potential. The varied aspects of Nepal's appeal, focusing on participating in sport tourism, mountaineering, observing rich flora and fauna, observe ethnic diversity, exchange cultural and legacy assets, and its unique status as a neutral ground Terai to Mountain. The nation aspires to chart a decade-long trajectory aimed at developing tourism, with the ambitious goal of attracting 2 million tourists. The integral role these factors play in positioning Nepal as a compelling global tourist destination (Sthapit, 2020).

Paragliding is a type of sport tourism, and in Nepal, it has a relatively brief history. Sun Rise is the first and only licensed paragliding company in Nepal. Established in the year 2000 in Pokhara with the assistance of British national and paragliding pilot Adam Hill, this venture marked the inception of paragliding in the country. Geographically and climatically, Nepal is well-suited for paragliding as an alternative adventure sport. Pokhara, nestled in a wide valley at an elevation of 800 meters, presents breathtaking views of three of the world's 8000-meter peaks. The region boasts consistent and pleasant weather, rendering it an appealing destination for Fliers Paragliding holidays. The dependable environment of Pokhara provides paragliding pilots with favorable and reliable conditions. Consequently, Pokhara has become a popular destination for numerous visitors seeking the exhilarating experience of paragliding. Its revenue contribution is Rs 300 million to 500 million per year,(Magar, et al 2019). It is not surprising that in a few short years Pokhara has earned a reputation of being one of the best paragliding destinations in the world (Nepalnews, 2021).

Among the attractive and pleasurable destinations for paragliding, Pokhara appears as one of the most significant. Prior to the authorization granted to Bandipur in Tanahun and Sirsekot in Syanga to commence paragliding activities in 2012, Pokhara stood as the exclusive paragliding site in Nepal until the year 2011. In Pokhara, Toripani, Raniswara and Mandredhunga are the well-known another takeoff places for paragliding, which are 10-11 km from Bindhayabasini temple and is well linked by motor-able road. Mountains, hills and Fewa Lake are the good scenes which lure the customers to flight again and again for looking and enjoy with the beautiful scenario. Pame and near by it is the landing points of Paragliding who flight from Kaskikot (Nepal Tourism Board, 2023). One of Pokhara's popular and unique adventure tourism activities, paragliding helps to generate jobs and more revenue. In 2018, 5919 tourists from within the country and 15098 tourists from foreign engaged in paragliding. (MoTCA, 2018). In 2020, a total of 230,085 tourists visited Nepal. Among them 5,350 foreigners and 16,925 Nepali, all together 22,275 individuals enthusiastically participated in the thrilling activity of paragliding. (Government of Nepal, Ministry of Culture, tourism, and civil aviation, 2020).

The Nepal Airsports Association (NAA) serves as the professional association representing 22 paragliding firms in Nepal, with its headquarters situated in Pokhara. Over the past two decades, NAA has annually organized a paragliding competition in Pokhara, classified as an FAI (Federal Aeronautics International) category-II event, falling under the sports class of international paragliding championships. The competition evaluates pilots based on the duration of time dedicated to aerial aerobics. Notably, the 2015 repetition of the event saw the participation of 200 pilots, both national and international, representing 25 different nations. (MoTCA, 2018).

As one of the most popular and unique adventure tourism events of Pokhara, paragliding contributes to increase the average length of stay of tourist and accordingly for the income and employment generation. There were 16925 domestics as well as 5350 international tourists who participated in paragliding throughout the year 2020 and this data shows that there is more domestic tourist as compared to foreigner it is because of the outbreak of COVID 19 and its various wave (MoTCA, 2020). As per the official tourism website of Nepal, paragliding gained prominence in the country starting from 1995, and its popularity continues to grow. Pokhara, recognized as the fifth-best paragliding destination globally, has experienced advantages accruing to its stakeholders as a result (Gurung, 2019).

On the other hand, there were some challenges and problems on the paragliding flight too. Gurung (2019) paragliding pilots said that chance of accident is high in peak tourist season when crowded airspace makes them difficult to conduct flight. Likewise, Sharma (2017) highlighted the challenges of collision in peak season as the number of gliders are increasing with every passing year. Accidents are occurring because of solo flights, which are not aware of the crowded Pokhara sky.

There are some paragliding take off places in Pokhara- 24 Kaskikot and saw the gliders flying on sky. The researcher believed that those pilots who made flight on sky are braver and more courageous to perform such activities. Along with time spend a greater number of paragliding companies were established. The paragliding learner had spent around 15 to 20 lakh Nrs to study and making their career as Pilots. To fulfill the demand of pilots on market many individuals were engaged in such business. Some few years they had operated company smoothly and effectively with some profit but later the outbreak of noble CORANA virus and its various waves badly damaged entire tourism and paragliding business too. Some paraglider said that there was no speedy recover the business rather than the COVID 19 which made the researcher to study the satisfaction of paraglider. There are opportunities and challenges in this field So, this article liked to study on job satisfaction among the paragliding pilots of Pokhara. The specific objectives of the present study were as:

a) To analyze the demographic profile of the paragliding pilots of Pokhara.

b) To examine the motivational and hygiene factors for job satisfaction among paragliding pilots.

Methodology

The research design was quantitative and used a descriptive research approach. The study's population consisted of all 420 paragliding pilots in the region, and a sample size was 160 pilots who were selected through convenient sampling. The data collection tool was a questionnaire which was divided into demographics, motivation, and hygiene factors. To ensure reliability and validity, a pretest was conducted with five paragliding pilots, and expert consultation was sought to refine the questions used in the interview schedule. The researcher obtained an authorized letter from the research committee and contacted the pilots to schedule interviews. During the interviews, the questionnaire was administered, and the researcher clarified any concerns raised by the pilots.

After data collection, the information was analyzed descriptively using statistical methods (SPSS) for quantitative data. The results were presented through tables, charts, and figures, and comparisons with previous research findings were made. Ethical considerations were paramount, with the researcher obtaining written informed consent from the pilots, assuring confidentiality, and obtaining ethical clearance from the Nepal

Air Sport Association. Overall, the study aimed to explore the current state of job satisfaction among paragliding pilots and ensure the integrity and quality of the scientific research while adhering to ethical standards.

Result and Discussion

In this scholarly work, the author systematically presents and analyzes data, elucidating both the similarities and differences with respect to other pertinent topics and the contributions of fellow authors in the field.

Demographic Profile of Respondents: An Examination of Paragliding Pilots in Pokhara

This section presents the demographic analysis and interpretation of primary data obtained from questionnaires distributed among Paragliding Pilots engaged in Tandem and solo flights in Pokhara. This analysis offers valuable insights into the characteristics of the participants under investigation. The demographic profile of the respondents primarily comprises their nationality, with all respondents hailing from Nepal. Understanding the demographic attributes, such as age, gender, occupation, and economic condition, is essential in achieving the research objectives.

Table 1

Demographic Characteristics of Paragliding Pilots in Pokhara

Demographic Characteristic	Percentage	Number of Pilots
Gender		
Male	96.3	154
Female	3.8	6
Marital Status		
Single	32.5	52
Married	66.9	107
Divorced	0.6	1
Age Group (Years)		
Below 24	6.3	10
25 - 30	31.3	50
31 - 35	28.7	46
36 - 40	23.1	37
41 and Above	10.6	17
Education		
No Formal Education	1.3	2
Basic Education	18.1	29
Secondary Level of Education	58.8	94
Bachelor Education	21.9	35
Occupation		
Other Job on Leisure Time	73.8	118
No Other Job	26.3	42
Income		
Below Rs 350,000	1.3	2
Rs 350,000 to Rs 400,000	9.4	15
Rs 400,000 to Rs 450,000	13.8	22
Above Rs 450,000	75.6	121
Respondents' Job Duration		
Less than 3 years	6	3.8
3 to 6 years	46	28.7
6 to 9years	40	25.0
9 to 12 years	61	38.1
More than 12 years	7	4.4

The table presents the demographic characteristics of Paragliding Pilots in Pokhara based on the data collected from 160 respondents. Most pilots were male (96.3%) compared to female pilots (3.8%). Regarding marital status, a significant proportion were married (66.9%), followed by single pilots (32.5%), and only one respondent was divorced. There was no significant associations observed between job satisfaction, hygiene factors, motivational factors, and the respondents' marital status or annual income. The age distribution showed that a substantial portion of pilots were in the age group of 25 to 35 years, with the highest percentage being in the 25 to 30 age range (31.3%). Education-wise, most pilots had a secondary level of education (58.8%), while only a few had a bachelor's degree (21.9%). Additionally, 73.8% of the pilots were engaged in other jobs during their leisure time, while the remaining 26.3% were solely focused on their tandem flights. These findings provide valuable insights into the demographic profile of paragliding pilots in Pokhara, emphasizing the predominance of male pilots and the significance of secondary education in the field.

The income distribution among paragliding pilots indicates a significant disparity, with the

majority earning above Rs. 4,50,000 and a smaller percentage earning lower amounts. Understanding the factors behind this distribution is essential for addressing job satisfaction, industry growth, and economic viability within the paragliding sector. Further research and measures to improve income opportunities for all pilots could lead to a more sustainable and thriving industry.

Among the paragliding pilots surveyed, a mere 3.8 percent had work experience of less than 3 years, indicating a relatively small proportion of novices in the field. A notable 28.7 percent of pilots had a work tenure ranging between 3 to 6 years, showcasing a considerable segment of pilots with moderate experience. Similarly, 25 percent of respondents reported working in the industry for 6 to 9 years, highlighting a significant group of pilots with substantial experience in paragliding. A substantial portion, comprising 38.1 percent, had an extensive work history spanning from 9 to 12 years, signifying a substantial number of seasoned pilots within this range. It shows that more than one third pilots had worked from the very beginning in Pokhara and they had good satisfaction. On the other end of the spectrum, a smaller fraction of respondents, accounting for 4.4 percent, boasted an impressive work experience of more than 12 years, reflecting a select group of highly experienced and skilled individuals in the domain of paragliding. Accariya & Khalil (2016) conducted study on the relationship between the Arab school community's management style, motivation at work, and stress levels. The researcher tested both motivation and hygiene factors, so it was appropriate to consult in this study too. He used the survey method, and the random sampling was used to confirm sample was 200 teachers among Israel which were different in gender, age, qualification, and experiences. Magar, et al (2019) made a research on the customer's satisfaction and found that the variables of reliability, price, scenery and thrill which play a key role in the improvement of customers' satisfaction.

Respondents One-Sample Test Statistics on Motivational Factors

The study utilized a one-sample t-test to compare the contributing motivational and hygiene factors. This statistical hypothesis test is employed to determine whether the mean derived from sample data collected within a single group significantly differs from a specific value predetermined by the researcher. Herzberg and his colleagues delineated "motivators" as intrinsic factors encompassing accomplishment, acknowledgment, accountability, progress, development, and the inherent nature of the work itself. Conversely, extrinsic or "hygiene" elements, as identified by Herzberg et al. in 1959, include aspects such as pay, benefits, coworker relationships, job stability, organizational structure, policies, and supervision. The absence of these factors leading to job dissatisfaction is distinctly different from the elements promoting job satisfaction, which are referred to as "motivators," according to Herzberg's subsequent work in 1966. Accordingly, the presence of motivators fosters job satisfaction, engenders a positive work attitude, and enhances productivity, while their absence diminishes job satisfaction levels (Herzberg, 1966).

Table 2

Descriptive Statistics of Motivational Factors

Particulars	Mean	Std. Deviation
Advancement	1.7417	.36043
Leadership	1.6821	.18750
Recognition	1.7583	.35060
Personal growth	1.5313	.26414
Achievement	1.4063	.20018

Table 2 explains this output is relatively easy to interpret. The mean of Achievement is 1.4063, Advancement is 1.7417, leadership is 1.6821, Recognition is 1.7583 and Personal growth is 1.5313 in entire data of 160. It explains that among all factors of motivation achievement had mean of 1.4063 which is lower value that represent a greater number of paragliding pilots are positive towards achievement of their work. On the other hand, advancement, leadership, recognition, and personal growth had more mean value than achievement. The highest mean is from recognition i.e., 1.7583 which explains most of the paragliding pilots are not satisfied with recognition from their work.

Leadership role is less valuable than the achievement in paraglider which was contrary to the research made by Accariya & Khalil (2016) indicated that the principal's leadership plays the most pivotal role in motivating teachers. Evidently,

a significant proportion of teachers in Israel were primarily influenced by their direct supervisor, rather than their overall working environment. Teachers derived their motivation and support from their immediate managers in the form of positive feedback and reinforcement, rather than relying on a collaborative atmosphere. It is concluded that teachers were more motivated from their immediate leadership, but paragliding pilots were more motivated from their achievement rather than their leaders.

The National Aviation Authority (NAA) was founded in 2002 with the overarching objective of advancing the realm of air sports within the borders of Nepal. The primary focus of this organization revolves around the consistent facilitation of paragliding activities, ensuring paramount safety and security measures, and providing essential rescue and emergency services. Moreover, the NAA is actively engaged in the processes of pilot licensing and monitoring, as well as overseeing flying operations and registering equipment (Magar, 2020). NAA helped on the advancement of paragliding, making leadership of the paragliding pilots, recognition of job of paragliding, personal growth and achievement from the paragliding pilots. Additionally, it is noteworthy that the NAA operates as a duly authorized association under the Civil Aviation Authority of Nepal (CAAN). Its activities are conducted under the vigilant supervision of the Ministry of Culture, Tourism, and Civil Aviation, underscoring its integral role within the regulatory framework of Nepal's aviation sector (NAA, n.d)

Respondents One-Sample Test Statistics on Hygiene Factors

Hygiene factors encompass the environmental elements within the workplace, including company policies, colleagues, supervisory relationships, compensation, and benefits. These factors are often associated with the potential to engender job dissatisfaction among employees, necessitating a proactive role for management in mitigating their adverse impacts. The management's responsibility lies in neutralizing the deleterious effects of these hygiene factors to cultivate a more positive and conducive work environment. Hygiene factors refer to various workplace environmental components, such as company policies, colleagues, supervisory relationships, compensation, and benefits. These elements have the potential to cause job dissatisfaction among employees, making it imperative for management to take a proactive stance in addressing their negative effects. Management's responsibility involves mitigating the adverse impacts of hygiene factors to foster a more positive and conducive work environment (Robbins et al., 2019).

Table 3

Descriptive Statistics of Hygiene Factors

Factors of Hygiene	Mean	Std. Deviation
Company policy	1.5354	.33873
Relation with peers	1.5109	.23683
Work security	1.7250	.31178
Relation with supervisor	1.9547	.52968
Working condition	2.0500	.27523
Salary, Benefits	2.1262	.23162

Table 3 presents the mean and standard deviation of hygienic factors of 160 paragliding pilots in Pokhara. The mean values for each hygienic factor are as follows: Company policy (1.5354), Relation with peers (1.5109), Work security (1.7250), Relationship with supervisor (1.9547), Working condition (2.0500), and Salary and benefits (2.1262). Among the hygienic factors, Relation with peers obtained the lowest mean of 1.5109, indicating a larger number of paragliding pilots expressing satisfaction with their relationships with peers. The study found a positive correlation (0.202) between job satisfaction and hygiene factors, as per Herzberg's theory. The p-value (0.011) indicated that this relationship was statistically significant. On the other hand, the highest mean is associated with salary and benefits, which stands at 2.1262, revealing that a considerable proportion of paragliding pilots are dissatisfied with the salary and benefits provided by the company which was like Accariya & Khalil (2016) indicated that the salary and benefits were less than other civil servants of that country. The clear presentation of mean and standard deviation values allows for a comprehensive understanding of paragliding pilots' perceptions regarding hygienic factors. This insight helps in identifying areas that may require attention and improvement to enhance overall job satisfaction and well-being among the pilots.

Job Satisfaction

Job satisfaction refers to the positive emotional state or attitude an individual experiences towards their job or work environment. It reflects the degree of contentment, fulfillment, and overall happiness an employee derives from their job role and the workplace conditions. Job satisfaction is a multidimensional construct that can be influenced by various factors, including the nature of work, compensation, opportunities for growth, work-life balance, relationship with colleagues and supervisors, and organizational culture (Robbins et al., 2019). Traditionally, job satisfaction and dissatisfaction were two ends of a single spectrum, where increasing one would inherently reduce the other. However, Herzberg's Motivation-Hygiene Theory challenged this notion by proposing that these two dimensions are distinct and independent. Job satisfaction's opposite is not merely dissatisfaction, but rather a lack of satisfaction.

Table 4

Standard Deviation and Mean of Job Satisfaction

Job Satisfaction	Satisfy	Neutral	Unsatisfied	Mean	S.D
Satisfied with job	106	48	6	1.38	0.558
Happy with the colleagues	65	87	58	1.64	0.576
Satisfied what they achieve at work	66	77	17	1.69	0.654
Feel good at work	72	77	11	1.62	0.613
Overall				1.583	0.25

Table 4 presents a comprehensive overview of participant responses regarding job satisfaction. Most participants, numbering 106, expressed overall satisfaction with their job. Moreover, 65 participants reported being content with their colleagues and supervisors, while 66 participants expressed satisfaction with their achievements at work. Similarly, 72 participants conveyed a positive sentiment about their overall well-being at work. The table also provides insight into the mean and standard deviation values. The lowest mean of 1.38 was associated with participants' satisfaction with their job, indicating a higher level of contentment in this area. Conversely, the highest mean of 1.69 was observed for the item "satisfied with what I achieve at work," suggesting a relatively larger number of participants expressing dissatisfaction with this aspect of their work experience. Magar et al. (2019) found that paragliding flight is safe in Pokhara which is considered as the safe place so that many adventurous and sport tourists liked to visit Pokhara. It is such tourists-hub which attract almost tourist who visit Nepal.

Additionally, the table highlights the standard deviation values. The low standard deviation of 0.558 for the item "satisfied with job" suggests that the data points are closely clustered around the mean, indicating a more consistent level of satisfaction in this regard. On the other hand, the high standard deviation of 0.654 for the item "satisfied with what they achieve at work" signifies a greater spread of data points, suggesting varying degrees of satisfaction among the participants in this aspect. The data provided in Table 4 offer valuable insights into the levels of job satisfaction among the participants and the variability in their responses across different aspects of their work.

In the traditional perspective of employee satisfaction, it was commonly understood that job satisfaction and dissatisfaction were two ends of a single spectrum, where increasing one would inherently reduce the other. However, Herzberg's Motivation-Hygiene Theory challenged this notion by proposing that these two dimensions are distinct and independent. Job satisfaction's opposite is not merely dissatisfaction, but rather a lack of satisfaction, and similarly, job dissatisfaction's opposite is a lack of dissatisfaction. Consequently, employees can experience contentment in certain aspects of their work while concurrently harboring discontent in others. The Motivation-Hygiene Theory asserts that the presence of motivating factors, or "motivators," does not inherently alleviate dissatisfaction. For instance, an employee may derive great enjoyment from their job tasks but still grapple with external factors like inadequate compensation or subpar benefits. As such, Herzberg's Two-Factor Theory emphasizes

the importance of both hygiene factors and motivators in employee well-being, highlighting the significance of addressing both extrinsic and intrinsic factors to promote job satisfaction and enhance workplace productivity. This information can aid in identifying specific areas that may require attention and improvement to enhance overall job satisfaction and foster a more positive work environment.

Conclusion

The study reveals that there is a significant majority of male paragliding pilots in Pokhara. It implies that the paragliding industry in this region may be male dominated.

The findings highlight a notable income disparity among paragliding pilots with their efforts. This income variation raises questions about job satisfaction, the growth of the industry, and its economic viability. The study finds that motivators such as achievement and recognition play a crucial role in generating job satisfaction. Among hygiene factors, pilots express greater satisfaction with their relationships with peers, but they are notably dissatisfied with salary and benefits provided by companies. This indicates that while certain aspects of their working conditions are satisfactory. Overall, the study provides valuable insights into the demographic profile of paragliding pilots in Pokhara and their job satisfaction levels. These insights can be used to develop strategies aimed at improving the work environment and fostering sustainable growth in the paragliding industry. The recommendation measures are needed to address the specific needs and concerns of paragliding pilots. The goal is to enhance their overall job satisfaction and well-being. The study sheds light It underscores the need for further research and measures to improve the industry's work environment and support the well-being of paragliding pilots.

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