

CHAPTER ONE

INTRODUCTION

1.1 General Background

Homestay is a popular form of hospitality and lodging whereby visitors share a residence with a local people of the rural area to which they are travelling. This is the example of collaborative consumption and the sharing economy. Co-residence are a type of a homestay in which the visitors stay on a working farm or village.

It refers to a type of accommodation where tourists or guests pay to stay in private homes where interaction with a host and family who usually lives on the premises and whom the public space is, to a degree shared. Homestay venues as "private homes in which, unused rooms are rented for the purpose of supplementing income and meeting people. Homestay is on affordable housing option which provides people with an opportunity to experience new culture and tradition (Lanier & Bevman 1993).

Home-stay tourism is a community-based programme introduced by the Government of Nepal, where tourists can have interaction and direct experience of the day-to-day life of the community. The concept of home-stay addresses the theme of eco-tourism in Nepal. The programme's preliminary positive impact on women, local economy, environment, children and the community shows the effectiveness of the home-stay approach. The approach preserves the rural lifestyle, culture and identity. A growing number of locals are operating the home-stay programme, offering tourists a window into their local culture in areas without hotels. Any business activity concerned with providing accommodation, entertainment, supplies or services is called tourism industry.

Tourism is classified as domestic or internal and international or foreign tourism. The people who travel from one place to another within their own country for various purposes are called domestic tourists. Internal tourism is increasing day by in Nepal. Going for trekking, rafting, bungee jumping etc. are also the interest of Nepalese youths.

Those people who travel from one country to country for certain period of time are called international tourists. Nowadays, number of international tourists has increased due to increase in facilities and availability of various services.

In 1915 Nepal followed an open door policy after the establishment of democracy, before that, there are no any proper records of tourism statistics in Nepal. During the period of Rana Regime, late Mr. Tenzing Norge and Mr. Edmund Hillary made the history of Mount Everest on 29th May 1953, force which caught the attention of international visitor officially department of tourism in Nepal was established in 1996 under the act of tourism development and Nepal Tourism Board (NTB). After that, Nepal got the membership of UNESCO and Nepal's heritage sites were listed in UNESCO and were known to the world. The international union of official travel organization IUDOTO, south Asian Travel for Commission, pacific area travel association PADA and American Society of Travel agent (Bhattarai, 2003).

Tourism is one of the important factor in economic sector of Nepal which does not just create employment opportunities and income generation but also in foreign currency income which shows that the tourism industry's development could lead to the end of economic crisis in this country. Tourism is a medium or portal via, which people around the share the ideas and knowledge what creating an understanding among themselves. It helps people to understand each other and respect each other which helps to maintain the peace in the country and the world. It play a greater role in keeping friend, family and relatives also and in contact with each other.

It is widely accepted fact that Nepal has many touristic attractions. They are scattered throughout the country like Sirubari of Syangja and also dominated the Nepal's centralized tourism. There is huge potential of rural tourism as we have the favorable atmosphere to develop this sector. We can run such area with the small financial effort and in which the role of the government should be like the watchdog to examine the impacts of homestay in village tourism and its socio-economic impact in surrounding home, which I hope it will help the planner and other related people.

Nepal is a small land locked country which lies in between India on east, west and South and China on north. Nepal is federal democratic republic country which is a sovereign state located in South Asia packed in a tiny area of Nepal, lies the best

iconic natural beauties of the world such as Mt. Everest which is the tallest mountain on the earth as well as cultural, traditional and religious heritage such as Lumbini which is the birth place of Gautam Buddha. Nepal cover just 0.03% land mass of the whole earth and 0.3% of Asia. Nepal is a Hindu country with more than 80% people following Hinduism followed by Buddhism, Islam, Christianity and animism. Nepal is a developing country with a low income economy with many people being illiterate and unemployed. Most of the people reside in the remote of rural area of country where the infrastructural development things are not in adequate manner.

In Nepal, where the whole land mass is covered with natural and cultural beauty and people with no high income, tourism play a circular role in term of creating a job opportunity and providing them with an opportunity to earn for their livelihood. Tourism in Nepal is extremely important in context of economic stability of the country as well. Tourism is the backbone of Nepal. Depending upon when tourism visit or go, different form of tourism can be found throughout Nepal. People who love to see thrill and adventure can go for the extreme tourism activities and people who are into wildlife can visit the national parks of Nepal or go hiking into the woods.

1.2 Statement of the Problem

Tourism is a backbone-leading sector for the economic development of developing countries like Nepal. However, it has not well developed and tourism activities are not succession to be pro-poor. Tourism is the result of movement, entry and stay; it is a composite product and outcomes of attraction, accessibility, accommodation and amenities. Elements and components of tourism are the prime factors or indicators process of development of tourism. Development and scope of tourism depends up on the quality and quantity of products/components. Most of the potential tourist destinations (except few destinations e.g. Kathmandu, Pokhara, Chitwan) are deprived of transportation, communication, accommodation and amenities. Highly potential but unexplored tourist destination are not advertised and promoted sufficiently so that large chunk of probable tourists does not know about Nepal in international front.

Therefore, there is lack of a careful planning to provide the benefits for local people and avoid the well documented negative side effects of tourism on the rural ecology,

culture and economy. Without adequate planning and tourism development only richer individuals and urban based organizations will benefit from the economic opportunities of tourism and tourism in fact may increase the economic, environmental and socio cultural cost of the area visited.

Ecotourism loves to nature and enjoys its unique beauty. Produce by diversity in flora and fauna, topography, climate etc. but rapid growing population deteriorates the forest to fulfill their needs. It causes deforestation, loss of bio-diversity, landslide, flood and soil erosion, such effort ends the panoramic and wonderful scenic beauty of environment or the products of tourism. The native Nepalese cultural products as folk songs, flute tune, feast gets modernized; replaced by external products. Red mud walled, thatched roofed round houses being replaced by brick buildings. The dressing pattern, smile and hospitality all native aspirations are being lost.

Similarly, Homestay brings the changes in the lifestyle of the people. It brings social cultural and economical changes in the lifestyle of the people. It also brings the improvement in the quality of life. Although it has positive impacts there are negative impacts too created by the home stay. Most of the youths are attracted towards foreign culture neglecting their own culture. Slowly and gradually local people forget their own language and fascinated towards the English language. Westernization of culture can hamper the home stay in long run. Likewise, continues migration of local youths in search of foreign employment and urban areas impair the homestay. Lack of effective program of the government to develop the homestay program youth generations are compelled to leave this which creates shortage of human resource to help in the sustainability of homestay. Finally, if the loss of the biodiversity is not properly checked with the increase of tourists, the pressure on the environment will increase resulting in further loss. This will decrease the numbers of visitors in long run. Taking all these factors into consideration, the study is carried out to answer. The following sequences of questions:

- What are the major problems and prospects of tourism in the study area?
- What is the present status of tourism in Sirubari?
- How to develop sustainable tourism in Sirubari?

1.3 Objectives of the Study

The general objectives of the study is to find out impact of homestay program in Sirubari

Specific Objectives:

- To identify the rural tourism impact in Sirubari and Panchamol Village
- To find out the socio-cultural impact of homestay tourism in Sirubari village and Panchamol Village.

1.4 Significance of the Study

Tourism being a major and important source of foreign exchange earner has an important role in economic development in least developed country like Nepal. With the development of this sector, employment opportunities will increase and nation can be benefited directly and indirectly. Taking into account this fact Nepal government has adopted policy of expanding and promotional activities related to tourism the district. The fact that tourism industry occupies important place in Nepal and that Nepal government putting effort to level based development of this sector exhibited by Nepal government declared and celebrated in 1998 as "visit Nepal year". In 2005 destination of Nepal and 2011 Tourism Year 2011. Currently Nepal government has set a target to organize 2020 tourism year with the aim of attracting more 2 million tourist Ex-plansation of more tourism destination and resource will help to attract more number of tourist. This sector will be benefited by tourism promotional activities adopted by central level and local level. This case study of Sirubari village will help to think and do about tourism promotion program and plan for government other state holder and development as famous tourism destination.

1.5 Limitation of the Study

Any kinds of research works have limitations. This study has also some limitations. This research was conducted in Sirubari Village of Syangja district hence the result of research cannot be generalized for others. This research is based on the sample data collected in Sirubari village. It has been conducted within 100 households. The conclusion /result is derived from the reliability of the primary and secondary data

collected by different data collected instruments. The time of the study is the last five months of 2015 A.D. and budget is limited.

1.6 Organization of the Study

This thesis is divided into five chapters. The first chapter presents the background information, statement of the problems, objectives, significance, limitations and organization of the study. The second chapter is the review of the relevant literature split in the theoretical and empirical review. The third chapter contains methodology of this research; the fourth chapter explains the setting of the socio demographic characteristics of the respondents. The fifth chapter is concerned with various data presentation and details of the socio-economic and cultural aspects caused by the Homestay of the study area. Finally, the sixth chapter presents summary, conclusion and some suggestions for future studies. References and annexes have been presented in a sequence.

CHAPTER TWO

REVIEW OF LITERATURE

This study attempt to empirical review o literature regarding impacts of homestay in neighboring village a case study of Sirubari Village. This sector carry mainly three parts, first theoretical review of the study, second in review of related study and finally conceptual framework of the study has been presented in the study.

2.1 Theoretical Review

Etymologically the word 'tour' is derived from the Latin 'tornare and the Greek 'tornos' meaning' a lathe or circle; the movement around a central point of axis' this meaning changed in modern, English to represent one's turn. The suffix 'ism' is defined as 'an action or process, typical behavior or quality; while the suffix 'its' denotes' 'one that performs a given action'. When the word tour and the suffixes ism and it's are combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore, like a circle, a tour represent a journey that is a round-trip, either act of leaving and them returning to the original starting point, and therefore, one who takes such a journey and be called a tourism (Theobald, 1997:6). 'Travel', after all, has etymological connections with travel with work and activity while tourism represents a packaged form of experience in which passivity prevails and contact with the alien and the real is avoided or prevented. The world tourism was for the first time described in the Oxford English Dictionary in 1811 (Cellabous Lascurain, 1996: 1-2). This reveals that the word tourism did not appear in the English language until the early nineteenth century, and the word 'tour was more closely associated with the idea of a voyage or peregrination or a circuit. Then, with the idea of an individual being temporary away from home for pleasure a purposes a significant feature of the use of the word 'tourist' came into being.

In the middle age, merchants, explorers, pilgrims and students travelled in various places and despite the upheavals caused by the invasions of the Arabs, the Normans and the Hungarians, the movements of persons was far from ceasing completely: "Students attracted by the master minds of such renowned Universities of Bulgaria,

Paris, Rome, Salma, Cairo and Nalanda and Bikramshila in India Travelled after to hear them" (Upadhyay, 2003).

Pradhan (1979) who did research for MA degree on the topic "Travel and Tourism in prospective" The conclusion of the study Nepal begin to benefit from tourist industries after the political change of 1950. After the first and second World war, developed countries also used tourism industries for the solution of favorable balance of payment. The developing countries used tourism industries to sustain deficit financing and economic development. The topographical condition of Nepal is fruitful for tourism industries and it helps to solve the national unemployment problems.

Nepal Rastra Bank (1989) has done study on the heading "Income and Employment Generation from Tourism in Nepal". The study showed that 20.6 percent of the employees in tourist and related industries were women. Carpet had 66.4 percent female employees. This study deals about the composition of tourists, duration of their stay, tourist expenditure and the impact of tourism industry on income and employment generation. This study has identified that majority of tourists (61.6 percent) visited this country for pleasure followed by trekking 19.1 percent. This study determined that tourism industry has provided jobs for 11,176 persons among them 61.7 percent are basic level manpower, 29.2 percent and 9.1 percent are medium and top level manpower respectively. Among the employees, 10.8 percent were females (Nepal Rastra Bank, 1989).

Ghimire (2002) in his book Travel and Tourism has given more information related to the tourism. Tourism is related to travelling and is naturally a human character. Man needs change and travel provides the change. During primitive period travel was there but tourism was not. Because travel was not undertaken for the purpose of pleasure at that time and motive was not to seek holiday from the routine work. The primary motive of their travel was trade and commerce or pilgrimage or to explore. The basic concept of tourism „Pleasure to leisure“ was not there. When people learned to travel for pleasure, the concept of tourism was started. Learning to differentiate between work and leisure create tourism. So tourism is related to the movement of people from one place to another for the purpose of leisure. He has

opinioned that different techniques are used to calculate the economic impact of tourism. Mainly he has explained about multiplier effect and input-output analysis.

Kunwar (2002) writes in a book entitled “Anthropology of Tourism” as a case study of Chitawan Sauraha. It is a very scientific research which signifies to the cultural village tourism and research methodology. This is a study of Tharu’s culture of Nepal. According to Kunwar, the guest and host relationship makes balance through the cultural village tourism. The cultural values might be exchanged of the destination area by cultural tourism. Emphasizing cultural and others tourism activities go forward side by side which enriches tourism industries in Nepal. Now cultural tourism is an acceptable for both host and guest. This is also model of village tourism of Tharu culture which provides mote ideas to the village tourism of this study area.

Panta (2002) writes tourism has been identified as an industry with strong competitive advantage and this also has been listed as the second important thrust area in the perspective vision of the ninth plan. He identifies a special attention to be given in the following areas:

- Development of the infrastructure and the product
- Standardization of the industry
- Developing infrastructure for self-regulation
- Strong monitoring and supervision
- Promotion at the originating markets
- Maintenance and upkeep of product and resources
- Preservation of the ecology and taking preventing measures
- Upgrading the quality of service.

Pradhananga (2002) has described in his book Village Tourism in Chitawan that village tourism is a grass root level of tourism designated at its own Nepali village style, mobilized by Nepali people themselves their skill and resource displayed as village life style and environmental involved by groups of village tourist, assigned by Nepali adult authorities positively within its balance of social and environmental function and strengthened the village and village economy. Village tourism is a planned industry and its dimension is very broad. Benefits are shared by all in an

equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. For village tourism the villagers are not left as creatures but always graded as superior being of their own circumstances.

Dhital (2009), has studied the impact of tourism is female employment generation from different perspective to assess the contribution of tourism in Nepalese economy, and female employment generation to recommended measured and strategies to development tourism industry as an important sector for employment generation. He adopted field survey and simple random sampling methodology selected 35 employers from various sectors of tourism field where 276 employers were working. Among hem 14.1 percentages were working in basic level. 38 percent people in middle level and 13.28 percent in high level. Out of the total 110 sample were in between 20-30 years old and rest were above 30 years.

He opined that male domination, sex harassment and abuse insecurity, social and family non co-operation traditional level of thinking etc. are the major problems faced by women employers. Lack of quality, education, job oriented training low salary and facilities, traditional social values, caste/ religious system, lack of knowledge of foreign language are the problems to generate job opportunity for the women I tourism sector. Findings and recommendations are proper training, job security, high scale salary, social freedom, gender equality, better education, family support are the basic requirements to generate more female employment opportunities in tourism. He also suggested that some of the legal provision should be changed in favor of female employment generation. Similarly, cottage and small scale industries related to tourism should also be increase and promoted to generate additional job opportunities for female. Most of the tourists prefer female services than male in shopping sector by 74.0% followed travel and tour by 71.8% and more than 60% in hotel and lodges. Hence female employment in this sector is inevitable. Out of total, 10.8% female visitors and 9.0% male visitors especially like the female services in every sector of tourism. Education and trainings are the major factors to generate female employment in various sectors of tourism.

Joshi (2009) has presented that tourism can increase the opportunities for the rural poor in their communities. It also has the potential to reduce rural out migration, to the urban areas, increase employment opportunities for the urban poor, and give

them additional income to provide for their families in the rural areas. Also tourism related skills gained by the urban poor could be applied in rural areas, helping to reverse the migration process. Tourism provides employment opportunities by diversifying and increasing income that help reduce the vulnerability of the poor. Though increased national income, additional funds can be diverted to poverty reduction programs and can be linked with local development. The receptive capacity and socio-economic strength of the locals like that seen in Bandipur, Ghandruk, Ghalegaon, Dhampus, Sirubari is also equally important to establish any place as an attractive rural tourism destination. It demands several features and committed, commanding and qualified leadership at the local level like Captain Rudra Man Gurung in Surubari. So, tourism plays a number of important social and economic roles. It is commonly seen as an important form of community economic development with the place and scale of tourism placing significant pressure on heritage resources.

There may be various factors which influence tourism socio-economic factors play a vital role to influence tourism. The factors consist

- 1) Leisure
- 2) Income
- 3) Mobility
- 4) Age
- 5) Education
- 6) Sex
- 7) Travel cost

Tourism has been, and is influenced mostly by economic considerations, such as holidays with pay and increase in real incomes. Income is therefore the second important factor in the evolution of demand after leisure, level of income forms an important factor in influencing tourism as well as participation in recreational pursuits, many surveys have indicated that in almost every pursuit, participation increases with income. This is true with tourism also. The more affluent members of the society are the ones who travel most. Mobility is the third important factor in the evolution of demand. With the advancement of modes of transport, the mobility has

greatly increased. There is also the actual mobility, such as the motor car has provided.

Shrestha, (1998) in his doctoral studies "Tourism Marketing in Nepal" has precisely highlighted the challenges of tourism marketing in Nepal. His main findings were that Nepal is extremely rich in tourism products and it exists all over the country. Natural wealth, cultural and monumental heritage bequeathed history are the principal tourism products of Nepal. Further be analyzed that tourism is a major source of foreign exchange of Nepal and it is playing an important role in the national economy. Tourism helps to promote balance of payment and balance regional development of the country as well. Hence, the contribution of tourism in the socio-economic development of Nepal is very significant. Sanjaya Nepal (1999), Tourism Induced Environmental changes in Nepal, Bern University, Switzerland.

Shrestha, (1999) in her doctoral studies "Tourism in Nepal: Problems and prospects" has analyzed various problems and prospects of Tourism in Nepal. The main aim of her study is concerned with the problems and prospects of tourism in Nepal. Her study identify the basic problems of tourism on the basis of its contribution to national economy, status of tourism infrastructure, review of the planning and policies of the government and as visualized by both tourist and the experts in the sample. She pointed out Nepal has not been able to introduce and diversity new tourism products.

Through this study, she has reached in the conclusion that, despite the various problems, the prospects of tourism are bright in generating employment, contributing to the national exchequer and also for overall development of Nepalese Economy.

Sherstha, (2000) in his book "Tourism in Nepal Marketing Challenges" outlines the need to set up marketing efforts for the development of tourism in the country. As marketing is the prime motivator for attracting greater number of tourists, the writer has taken painstaking efforts in identifying the marketing requirement, the present status, problems and suggestions for development to tourism in Nepal.

Dr. Shrestha has traced the historical development of tourism in Nepal which has been colorful the problems faced in the early days especially with the lack of

infrastructure. The writer has also identified the tourism product and the existing infrastructure in Nepal. Moreover, the contribution of tourism to the country and its economy and the present trend of tourism marketing and promotional efforts too have come under comprehensive review.

Dr. Shrestha further suggests that Nepal must overcome its problems on a systematic and time-bound basis. Lack of co-ordination between the Government and the private sector seems to be one of the major factors that retard the growth of tourism in Nepal. Similarly, problems of inadequacy of access to the country, growing environmental problems, especially in the Kathmandu valley and poor preservation and development of tourist resources have to purpose fully addressed in order to preserve the mystique of the world's most cherisher tourist destination.

Upadhyay, (2003) in his doctoral studies "Tourism as a leading sector in Economic Development in Nepal" has opined that Nepalese economy is moving gradually on the path of economic development. Recently there has been improving economic performance particularly in the last two decades. There has been structural change in the economy followed by the agricultural and industry. Pace of the agricultural sector has been slowed down whereas that of the industry and services gone up. The analysis has revealed that tourism sector has been improving its significance in the economy. Foreign exchange earnings from tourism have been found to be important determinant of government's development expenditure and regular expenditure. However, due to lack of proper policy its effect on development expenditure has not been as strong (Upadhyay, 2003:246).

He has focused that Nepalese economy is moving faster and faster on the path of globalization. It implies that tourism sector has the potential link to backward and forward linkage to Nepalese economy with the world economy. In this way, he concluded that tourism sector could be considered to play the role of leading sector in the economy.

Nepal Tourism Board (2006) showed that Nepal is one of the richest countries in the world in terms of natural beauty due to its geographical position and latitudinal variation with in this spectacular geography are some of the richest culture of Himalayan heritage and it has also invited tourists to meet the lovely people of rural Nepal share a meal with them, stay at their houses and family guests, taste their local

drink and see them carry on with life graciously. As well they are expected to receive the heartwarming hospitality, to witness some of the most spectacular views of the mountain landscapes or heritage sites along the way.

Pokharel (2008) in his article entitled "Tourism as a socio-economic Force" has analyzed tourism is a complex combination of various tangible and intangible components. Analysis on socio-economic importance and future prospects of tourism needs careful study of various impacts of tourism on people's life and global tourism trend. Tourism creates a significant opportunities of income, employment, and serve as an effective means to same culture, traditions, and environment. It helps promote awareness, education and understanding among the people of a society. Though challenges and threats upon culture, traditions environment and economic resources can arise because of tourism, a careful planning and operations of tourism activities can mitigate these negative impacts. The reach biodiversity and traditions and culture of Nepal are very promising factors for uplifting socio-economic status of the country. He has focused the tourism can play a very effective role to alleviate poverty ameliorating other social indicators of the country.

Upadhyay (2008) in his article entitled "A case study of rural tourism in Sirubari, Bandipur and Ghalegaun" has been analyzed rural tourism of Sirubari, Bandipur and Ghalegaun. Rural Tourism has been recognized as tool for poverty alleviation. although it has been encouraged by incorporating rural tourism in government's plan and policy, its progress is rather moving at a glacial pace. The Tenth Plan had the target of achieving 516 thousand tourist arrivals with an annual growth rate of 7 percent. It also had the target of increasing the foreign exchange earnings annually by 8 percent. In 2006/07 the number of tourist arrival was 375 thousand and U.S dollar 148.4 million was earned. This is about 7.1 percent of the total foreign currency earnings of the country. The average duration of stay was 9.1 days. The contribution of this sector to the total GDP has reached 1.2 percent in 2006/07. As the long term vision of tourism by preserving and conserving the existing natural heritages, tangible and intangible intellectual and cultural heritages, and by developing accessible and safe air services, Nepal will be established as a major tourist destination in the international level, so as to enable the tourism sector to develop as an important segment of the national economy, which could contribute significantly in economic growth, employment generation and poverty alleviation.

Since the Ninth plan (1997-2002) till the Interim Plan (2008-2010), Rural Tourism has been given utmost importance. Sirubari, Bnadipur and Ghalegaon are the model of rural tourism. The success stories of their three are now being replicated in other destination too which are popular by the cause of woman's participation in tourism.

Review of Literature reveals that very little progress has been achieved in the areas of tourism diversification, be it in terms of product or place. Tourism promotion and development is largely concentrated on urban area and a few of the traditional sites outside the Kathmandu Valley.

There is a large possibility of rural tourism in Nepal as we see the diversified values, elements and institutions in Nepalese society. The typical cultural activities hosting in Ghalegaun (Sirubari) presents one of the examples for the income generation I rural tourism. However, we cannot ignore the problems the Sirubari suffering while serving the tourism attraction. Studying the level of income generated by the tourism can realize a real situation of the tourism status in Sirubari village.

Upadhyay (2008) in his book titled "Reading in Rural Tourism" has focused on Nepalese tourism one of the major facets is rural tourism. The book under review reminds several issues relating to rural tourism both theoretically and practically. This book includes ideas and writings of twenty scholars who have long, deep, and insightful understanding on tourism of Nepal. It has filled the felt need of reading materials on rural tourism in the single book. The book contains collection of 23 scholarly articles of which individual authors contribute to 21 articles and the rest 23 by separate authors. The editor has taken the opportunity to include two individual and two joint articles. Being involvement of 20 separate personnel in bringing the book in present shape and size sufficient space is given in introducing the contribution' before the beginning of the main text. Chapter division is absent in the book. Therefore, each article begins with its heading.

The opening article on "Concept of Tourism, Meaning, Component and Elements of Tourism" written by Hari Dutta Panday introduces tourism in various perspectives. this article has focused on practical examples from Nepal, while discussing components of tourism. Nabin Pokhrel contributed ninth entitled "Tourism as a socio-economic force" focusing on the contribution of tourism in the economy and its effects in the socio-cultural aspects of Nepal. The 10th article entitled "Trend of

Tourism Development: Global Regional and National is contributed by Dependra purush Dhakal. It discusses Nepal's especially on adventure country and he has to optimally harness it with a focus on rural tourism to address the poor and deprived community, and better future of Nepalese tourism. "Role of Government is the 14th article enclosed in this book. This article has listed numbers of points that are supportive to explain the development of tourism.

"Case Studies of Rural Tourism in Sirubari, Bandipur and Ghalegaun" is the 21st article embodied in this publication, which is contributed by the editor himself. In this book, perhaps it is only article supported with field survey based information. Appraising the attractions of the respective sites of rural tourism Upadhyay in this article writes "Nepal has many destinations where community based rural tourism can be promoted. However, these three sites are at the forefront of rural tourism model. The article on "A Brief Introduction of Tourism Organizations" is jointly contributed by the editor Rudra Prasad Upadhyay and Ram Prasad Ghimire. This article has focused on the discussion and analysis all the major tourism organizations at the international level. It briefly discusses all the major tourism organizations at the international and, national and local level with their respective function, duties, role and responsibilities. Sumit Baral in the final article on "Modern Information Technology in Tourism Development in Nepal" discusses the relationship, influence and potentially of information technology in developing and promoting community based tourism in Nepal.

Maharjan, (2004) in his doctoral studies on the topic "Tourism Planning in Nepal" has precisely highlighted tourism planning practice in Nepal. His study found that the importance of tourism planning and especially strategic planning has not yet been fully realized even by the tourism planned or private tourism institution. The form of planning is a new phenomenon to the Nepalese private sector. Thus activities are not forwarded in the desired direction. The study also conclude that the strategic planning has only been done by quarter of the tourism institutions that shows that the institutions lack a long term vision and strategic thinking the planning decision making and the practice of tourism planning has been highly dominated by the bureaucracy and politics, similarly an absence of strategic planning the public sector tourism planning has remained ineffective. The study has shown enormous

shortcomings in the practices of tourism planning in Nepal, symbolized as planning myopia.

Majupuria, T.C. (2005) has studied "Wildlife and Protected Areas of Nepal" deals with wildlife in Nepal and other countries of the world. Specially, he deals in details of mammals. Further the writer deals with the salient characters of the mammals together with their distributions and also deals in the protected areas of Nepal including National parks, Wildlife Reserves, Hunting Reserves and Buffer Zones. Besides the book also deal with the ecological distribution of wildlife and major problems in protected areas. The new concepts of trans-boundary bio-diversity conservation corridor have been assimilated. List of threatened vertebrates together with extinct and vanishing mammals of Nepal are also included.

However, the book lacks in detail description of ecotourism which is included in the curriculum of various levels, especially description in rural tourism, environment science and for tourism promotion. Similarly the contribution of various INGO's and NGO's Viz KMTNC, IUCN, ICIMOD, UNDP and WWF should also have been reflected (Upadhyaya, 2005:125).

Upadhyaya, (2006) in his book "Tourism and Economic Development in Nepal" has opined impact of tourism growth on various aspects of the Nepalese economy. This book explores the role of tourism on globalization of this landlocked economy of Nepal situated in the lap of Great Himalaya. This book incorporate important studies undertaken in context of tourism in Nepal and the fresh opinions of leading experts on tourism promotion and economic development. Besides, this book highlights constitutional and legal framework for tourism sector and analyze the pattern of tourism development in Nepal. Therefore, this book is well document in terms of tourism information, intuitions and chronological highlights etc.

Phulara (2009) in his M.A. Thesis title "Problems and Prospects of religious tourism in the Khapted region" have dealt about the problems and prospects of religious tourism in Khapted regions. By using primary and secondary data he found the various problems and prospects of religious tourism in an around the study area. He concluded that tourism especially various forms of social and indigenous nature can play a key role in keeping the potential intact reducing the income leakage and increasing the network linkages. Environmentally, viable and socially responsible

tourism can't be fostered without research based appraisal of tourist resources. Mid-western and far-western parts of Nepal have immense potentiality to mitigate these issues and develop tourism in a sustainable way; Khapted national park area which covers for districts of far western Nepal is in infancy of tourism should immediately. Focus their attention to explore the immense tourist resources of this are the carryout effort in solving the conflicts among the local along with decentralizing the tourism development of the country. He recommended that, different sites and structure of religious-cultural importance like Sahashara Linga, Tribeni, Ganesh temple, Nagdhunga, Saileswari in Khapted regions are ruinous condition due to absence of protection and enovation. Therefore, concerned authorities should pay their attention these issues immediately and renovate them. As the cultural identity may crumble under the pressur of modernization, which can subsequently erode the religious values in this area, sufficient public awareness should be made in order to make the local of their cultural and religious assets.

Joshi (2010) in her M.A. thesis title "Problems and Prospects of Tourism in Kanchanpur District" have dealt about the problems and prospects of tourism in and around the study areas. She adopted the methodology based on interview, observation, questionnaire and checklist. The study had under taken the structured, semi-structured and unstructured interview to explore the information on problems and prospects of tourism and its impact on both local and national economy.

The prospects of tourism in Kanchanpur like scenic attraction pleasant climate, vegetation, flora and fauna and socio-cultural heritage including suklaphata wildlife reserve, Jhimila Lake, Bedkote Lake and suspension bridge. Therefore, she concluded that Kanchanpur a land comprising just 6,480 tourists came in each year. Among them, 24 of total tourists were of pleasure group 6/10 was both for adventure and project. Similarly, 3 were for culture and 5 to gain for health. She also examined that 45.83 percent visiting in Kanchanpur spends less than US \$ 10 on lodging and 52.08 percent spends less than US \$ 10 on fooding on an average, tourists spend US\$ 5.5 on purchase of local items and other activities.

She concluded that tourism in Kanchanpur is not recognized as a major source of employment. Because of the lack of advertising and publicity it can't be fully developed. With the expansion and development of tourist destination the average

length of tourist stay will increase. It will definitely help to lead the economic growth of the nation or the state.

Gautam (2011) analyses the relationship between tourism earnings and economic growth, exhibiting a significant relationship between the variables. Using the concepts and methods of the unit root test, co-integration, Granger causality test and error correction method, the study confirms that there exists a short-term dynamic relationship as well as a long-run cointegrating relationship between tourism income and GDP. It is consistent with the results of Balaguer and Cantavella-Jorda (2002) that used the data for Spain and also with Khalil et al. (2004) that used data for Pakistan.

In addition, the evidence seems to verify the notion that tourism growth Granger causes economic growth and vice versa, indicating a bi-directional causality between economic growth and tourism growth. It is clear that tourism growth increases economic activities and economic growth also facilitates the expansion of tourism activities in the country. Our findings suggest that policy should be focused to develop the tourism sector in order to achieve high economic growth.

Gautam (2011) claims that tourism financing over the years has increased in Nepal. To finance the tourism sector, several strategies and sources may be tapped. Among these, domestic private investment, government budget and foreign aid (bilateral and multilateral) have been tapped and other sources such as foreign direct investment and capital market, among others, should be explored.

Sharma (2006) in his article "Village tourism for the sustainability of rural development" in the Nepalese journal of development and rural studies (vol 3.1, Jun-Jun 2006) has extracted the quotes of the tenth plan (PRSP) that the tourism sector can be an important instrument of poverty reduction by increasing employment opportunities directly and indirectly in urban as well as rural areas, particularly in the hills and mountainous areas, also trekking trails and tourism sites. He has asserted that it can be an aid-led tourism development where problems of sustainability and indigenous issues will be overshadowed.

It can be concluded that homestay plays a significant role in the promotion of rural tourism. Nepal's unique geography and outstanding natural beauty attracts the

tourist. Homestay, which is the alternative name of rural tourism offer to the rural tourism for attention, acquisition and consumption; It also includes physical objects personalities, places and ideas. Tourism activities will be promoted in the village that can be benefit to the village people directly and indirectly. Similarly, resources rich tourist attraction must be developed into tourists centers.

Burger (1987) doctorial level study entitled "Economic Impact of Tourism in Nepal; An Input Output Analysis" is regarded as the first research of this level on economic issues'. This study focused to analyze the impact of tourism on the Nepalese economy and present information to Nepal's development planners. In this study, he states that tourism in Nepal is of the rather recent origin. Before 1995, no foreigners allowed to visit Nepal without the permission of Rana rulers. After the introduction of democracy in Nepal in 1951, the tourist inflow in Nepal rapidly increased. He indicated that more than 10,000 tourist arrived Nepal in 1976. Since the number of tourist arrivals has grown at an average rate of 20 percent per annum and more than 80 percent of the total tourist arrived in the country by air and 20 percent arrived by land. He pointed out that the majority of tourist come for pleasure and sight-seeing. He concludes two major groups were identified, pleasure tourist and trekking tourist. trekking tourism offers for more scope for regional development than pleasure tourism, because these people's intent is to visit regions outside of Katmandu and the standard required to meet their demand are lower and area easier to provide with local resources. Trekking tourism offers more scope especially for a few selected regions, and policies designed to better integrate it into local economic will widen trekking tourism's economic impact. Burger suggests that we would give emphasize on those tourist who stay for short time in general longer staying tourists spends less per day than tourists staying only a short time. perhaps the most widely used argument favoring expansion of tourism is that it earns foreign exchange and thus supports balance of payments.

According to William F. The bold. There are two different types of tourism definition each with its own rationale and intended usage:

- I) Conceptual definition
- II) Technical definition

Conceptual definitions attempt to provide a theoretical framework which identifies the essential characteristics of tourism.

Technical definition provides tourism information for statistical purpose. The various technical definition of tourism provides meaning or clarification that can be applied in both international and domestic setting (Upadhyay, 2003:7).

Finally, Leiper (1979) postulated that there are three approaches in defining tourism economic, technical and holistic. Economic definition view tourism as both a business and an industry. Technical definitions identify the tourist in order to provide a common basis by which to collect data. Holistic definition attempts to include the entire essence of the system.

From above all definition, we conclude that "tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering their needs and wants".

Durga and Gupta (2012) studied has identified and discussed the barriers to community participation towards tourism development in the Sudhmahadev tourist destination of Jammu & Kashmir. The study has found that the barriers proposed by Tosun (2000), exists in Sudhmahadev and few of them like relatively high cost of community participation, Limited capacity of poor people and attitudes of professionals exists there. We can interpret by these results that barriers exist there due to the noninvolvement of locals in tourism development process by Tourism and Government. It is found that local residents believe that their representatives should be involved in decision making processes and locals should be involved in tourism related projects. Local residents also believe that tourism related activities need large amount of investments and time. According to local residents: Sudhmahadev is a well-know tourist spot with beautiful hills and religiously important Shiva temple is having a huge potential to attract more and more tourists. As Amarnath pilgrimage is huge attraction for tourists and pilgrims in Jammu & Kashmir and this destination can be promoted by linking it with that pilgrimage. People also believe that tourism authorities are not showing their interests in the promotion of this destination and they are mostly focusing on the already developed destinations. Local said that from long time they are demanding for the construction of road to connect Sudhmahadev with famous tourist destination patnitop, but their demand is never been heard by

concerned tourism development authorities. Local also believe that their destination, Sudhmahadev, should be connected with other nearby tourist destinations like patnitop and Shivkhori, so that Sudhmahadev can be developed as an enroute tourist destination.

As barriers and development are inversely proportional to each other so there is an urgent need to remove or reduce these barriers so that there should be no hurdle in the destination development process and more local people get involved in tourism related activities and tourism development process and the local residents gets the benefit out of the tourism activities of their destination. Government authorities also has to play an important role in reducing the above said barriers by involving the locals in the tourism development processes and also creating awareness among local residents about the potential benefits of participation in tourism related activities. There is a need to develop the skills of locals, so that they can choose tourism as their career and can play their role in the tourism development in their destination. Motivational schemes along with short term tourism courses like 'Tourist Guide course' should be organized by the Tourism authorities to involve and motivate locals in the development processes. There is a need to implement change in the attitudes of tourism development authorities and the concerned government agencies so that the locals should feel free to share their views with them.

Clearly the mentioned barriers are not only specific to the community participation; some of them may also be seen as common problems of development in many other local communities. Hence it should be accepted that all the three barriers proposed by Tosun (2000), exists in Sudhmahadev, which has prevented them from achieving by higher level of development. This study can be seen as a beginning in the preparation of tool to measure and identify the barriers in the community participation in India. Although the study tried to identify the barriers to community participation in Sudhmahadev tourist destination, but still study has certain limitations. Because of illiteracy of local residents we received very small sample of 47 respondents and because of the village culture we received very less number of female respondents. Even though the questionnaire was translated in Hindi language for the ease of local residents, it is expected that respondents may have not interpreted statement in its sense. There is also a limitation that responses of some respondents may have been influenced by the responses of other respondents. As

Tosun (2000) mentioned that no empirical work has been done in developing countries regarding the identification of barriers to community participation in tourism development activities, so future research can be done in identification of barriers other than the barriers mentioned by Tosun (2000) and future research can also measure process of tourism in their destination.

2.2 Review of Related Studies

This topic attempts to present the description of general terms that are often used in the tourism practices. I also gives on overview of historical development of community based village tourism in Nepal, so that readers would get accustomed with the status of tourism before and now. It tries to cover village tourism or community based village tourism as significant factor for the promotion of traditional culture, language, attraction of study area etc.

Nepal has more than 101 ethnic groups and 92 spoken languages and a rich 'variety of cultures, lifestyles, values and traditions. Although the law and the interim constitution has provided equal rights to all ethnic and religious groups, Nepal is characterized by a highly stratified social system, resulting in the presence of many castes. In Sirubari village, Syangja district, west Nepal, which is the focus on this article, there are the Gurung and the Dalit communities consisting of Damai, Kami and Sarki, which are often denoted occupational castes.' The village tourism 'product', Sirubari, only showcases the Gurung community and not the Dalit. With the exception of the Damai who are engaged on welcome, farewell and portering, no other Dalit castes are involved in tourism activities. Locally as well as nationally, the Gurung, who are officially Buddhist but also follow Hindu rituals and festivals, have a higher socio-economic status than the Damai.

Due to the lack of alternative livelihood option the youth and productive work force are compelled to emigration to cities and abroad. Over 86% of Nepal's populations live in rural areas, more specifically in 3,915 Village Development Committees (VDC). Farming is the main occupation and non-farming opportunities are very rare so the emigration is inevitable in rural Nepal (Upadhyay, 2007)

To tackle this situation, the concept of village tourism was introduced for the first time in Nepal in Sirubari village. The village is located at an altitude of 17,00 meter

above sea level and one can reach Sirubari either by Jeep ride from district headquarter Syangja bazaar (Putalibazar) or by Bus/Jeep from Naudanda along the Pokhara-Sunauli Highway (Sidhartha Highway). However, the trip from Helu-Lamachaur (about 50 kms south of Pokhara) along the same highway offers the joint experience of adventure travel and short trekking along the Ikush green valley and terraced farm land of Darau-Khola and then uphill climb of about 2 hours from Arjun Chaupari. Visitors can choose either to walk (maximum of 4 hours) from Helu-Lamachaur up to the village via Arjun Chaupari or can ride on bus/jeep up to Arjun Chaupari and then a short trek. Nepal Village Resorts (NVR), a Kathmandu based travel agency serving as a marketing agency of the village tourism product of Sirubari, states that the first commercial groups of 16 Belgian tourists were taken to Sirubari in October 1997.

Before the initiation of village tourism in 1997, the village was no different than any other villages, However its unspoiled Gurung culture and intact rural traditions seemed to be a strong foundation to on which to build village tourism.

NVR defines village tourism as, 'tourism' practices in which tourist is staying in or near the villages, preferably unspoiled traditional village to learn about the experience village life. This kind of tourism involves the provision of local style accommodation, locally produced food items on the menu and the organization of visitors' participation in village activities. The villagers provide accommodation in their own homes, operate the tourist facilities and services, and receive direct economic benefits from tourist expenditure' (NVR). The tourism that is houses, giving them to sense of belonging to a local family as a family member. Visitors both national and foreigner are not allowed to choose the host family, but it is the Tourism Development and Management Committee (TDMC) of the village who assign the visitors to the host on the rotational basis. This provides the opportunities to the entire TDMC member households to welcome tourists and get tourism benefits in the equitable.

In the initial stage of village tourism development, the model faced several challenges, especially in the marketing and promotion category. NVR, assumed through a contractual agreement the whole responsibility of marketing and promotion, making contacts with travel and tour operators and setting up a website.

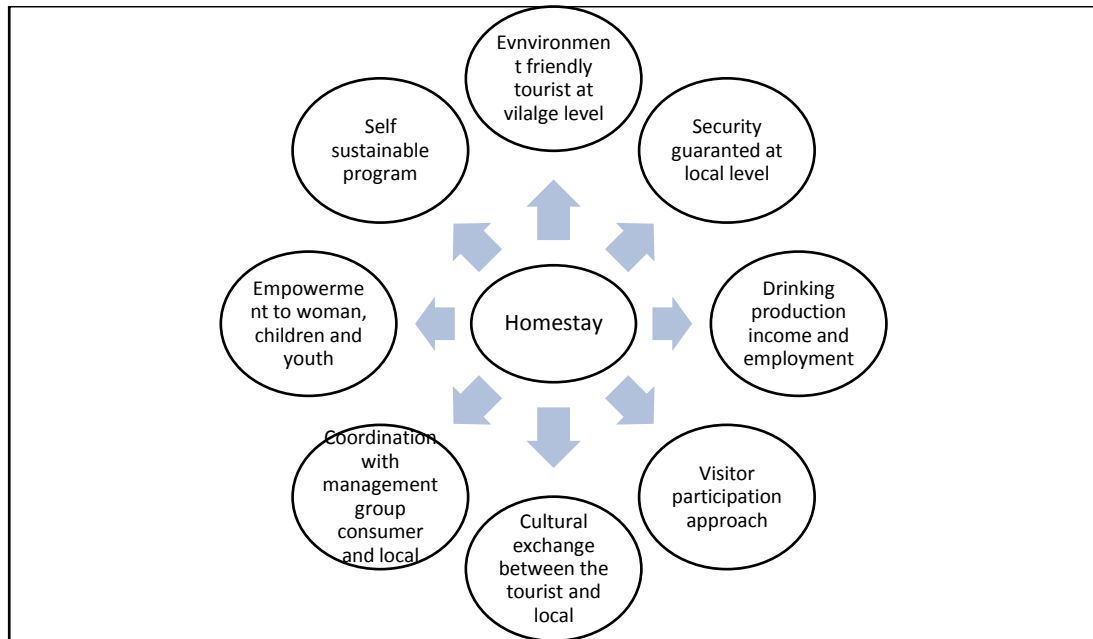
This example of village tourism was unique in that it was developed from the supply side of the tourism market rather than the demand as was the case in other parts of Nepal. It was created by the villagers themselves with strong leadership and community participation. For example, the tourism infrastructure in Nepal's major tourism destinations such as Annapurna Conservation Area (trekking tourism), Sagarmatha National Park (trekking tourism and mountaineering) and Chitwan National Park (wildlife observation and bird watching) was established to cater to the growing demand and need of increasing number of tourists. Thus, it was a bottom up and decentralized approach in the planning stage. Experience shows that government support is inevitable for the development of such type of tourism especially in the creation of infrastructure that is beyond the villagers' capacity such as road construction, establishment of telephone and /or communication system, electricity, view tower construction etc. that need technical knowhow and resources. However, small scale development works such as drinking water supply, local trial improvements, community hall establishment, repair and maintenances of village temples and Gompas can be done by villagers themselves from their community fund and voluntary contribution of labour and local skills. The Sirubari experience shows that the utmost importance for the success of such type of tourism is the local people's participation (from cost of benefit sharing and in all stages of development and a feeling of ownership of the project).

Tourism development has also been quite easy in Sirubari because it had already some sort of tourism infrastructure before the initiation of tourism. Strong unity among villagers, active youth club and mothers group were key local features. Key factors also included a supply of drinking water, experience in community forest management and good walking trails.

In 1985, in the Kathmandu Research Centre carried out a detailed study on the prospect of village tourism in Nepal. Positive suggestions from the foreign visitors/tourists paved the way forward a clarify this concept. After a long battle, the government of Nepal included a village tourism programme in its tourism policy, 1995 (Upadhyay, 2005). Nepal government's 9th five year plan (1997-2002) and 10th five year plan (2002-2007) gave due consideration to village tourism too and promised to establish 14 different village tourism destinations in each geographical region with five years (Pradhananga, 1999). However, unlike Sirubari, the other

destinations have not achieved worldwide recognition and attention and tourism development is slow.

2.3 Conceptual Framework of Homestay



It has been said that a concept is connected with rural area, low population densities and open space with small scale settlements, generally less than 10,000 inhabitants. In recent development, the whole world has seen new challenges. Nature conservation is increasingly regarded as an important assets. Across the rural region of the economically developed world the issue of population decline, economic change and community regeneration are common. Strong trend of indsutrailization and urbanization have steadily alerted the economic and cultural position of rural society, which is continued in Nepal as well. In the last 40 years after the advent of tourism in Nepal these trends have intensified. Agriculture incomes have fallen in real terms and technological changes have reduced agricultural employment. The graphical condition and the landlocknesss have reduced agricultural employment. The graphical condition and the landlockness have so far restrained Nepal to have tourism as the largest potential industry. Tourism is never ending and ever changing subject matter. Rural tourism, vilage tourism, agricultural tourism or farm tourism, green tourism or alternatives tourism or ecotourism, whatsoever we put, it is not a new phenomenon concept. Nepal as a mountainous country, trekking is developing in rural areas. Tourists staying villeges to relax and enjoy the enchanting natural

beauties and having a meal in virgin land with natural environment. This could also be one form of rural tourism. But what we are thinking of is slightly different than given technology. However, the idea of this project is to participate the local people and community from the very beginning with the aim of making the entire village prosperous through tourism by paying due attention to other social aspects as well (sustainable tourism). In this case the villagers will get direct benefit from the tourism (village tourism) which will eventually help the sustenance development of tourism in the country as a whole (rural tourism, agriculture tourism, farm tourism, greenery tourism, alternative tourism).

2.3 Research Gap

The reviewed literatures mentioned above have helped a great deal for this study. So many study and resource done upon the tourism development and social impact but no one researcher studies about the home stay program. This study has been different from others because it has particularly focused on the social impact of homestay program in Sirubari and Panchamol Village. This study provides knowledge about problem and prospect about community based village tourism and this study will be helpful for the general readers as well as academic researcher and interested concerned people for their further research study on this field. So, this study is different from the other study done by other scholars.

CHAPTER THREE

RESEARCH METHODS

Research methodology is the most important aspect of research work. This study is focused on the socio-cultural and economic status of people of Sirubari. This study has been designed to obtain information on their socio-cultural and economic study thus; the study employed a broad framework to achieve the objectives. As the research passes through various stages before reaching its destinations, it is imperative to adopt a balanced and scientific methodology for conducting a research study. In the current study, research methods and materials means all the techniques and strategies adopted for the conduction of research study.

3.1 Selection of Study Area

Sirubari is a very popular tourist cause it is naturally gifted, neat and clean, culturally rich and inhabited by Gurung people with cultural diversities. This area is famous for sightseeing, trekking, photograph as well as eco-tourism which are the major attractions of destination. The village is on a ride about four hours trek from the nearest road of Pokhara-Sunauli highway about two hours drive from Pokhara so that there is high possibility of tourism. Now, there are at least four major roads to reach Sirubari village. Hence, the researcher has selected Sirubari on his research. The rational of the selection of the study area is as follows:

- a. This community is easily accessible and these are the permanent settlement of Gurung therefore it was easy to collect information.
- b. Concerned researcher's keen passion to understand Gurung's social cultural and economic status.

3.2 Research Design

This study espoused both descriptive as well as exploratory research design. Descriptive research design is found useful to describe the people, their culture and changing lives: population, occupation age-sex composition etc. This study, however, depends on the response of the respondents on the structured questionnaire

regarding the level of income generated by the tourism and socio-cultural aspects of tourism in Sirubari.

3.3 Nature and Sources of Data

Primary as well as secondary data has been used in this study. Secondary data were collected by adopting various secondary means. Beyond others means, it was collected from previous studies, published and other unpublished documents from related literatures. Second information was helpful in checking the validity and reliability of empirical field data. As per the need of the study, more primary and some secondary data have been collected but priorities have been given to the selection of primary data, which are both qualitative as well as quantitative. Primary data have been collected employing various techniques. Primary data or the first hand data were collected during the field study adopting various participatory means viz. interview, observation, questionnaire, schedule, survey etc. the nature of data is qualitative and quantitative. This study depends on thus both primary and secondary data.

3.3.1 Primary Data

The primary data is such data, which are collected directly from the field without taking reference from already prepared data. They are collected by observation, interview, and schedules; survey etc. the primary data have been collected during the field work with the help of interview schedule and the interview with key informants. In order to collect the required and relevant primary data and following tools will be used.

a. Observation Method

Observation may be defined as systematic viewing coupled with consideration of seen phenomena. The researcher has employed this technique combining it with other techniques to observe the tourism activities in study area. With the motive of collecting necessary and additional information observation method is used during field survey.

3.3.2 Secondary Data

Secondary data have also been used to make this research much relevant and comparative and for understanding the comparative situation of village tourism as well as tourism activities in the study area. Related books and reports to village tourism contributed by different scholars are used and studied from different libraries. Following was main sources of secondary data collection.

- Andhikhola Rural Municipality office
- Nepal Tourism Board
- Ministry of Finance
- Nepal Planning Commission
- Ministry of Culture, Tourism and Civil Aviation
- Internet /Newspaper/Magazines.

3.4 Universe and Sample Size

Sirubari village was taken as the universe for the study, which is potential place from the tourism point of view. The respondents are selected by random method in case of survey while getting answer from the local villages in research questions. Respondent where selected from the Sirubari village. Out of total numbers of 235 household, 100 respondents were selected as sample unit of the study.

3.5 Data Collection Technique and Tool

For the primary data collection the research herself visits the field and provides the research questions with the respondents and collects the papers and notes down the relevant and additional information found on observations. The research talks with the local people who have carried out the responsibilities for the development of the study area as well as the concerned local peoples (villagers) who are involved in the tourism business. Ward chairman, secretary, teachers and the local businessman were participated in the spot interview in the research questions. Secondary data were collected through the visits of websites and the visit of the concerned authority offices.

3.6 Data Analysis

The collected information were categorized and classified on the basis of the major tourism activities of tourism in Sirubari village. The data and information collected from questionnaire is transformed into a master sheet and raw data in tabulated on the basis of master sheet. Information is grouped, sub grouped and classified as necessary so as to meet the objective of the study. Both qualitative and quantitative tools are used to analyze the information and results were presented in descriptive forms with sufficient maps and tables. To analyze the quantitative data, simple statistical tools such as percentage, average will be used, besides these, maps, tables, charts, diagram, pie-charts etc. is used for the presentation of the findings.

CHAPTER FOUR

INTRODUCTION TO THE STUDY AREA AND THE RESPONDENTS

4.1 Introduction of the Study Area

Nepal lies between latitude 26 and 31 N, and longitude 80° and 89° E above the equator of the earth. It lies in the South of Asia continent in between two giant countries China and India. China surrounds Nepal on North and India surrounds Nepal on East, West and south making it is a land locked country. The total area of Nepal is 147,181 sq. km with population of approximately 27 million. This make, Nepal 93rd largest country in the world and 1st most population country. The capital city of Nepal is Kathmandu.

Nepal is the country of the Mount Everest, the highest mountain peak in the world, and the Birth place of Gautam Buddham, Lumbini, mountaineering and other type of adventure tourism and ecotourism are important attraction for visitors.

Nepal with rich ancient culture set against the most dramatic secondary in the world is a land of discovery and unique experience board minded individual who value an experience that is authentic and memorizing. Nepal is the ideal destination come and revel in the authored the undiscovered and uncover yourself.

Sirubari is a typical Gurung village as it has an ethnical cultural dimension, set in the core area f Panchamool Village Development Committee ward no. 4 of Syangja district in the western hill of Nepal as well as located on the laps of "Thumara hills" with south facing slope and also surrounded by other picturesque village like Majhkateri, Daraun, Aruchaur, Karkineta, Chilaunebas, Rapakot and Phaperthum. The main village Sirubari is located at an altitude of 1610 meters, the area ranges from 1250m to 2000m also the landscape of Sirubari is unique as the topography varies from agricultural field of the steep land features. The highest peak is "Thumara hills" and is also the highest hill in the Syangja district. The scenic grandeur is no less remarkable from the highest point in the village at Thumara Jura; one can view the panorama of the great Himalayan peaks of Mt. Annapurna massif

including Machhapuchhre, Manaslu, Dhaulagiri, Nilgiri, Gorkha Himal, Himchuli, Lamjung himal, Annapurna I and II, Aandhikhola and Darun Khola's green river basin and typical Gurung village also can be clearly seen from this hill top, and also other tourist places can be seen 2/3 part of Pokhara, Kusma, Parbat, Beni (Myagdi), Shrinagar hill (Palpa) as well as 350 Kilometers around scenarios.

The Sirubari village is natural gifted, neat and clean place and one of the most cultural rich, attractive typical of traditional Gurung Village. The village is inhabited predominantly Gurung village with at least one male member of each family is serving or has served in the Indian or British armies. Remittances and Pensions comprise the major source of income to many Gurung households.

The village is one a ridge about four hours trek from the nearest road head of Arjunchaupari along the Pokhara-Sunauli highway about two hours' drive from Pokhara. The trek to Sirubari is ideal for the less arduous trekkers unwilling to go on longer treks. The best season to visit Sirubari is in winter or before rains. During the monsoons the vehicles are unable to reach Arjunchaupari and hence the trekking distance and time increases accordingly. The trail passes through a typically rural setting.

The village tourism is developed by Gurung families. They have developed their homes to accommodate visitors in a reslatively clean and hygienic home environment. The concept of paying guest was introduced to ensure that tourism benefits flow across a wider community. Local households are required to be members of the Tourism Development and Management Committee (TDMC) and abide by the regulations and condition stipulated by the committee to qualify to entertain visitors as paying guest. The villagers have no personal hotels, restaurants and shops. The local TDMC has been making arrangements for tourists visiting Sirubari to stay at host family. A feeling of intimacy can be found in these homes of Sirubari, which cannot be found in the five star hotels of urban areas. Every tourist enjoys the hospitality environment of the family such as dal, bhat, roti, fish, meat, milk homemade yogurt and alcohol produced from millet etc. Modern abundant water facilities and family treatment can be obtained from the house owner. Visitors are welcomed and entertained according to traditional customs. The people are warm friendly and well educated and are enthusiastic about tourism development in

their village. The life style of Gurungs is quite modernized yet has retained its unique culture. They speak Gurung language and are Buddhist. Social organizations like mothers group of Aama Toli and Nawa Youth Clubs are very active in the village and very enthusiastic to welcome outside visitors people. A living vibrant Gurung culture coupled with beauty of nature, which offers a new experience of all. A majority of the Gurung households in the village rely on remittance and pensions from the Indian or British army services. Since 2054 when the village was opened for tourists, Gurung families have readily taken to become tourism entrepreneurs and many improvements have been made to develop the village tourism. The telephone, post office and postal services health care centre are also available in this area.

Sirubari of Syangja is a unique example of eco-cultural tourism in Nepal. It originates a new tourism product. The village tourism and home stay model as practiced in Sirubari is built around major themes related to marketing and promotion, management by the local community through a participatory institution, wider sharing of benefits and a new approach to promote visitors satisfaction.

4.1.1 Sirubari- A Model Village

Nepal is well known for its natural beauty, mighty Himalayas, diverse culture and cheerful people. These qualities make Nepal a unique place giving high potentialities for the growth of the tourism industry. Tourism is not a new phenomenon, however, making tourism a dynamic sector of economy and accepting it as a vehicle of poverty reduction is certainly relatively new and timely thinking.

The Government of Nepal, along with Nepalese travel trade sector and concerned organizations/experts, decided on October 25, 2008 to launch a national tourism campaign "Nepal Tourism Year 2011". This announcement reflects the government's anticipation to bring into Nepal at least one million international tourists by the year 2011, and the tourism industry's exigency to organize a tourism promotion campaign for a wider impact. With the badge of adventure destination glittering and the adage "Atithi Devo Bhava". (Guests are Gods). (Nepal tourism Board 2008).

Sirubari is the first village of the country declared a model village in 1997. Ever since this village has come a long way with many development. The village has successfully preserved the traditional Gurung culture (one of the ethnic groups in Nepal), that can be observed throughout the village. This renowned tourist destination is located in Panchamul VDC, Syangja. It lies about 1700 meters above the sea level. It seems that Mother Nature has bestowed all her heavenly glory upon this exotic village, where every creation of nature is simply awe-inspiring. Sirubari is not only popular for its scenic beauty but also for the art, culture and tradition. There are some places which have historical and religious importance. In recent days, the village has also made a significant progress in the field of education and health sector. Sirubari, in conjunction with the Nepal Tourism Board, was awarded the PATA Gold award in recognitions of its efforts to preserve the culture and heritage of Nepali total life (Hotel Nepal, 2011).

Village tourism is a recent innovation successfully demonstrated at Sirubari in Syangja a half days distance from Pokhara, (one of the famous cities in Nepal). It is a three-hour walk from the road-head just 30 kilometers from Pokhara. A management committee takes responsibility for visitors, welcoming the guests according to their own culture, accommodation, and sightseeing and guiding, no individual villager can take tourist to their house without the committee's permission. The houses are mostly built from local materials and are well constructed and comfortable. The village consists of 60 households of which many are offering guest accommodation. It is a very neat and clean village, the accommodation is simple but comfortable with good bedding, as well as clean toilet facilities (Holiday Nepal, 2011).

Sirubari Village has its own unique style of accommodation, the prices are the same for all rooms and this includes meals as well. Sirubari Village does not offer any luxurious room with or the deluxe room. Moreover, interestingly, the village does not have a single star, hotel or guest house like in many cities and town, they just offer the clean accommodation in typical Nepali style. The villagers are well-trained so that they know what to do with the filth. As a result of the concerted efforts, the entire village looks extremely sparkling. However, every house member in Sirubari is well trained to receive the guests with the right spirit. Staying with these families the guests feel more like at home. Each and every house in this village is equipped

with all basic facilities expected by the foreign tourists. The tourists may not get a swimming pool in the village, but they can enjoy the glory of natural spring water coming down from the Himalayas. This unique experience does not only surprise the foreign guests, but also Nepalese visitors. Every evening is special in Sirubari. As soon as evening falls and the moon rises out of the clouds, the village echoes with the music of madal, Khajari and flutes. Some enthusiastic foreign guests can also be seen moving their feet to popular folk music (Holiday Nepal 2011).

Meals of daily fresh food are eaten with the family, and each evening there is entertainment provided by the community, which is usually Gurung dancing and singing. Village treks can be undertaken while experiencing village and rural life. Accommodation is in individual guestrooms with host families, or in between villages, in tents. During trekking meals are provided by professional teams, and in the villages visitors can try a delicious, hygienically prepared Nepali Daalbhaat consisting of locally produced rice, lentils and garden-fresh organically grown vegetables. The guestrooms are simple, but clean, with latrines available and a water tap close by. Separate bathrooms are not available for the tourist but during the winter water is heated by the solar system (Holiday Nepal 2011).

The local people of Sirubari receive domestic and foreign guests with equal respect. This is the reason why more and more domestic tourists are encouraged to visit this village. Sirubari is without question one of the most attractive village in Nepal, where the visitors can enjoy the cultural show. The tourists are overwhelmed by the friendly gesture shown by the village people. Panche baja, a popular Nepali set of musical instruments, are also played to welcome the guests. The village is neat, and clean very colorful and warm, while the people are friendly, well-educated and enthusiastic about tourism. Sirubari is a compact farming community village. For the adventurous, Nepal has been synonymous with trekking, mountaineering expeditions, jungle safari, and river rafting. For those seeking spirituality there has always been the people and the culture. The overwhelming impression of the village is one of the odder and classiness but with a warm and welcoming feel to it. Foot trails though the villages are all stone paved. The villagers love for flowers in shown in an all-year-around riot of colors (Mero Syangja 2011). The climate is ideal at all times of the year with no snow ever falling in the village itself. However the ideal time for visit is between September and June, but visitors can view the magnificent

Himalayas view just in front of the village. The village is on the southern slope of the ridge that is why the village can enjoy the long sunny days. The villagers are not only concerned about the local tourism developments; they have also given adequate attention to conserving the flora and fauna of their area. For this purpose, about 500 hectare land has been brought under conservation. A forty-five kilometer long wall has been constructed to protect wild life, herbs and plants. As a result of the hard work, now this reserve forest has already transformed into a dense jungle, where birds and wild animals live without any difficulty. Hunting and cutting of trees is strictly prohibited (Mero Syangja 2011)

The Sirubari Village is contributing an especial effort for the nation's development as the village motivates and supports others to start something in local community instead of going abroad as a worker. Today almost two millions youths of Nepal are working abroad mostly in Gulf Countries to have their families' daily livelihood. Whilst the villages of this village promotes the village as a tourism destination and makes money in the local community. The village has been a model village within Nepal.

4.2 Socio-Demographic Characteristics of Respondents

4.2.1 Population Size

The population of this rural municipality is 25,554. Out of this 13,235 are males and 12,319 are females. The total number of household in this area comes around to be 4065 in 2019. Due to the high population density there are 9 government schools, 4 private boarding schools and 1 community based higher secondary school.

Table 4.1: Distribution of Population Aandhikhola Rural Municipality by Ward, Household and Sex

Ward No.	Total House no.	Gender				Total Population
		Male	%	Female	%	
1	840	2666	52.13	2448	47.86	5114
2	641	2258	51.55	2122	48.44	4380
3	630	2147	52.04	1978	47.95	4125
4	625	2042	52.45	1851	47.54	3893
5	702	2076	51.42	1961	48.57	4037
6	627	2046	51.08	1959	48.91	4005
Total	4065	13235	51.79	12319	48.20	25554

Source: Aandhikhola Rural Municipality, 2019

According to the above tabulation, the number of household in the Aandhikhola rural municipality is 4,065 the male population is 13,235 (51.79) while the female population is 12,319 (48.20) and the total population comes around to be 25,554, ward number 1 under the study area. There are 210 houses of Gurung people living in ward number 1 while currently 34 houses are running homestay in this ward. The total population of Gurung in ward number 1 is 5,114.

4.2.2 Caste and Ethnicity

Aandhikhola Rural Municipality has a very diverse population of various ethnical backgrounds. The main castes of these people are Brahmin, Gurung and other in Bishwakarma, Sunar, Mijhar, Pariyar etc. Various types of castes are found here. Some major castes are Brahmin, Gurung, Bishwakarma, Pariyar etc.

Table 4.2: Caste and Ethnicity

Ward No.	Brahmin		Chhetri		Gurung		Kami		Damai		Sarki		Muslim		Others		Total		Total No.
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	
1	947	803	467	391	836	793	137	138	93	86	72	52	25	29	91	96	2666	2448	5114
2	1057	975	839	550	156	172	83	90	17	34	24	16	24	35	58	70	2258	2122	4410
3	524	529	729	669	544	447	97	90	83	85	63	72	26	28	81	58	2147	1978	4125
4	634	596	405	404	465	384	97	83	98	94	160	148	85	69	98	73	2042	1851	3893
5	912	647	431	463	384	484	124	128	63	85	31	40	42	53	88	61	2076	1961	4037
6	863	793	609	504	322	385	74	87	37	32	42	24	35	44	74	80	2046	1949	4005

Source: Aandhikhola Rural Municipality, 2019

People of various castes are currently living in Andhikhola rural municipality. The total population is 25,554 of which 13,235 were male and 12,319 were female respectively. The major caste are Brahmin, Chhetri, Gurung, Kami, Sarki etc. The total number of dalit are 66. Dalit are also found in every ward. There are large number of gurung are found in ward number one after chhetri. Brahmin and chhetri are found in every ward. Due to the presence of various caste and religion this village can be say as multi-religious village. Nepal is comparable with a beautiful flowers of garden as it is filled up with diversity of caste, ethnicity, culture, religion and complexion. Over a different castes are found here. These diversities have caused difference in lifestyle of people. Same like the different castes group of Sirubari village have lived with harmony by joys, happiness and sorrows. There is cooperation and co-ordination between Gurung and dalit community has increased. Sirubari village has cultural and ethnic diversity

4.2.3 Language

The people living in different parts of our country speak different parts of our country speak different language. As people in Nepal being to various castes, they have their own mother tongues. It means, the people living in different part of our country speak different language. This has given Nepal a multilingual identity. Generally the people living in the Himalayan region are influenced by the Tibetan culture and language where as the people in the Terai region are found to the influenced by the Indian culture and language.

Various caste speak different language in Aandhikhola rural municipality. Majority of people here speak Nepal language. Dalits also speak the same language. People from Gurung community speak Gurung language, children of gurung are found speaking in Nepali language.

4.2.4 Religion

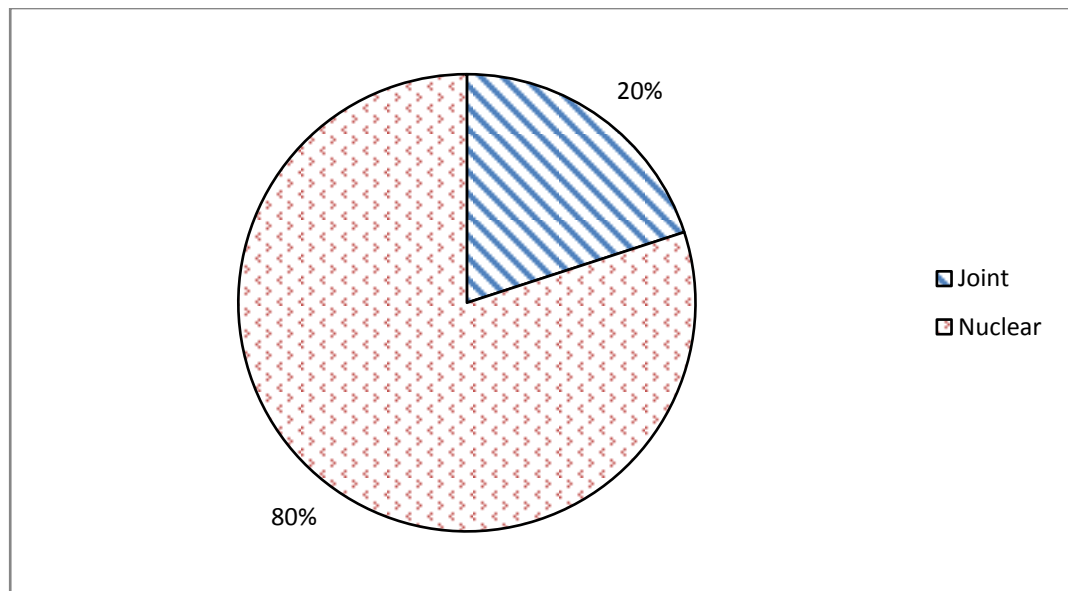
Nepal is a multi-religious country. There are more than ten religions practiced in our country as per the latest census report. The population of Nepal is divided into various religion. According to the census of 2068 B.S. 81.3 percent of people follow the Hindu religion whereas 9.0 percent of people follow Buddhism. Most of the people of Aandhikhola rural municipality follow Hindu religion however some

portion of people have adopted Buddhism, caste like Brahmin, Chhetri, Damai, Kami and Sarki have followed Hindu religion and Gurung community have adopted Buddhism.

4.2.5 Family Structure of the Respondents

According to research conducted by the Cox family enterprise centre, 80 percent of the world's business are family owned and 60 percent in the U.S. in fact, in this country/ family run businesses account for more than half of the gross domestic product. Size of family are the important assets to operate and explore homestay business. They are considered as the manpower to operate homestay business in the study area. In a household size the numbers of respondents are ranged from 2 to 10.

Figure 4.1 Types of Family of the Respondents



Source: Field Survey, 2019

Family is a group of people who are related to each other especially parents and their children. It is a primary group and has central position in social organization. In the study area two types of family were found they are nuclear and joint. Generally sons get separation after getting married and having children. Old couples having more than one son live with the family of one and other sons take their portion of property and live away making a house. When the family split, the property is divided equally among the sons and parents. Usually, the parents and seniors live with the youngest son. In separation, the parents also keep some land as property which called Jiuni

and after their death it belongs to the son who has taken their care. According to the above figure, 80 percent of the respondents are living in nuclear family and remaining 20 percent of respondents are living in joint family. The majority respondents of nuclear family have less knowledge about their traditional skills art and ingenuity.

4.2.6 Social and Public Utilities

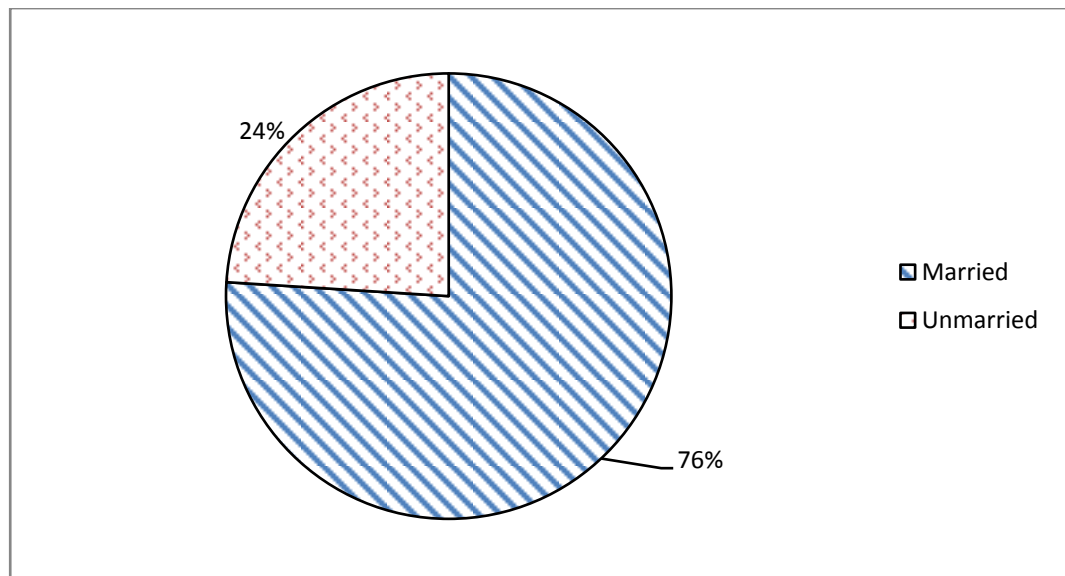
This village consists of educational institution. Among them are government higher secondary school, two primary, two pre-primary school and one private boarding school. There are other health centers, co-operative, different youths and mothers group. Besides this lots of social organization have also established in this village.

4.2.7 Marital Status

Marriage is the universal acceptance in the world. In our society, marriage is essential to service their life peacefully, comfortably and easily from souls. This marital status found married and 24% are unmarried and 76 percent are married.

The following figure shows the marital status of the local respondents.

Figure 4.2: Distribution of the respondent by marital status

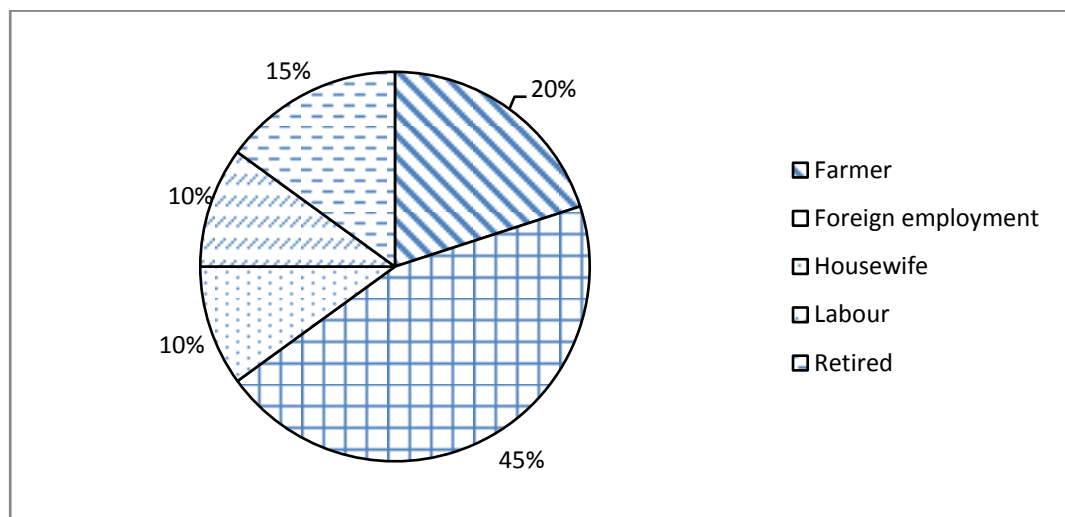


Source: Field Survey, 2019

4.2.8 Occupation of Respondents

The occupational status of the people determines their living standard because it is integral part of economic structure. Tourism causes to make various occupations and economic resources. More specially it leads to job opportunities for those who are not skilled for better occupations and reduces the villager's dependence to agriculture by enhancing village economic in different aspects.

Figure 4.3: Occupation of Respondents



Source : Field Survey, 2019

In the given figure the maximum size of family number is 45 involved in foreign employment and in percent 45. Especially, the youth of the people in this village are going abroad in golf countries to earn money and involved in army. Similarly, 15 percent of the people are retired from their job among them very few of them are involve in government job in their own country. Only 20 percent youth are involved in agriculture.

4.2.9 Household Size

The household size of people in Sirubri seems very appropriate even though most of the dalits are deprived from the the main stream of education. It can be said their consciousness toward the family.

Table 4.3: Household Size

Family Member	No. of Household	Percent
1-3	20	20
4-6	73	73
7-9	7	7
10-12	0	0
Total	100	100

Source: Field Survey, 2019

The table shows that that there are 73 household or seventy three families are among four to six family members. There are seven household which have only seven to nine members. Similarly, twenty household have only one to three family members among one family is alone. He is very old and his wife and already dead. This table show that the family size of people in this area neither to small not to large.

4.2.10 Household Head

The people of this village have patriarchal system, in almost all the household the oldest male members of the family plays the role of household head. But in in some circumstances female also play the role of household head in families. The below table shows the distribution of household heads on the basis of gender.

Table 4.4: Distribution of Household on the basis of Gender

Gender	No. of Household	Percent
Male	70	70
Female	30	30
Total	100	100

Source: Field Survey, 2019

The table shows that out of total respondents of 100 people 70 percent are female which is 70 in number and 30 percent are male which is 30.

4.2.11 Annual Income Level of the Respondents

Table 4.5 shows that illustrate the information about the annual income level of the people of the community where the survey was conducted.

Table 4.5: Annual Income Level

Income Level	No. of Respondent	Percent
Less than 20000	7	7
20000-40000	11	11
40000-60000	54	54
Above 60000	28	28
Total	100	100

Source: Field Survey, 2019

According to the table majority of the respondent have been earning 40000-60000 annually which occupy the 54% out of the total population. This figure indicates that majority of people are of middle class family. The people those who fall on the middle class family have also show the disguised unemployment situation of the study area. So tourism can be effective means of additional employment and increasing income level of people. Following tables shows the annual income level of the study area.

4.2.12 Annual Expenditure of the Local People

The below mentioned table illustrates the information about the annual expenditure pattern of the people of the area.

Table 4.6: Annual Expenditure Pattern

Income Level	No. of Respondent	Percent
Less than 20000	2	2
20000-40000	12	12
40000-60000	33	33
Above 60000	53	53
Total	100	100

Source: Field Survey, 2019

According to the table 53 percent of the people of the total population spend more than Rs. 60000; only 33 percent people of the study area are able to spend Rs. 40000-60000 however 12 percent of them maintain their expenditure between Rs. 20000-40000 as well an only 2% of the people of the total population can spend less than 20000 yearly for their livelihood.

CHAPTER FIVE

RURAL TOURISM IMPACT IN SIRUBARI

5.1 Impact on Livelihood

Homestay has greater impact on economic status of host community offers good opportunities for diversification of the livelihoods in the region. It helps to economic development create variety and stability in employment, dynamism in commerce creating opportunities to larger incomes in multiple activities, creating new markets for agricultural products and enhance a basic for the regional economy. It is rather important field in rural development which can build up opportunities and facilities especially for employment and minimizes the rural livelihood risks by diversifying the sources of livelihood.

The development of the country depends on the development of tourism. There is the potentiality of promoting social development through creations of employment, income redistribution and poverty alleviation. Travelling brings people into contact with one another. Tourism can provide exchange between hosts and guests as it has the educational elements. The mutual sympathy and understanding can also be obtained through tourism can act a vital encouragement to reduce the emigration from rural area. The local people can also increase their influence on tourism development. The local will be able to raise their living standard of life to destination by creating community facilities and services. Benefits can upgrade infrastructure, health and transport improvements, new sport and recreational facilities, restaurants and public spaces as well as an entry of better quality commodity food.

5.1.1 Activities that people involve in for their livelihood

Rural tourism has been the main source of income. It has provided many employment opportunities to the people. Many of them carry tourist luggage, while while some work as guides. It show that tourism creates various source of livelihood in the destination area. In the study area the following sources of livelihood were listed in questionnaire and the response of respondents are shown below in the table.

Table 5.1: Activities that people involve in for their livelihood

S.N.	Activities	No. of Respondent	Percent (%)
1.	Agriculture	45	45
2.	Hotel/retail shop/petty business/ home stay	25	25
3	Porter	12	12
4	Agro/forest/local product selling	18	18
	Total	100	100

Source: Field Survey 2019

The aforementioned table illustrates the information about the occupation involved in livelihood of the survey area. According to the table 45 percent respondents involve in agriculture related work, which is dominant occupation for the people of that community. Likewise 25 percent people are involved in Tourism related job and overall 35 percent respondents involve in rest of all job related to tourism and tourism service.

5.1.2 Main Source of Livelihood according to Level of Income

Homestay diversifies the sources of livelihood in host community. As there are many sources of livelihood in community this study tried to find out the sources of livelihood in the respondents family. The following sources of livelihood has been listed in questionnaire and ranked them according to their level of income from the given source which is presented below in table.

Tale 5.2: Main source of livelihood

S.N.	Activities	No. of Respondent	Percent (%)
1.	Agriculture	16	16
2.	Homestay retail shop/petty business/home	32	32
3	Abroad employed	38	38
4	Service (government/private)	7	7
5	Agro/forest/local product selling	3	3
6	Wage labor	4	4
	Total	100	100

Source: Field Survey 2019

The above table illustrates the information above the main source of livelihood of people in the study area. According to the table among the 100 respondents, foreign employment is the main source of livelihood, i.e. 38 percent, whereas tourism related business (Homestay/retail shop) which is 32 percent. 16 percent of respondent's main source of livelihood was agriculture. In conclusion most of people in the study area are involved in tourism related activity however it is not only the main source livelihood in the study area. Thus foreign employment is the main source of income in the study area.

5.1.3 Livestock Farming

Livestock farming is one of the traditional occupations in the rural community. In the case of late most of the households have a buffalo or a cow for the family purpose. As being the tourism area, this study tried to find out whether they get any economic benefit from the livestock they are farming or not. The relation between livestock farming and economic benefit them is shown below in the following table.

Table 5.3: Livestock Farming and Economic Benefit

S.N.	Livestock	No. of	Percentage	No. of respondent who get economic benefit	Percent (%)
1.	Cow	28	28	30	38
2.	Buffalo	38	38	16	20
3	Mule	4	4	5	7
4	Horse	6	6	13	17
5	Sheep/Goat	6	6	10	12
6	Hen/Duck	16	16	5	5
	Total	100	100	80	100

Source: Field Survey 2019

The above mentioned table illustrates the information about the livestock farming and economic benefit among the respondent. According to the table out of 100 total respondent 28 respondents keep cow for livestock and 30 respondent get economic benefit from them, similarly 38 respondent keep buffalo but 16 respondents get economic benefit. But mule, horse hen/duck and oxen are found more economic

benefit where 4 respondent keep horse and 13 get economic benefit whereas 4 respondents kept mule and 5 keepers get economic benefit from them.

5.1.4 Major crops and vegetables and economic benefit

CTEVT and local government have been providing, training and reined seedling to the farmers so the agriculture system in Sirubari is gradually changing we have found varieties of vegetables are grown in the village area which could be the source of livelihood of the people. However, they are not sufficient to food them and very few of sell and get economic benefit.

Table 5.4: Major Crops and Economic Benefit

S.N.	Major Crops	Growth		Do not Grow		Get Economic	
		No. of Respondents	Percent Yes	No. of Respondent	Percent No	No. of Respondent	Percent
1	Paddy	76	24	24	24	64	85
2	Maize	6	62	38	38	41	55
3	Potato	100	-	-	-	-	-
4	Cabbage	84	84	16	16	61	73
5	Milk	68	68	32	32	32	47
6	Barley	38	38	62	62	14	37
7	Local wine	65	65	35	35	47	74

Source: Field Survey 2019

The aforementioned table illustrates the information about the major crops cultivated by the respondents. According to the table 100 percent respondents grow potato among the crops and out of them 80 percent sells and gets economic benefit. Similarly, in the case of other crops millet is grown by 74 percent. So the majority of people depend upon agriculture and the farming for their livelihood by producing different crops.

5.1.5 Changes in Facilities due to Homestay Tourism

Tourism development requires the facilities. It may partially be the reason for infrastructure development in the rural area. So in the tourism area people get opportunities to use many facilities. The growing number of facilities helps to

increase the number of tourist and visitor. The following facilities are available in the study area but people think the facilities are there because of tourism and they are changed or not with the development of tourism.

Table 5.5: Change in Facilities due to Tourism

S.N.	Available Facilities	No. of Respondent (Yes)	Percent	No. of Respondent (No)	Percent	No. of Respondent (I don't)	Percent
1	Health Post	64	64	22	22	14	14
2	Post Office	62	62	25	25	13	13
3	Police Station	72	72	18	18	10	10
4	Telephone	70	70	20	20	10	10
5	Trekking Route	90	90	10	10	-	-
6	Increased in entertainment	94	90	4	4	2	2
7	Change in Profession	75	75	14	14	11	11
8	Increased Education	96	96	-	-	4	4
9	Road Construction	88	88	7	7	5	5
10	Electricity	90	90	6	6	4	4

Source: Field Survey 2019

The aforementioned table presents the information about the change in facilities and infrastructure due to development of tourism. According to respondents the highest level of change occurred is in the education level i.e. 96% said yes. Similarly the change also occurred in trekking route i.e. 94% said yes then after increased in entertainment activities i.e. 94% say yes, the changes took place in police station and telephone service respectively i.e. 72 and 70 percent. Whereas the least changes has been seen in health post and office in the survey area. The changes are took place in the road and electricity are 88 and 90 percent respectively.

5.1.6 Employment Generation through Homestay

Tourism has emerged as an instrument for employment generation. Where tourism has flourished must of the local people have been benefited by this sector. It is an

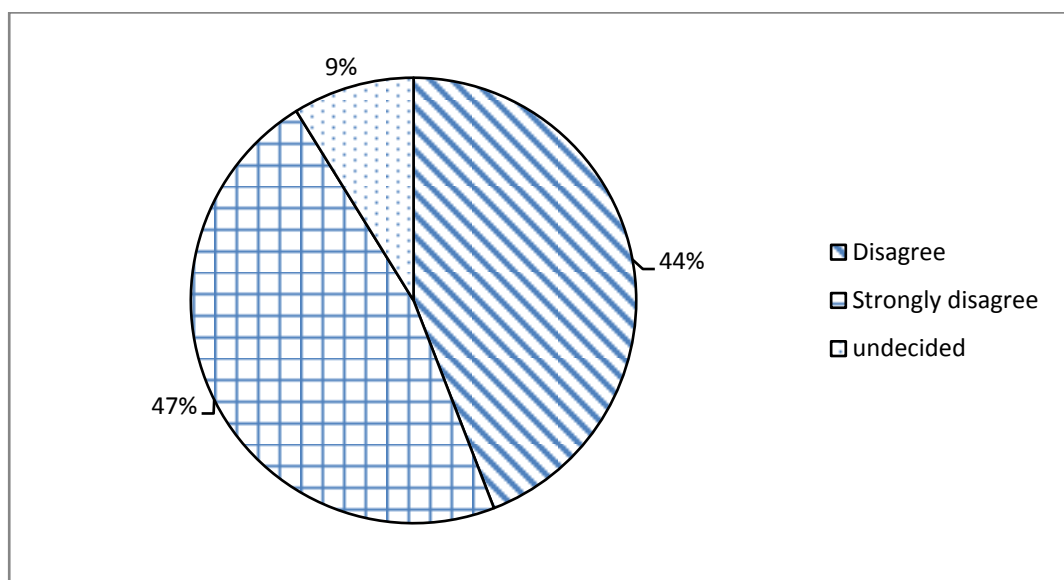
important segment for the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities. Yet the seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. 42% of the surveyed population was involved in Tourism business. Tourism generates employments, the local people, potters, guides are highly benefited. A large no. of these jobs are seasonal so that tourists overall, contribution to full time employment is considerable less. However, the generation of employment opportunities for a large percentage of people is yet another positive contribution by tourism industry.

In conclusion tourism requires wide range of labor skilled and non-skilled, male and female, young and old. In general, tourism in labor intensive rather than capital intensive and hence is an expanding industry in terms of employment. In case of most of the people and family are involved in own tourism business and the job created by the tourism industry.

5.1.7 Promotion of Agriculture in Business

This statement bears contrast responses between the respondents. There is also varying perception of the statement between the respondent's status but the variation among the responses is not too wide.

Figure 5.1: Promotion of Agriculture in Business



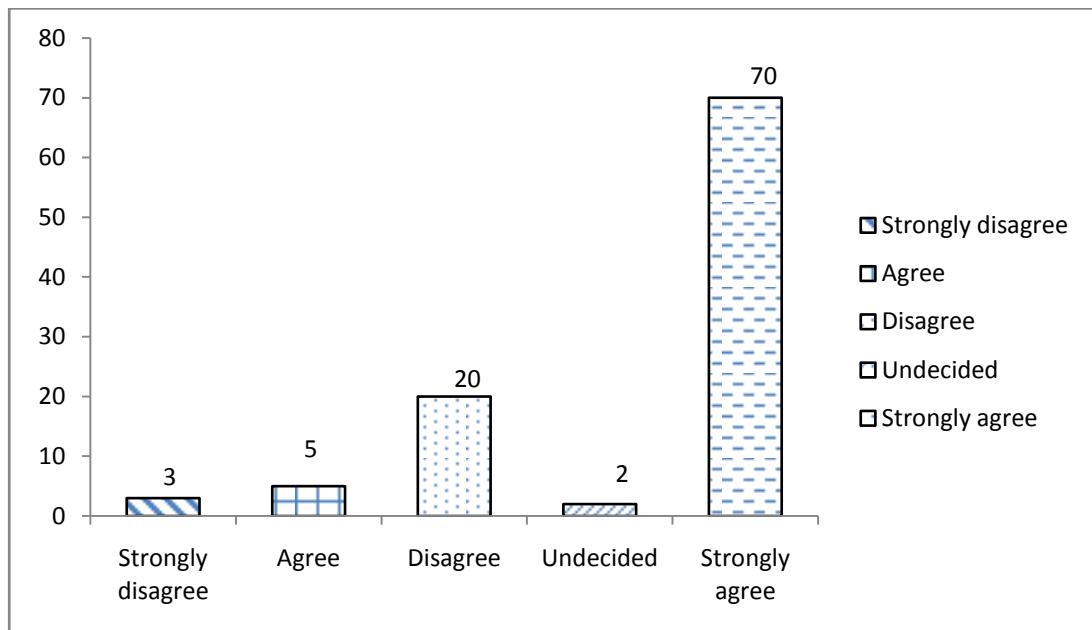
Source: Field Survey 2019

The figure shows that the difference in response for the statement "Promotion of Agriculture in Business" is significant and among respondent 44 percent was disagree, 47 percent was strongly disagree and 9 percent undecided, so the difference in response is insignificant.

5.1.8 Homestay has increased Drug abuse

The below mention figure clearly showed that the effects of tourism on drug abuse.

Figure 5.2: Homestay has increased Drug abuse



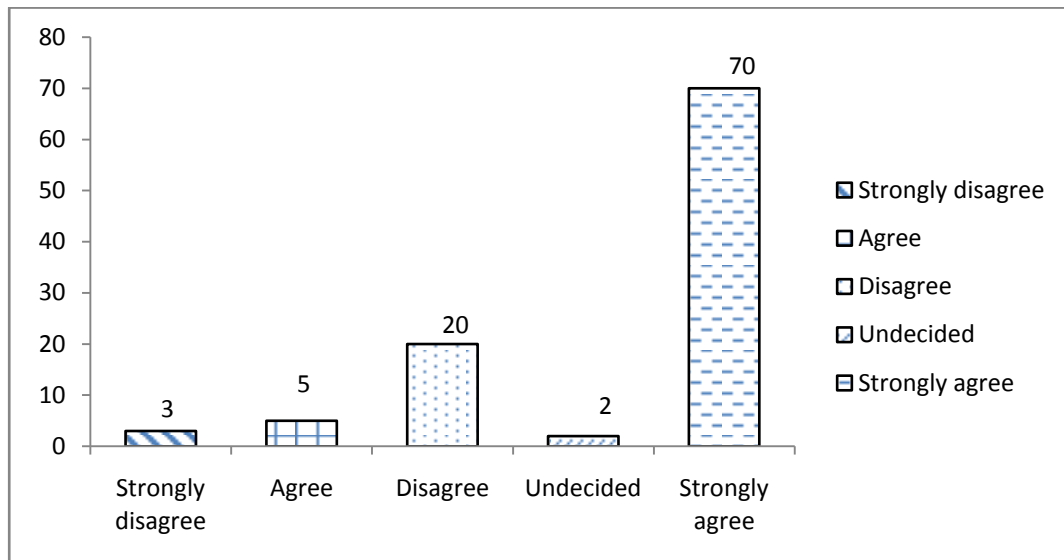
Source: Field Survey 2019

The above figure shows that among the 100 total respondents 3 respondents are strongly disagree the opinion that drug abuse is increased through tourism where 20 respondents disagree, 5 agree, 2 percent undecided and 3 strongly disagree. So, the statement 'drug abuse is increased through tourism' is significant among respondents.

5.1.9 Homestay has increased Gambling

Among the 100 respondent, 20 respondents disagree with the opinion that gambling is increased through tourism and similarly 3 respondent strongly disagree and less respondent say agree, strongly agree and unsaid. While the difference in response for the statement "Gambling is increased through tourism" is significant among respondent.

Figure 5.3: Homestay has increased Gambling



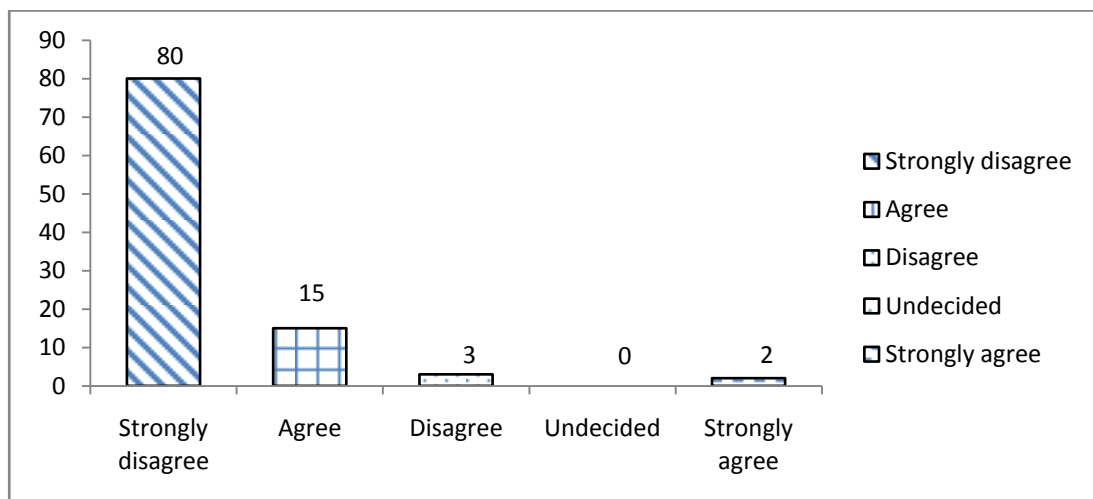
Source: Field Survey 2019

The figure shows that among the 100 total respondents 70 respondents are strongly agree the opinion that gambling is increased through tourism where 20 respondents disagree, 5 agree, 2 undecided that 3 strongly disagree. So, the statement 'drug abuse is increased through tourism' is significant among respondents.

5.1.10 Homestay has Increase Crime

The below mentioned figure present the information about the perception of respondents regarding them increment in criminal activities due to tourism and its activities.

Figure 5.4: Homestay has Increase Crime



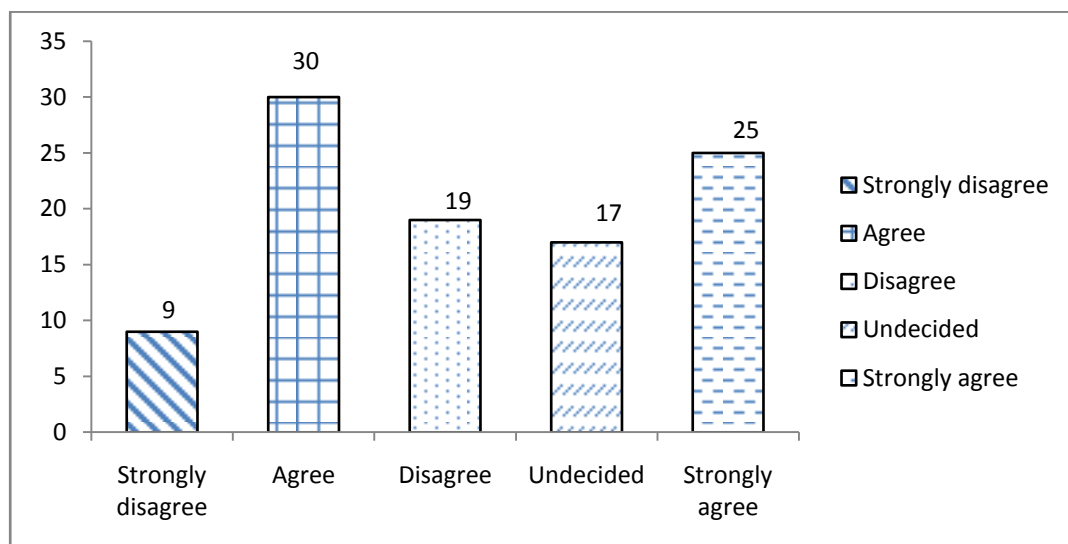
Source: Field Survey 2019

According to the figure among the 100 total respondents 80 respondents were strongly disagree with the statement that "Crime is increased through tourism" and almost 3 respondents disagree with statement regarding increment of crime through tourism. Similarly, around 15 respondents were agreed and 2 respondent were strongly agree with the statement that Crime and criminal activities is increased through tourism" is insignificant.

5.1.11 Impact of homestay tourism in local culture

The difference in the response for the statement "Social disintegration of the western family affects the local culture" is not insignificant.

Figure 5.5: Impact of homestay tourism in local culture



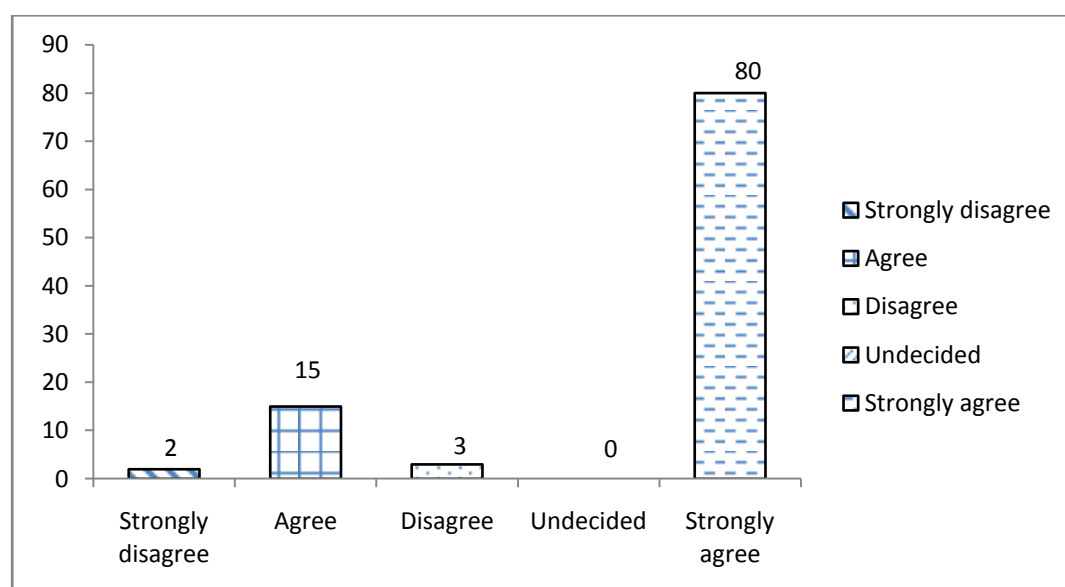
Source: Field Survey 2019

The figure shows that among the 100 total respondents, 30 respondents agree with the statement that tourism activity affect the local culture and even the average respondent i.e. 25 too, strongly agree with the statement. Similarly 19 respondents disagree, 17 undecided and 9 strongly disagree with the statement.

5.1.12 Impact of Homestay in Employment

The difference in the response for the statement "Tourism generates employment" is insignificant for both categories.

Figure 5.6: Impact of Homestay in Employment



Source: Field Survey 2019

Among the 100 respondents, 80 respondent strongly agree with the statement that "tourism generates employment" and even the 15 respondent agree with the statement.

5.1.13 Tourism activities in the Study Area

People travel from one place to another place within a country or from one country to another country for various purposes. In the rural places of Nepal like Sirubari village, people from different place or country come to spend their holidays, to interact with local culture and tradition and for recreational activities. In this study it was asked that what the popular tourist's activities be observed here. In this regard the following were found.

Table 5.6: Tourist activity in the study area

Available	No. of Respondents (Say yes)	Percent	No. of Respondents (Say No)	Percent	No.f of respondent (say I don't know)	Percent
Trekking	78	78	12	12	10	10
Natural Sightseeing	75	75	14	14	11	11
Entertainment	65	65	20	20	15	15
Observation of Culture and Tradition	52	52	42	42	6	6

Source: Field Survey 2019

The aforementioned table illustrates the information about the main tourist activities available in the study area. According to the table, the highest number of respondents said that the largest number of tourists in Sirubari come for trekking and natural sightseeing, which is 78 and respectively. Similarly, 65 and 52 percent of tourists come for entertainment and observation of local traditional art and culture.

CHAPTER SIX

SUMMARY AND CONCLUSION

6.1 Summary

From the past few decades, tourism has seen a steady expansion all over the world. Tourism is the sum total of operations mainly of economic in nature. It is directly related to the entry stay, movement of foreigners inside and outside a certain territory. But eco-tourism goes a step forward whereby not only the various activities of tourists are involved at the same time elements such as the conservation of ecosystems and sustainable developments are also included.

The general theme of this thesis is to present the community based village tourism as a modern institution, and it's struggling for their social, cultural and economic existence. It is necessary to assessed, whether village tourism will able to preserve and promote their traditional culture by means of tourism by compromising the challenges bought by the global forces. Usually, tourism has been examined as the modern institution for the income generation and cultural protection, but it's sometimes harming and even destroys the culture in the name of preservation. The Gurung community in the Sirubari village and their community based village tourism practices provided me the suitable ground to examine these attributes.

Sirubari rural committee was established in the year 1997, and has been working to sensitize the value of rural tourism among local people. Now, local people have become more aware about tourism. Sirubari is the first rural tourism model in Nepal. This is a small village mainly inhabited by Gurung community that lies in Annapurna region, one of the best trekking routes of the world. These days, Sirubari is gaining popularity in terms of rural tourism as it is culturally and naturally rich destination for visitors. Tourist can spend their leisure time either by directly involving in the rural activities performed by local community or staying at their home. When an organized group of tourists reached Sirubari, the villagers descend down the village and welcome tourist with garlands, tika, and traditional Gurung musical bands. While music and dances are performed, and traditional farewell songs are sang when guests depart. Sirubari Rural Tourism Committee distributes

the guests among the Gurung households having the facility of home stay. Guests are presented with Gurung cultural shows at the community hall. The main cultural attractions are the Gurung's Ghatu dance, Krishna Charitra Dance, Jhyaure Dance, Sorathi Dance and Dhorhori song. Besides that, the jungle safari, short hiking in the Dhare Deurali and the Thumura Hill from where panoramic of Annapurna Himal can be observed are the main natural attractions.

This thesis contains both primary and secondary data. Primary data were collected from the participant field observation based on the interviews of local people of the Sirubari village and tourist who visit the Sirubari village. The questionnaire and discussion issues has been prepared by the researcher himself whereas the secondary data have their sources on various research paper, texts from library, articles, published in various newspaper and magazines. Thus, the information has been discussed through description and qualitative interpretations.

Impacts of homestay in neighbouring village. A case study of Sirubari village is an example of a successful small scale tourism practice. It can be considered an alternative from tourism in terms of visitor numbers and tourism practices. It is an independent practice as it doesn't involve any of the central level planning or existing tourist destination, but a tourism product developed from the grassroots level through the active participation of the people in consultation and co-ordination with an urban travel agency which took care of marketing responsibility. It has provided a lesson to the government on how to extend tourism benefits to the rural people. Various awards bagged by Sirubari village reflect its success as a role model not only for Nepal but also for the world.

6.2 Major Findings

The major findings of the study can be enumerated as follows:

- Sirubari village is the clean and beautiful along with beautiful hamlets.
- The good hospitality and honesty of the people of study are much more remembrance for tourism promotion.
- Sirubari village is carried out social harmony among the local and others people.

- To make this research more friendly the respondents were included from both sex, male and female and the majority of respondent is male i.e. 70 percent.
- On the basis of caste/ethnicity the dominant population was Gurung and Brahmin respectively.
- The dominant occupation of respondents was foreign employment i.e. 45 percent and secondary was agriculture i.e. 20 percent.
- In this study the majority of household size 4-6 is 73 percent.
- The highest religion among the respondents was Buddhist and hindu respectively.
- Majority of the respondents have been earning 40000-60000 which occupy the 54% out of total population.
- The main source livelihood according to the level of income is foreign employment i.e. 38 percent and business i.e. 32 percent under livestock farming out of 100 respondents 38 respondent keep buffalo for livestock but only 16 respondents get economic benefits, similarly 28 respondents keep cow but 30 respondents get economic benefit. 16 respondents keep hen/duck and 5 get economic benefit whereas 6 respondents keep sheep/goat and 10 keepers get economic benefit.
- The highest percent of vegetables (products sold and economic benefit was potato i.e. 100 percent and following was cabbage i.e. 73.
- Among the 100 total respondents, 45% respondent have agreed with the opinion that agriculture has promoted in business where 21% strongly disagree and 3% undecided.
- Among the 100 total respondents, 45 respondents strongly disagree the opinion that drug abuse is increased with homestay whereas 27 respondents disagree, 22 agree and 0 unsaid.
- Among the total 100 respondents, 70 respondents are strongly agree with the opinion that gambling has increased through homestay tourism whereas 20 disagree, 5 agree, 3 strongly disagree and 2 undecided.
- Among the 100 total respondents, 30 respondents agree with the statement that homestay tourism has affected the 25 strongly agree, 19 disagree, 17 undecided and 9 strongly disagree.

- Among the 100 total respondents, 80 respondents strongly agree with the statement that tourism generates employment and even 15 respondents agree with the statement.

6.3 Conclusion

Village Tourism in Sirubari is small scale and can be considered an alternative form of tourism in terms of visitor numbers and tourism practices. It neither involves central level planning nor an existing tourism destination, but a tourism product developed from the grassroots level through the active participation of the people in consultation and co-ordination with an urban travel agency which took care of marketing responsibility. It has provided a lesson to the government on how to extend tourism benefits to the rural people. Various awards bagged by Sirubari village reflect its success as a role model not only for Nepal but also for the world.

The successful initiation and implementation of Sirubari village tourism depend on some important factors which are listed below:

- Overwhelming local support for community oriented projects
- Proactive marketing and publicity at the national level
- Strong social and economic standing of the participants
- Community support for tourism and willingness to adapt to economic opportunities
- Projects built upon principles of partnership and collaboration and
- External support to the projects from the government and NGOs.

Sirubari is the only such tourism destination in Nepal where the domestic tourists exceed international tourists. Domestic tourists especially visit Sirubari to get the lessons of village development whereas international tourists visit to see the Nepalese rural way of living and to experience its culture in nature along with some other activities. With the observance of peace process and political stability in the country it is assumed that more tourists will visit the village. Nepal has prepared itself to see the year 2011 as Visit Nepal Year so it will be the golden period to market Sirubari accordingly from now on and to target quality tourists rather than budget tourists.

Preparation of tourism management plan, promotion of tourism and environmental awareness programme, and marketing of the village via internet or latest mode of communication help to internationalize. To make village tourism sustainable and to promote it through the concept of sustainability, especial target should focus on no host high quality low number of tourist rather than low quality-high numbers.

6.4 Recommendation

Sirubari possesses various kind' potentiality in tourism like adventure tourism, ecotourism, cultural tourism etc. If the potentialities are properly used in tourism economics scenario could be changed of the Sirubari. Tourism development of the Sirubari can play vital role for economic development of the village and country too. To except benefits from tourism, it requires strong efforts to promote the tourism sector in this place. In order to promote community based village tourism development in Sirubari, the following recommendations are suggested.

- Tourism is hampered by political instability and conflict in the country. First have all political and security condition should make suitable for development of tourism sector.
- Tourism resources of Sirubari should be highlighted from central level and should be declared as tourism community based village tourism destination.
- There are needs of tourism promotional efforts, in instructional ways with public private partnership to develop tourism in the Sirubari village.
- There should explore and develop alternative and diverse resources and area for tourism in the Sirubari village.
- Short trekking routes from Pokhara should be introduced and developed for eco-tour and sightseeing.
- Community forest should be manage and developed as eco-tourism resources.
- Available cultural, historical, religious heritage should preserve. A park could be established with a museum of traditional cultural goods.
- Handicrafts and special local products should promote as to tourist selling goods.
- Transportation, communications and other tourism infrastructure should re-established extend and develop properly.
- There should improve in tourism service and management.

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Questionnaire for Sirubari Neighbouring Villagers
(A Case Study of Sirubari, Syangja Nepal)

Dear Villagers,

The questionnaires are prepared for an effort towards the development of tourism in Sirubari Village, Syangja District. It is conducted for a research in the partial fulfillment of thesis to be submitted for Master Degree in Sociology at Tribhuvan University, Kathmandu. Your valuable suggestions and cooperation will be very much helpful for completing my thesis in time and also it will be very valuable for development of homestay in Sirubari Village, Syangja District, Nepal.

With best regards!

Prakash Kunwar

Sociology Department Pokhara, Nepal

Socio-Demographic and Economic Characteristics

Name:

Address:

Age:

Sex: Male Female

Caste/Ethnicity:

Occupation:

Religion:

Education: Illiterate Primary
 Secondary Higher Secondary Bachelor & Above

What is your Annual Income?

S.N.	Expenditure Level	(√)
1.	Less than 20000	
2	20000-40000	
3	40000-60000	
4	Above- 60000	

What is your Annual Expenditure?

S.N.	Expenditure Level	(√)
1.	Less than 20000	
2	20000-40000	
3	40000-60000	
4	Above- 60000	

2. Economic Impacts on Local Livelihood

Are you involved in any of the following activities?

Expenditure Level	(√)	Income (Yearly)
Agriculture		
Hotel Service		
Tea Shop		
Provision shop		
Tourist guide		
Porter		
Agro-Product Selling		
Forest Product Selling		
Handicrafts Selling		
Handicraft Making		
Camping Place Arranger		
Home Stay Service		

Which of the following are the sources of livelihood in your family? Please rank them according level of income.

Expenditure Level	(√)	Income (Yearly)
Agriculture		
Hotel Service		
Tea Shop		
Provision shop		
Tourist guide		
Porter		
Agro-Product Selling		
Forest Product Selling		
Handicrafts Selling		
Handicraft Making		
Camping Place Arranger		
Home Stay Service		

What livestock do you have? And have you get economic benefit from them?

Livestock	(√)	Get Economic Benefit (√)
Cow		
Buffalo		
Mule		
Horse		
Sheep/Goat		
Hen/Duck		
Oxen		

Do you grow and sell the following crops items?

Major Crops	Grow	Do not Grow	Get Economic Benefit
Maize			
Millet			
Apple			
Grapes			
Potato			
Cabbage			
Cauliflower			
Tomato			
Milk and Milk Products			
Local Wine			

What types of Changes in Facilities due to Tourism?

Available Facilities	(Yes)	(No)	(I don't Know)
Health Post			
Post Office			
Police Station			
Telephone Service			
Trekking Route			
Increased in entertainment activities			
Change in Profession			
Increased Education Level			

In which field Tourism generate more employment in this area. Please Mention below:

1. Hotel
2. Tourist Guide
3. Porter
4. _____
5. _____

Who have you employed?

1. Local
2. Non-local
3. Both

3. Natural Resource Management by Community

Which of the following tourism activities are popular in this areas?

Available Facilities	(Yes)	(No)	(I don't Know)
Trekking			
Mountaineering			
Observation of Cultural and Traditional			
Natural Sightseeing			
Religious			
Cycling			

4. Attitude of Respondent's towards tourist activities

Attitude of local people towards tourist activities

Statements	I	II	III	IV	V
Smoking has negative effect.					
Alcoholism has promoted your business					
Semi nudity has adverse effect in the local culture.					
Drug abuse is increased through tourism					
Gambling is increased through tourism.					
Prostitution					
Crime					
Social disintegration of the western family....					
Tourist's respect to other values, culture and norms in worthy.					
Mutual understanding of tourist and the local people are crucial.					
Tourism generates employment					

I- Strongly Disagree, II-Disagree, III-Unsaid, IV -Agree, V- Strongly agree

Photos



