

CHAPTER- ONE

INTRODUCTION

1.1 General background

This small country Nepal is very rich in natural resources. In the world, occupies 0.03% only and in Asia 0.3% of land. Like wise, it lies between the altitudinal variation ranging from 60m to 8848m. Nepal is the second richest country in water resources. The theoretical hydroelectric potential of Nepal's river courses in 83 million K.W. comes to around 1.5 percent. Similarly, it has many more beautiful types of scenery, bio-diversity etc. On the other hand, it is an extremely rich cultural storehouse. There is diversity in language and culture, people live with harmony and unity, and people are friendly with smiling faces. There are 14 mountains are above 8000m in the world out of that 8 are in Nepal. Mount Everest is the highest mountain in the world, which lies in Nepal.

Nepal is a mountainous country is considered as nature's paradise. It is a paradise for ornithologist, nature lovers, hikers, trekkers and researchers of various disciplines. The country is recognized for its unique and pristine natural and cultural diversity. Nepal's immense heritage sites are of immediate aesthetic, architectural, historical and social significance. Numerous interesting natural and cultural sites have attracted tourists of different parts of the world. In it's immensely diverse for outsiders.

Tourism is a white industry. In this modern world, tourism industry has been growing at an outstanding rate and it has appeared as the world's largest and greatest export industry. Following the advanced development of science,

information and technology, the world from some years new has been global village. The basic information of the particulars places through Internet and electric medias such as television and Radio and the easy access with the speeding transportation, the human desire of traveling across has been increased more than ever in this century. The ample interference is that tourism has been the fastest growing industry of this world.

Different people inside and outside the country have conducted many studies in this field. More and more studies about the tourism are coming into focus. Therefore, tourism is not a new concept. These studies are made on different way facts of tourism in Nepal and furnish important information for the present study. In order to make the study more reliable, some of the important studies are reviewed. In addition to that, the various related tourism magazines, booklets, Newspaper, published and unpublished reports and publications also are reviewed.

1.2 Statement of the Problem

Tourism has been identified as vehicle to reduce poverty. In order to accomplish this goal, tourism has to be managed in a sustainable manner. Tourism, being service industry, demands pragmatic planning of tourism's development, as it is a multifaced activity with many inter-sectoral linkages. As it has its multiplier effects, it can bring about positive changes among all the stakeholders. The development of this sector helps contribute to raising the living standard of the people.

However, despite the facts that Nepal holds immense tourism potentialities because of her natural and cultural heritage, the country has not been able to reap desired benefits from tourism which merely contribute about 3-4 percent of

GDP. This bleak situation prevails because of both internal and external factors. Some of the internal reasons for this slackness are the ongoing political unrest, internal conflict, poor marketing performance, negative portrayal of the country's image in the international area and managerial weakness.

Tourism development in Chitwan is by far the greatest problem areas despite the nature's bounty available all ground. The major problem lies in vision, management and resource allocation; although, the existing tourism policies are equally responsible for lopsided outcome. Tourism development in Nepal in general and Chitwan in particular is still disintegrated, following which its management faces a multitude of problems. Within the management question of job responsibility has continued to become a bone of contention. There is difficulty in professionalism and enabling circumstance, which could have developed a sound foundation at the grassroots. The biggest problem that we perceived in the district is that we did not find a collective feeling of development in any sphere of which tourism development is predominant. Above discussion clearly indicates that Chitwan needs to look at tourism prospects through integration, expansion in project planning, close and responsible private sector participation, massive forestry, floriculture and horticulture and other sectoral development, land use planning in urban and rural sector, incremental approach to production planning and product distribution system and increased private sector investment.

1.3 Objectives of the Study

The main objective of the study is to examine the problem and prospect of tourism in Sauraha the specific objectives are following.

- i. To analyze the socio-economic situation of the study area.

- ii. To identify the prospect of Tourism in sauraha .
- iii. To identify the problems of tourism in sauraha

1.4 Rationale of the Study

There is no denying the fact that Tourism is growing fastest in developing countries, where it is a major component of most economics. Domestic tourism fosters local development in poorer rural areas. Tourism is one of the world's largest industries, generating an estimate 11% of global GDP and employing some 200 million people (Roe and Urquhart, 2001). Today, tourism being a major and important industry as a sources of both national/international exchange has an important role in economic development of the least developed countries, like Nepal.

This study has been examined the scope of Tourism in Chitwan. Many studies done on the problems and prospects of tourism had drawn but not are so much concerned with the domestic tourism. This study is important for investigating the scope of tourism Chitwan. This study was also be able to access the impact of tourism activities in the area under study, both human and natural environment which were of more important for recommending to the plan and policy makers to formulate appropriate plans for further promotion of the similar areas of the nation.

1.5 Limitations of the Study

Every study has its own limitation due to the time and resources availability so the study has following limitations.

- i. The present study confined to problem and prospects of tourism in Sauraha. Therefore, the generalization of the result may or may not be equally relevant other community.
- ii. Only 60 households of the study area are taken as sample households and it is assumed that this sample provides representative picture of the sample area.
- iii. The study has been dependent on available data and information from tourism Board Chitwan, field's survey and related news paper, magazine books and booklets.
- iv. The hotel record and hotel association of Chitwan has been major source of information for tourists arrival and duration of the stay.
- v. This study is based on field survey conducted in 2012.
- vi. Simple statistical tools are used to analyze data.
- vii. The analysis completely depends upon primary and secondary data. Primary data were collected from household survey through structured questionnaire.

1.6 Organization of the Study

The study is organized into six chapters. In the first chapter of introduction part with includes background of the study, statement of the problem, objective of the study, significance of the study. The limitations of study and organization of the study. Similarly second chapter includes literature review.

In the third Chapter, rational of the selection of the study area, research design, nature and source of data, universe and sampling, data collection techniques are

described. In the fourth chapter setting of the study area, presentation and analysis of the data. this consists of structure and analysis of data, occupational satisfaction of the respondents, traditional rites and ritual, housing pattern, family pattern, investment pattern, duration length of stay of tourists, employment generation, tourist season, major sources of tourist attractions and arrivals trend of tourist in Nepal and Chitwan are presented.

In the five chapters the summary, conclusion and recommendation of the research study has been presented.

CHAPTER-TWO

REVIEW OF LITERATURE

2.1 Concept of Tourism

The word 'Tourism' derived from French word 'Tourisme' has a simple meaning related to travel and profession. As the word 'Tourism' directly concerns with "Tourist" and the term tourist as defined according to the time change. "A tourist is a person who stays for a period of more than a day and less than six months in a country he or she visit.". As defined by Swiss Professor Walter Hunziker and Kurt Krapf. "Tourism is the sum of the phenomenon and relationship arising from the travel and stay of non resident, in so far as they do not lead to permanent resident and are not connected with any earning activity." Thus traveling has been a human phenomenon since the dawn of the human civilization.

2.2 Development of Tourism

Man has been traveling throughout the ages. Traveling is a human character but tourism is a new phenomenon. Since the beginning of human civilization man is traveling. Travel has had a fascination for man. Travel in the past was not undertaken for the purpose of pleasure and it was not taken during the leisure time. At that time the motive of their travel was not to seek holiday from the working situation. It was undertaken as a part of profession or job. So traveling is a human nature whereas tourism is a recent phenomenon (Ghimire, 1997).

Before the development of transport, travel was limited to certain people and to certain places. Mechanized transport has made it possible significantly for more number of people to travel to the different places. Transport is the necessary

pre-condition of tourism. But the precondition of travel is movement and movement asks for transport. Tourist and tourism is so much connected with transport system that many historical study of tourism will be concerned with the development of modern transport.

For the purpose of studying development of tourism it can be divided into three phases:

1) The First Phase: (up to 1840)

Before the industrial Revolution, travel was primarily related to trade, commerce and pilgrimage. The travelers' during that time were, therefore, traders and merchants looking for merchandise. At that time travel was possible only for the aristocratic class of people. They were small in Number, the vast majority of the population hardly traveled beyond their village and the nearest market town. For this majority, the idea of leisure and holiday did not exist. Life was not divided into work and leisure. The traveler requires accommodation at his destination and for his journey. When a journey cannot be concluded in a single day it requires overnight accommodation, only wealthy people equipped with all the lodging and flooding equipment. In this stage, most of the people travel commercial interest, religious purpose and seeking knowledge etc.

2) *Second Phase (1840-1945 end of Second World War)*

The industrial development of the second half of the Nineteenth century changed the social system and developed urbanization. The urbanization led to mental tension. At the same time it increased the income and the living standard of the people. And these people in the industrial countries felt the urge to travel for the purpose of rest and relaxation. At that time people felt the need of some relief from their work. The increased income helped them to fulfill their desire.

Similarly, the introduction and development of railways had a profound effect on transport. It helped cheap, swift and easy travel possible for the new middle and working class, which resulted in the growth of travel, e.g. the first rail link between Liverpool and Manchester was started in the this century.

The birth of the organized rail travel and the concept of tourism came in the year 1841. The man behind this idea was Thomas cook, who is known as a pioneer and the greatest travel organizer of that time. He booked rail seats, published a tour program and sold the tours at especially reduced fares. He collected as many as 570 passengers. By the process of booking and selling of the railway seats he learned that services is a product; it can be sold as product and selling of the services can be a business- *tourism business*. Then after, encouraged by the success of his venture Thomas Cook arranged similar ventures by chartering trains. He arranged many more excursion trips on a fully commercial basis and start to published guidebook, periodical and Cook's Excursionist and tourist Advertiser. Now, the travelers do not need to carry big amount and worry about them- *travel for pleasure*. The voucher system supported the basic concept of tourism '*pay here get there*' and '*pay now gat later*'.

3) The Third phase (After the Second World War)

By the turn of the twentieth century all the main characteristics of modern tourism were evident. Changes in mental attitude towards pleasure seeking, the realization of the importance of travel for education, increases in material wealth, a growing need to find relief from working routine, and improvement in passenger transport system-all these factors produced a fertile ground for the development of tourism on a large scale.

After the Second World War the standard of living of the working and middle class, rose in the industrial countries. Tourism began to appear in the countries where it had been practically unknown a few years earlier. The war also changed the concept of people especially in Europe. It broke down the international barriers and peaceful internationalism developed. This is the most favorable climate in which tourism flourished.

Enormous expansion of tourism has taken place primarily in the advanced industrialized countries, where travel has become a part of the life style. Thus the twentieth century and onward can be called "*the century of Mass Tourism*".

In the past, tourism was limited-to-limited countries and destinations. Now every country is directly or indirectly involved in tourism. All countries compete with each other to attract tourists.

2.3 History of Tourism in Nepal

Traveling is very ancient phenomenon. Travel has existed since the beginning of time when primitive man set out. Often traveling great distances in search of game provided the food and clothing necessary for his survival. Throughout the course of history, people have traveled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivation. Thus, in ancient time, great motivations for travel were political or commercial interest, curiosity to know the custom and the habits of other people and finally religious sentiments.

Systematic tourism in Nepal started from 1966 with the establishment of a few hotels. The industry was further strengthened and established after the

formation of tourism master plan in 1972. The master plan gave emphasis of tourism market development, sight seeing, trekking, eco-tourism, recreational and adventure tourism (Baral 1998). Following this different support services such as accommodation facilities and resort centers in different important tourist sites were also established.

A famous Austrian political economist Herman Von Schoolyard "Tourism is the sum total of operators meaning of an economic nature which directly related to the entry, stay and movement of foreigners inside and out side a certain country, city or region".

Swiss Professors W. Hunziker and Krapf "Tourism is the totality of the relationship and phenomenon arising from their travel and stay of strangers provided the stay does not employ the establishment of a permanent residence and is not consulted with are moderated actively".

Burkart and Medlik "Tourism denotes the temporary and short term movements of the people to destination outside the place where they normally live and work and their activities at those destination".

Cohen, "Voluntary, temporary travelers, traveling at the expectation of pleasure for the novelty and change experience on a relatively long and non-recurrent round trip".

McIntosh "The some of the phenomena and relationships arising from interaction of tourist business suppliers, host government and host communities in the process of attracting and hosting tourist and other visitors."

Thus, it is clear that temporary movement of people to destination outside their residence and working places is known as tourism. Their activities during the stay would be different from the activities of the residents and spending money that is earned elsewhere. The main motive of participation in tourism is not to seek permanent residence at destination that distinguishes it from migration. The journey and stay of tourists give rise to various demands such as transport, accommodation, safety, medical services, entertainment and other specific services. The destination should be in a position to supply. Therefore the place visited or destination is considered as the supplying sector of tourism services and the visitors denoted the demand sector is tourism.

Natural beauty, local life of indigenous people and the tradition culture have become the most valuable wealth. An American geographer JR has noted that for meeting one's basic requirements trading of cultural importance becomes necessary and here is no alternative to tourism. In fact this can surely be a thing of benefit as long as the mountains don't become smaller of tourists will keep on growing, judging from the stand point of tourism, the Himalayan region can ensure more advantage. The experts in planning and people have to improve management as well as preserve the opulence of the Himalayas. In many places especially in the delicate environment of the Himalayan region the unrestricted entrance of tourists has become a threat. The mountain treks where nearly about five thousand on foot tourists move become hateful with the useless articles, plastic bags, cans and other waste materials. In Khumbu of the mid mountain region of Nepal, due to trekking on foot the adjoining dense forests have been badly damaged (Baral, 1998).

Growth of travel and tourism sector generates larger income and employment for those who are directly involved. It is also expected that same secondary

activities like retailing and small trading activities would spring up in the growth process. The tourism industry acts, as a big breast to the primary producers, craftsmen, factory the tourists consume workers and landscape architects, who's good during their stay, in country. Tourists generally involve with hotels, carriers, restaurants and travel agencies still a substantial number of poor people, particularly in the developing countries like serving tourists also benefits porters, hawkers, rickshaws pullers etc. Indirect benefices are also generated for the local poor like waterman, vegetable vendors and unskilled workers. The multiplier effects of tourist spending create secondary sound of economic activities and sizeable amount of income and employment is generated in the region of country. Most of the benefits through trickle down effects in a number of ways or the prosperity created by the spending of visitors are filtered down through the local economy (Kamal, 2002).

J.K. Pallack has made study over cultural in Nepal. He has maintained in the study that the historical movements and cultures of Nepal are important attraction to many tourists and better use of tourism in Nepal. The study deals with the need for improving tourist resorts in Nepal. The major aims of developing tourist resort are to see that how much the tourists are able to spend as much as possible depends on the extent of opportunities provided to them.

Tourism, being an important activity, plays not only an instrumental role in alleviating poverty but also improves socio-economic status of a community. It helps to earn foreign currency and provides a sustainable way of conserving environment and culture through integrated local participation. By all means, it's people industry: it is run by the people for the people at the core be they guests or hosts, and it is their well being and enrichment which should be the primary goal of tourism development (Kunwar, 1997). If the local people

understanding contribution of tourism at local and national level, they automatically initiate promotional programs in rural areas (Adhikari, 2005).

The influence of external culture or limitation of their values is perhaps the consequences, which cannot be checked and brought about by inviting the tourists. The Himalayan region has been bearing the impact of this adverse influence for years. Only a few will say that the open door policy for foreign visitors is completely wrong. Some others also say that it is necessary to take the Himalayan society in the modernity of the twenty first century such as the almost extinct handicrafts and art of Bhaktapur have been revived by tourism. But in the long run some people think that a bad culture will drive away good things. They think that owing to excessive number of tourists, Kathmandu has not remained a dear place as in the past.

It conducted a study about the economic benefit of tourism and its role in further promote of local arts and crafts of Bhaktapur. The study suggested increasing sight seeing excursionists so as to make them stay longer by offering restaurant facilities and cultural attractions (Nepal, 2003). Tourism is a forefront industry in context of globalization. Globalization helps us to put forward our unique products to international market that can generate income and employment. Curiosity about unheard, unseen and unknown is a basic human nature. This type of behaviour leads human being to new places and people. Since through long time immemorial people have traveled along way from their home to explore new places and people. Later on, these types of activities were termed as tourism. Basically, tourism is a leisure activity of temporary nature, and does not involve earning related activities (Adhikari, 2005).

Any style and type of tourism that has the potential to bring benefits to the local economy while contributing to natural and cultural resource conservation.

Tourism has emerged as the fastest growing industry in the world and it is said to be the third largest industry after oil and automobile. Direct employment through tourism industry in the world is believed to be maximum. Many people in the world are engaged in tourism and travel industry for livelihood (Sharma, 2000).

There is no alternative of especially saving Nepal from tourism and big shots of westernization. We have to lose something to gain something. In order to digest external culture rather more contact policy is to be taken up since the country can't move ahead without income derived from tourism. By talking about replacement of culture and present context (Baral, 1998).

The development of tourism since 1962, The number of tourists visiting Nepal has gradually increased over the period. Nepal received a total of 6,179 tourists in 1962 and the arrival reached 92440 in 1975 which showed an increase by 15 times. In the following one and half decades i.e. in 1990, the total number of tourist arrivals reached 254885. This figure was 41 times higher thgi that of 1962 figure. The number of total tourist arrivals reached to a maximum 491504 in 19'99 registering a tremendous growth, which showed an increase by 79.5 times as compared to 1962 figure.

Table 2.1 History of Tourism

Year	Total		By air		By land		Average length of stay
	Number	Annual Growth Rate	Number	Percent	Number	Percent	
1962	6179	0.00	-	-	-	-	-
1965	9388	-1.4	8303	88.4	1085	11.6	-
1970	45970	31.7	36508	79.4	9462	20.6	-
1975	92440	2.9	78955	85.5	13445	14.5	13.05
1980	162897	0.4	139387	85.6	23510	14.4	11.1
1985	180989	2.5	151870	83.9	29113	16.1	11.3
1990	254885	6.2	226421	88.3	28464	11.2	12.0

1995	363395	11.3	325035	89.4	38360	10.6	11.27
2000	46364	-5.7	376914	81.3	86732	11.7	11.88
2005	375398	-2.6	277346	73.9	98052	26.1	9.03
2006	383926	2.3	283819	73.9	100107	26.1	10.20
2007	526705	37.2	360713	68.5	165992	31.5	11.96
2008	500277	-5.0	374661	74.9	125616	25.1	11.78
2009	59956	1.9	379322	74.3	130634	25.7	11.32
2010	602867	18.2	448800	74.4	154067	25.6	12.67

Source : Nepal Tourism Statics, 2010.

However, the trend showed a major setback in arrival starting from the year 2000, the number decreased to 463,646 registering a negative growth of 5.7 percent, It further declined to the lowest of 275,466 in 2002 registering sharp decline of more than 23 percent. The major reason behind this was the ever spreading terrorism in the world, Narayanhiti Royal Palace Massacre and the Maoist insurgency inside the country. Afterwards, some improvements were seen, as the tourist arrivals started to increase albeit at slower pace, and reached to 338,132 and 385,297 in 2003 and 2004 respectively. However, hi 2005, it again witnessed a decline by 2.6 percent and limited only to 375,398. In contrast to the decline of 2,6 percent in 2005 it grew by 2.3 percent in 2006. The tremendous increase of 37.2 percent was observed ir1 2007 and the number of tourist arrivals in Nepal reached 526,705. However this figure could not maintain in the following year. Again the number of tourist arrival decreased to 500,277 in 2008. It may be the result of worldwide recession. Further, the number of tourist arrivals increased slowly in 2009 and significantly in 2010 reaching the number of tourist arrivals to 509,956 and 602,867 respectively. The number of tourist arrivals increased by 18.2 percent in 2010 over 2009.

The decline in tourist arrivals in Nepal was noticed in the past also. As for example, negative annual growth was recorded in 1965, 1981, 1984, 1989 and 1993 also. The reason of the fall in tourist arrivals was due to some internal reasons. The tourist arrivals declined by 1.4 percent in 1965, it was due to India-Pakistan clash while in 1981, it was due to the people's movement in Nepal. The tourist arrivals in 1984 was also recorded negative (1.5 percent). The decline in tourist arrivals was no other reason than assassination of Prime

Minister Indira Gandhi in October 1984, which led to massive cancellation of tours between India and Nepal. Similarly, decline in tourist arrivals in 1989 was noticed by 9.8 percent as compared to the previous year due to the political unrest for restoration of democracy and Transit dispute with India. Likewise, the main reason for decline in tourist arrivals in 1993 was the negative publicity of pollution in Nepal by international media, and economic recession in major tourist generating market in 1992. The devastating flood of 1993 also pulled down the tourist arrivals in the same year (Malla, 2004).

Table 2.2

Country	1990	Rank	1995	2000	Rank	2005	2010	Rank in 2010
India	59764	I	117260	9591.5				I
Percentage	23.4		32.3	20.7				
Srilanka	15.36	XV	1172					II
Percentage	0.6		0.3					
China	-	-	-	7139	-	21092	43119	III
Percentage	-	-	-	1.4	-	5.6	7.5	
United State	21426	III	24655	40442	III	18539	37085	4
Percentage	8.4	-	6.8	8.7	-	4.9	6.20	
United kingdom	23877	II	26768	37765	IV	2515	35539	V
Percentage	9.4	-	7.7	8.1		6.7	5.9	
Thailand	-	-	-	9587		13614	25921	VI
Percentage	-	-	-	2.1		3.6	4.3	
France	19909	IV	19208	24506	VI	14108	24678	VII
Percentage	7.8		5.3	5.3	3.8	4.1		
Germany	18565	V	33971	26263	V	14345	23473	VIII
Percentage	7.3		9.3	5.7		3.8	3.9	
Japan	15021	VI	25360	41070	II	18239	23272	IX
Percentage	5.9		7.0	8.9		4.9	38	
Bangladesh	-	-	-	9365	-	19206	21047	X
Percentage	-		-	2.0		5.1	3.5	X
Sub Total				308700		258749	396236	
Percentage				66.6		68.9	65.7	
Total	254885		363395	463646		375398	602867	
Percentage	100.0		100.0	100.0		100.0	100.0	

Source : Nepal Tourism Statics, 2010.

a) Tourist Arrivals by Major Nationality

There have been changes in the patters of tourist in Nepal in the recent past. The percentage share of tourist arrivals has been increasing from Asian countries, particularly from sari Lanka, china, Thailand, Bangladesh and South Korea. For

example, the increase in tourist arrivals from Sri Lanka is highly remarkable. The absolute number of tourist arrivals from Sri Lanka was only 1536 in 1990, which increased to 45841 in 2010. This increase was by 30 times between 1990 and 2010 or during the periods of 20 years. Sri Lanka contributed to only 0.6 percent of total tourist arrival in 1990 which increased to 7.6 Percent in 2010. Sri Lanka was at the 15th rank in 1990, 7th rank in 2000 and it has been holding the position of second tourist generating country since 2006.

Similarly, the same pattern is found in the case of Chinese tourist flow as well. Chinese tourist arrivals was insignificant in 1991. The number of Chinese tourist arrivals recorded 7139 in 2000 which increased to 43119 in 2010, showing tremendous growth. The growth was by 6 times during the period of 10 years. China has become the third tourist generating country for Nepal. Likewise, the absolute number of tourist arrivals from Thailand and Bangladesh have also increased significantly from 9587 and 9365 in 2000 to 2521 and 21047 in 2010 respectively. Tourist arrivals from Thailand increased by 2.7 times and Bangladesh by 2.2 times during the period of 10 years.

On the other hand, the percentage share to tourist arrivals from India, Japan, France, Germany, United Kingdom, U.S.A etc have declined tremendously. However, India is still the first tourist generating country for Nepal, the percentage share of tourist arrivals declined very sharply from 32 percent in 1995 to 19 percent in 2010. Similarly, Japan was second tourist generating country for Nepal in 2000. The absolute number of Japanese tourist arrivals declined from 41070 in 2000 to 23272 in 2010 holding only ninth position. Likewise, the rank of France declined from 4th position in 1990 to 7th position in 2010. The rank of Germany also decreased from 5th position to 8th position. Similarly, USA and UK also could not maintain its earlier position or rank.

b) Mode of Travel

Travel often constitute the single greatest expenditure item in a traveler's budget (Smith, 1995). Models of travel are first classified as being air, water or land based. Each of these may further be divided as suggested by WTO (1994).

Nepal can be visited either by or by land. Being a landlocked country, she does not have a direct access to the sea. The tourists' preference for modes of transportation shows that the majority of tourist visit by air for example, only 74 percent travelled by air in 2010.

c) Sex Composition of Tourists

Richter stated that gender and race issues are more important than nation or class issues in tourism analysis (Richter, 1995; as cited in Pradhan, 2008). Not only women travelers comprise a significant number but they are also the primary-decision makers in the majority of cases. For example, women comprise 40 percent of US business travelers and have been found to handle the stresses of business travel with more aplomb than their male counterparts (Richter, 1995). In Nepal, male tourists dominate the majority of tourists. Of the total tourists, male tourists comprised 61 percent in 1990, 58 percent in 2000, 69 percent in 2005 and 60 percent in 2010 (MOTCA, 2010). The tourist arrivals classified by gender from 1990 to 2010 shows that male tourists exceeded female tourists in all the selected years of the study period.

d) Age Structure of Tourists

Research on travel and tourism has identified age as an important factor that affects the tourists' choices of destination and activities (Vogt, 1992; Mansfield

1978). Specifically, young tourists place more importance on prestige, novelty and diversity of destination sites because 'doing so satisfied their needs for social consistency and social approval (Pradhan, 2008).

Table 2.3

Tourist Arrivals by sex and age groups (1990-2010)

Year	Sex			Age Groups					
	Male	Female	Total	0-15	16-30	31-45	46-60	61 over	not specified
1990	155311 (60.9)	99574(39.1)	254885 (100)	10620 (4.2)	85903 (33.7)	82292 (32.3)	49388 (19.4)	26682 (10.5)	
1995	224769 (61.9)	138.626 (38.1)	363395 (100)	22878 (6.3)	106603 (29.3)	120212 (33.1)	76647 (21.1)	37055 (10.2)	
2000	266937 (57.6)	176709 (42.4)	463646 (100)	19136 (4.1)	119816 (25.8)	148063 (31.9)	125140 (27.0)	51491 (11.1)	
2005	257972 (68.7)	117426 (31.3)	375398 (100)	30429 (8.1)	57115 (15.2)	114103 (30.4)	106077 (28.3)	67674 (18.0)	
2010	361611 (6.0)	241256 (40)	602867 (100)	4115 (6.8)	120395 (20)	189852 (31.5)	172800 (28.7)	64593 (10.7)	14071 (2.3)

Source : Nepal Tourism Statics, 2010.

On the otherhand, Mature tourists emphasize the facilities of destination sites because they tend to be cncemed with satisfying needs for self-consistency and self-esteem rather than social consistency and social approval (Sirgy and Sue, 2000 ; as cited in Pradhan, 2008). Hence, age factor is particularly important in designing tourism promotion strategies. In Nepal, when the tourists are classified by age groups of 'below 15 years', '16-30 years', '31-45 years', '45-60 years' and '61 years above' through the period from 1990 to 2010, the majority of the tourists are in the age group cf 31-45 years. In other words, tourists in the age group of '31-45 years' demand Nepal tourism more.

e) Purpose of Visit

Above table depicts that more than 75 percent of tourists visited Nepal with holiday/ pleasure purpose till 1982. This percentage point declined and only 10.5 percent tourist arrivals were for holiday/ pleasure purpose in 2010. In the initial period up to 1982, the tourists visiting Nepal with trekking/ mountaineering purpose were less than 15 percent of the total tourist arrivals. This percentage part increased to more than 20 percent of the total tourist arrivals, except in 2005 and 2010. The most popular trekking areas of Nepal are Annapurna Conservation Area (ACA), Everest Region and Helambu Langtang Valley. In 2010, 74,161 tourists trekked Annapurna Conservation Area, followed by Everest region (31,189) and Helambu/Langtang Valley (10,603) respectively (MOTACA, 2010).

Table 2.4
Tourist Arrivals by Purpose of Visit (1990-2010)

Year	Holiday/ Pleasure	Treacking /Mountaine- ering	Business	Pilgrimage	Official	Conv/ conf.	Others	Not Specified	Total
1970	41881 (91.1)	556 (1.2)	918 (2.0)	-	1528 (3.3)	-	1087		45970
1974	67748 (75.4)	11710 (13.0)	3896 (4.3)	-	3707 (4.1)	-	2777 (3.1)		89838 (100.0)
198	124465 (79.7)	17304 (11.1)	6624 (4.3)	-	5660 (3.6)	-	2052 (1.3)		156123 (100.0)
1982	136693 (77.9)	22507 (13.4)	7374 (4.2)	-	7166 (4.1)	-	708 (0.4)		175448 (100.0)
1985	128217 (70.8)	28707 (15.9)	10416 (5.8)	-	9230 (5.1)	-	4419 (2.4)		180989 (1000.0)
1990	161839 (63.5)	39999 (15.7)	11728 (4.6)	6713 (2.6)	26578 (10.4)	2838 (1.1)	5190 (2.0)		254885 (100.0)
1995	183207 (50.4)	84787 (23.3)	21829 (6.0)	5257 (1.4)	20090 (5.5)	5272 (1.5)	42953 (11.8)		363395 (100.0)
2000	225889 (55.2)	118780 (25.6)	29454 (6.4)	1580 (3.4)	20832 (4.5)	-	67179 (17.9)		375398 (100.0)
2005	160259 (42.7)	61488 (16.4)	21992 (5.9)	47621 (21.7)	16859 (4.5)	-	67179 (17.9)		35398 (100.0)
2008	148184 (29.6)	104822 (21.00)	23039 (4.6)	45091 (9.0)	43044 (8.06)	6938 (1.4)	129163 (25.8)		500277 (100.0)
2010	63082 (10.5)	70218 (11.6)	21377 (3.5)	101335 (16.8)	26374 (4.4)	9627 (1.6)	252473 (41.9)	40098 (6.7)	602867
2010	63082 (10.5)	70218 (11.6)	21377 (3.5)	101335 (16.8)	26374 (4.4)	9627 (1.6)	252473 (41.9)	40098 (6.7)	602867

Source : Nepal Tourism Statics, 2010.

The number of tourists visiting for religious purpose was not recorded till 1985. The tourists visiting with religious purpose after 1985 was less than 10 percent except in 2005 (i.e. 12.7 percent). Although a large number of tourists are found to have visited different religious places such as Pashrpatinath temple, Lumbini, Muktinath, Janakput, Davghat, Barahachhetra, Gosaikunda etc. As for example, 99,508 tourists visited Lumbini alone in 2010. Similarly, the number of tourists visiting Nepal with business, official, convention\ conference purposes also increased between 1970 and 2010 significantly. In 2010, 4.4 percent of the tourist visited Nepal with official purpose, followed by business (3.5 percent) and convention \ conference purpose (1.6 percent) respectively.

f) Seasonality in Tourist Inflows

Seasonal nature of demand is one of the major characteristics of the tourism industry (Law,1995; as cited in Pradhan, 2008). In some case the pull of a destination's tourist resources largely determines the timing of arrivals while in other cases, arrival patterns are determined mainly by driving factors in the originating region. Tourism is by its very nature subject to considerable seasonality. while seasonal variations in demand can sometimes be reduced they cannot be eliminated. (Goeldner et al, 2000). Thus, when tourism is the primary industry in an area, the off-season periods inevitably result in serious unemployment problems (Pradhan,2008).

Table 2.5
Tourist Arrivals by Month (1962-2010)

Year	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov.	Dec.	Total Arrival
1962	489 7.9	596 9.7	787 12.7	829 13.4	486 7.9	237 3.8	440 7.1	284 4.6	328 5.8	616 10.0	590 8.6	497 8.0	6179 100.0
1970	2755 6.0	28163 6.1	3957 7.8	3603 7.8	3463 7.5	2236 4.6	4160 9.1	5042 11.1	3533 7.7	4555 9.9	4518 8.8	5332 11.6	45970 100.0
1980	10913 6.7	17731 8.9	14658 10.7	14658 9.0	11308 6.9	7938 4.9	10264 6.3	14134 8.7	9876 6.1	18318 11.2	17055 10.5	16519 10.1	162897 100.0
1990	19647 7.7	23828 9.3	28448 11.2	1101 7.1	13584 5.3	13584 5.3	13803 5.4	20179 7.9	21824 8.6	34975 13.7	23177 10.3	22666 8.9	254855 100.0
2000	25307 5.6	38959 8.4	44944 9.7	43635 9.4	26361 5.7	26361 5.7	14480 3.1	34670 7.5	43523 9.4	59195 12.8	52941 11.4	40644 8.8	463646 100.0
2010	33563 5.1	49315 8.2	63051 10.5	45465 7.5	32515 5.4	32515 5.4	38998 6.5	54857 9.1	54857 9.1	79186 13.1	67587 11.2	50427 8.4	602867 100.0

Source : Nepal Tourism Statics, 2010.

g) Length of Stay

One of the criteria for defining tourism is the length of stay. A concept related to length of stay is 'overnight'. Staying overnight distinguished tourist from same day travelers. The temporal dimension of a trip is a distinguishing characteristic between same- day visitors and tourist (world Tourism organization 1994). Length of stay is a particularly important variable in measuring tourism (smith, 1995).

Table 2.6
Length of Stay

Year	Average length of Stay (in days)	Year	Average Length of Stay
1962	-	1991	9.25
1965	-	1992	10.14
1970	-	1993	11.94
1975	13.10	1994	10.00
1976	12.40	1995	11.27
1977	11.60	1996	13.50
1978	11.84	1997	10.49
1979	12.02	1998	10.76
1980	11.18	1999	12.28
1981	10.49	2000	11.88
1982	13.33	2001	11.93
1983	11.53	2002	7.92
1984	10.55	2003	9.60
1985	11.30	2004	13.51
1986	11.16	2005	9.09
1987	11.98	2006	10.2
1988	12.00	2007	11.96
1989	12.00	2008	11.78
1990	12.00	2009	11.32
		2010	12.67

Source : Nepal Tourism Static 2010; Shrestha, 2000.

In the sixties, the average length of stay of the tourist was only 3 days in Nepal. With gradual popularity of trekking tourism and expedition to tourist destination, the length of stay of tourist has increased noticeably. The table 35 reveals that only in three years (i.e. in 1975, 1996 and 2004), the length of stay of tourist have more than 13 days. Similarly, another four years (i.e. in 1991,

2002,2003 and 2005), the length of stay of tourist remained below 9 days. In the remaining years, the length of stay of tourist varied from 10 to 13 days.

Nepal Tourism Development Program has incorporated various aspects of tourism and Nepalese economy product development programs, marketing strategy, environmental impact, importance of education and training, institutional framework for the development of tourism, incentives to be given to tourism industry has been dealt with the report. The study has observed that the basic economic strategy of the tourism industry should be to earn net foreign exchange for the country other aims such as employment generation, income generation region distribution are subsidiary aims but where conflicts arise these subsidiary aims much not detract from the main aim. At the same time, the tourism industry must active proper returns on the capital invested so that it can be mobilized for future investments.

2.5 Tourism in Chitwan

The history of tourism in Chitwan is relatively short. The first lodge at tiger tops was built in the early 1960s- a small, four bed roomed structure on stilts, rather in the style of tree tops Hotel in Kenya, with a large, circular building as a central restaurant and meeting place. From the vantage-point known as Black Rock, high on the northern flank of the Sameshwor hills, you can look out over one of the loveliest landscapes on earth. Directly below lies the lush valley of Chitwan, traditional stronghold of the rhino and the tiger. Once the whole, broad plain was covered by jungle, but now the forest has been pushed back to the near bank of the foreground. (Gurung, 1983)

Chitwan valley consists of outermost series of low-elevation hills and mountains and the mosaic of riverine forest, grassland, and subtropical Sal

forest supporting a wide diversity of native flora and fauna including several endangered animal wildlife species such as tiger, one horned Rhinoceros and gharial. Chitwan valley also embodies beautiful natural landmass of high archaeological and religious significance known as Deo-Ghat at the Narayani river basin approximately 4 k.m. North-west from Narayanghat. The Narayani River is located in Central Nepal (84°E and 27° 30' N). The river basin drains approximately 35,000 Sq. km of Himalayas before the convergence of the Trisuli and Kali Gandaki tributaries at the holy place, the Deo-Ghat. So, It has a great potential to become the centre of Religious Tourism. Main functions were in the Deo-Ghat Maghe Sharkanti, Bol-Bom, Bala chaturthi, Aakadhashi etc. During these functions many people from different part of Nepal as well as from India were come and developing Chitwan valley for religious tourism.

Chitwan valley is existence of the world famous wildlife national park, highly acclaimed religious Deoghat situated on the bank of holy river Narayani, lush green riverine ecosystem, and rich indigenous Tharu, Darain and Chepang culture and the central location of the valley are the testimonial of this fact. The valley also provides a good prospect for the development of water sports such as rafting, boating and navigation and botanical parks on the river bank of Narayani as a recreational spot for the urbanities in Chitwan. The newly emerging one cancer hospital, two teaching hospital, one government and eye hospital become Bharatpur as medical city of Nepal. Many students from Nepal as well as India were come for study in Bharatpur. A purposed of Agricultural university further strengthens the validity of Agro-tourism concept.

Chitwan valley offers a good potential for the development of religious as well as eco-tourism. Chitwan National Park, Deo-Ghat, Nagar ban, Treveni, Meghauli/Tiger-top, Bikram Baba (inside the National park) and Shaura are the most potential sites for both religious and eco-tourism. A further more slowly

developing of sport tourism is also main issue to attract Nepalese as well foreigners. After the established of the world Elephant polo association (WEPA) was formed in 1982 at Tiger Tops jungle lodge in Royal Chitwan national Park in South west Nepal. Elephant polo was first played in India around the turn of the 20th century, by member of the British aristocracy. WEPA is the first and paramount organization in modern times to host sport. The first games were played with a soccer ball, but after finding that the elephant like to small the balls, the soccer ball was replaced with a standard polo ball. The sticks are made of bamboo and have a standard polo mallet on the end. The length of the stick depends on the size of the elephant- anywhere from 5 to 12 feet. The modern game was developed in association with Tiger Mountain with the first championship being played at Meghuli in 1982. The game is played in accordance with international rule for horse polo modified to suit the special requirements of the elephants. Similarly, at the end of every year Sauraha tourism board organised different game such as Boat race, Cart race, elephant race, elephant foot ball. Such events are popular in domestic tourism for urban people. A further important to enhance the domestic tourism is 'Chitwan Mahaushb' in every two year.

2.6 History of Tourism in Sauraha

In 1959, a 175 sq. km area of the Tikauli forest was declared a *margakunja* (deer sanctuary) and in 1963 the area south of the Rapti River was declared a *gaindakunja* (rhino sanctuary), which is now located on the edge of the Chitwan National Park (Jana, 2007). In 1962, safar-i tourism was introduced in Chitwan National Park by the state, and tourists started land-ing on the small landing strip near Meghuli, which was constructed in 1961 on the occasion of the visit of Queen Elizabeth from the UK (Muller-Boker, 1999). Before the establishment of Chitwan National Park in 1973, infrastructure in the area was

not well developed, as only the state elites and their counterparts visited the area to hunt wild animals and for recreation. Tourism in Chitwan National Park was started in 1962 by Mr. Copeman, the Director of Tiger Tops, who set up a four-bed tented camp.

The number of visitors to Chitwan National Park in 1974 was 836; however, this had reached 85,753 by the year 2007. The number of tourists coming from foreign countries outweighs domestic tourists and those from South Asian Association for Regional Cooperation (SAARC) countries. Tourists come from Western countries mainly to observe the nature and wildlife of the National Park.

Table 2.7

Tourist Arrivals in Chitwan National Park (2002-2010)

Tourist	2002	2003	2004	2005	2006	2007	2008	2009	2010
Nepalese	12586	10826	9546	14977	24890	24906	25908	25983	26054
Foreign	29349	40096	30204	35838	51164	56888	56988	57063	57131
SAARC	6986	6954	2904	3580	5121	3959	4030	4105	4173
Total	48921	57876	42654	54395	81175	85753	86926	87151	87358

Source : Chitwan National park

There are now seven concessionaire hotels and three tented camps operating inside the Park, with a total of 492 beds available. Tourism has developed in the eastern, central and western sectors of the Park up to Amaltari. There are nine park entry gates that issue park entry permits to visitors all along the northern border; however, there is no tourism in the southern sector of the Park. The highest amount of tourism is in eastern sector of the Park, followed by the central and western sectors.

The first non-commercial lodge was built at Kasara in 1939 for the visit of King George VI of England. This lodge was the first building in the Terai to be made

of concrete (Mishra& Jefferies 1991, cited in Kunwar 2002). The first safari hotel opened in 1965, even before the National Park had been created, and there was only one simple lodge by 1977 in Sauraha. Tourism did not increase rapidly between 1980 and 1990 in Sauraha; however, after the restoration of democracy in Nepal in 1990, tourism increased quickly. The total number of hotels, resorts and lodges is 70 at present in Sauraha, based on my interview with the Regional Hotel Association of Sauraha. The number of hotels and resorts has increased rapidly since 1990. Prior to 1994, most of the resorts were designed in line with the traditional Tharu hut - with thatched roofs, but since 1994 most of these have been replaced by concrete buildings, with the thatched roofs replaced by zinc plates.

Tourism is very highly concentrated in the central sector of the Park in Sauraha, and several types of tourism activities are conducted there, the most popular being elephant rides (85% of tourists), followed by boating/canoeing at 80%, jungle walks at 80% and jungle drives at 60%.

2.7 Review of Ph.D. Thesis

Arya (1999) presented another important study in planning models for Tourism Development with reference to Nepal this study has attempted to highlight that traditionally tourism development plans have focused on increasing the number of tourists. It is presented that it results in increasing earning. However, it has not been so, different sites have their own attractions. Due to certain advantages

of selected sites, it is a natural tendency to develop these. Thus, Arya tries to suggest that it is not necessary that development of tourism in all areas are equally rewarding.

Burger (1978) in his Ph.D. thesis entitled "The economic impact of tourism in Nepal : An Input - Output Analysis", he reminded that tourism in Nepal is of rather origin. Before 1950 no foreigners were allowed to visit Nepal without permission of the Rana rules. After opening the door of tourism, the tourist inflow in Nepal rapidly increases. He indicated that more than 100,000 tourists visited the country in 1976. Since 1962 the number of tourist arrival has grown at an average rate 20 percent, per annum and more than 80 percent of total tourists arrived in the country by air whereas about 20 percent arrived overland. He expressed the majority seeing purposes. One of the most important findings of the study was one out of six tourists who visited India also visited Nepal. The study concludes that "although tourism is a recent phenomenon in Nepal" it has grown an astonishing rate. Europe was the major tourist generating market of Nepal in 1975 but the USA was the leading single country in terms of number of visitors.

In this study it was revealed that the tourist expenditure on products using local resources at current price were estimated Rs. 51.74 million in 1974/75 and Rs. 319.30 million in 1987/88. This study also mentioned that the revenue at current price increased to Rs. 314.94 million in 1987/88 from 34.92 million in 1974/75 which indicate the domestic increase in the revenue.

Pradhananga (1993) in his Ph.D. dissertation entitled "Tourist Consumption Pattern and its Economic Impact in Nepal", has opined that tourism sector contributed 37.99 percent as direct expenditure. The study also found that the

direct import content was 33.49 percent in tourism sector, 17.34 percent in tourism related sector and 8.94 percent in non- tourism sector. The increase in tourist expenditure leads to increase in imports and this was found to reduce the positive effect on the national economy.

Shrestha (1999) has made a study in her Ph.D. thesis on the topic "Tourism in Nepal" problems and prospects had identified the basic problems of tourism in Nepal. The study also highlighted tourism industry having great prospects in Nepal. The study has observed that average growth rate of tourist arrival in Nepal from 1975 to 1997 is 7.27 percent per annum. She concluded that the correlation between tourists arrival and foreign exchange earning in terms of US \$ shows the important of tourists arrivals for the economy. Being labour-intensive service industry, tourism sector has high potentials for generating employment and it is a multi-sectoral industry. It has also been helping other sector of the economy such as agriculture, handicrafts industry and other allied industries. The performance of tourism industry from economic prospective also far from satisfactory. The tourism earning did not rise in terms of US dollars because of low per capita tourist expenditure. Nepal considered as one of the lowest per capita per day spending outlet came to be known as a cheap tourist destination. However Mrs. Shrestha has not compared the trend of tourist inflow and foreign exchange earning as there emerge the insurgency and insecurity.

Tuladhar (1993) in his Ph.D. thesis aimed to study the development of international tourism in Nepal, his main findings were, tourism is a subjective phenomenon and equally valid in resource management. Visitors continuously seek to see the combination of unusual events from more and more exotic land. In this case, Nepal is fascinating, exciting, mystic and exotic venue. For the

mountain lovers, it is a red dreamland. Practically tourism is a dream industry, in this business one sells fantasy, sky is the only limit. Turning visions into missions is the prime key to success in tourism which is never ending and ever changing.

Upadhyaya (2003) in his Ph.D. dissertation entitled "Tourism as a Leading Sector in Economic Development of Nepal" had opined that many countries have made various attempt to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms industrialization, some further alternative is to be found which can induce the process of industrialization to put the path of rapid economic development. To study the scope for global linkage of the Nepalese economy with special reference to tourism. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economics and to induce the other sector of the economy.

2.8 Review of Research Articles

Upadhyaya (2005) in his article entitled "Tourism and Regional Development" posted on "Vision of Ecos" that there is a positive impact of tourism on economy of Nepal. It is also observed that it is established as one of the important sector of Nepalese economy. Its contribution to GDP, foreign exchange earnings, revenue to government and employment generation is increasing. The present trend of tourism development does not seem to be satisfactory despite the effort of government and private sector. Tourism has helped to promote contracts between the people of Nepal and other counties. This phenomenon has helped to bring changes in the urban and urban life of Nepalese people. Environmental issue is one of the most concerned issue about

tourism in Nepal because most environment of Himalayan mountains and hills. Thus, efforts should be to minimize negative effects of tourism on cultural and environment and to maximize its positive effects for the development of the economy.

Pradhan (2007), in her article titled "Tourism Industry ... Why a National Industry?" has highlighted the urgency of providing the status of national industry by our government without any delay. She further suggested that Nepal should opt for service based industry rather than manufacturing and tourism has the best potential as well as comparative and competitive advantage in Nepal. The tourism industry one of the prominent sector of the Nepalese economy, should be declared as a national industry.

Social development can be easily carried out through the tourism only a well developed tourism can fuel sustainable economic development and can effectively address the issues of poverty and unemployment of Nepal. As well as tourism is the most important contribution to the countries for foreign exchange earnings also. So she suggests that Nepal has a higher potentiality of tourism sector as the national industry. Tourism has been a stable industry compared to the other industries in Nepal like hydropower, carpet, handicraft etc. Other industries are like bubble industry which do not have a long life whereas tourism is persistent industry.

Dahal (2007) in his article "Tourism and Development Plans in Nepal" analyzed that tourism has grown and became an integral part of the fabric of modern life, its international dimension increased and national governments started to play an increasingly important role their activities covering the whole spectrum from infrastructure to regulations. Tourism has been firmly established as the number one industry in many countries and the fastest-

growing economic sector in terms of foreign exchange earnings and job creations. This is also the world's largest export earners and an important factor in the balance of payments of most nations. Tourism has become one of the world's most important sources of employment as well. Tourism is the only viable sector in Nepal that currently can help eliminate poverty and thereby can make treat contribution towards the social well being of our increasing number of unemployed education youths of this country though there are lots of problems to expedite the growth of tourism.

Upadhyaya (2006) in his article entitled "Don't ask for the doles but close the holes" posted on "Vision of Ecos" has given some data of tourism donation and its effectiveness. in the article, the speaks that sound governance is an imperative for overall human development and in its absence, poverty alleviation. Let alone elimination is impossible. Therefore, the establishment at legitimate, accountable honest people, centered, truly democratic, meritocratic, capable stable, effective and efficient governing mechanism is the most fundamental necessity for poorly resources based and land locked country like Nepal. Tourism is very rapidly coming of age the growing industry in the world. The plays the important role in economy development. Among the various sources of foreign exchange in developing country's like Nepal tourism is also major one. In the inflow of tourist is increasing year by year except some years. A total of 463646 tourists visited Nepal during 2000 represented decrease of 5.7 percent over the previous year. It shows that we should improve in tourism sector. Now a days or after the people movement 2063 Nepal is going on peace building process. Thus tourism sector is also improve than before Nepal government is also positive for security of tourist and political peace, though the tourist inflow is increasing rapidly now days.

2.9 Review of Research Report

Economic of tourism in Nepal (1981) is one of the studies done by Development Research and Communication Group. This study shows that tourism is one of the crucial, potential and fastest growing sectors of the Nepalese economy. The continuous increase in the volume of tourist flow has direct and indirect impacts on the process of Nepal's economic development. Despite enormous potentiality tourism has very late beginning in Nepal. It was not until the 1950s that the country had started witnessing the development of tourism in an organized manner. The study has worked out tourist arrival tourists expenditure. Of the total tourists nearly 80-87 percent were found visiting for pleasure purposes followed by trekking and mountaineering purposes. Almost 85-96 percent of the tourist visiting Nepal were found travelling by air. Of them, 51 percent came via India, 28 percent via Bangkok and 12.5 percent via Dacca. Both India and non-Indian tourists have a seasonal bias, with a relatively lower preference for visiting Nepal during rainy season.

Nepal Rastra Bank has studied (1989) on the heading "Income and Employment Generation form Tourism in Nepal". This study deals the composition of tourist, duration of their stay, tourist expenditure and the impact of tourism industry on income and employment generation. This study has identified the proportion of younger tourists, under the age group of 21.4 years shared as high as 67.4. The study also finds the majority of tourists (61.8) visited this country for pleasure followed by trekking (19,1%) and pilgrimage 10 percent. This study indicates that 32.1 percent of total tourist visited this a country. The percentage of tourist spending Rs. 301 to 1500 per day was 36.7 percent and more than Rs. 1500 was 31.2 percent. It has been estimated that tourism and related industries have earned Rs. 2505.3 millions of the amount earned by

tourism sector, earning of hotel consist 24.6 percent travel agencies 17.3 percent. This study also determines that tourism industry has provided jobs to 11,176 person among which 61.7 percent were of basic level manpower 29.2 percent middle level and the rest 9.1 percent top level manpower. Among the employers 10.8 percent were female.

2.10 Review of Books

Tourism and Economic Development in Nepal (2006), written by Manoj Kumar Agrawal and Rudra Prasad Upadhyay, is a comprehensive book in Nepalese tourism literature. This book has attempted to find out role of the Tourism sector in economy of Nepal. This has been attempted with the view of find out activities of the tourism sector in broaden perspective to speed up the process of economic development of this Himalayan country. It has also been found that through the promotion of tourism sector the Nepalese economy can be moved faster on the path of globalization. It implies that tourism sector has the potential to link the backward Nepalese economy with the forward economies of the world. On the whole it can be argued that the tourism sector has the potential to induce the other sectors of the economy. In a way the tourism sector could be considered to play the role of leading sector in the economy. Tourism sector has strong inducement effects on other activities of the economy. Besides, the foreign exchange earning form tourism has been found to be an important determinant of governments development expenditure and regular expenditure (Agrawal and Upadhyay, 2006; 313-322).

Chand (2000) was focused on his book "Nepal's tourism uncensored facts". He explains that the tourism in the context of Nepal emerges as one of the major economic sectors which unlike the other sectors has managed to tourism itself. It has covered half of a century and therefore has accomplished a lot of maturity of now. Tourism has contributed to the overall growth of the economy therefore

any measures that tend to negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has expanded tremendously and if better plans; more enduring support from the government and if more investment is ploughed into this sector it can its area of influences.

CHAPTER -THREE

RESEARCH METHODOLOGY

Research needs to be carried out in a systematic manner. Research is carried out with a set of techniques and procedures. This chapter basically deals with the methods employed by the researcher on the research topic. Methods are guidelines, which aids the researcher to research in a scientific and systematic way.

3.1 Research Design

Research design is the plan structure and strategy of investigation concerned. So, as to obtain answer to research question. This study attempt to identify the strength and weakness of tourism development in Sauraha. For this study, the data and information are collected from the field survey in Sauraha. This study therefore is descriptive and prescriptive in nature. For this study data was collected through the questionnaire on tourists, local people of Sauraha and hotel owner Sauraha.

3.2 Rationale of the Selection of Study Area

Tourism as both domestic and international have importance for the development. Sauraha areas of tourism sites have been selected as the study area. There is greatly increased the number of domestic and international tourists from different part of world for different purpose. The study area is selected due to following reasons:

- 1) The researcher is better familiar with the area.
- 2) Easy accessibility to the area.
- 3) No such study has been done so far in the area.
- 4) Mobilize within the available limited sources.
- 5) It is important and interested field.

3.3 Nature and Sources of Data

This study is mainly based on the primary as well as secondary data. For this purpose questionnaire was served to tourists who come to visit Sauraha, local people , hotel and lodge owners to collect the primary data. Furthermore data has been taken from secondary sources.

3.4 Universe and Sampling

Both types of sampling were used for the selection of sampling. Under non-probability sampling, the stratified sampling was used to select the samples from local people, hotel owners and tourist. Under the probability sampling simple random sampling was used to select the intended number of samples from local people 60, hotel owners 16 and tourists 25 persons.

3.5 Data Collection

3.5.1 Primary Data

This study was mainly based on primary data. Primary data collected by using different data collection techniques such as structure and semi structure questionnaire, key informant interview, observation and focus group discussion etc.

3.5.2 Secondary data

Secondary data was obtained through various journals, survey reports, related newspaper, articles and previous published researches. The data was collected from person related with tourism sector. Various libraries in Kathmandu and Chitwan, NTB library, ICIMOD library, Read Nepal library, Rampur Campus, Deo-ghat development committee etc.

3.6 Data Analysis

The data obtained from the field survey were coded and categorized according to the requirement. This thesis used purposive method. Bar diagrams were used for visible analysis of the statistics. Important information was tabulated in the table. To reach final, the many methods used to find the relationship between hotel owners and guest, people and culture health and people in this study. Questionnaire, interview, observation, group discussion are used to find out the conclusion. This study emphasis the data analysis both qualitative and quantities methods.

CHAPTER- FOUR

ANALYSIS AND INTERPRETATION OF DATA

4.1 Setting of The Study Area

This research was conducted in Sauraha which is the part of Bachhuali Village Development Committee (VDC) in Chitwan District, located in central part of Terai region of Nepal. The distance from Kathmandu to Sauraha is 165 km. The total area of Bachhuali VDC is 23.96 sq.km and the total population of Bachhuali VDC is 10,443 that have 1,872 households (CBS,2001). Among them, the number of population of Tharu is 5,016 i.e 48% of total population. Sauraha is one of the main entrance gates that are very close proximity to the Chitwan National Park. Sauraha was declared buffer zone area of the Chitwan National Park in 1996. The total area of buffer zone area of the park is 750 sq.km. After the establishment of Chitwan National Park in 1973, Tharu residing inside the park were taken out and compelled to stay in the buffer zone area. Sauraha is the main tourist hub as it is the main entrance point to the park. The main reason of tourists to visit the Chitwan National Park is for wildlife tourism. The park has 50 species of mammals, more than 500 species of birds, 49 species of reptiles and amphibians and 120 species of fish (Nakarmi, 2007). One-horned rhinoceros, wild boar, gharial crocodile are commonly sighted wild animals in the park. Chitwan National Park didn't take much time to become famous among tourists. After the malaria eradication in Terai and declaration of World Heritage Site, the place saw a massive influx of hill migrants for settlement and business in touristic place. As a result, most of the tourism businesses were concentrated in Sauraha.

4.2 Structure and analysis of Data

4.2.1 Age Structure

Respondents in the questionnaire survey included different groups. The diagram depicts that most of the respondents were taken from economically active age group people. Let us see the respondent's classification according to age group.

Table 4.1

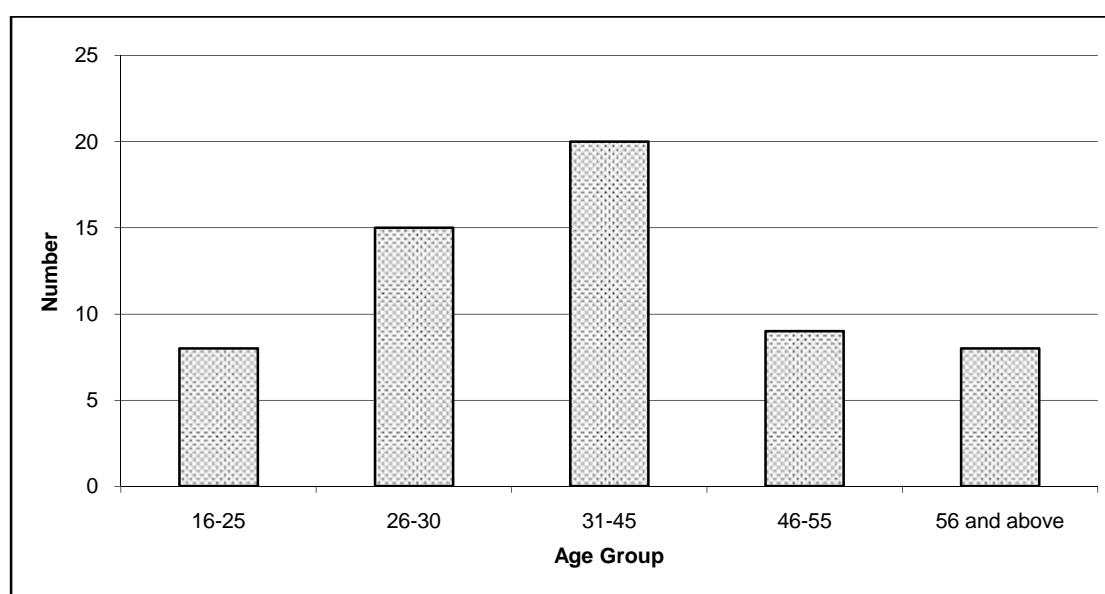
Respondents Classification According to Age Group

Age Group	Number of Respondents
16-25	8
26-30	15
31-45	20
46-55	9
56 and above	8
Total	60

Source: Field Survey 2012

Figure 4.1

Respondents classification According to Age Group



Source : Table No. 4.1

Above table and figure show that the majority of respondents were taken from economically active age group 31-45 and 26-30. Age group of 16-25, 26-30, 31-45, 46-55, and 56 and above were taken 13.33, 25, 33.33, 15, 36.36, 16.36, 14.55 percent respectively.

4.2.2 Caste/ Ethnic Group

Caste/Ethnic composition plays an important role to conserve their own culture and society. The respondents were taken accordingly caste/ethnic compositions of the respondents were as follows.

Table 4.2
Caste/Ethnic Composition

Caste/Ethnic group	Number	Percentage
Tharu	19	31.66
Newar	16	26.66
Gurung	15	25
Brahmin	6	10
Chhetri	4	6.66
Total	60	100

Source: Field Survey, 2012

Above table shows that majority of the respondents were Tharus (31.66%), Newar (26.66%), Gurung (25%), Brahmin (10%), Chhetri (6.66%).

4.2.3 Education

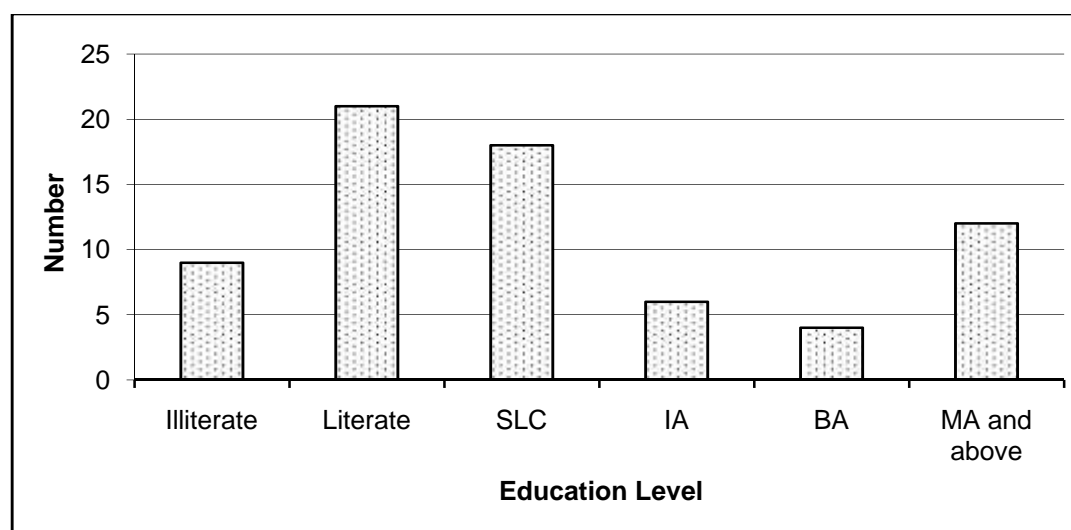
All kinds of respondents were taken into consideration for the study purpose. The following table and figure show different educational levels of the respondents.

Table 4.3
Education Levels of the Respondents

Education level	Number of Respondents
Illiterate	9
Literate	21
SLC	18
IA	6
BA	4
MA and above	2
Total	60

Source: Field Survey, 2012

Figure No. 4.2
Education levels of the Respondents



Source : Table No. 4.3

The above table shows that the maximum population (35%) had the education of literacy followed by SLC (30%), intermediate (10%), Bachelors (3.66%) and master and above (3.33%).

4.2.4 Occupation

The respondents were selected from different occupation groups. Occupational distribution of the respondents were as follows.

Table 4.4
Occupational Distributions of the Respondents

Primary Occupation	Number	Percentage
Tangas men	2	3.33
Hotel/Lodge owners	20	33.33
Students	14	23.33
Priests	5	8.33
Visitors	12	20
Grocery Shop owners	7	11.66
Total	60	100

Source: Field Survey, 2012

The above table indicates that most of the respondents (33.33%) had hotel/lodge owners as their occupation. Students (23.33%), visitors (20%), Grocery shop owners (11.66%), priests (8.33%) and tans men (3.33%)

4.2.5 Traditional Rites and Rituals

Different people have different cultures maintained in different places. By the time they are being amended by the effect of civilization. Such kinds of effect are seen in Chitwan. There people followed their tradition rites and rituals in past age. But in present, they are changing gradually because of the inflow of tourists from different places. In this study different respondents have different views in he study area,

Table 4.5
Changing of Traditional Rites and Rituals Patterns
of Local Respondents

Statement	Respondent	Percentage
Unchanged	18	30
Slightly	35	58.33
Totally changed	7	11.66
Total	60	100

Source: Field Survey, 2012

Table indicates that in the context of traditional rites and rituals, 30%, 58.33%, 11.66%, from the field area are giving their views on unchanged, slightly changed and totally changed respectively.

4.2.6 Housing Patterns

Before thirty years, there were old type of houses made by straw, wood and grass only in Tharu community. Similarly others made by stone, mud, zinc roof, wood material used. These are tourists attraction patterns for housing. Now, individuals have built modern and concrete houses, hotel, bars and restaurants. In fact there is drastic change in housing structure, hotel and lodges.

4.2.7 Family Patterns

Joint families like other communities of Nepal were observed in Chitwan valley. Now, separate family system has increased due to the effect of time trend. People of study area came to know that separate family and individual family system is much better than joint family system. Every individuals earn the money engaging in different jobs which enhance them to visit different part of Nepal like Chitwan.

Table 4.6
Family Pattern

Family Size	Number of Respondent	Percentage
Individual	24	40
Nuclear	30	50
Joint	6	10
Total	60	100

Source: Field Survey, 2012

Field survey shows out of 60 respondents 24, 30 and 30 and 6 respondents have individual, nuclear and joint family system at percentage 40, 50 and 10 respectively.

4.2.8 Investment Patterns of Hotel/Lodge in Sauraha

There are different hotels in Sauraha . On the basic of investment hotels are divided in two Three standards.

Table 4.7
Investment of Sample Hotel in Sauraha

Standards of Hotel	Investment Patterns	Respondents	Percentage
Lower Standard	Below 10 lakh	7	43.75
Middle Standard	10 lakh to 20 lakh	5	31.22
Higher Standard	Above 20 lakh	4	25
Total		16	100

Source: Field Survey, 2012

Only 16 hotel lodge were sampled in different part of Chitwan district. Among them only 4 (25%) hotels are considered as higher standard having investment of more than 20 lakhs. On the other hand 43.75 percentage of hotel/lodges are considered as lower standard, with investment of less than 10 lakhs.

4.2.9 Duration Length of Stay of Tourists in Sauraha

The length of stay depends on the availability of activities and facilities. To identify this, 16 hotel/lodge owners were asked. From the field survey it is found.

Table 4.8
Duration Length of Stay of Tourists

Length of stay	Respondents/ Hotel owner	Percentage	Remarks
Two days	8	50	two days
Three days	5	31.25	means two
Four days	2	12.5	days and three nights
More than four days	1	6.25	
Total	16	100	

Source: Field Survey, 2012

4.2.10 Age Structure of Tourist

Field survey was conducted for the collection of information by applying questionnaire along with interview on 2012. The component of survey mainly contains expenditure, purpose of visit, duration of stay, places visited by them, most appreciated features. 25 visitors were taken for interview. The information collected from survey of visitors has been presented and analysed as below:

Table :4.9
Age Structure of Tourist

Age Group (Yrs)	No. of Respondents					
	Male		Female		Total	
	No	%	No	%	No	%
Below - 20	2	12.5	1	11.11	3	12
20-30	10	62.5	6	66.67	16	64
30-40	3	8.75	2	22.22	5	20
40 ⁺	1	6.25	-	-	1	4
Total	16	100	9	100	25	100

Source: Field Survey, 2012

Table 4.9 has shown the age and gender of the visitors. The large portion of visitors (64%) of the total has been found of the age group 20-30 years. Among the male large portion (62.5%) has been found of the age group 20-30 years, followed by age group of 30-40 years (18.75%). Among the female 66.66% of visitors have been found of the age group 20-30 years while least 11.11% have been found of the age group below 20 years. In case of female, visiting tendencies after the young & energetic age have been found less than that of male. Smallest portion (4%) of the total visitors have been found of the age group of above 40 years. That has indicated the visiting tendency at old age has been found to be less than that of young age.

4.2.11 Nationally and gender of Tourist.

The information of survey has shown that majority 96% of foreign visited the sauraha area followed by Nepalese 4% during the period of study. Among the male, 93.75% were Foreign . While in the case of female tourist, cent percent were found to be foreign. The information in table has also indicated that the

Sauraha area was visited by more number of male visitors than that of female during the study period.

Table 4.10
Nationally and gender of Tourist.

National	No. of Respondents					
	Male		Female		Total	
	No	%	No	%	No	%
Foreign	15	93.75	9	100	24	96
Nepalese	1	6.25	-	-	1	4
Total	16	100	9	100	25	100

Source: Field Survey, 2012

4.2.12 Purpose of visit in Sauraha

Every individual has his own motivate to travel. There are different factors that create the desire to travel and make a man to visit. The table shows the purpose of visit in sauraha.

Table 4.11
Purpose of visit in Sauraha

Purpose	No. of visitors	Percentage
Elephant Safari	14	56
Recreation	7	28
Research and study	4	16
Total	25	100

Source: Filed Survey, 2012

The table 4.11 has shown the purpose of visit of visitors in the Sauraha . From the survey main purpose of visit has been found to be Elephant Safari purpose

(56%) followed by recreation purpose (28%) and research & study (16%). Establishment of new recreational & entertainment facilities have been found to be necessary in the area to attract more tourists.

4.2.13. Influencing factors to visit sauraha

The respondent were asked what influenced them in their decision to visit Sauraha .Many tourist who visit Nepal come to know about sauraha through travel agents otherwise they don't know where sauraha and some of the respondent stated that they were influenced by advertisement. Guide books ,friends were also cited significant influences.

Table 4.12
Influencing factors to visit sauraha

Influencing factors to visit sauraha	Respondent/Tourist	Percentage
Advertisement	6	24
Travel agent	11	44
Guide books	2	8
Friends	5	20
others	1	4
total	25	100

Source: Field Survey 2012

From the table no. 4.12 shows that 24 percent tourist are influences by advertisement,44percent tourist influences by travel agent,8 percent tourist influences by guidebooks,20 percent tourist influences by friends and 4 percent tourist influences by others.

4.2.14 Means of transportation used

Bharatpur is the nearest city with airport in sauraha. tourist travel to bus or taxi to reach to sauraha. inspite of plane, the much respondent prefer to travel by tourist bus. After landing at airport much of the respondent opined that there is lack of information about public bus or taxi services. Travelling from bharatpur to sauraha, many respondents opined that travel in the tourist bus or private car is comparatively comfortable than public bus because of over crowing and these of slow and old vehical.

Table 4.13

Means of transportation used

Means of transportation	number	percent
Plane	7	2.8
Tourist bus	10	40
Public bus	2	8
Private car	4	16
taxi	2	8
Total	25	100

Source: Field Survey 2012

From the table no. 4.13 shows that 2.8 percent tourist are used plane, 40 percent tourist are used tourist bus, 8 percent tourist are used public bus 16 percent tourist are used private car 8 percent tourist are used taxi. The table conducted that due to lack of international airport in Bharatpur many tourist does not use plane for their transportation. If international airport at bharatpur will established the tourist directly came in sauraha.

4.2.15 Problem faced by tourist in Sauraha

To promote tourism in any area, it should have capacity to provide facilities which the visitors want so that the tourists feel easy and comfort in visiting any area. So in sauraha also most of the tourist feels problems due to lack of proper guidance.

Table 4.14
Problem faced by tourist in Sauraha

Problems	No.of respondent	Percentage
Highly expensive	12	48
Lack of guides	3	12
Lack of good roads	4	16
Lack of security	5	20
Others problems	1	4
Total	25	100

Source: Field Survey 2012

From the above table it is clear that the highest proportion 48 percent of the tourist feel high expensive, 12 percent of the tourist feel problems due to lack of proper guides in travelling from different area and in using different mode of transportation. As usual others 16 percent of the tourist complained that ,there is lack of good roads .and 4 percent others problems faced by tourist in sauraha.

4.2.16 Employment Generation

Tourism is human activity as well ever-growing business. It gives different employment in local people for different parts. From the 16 hotels following employment patterns are observed.

Table 4.15
Employment Generation of Sample Hotels

Employment patterns	Hotel	Percentage
less than 5 staff	5	31.25
5 to 10 staff	7	43.75
10 to 20 staff	3	18.75
Above 20 staff	1	6.25
Total	16	100

Source: Field Survey, 2012

4.2.17 Income Generation

Tourism is play vital role for economic growth. It directly or indirectly help in related person as well as hotel owners. From the 16 hotels following income patterns are observed.

Table 4.16
Income Generation of Sample Hotels

Income in Rupees	Hotel	Percentage
500- 1000	7	43.75
1000-1500	5	31.25
1500 and above	4	25
Total	16	100

Source: Field Survey, 2012

4.3 People, Culture and Traditions

Chitwan valley is the place of both Arayans and mongolians. Most of them migrant from North site after the malaria eradication programme in 1950. Others are different part of Nepal. So, Chitwan may be called as seventy six district of Nepal. Tharus are indigenous people in Sauraha valley. Most of

them are settled in the southern part of Sauraha because of cultivated land. In present, such indigenous people are shifted in the rural areas. The traditional community of Sauraha comprises mainly peasants. In the military profession most of the recruits are from Gurung, Magar and Kshetri. Newar and Thakali are in the business community. Muslim of Sauraha are also involved in the business field most of the people of Sauraha are Hindus and Buddhists. However, different castes and ethnic groups have their own culture and tradition.

a. Brahmin and Kshetri Community

These are dominant communities elsewhere in Nepal. They are strict followers of Hinduism. The general cultural and traditional practices in Nepal reflect that of Brahmin and Kshetri communities.

b. Tharu Community

Tharus are the indigenous habitants of Sauraha. Most of them involved in the fishing and traditional activities and their main concentration areas are Sauraha, Meghauri, Madi region. They have their own language and very rich tradition and culture. The most significant festival is 'Maghe Shukrti' (New Year) which is held in January. Tharu people are considered honest and laborious.

c. Muslim Community

People of Muslim community are come from India, Pakistan. They are very conservative and are strict followers of Muslim rules and laws. They are very few in number but increasing faster and involved in business as well as agriculture field.

4.4 Infrastructures

4.4.1 Transportation

In Chitwan valley transportation facilities were obtained the airways facilities to connect with Kathmandu as well as road network facilities connect to different parts of Nepal. Jeeps, Tampos, buses, bicycles and carts facilities were also provided. In present, Sauraha has the facilitated with the following transport system.

a. Road Transport

Opening of the east-west highway as well as joining with Prithvi Highway has thrown the light in the development of the transport network of the city a the central point. Many Branch roads connect the main roads of the city. Most of them are metalled and some of them are still unmetalled. These roads are used for the means of transportation like the buses, taxis, jeeps, tempos, cars, motorbikes, bicycles as well as rickshaws and tangas in the city.

b. Water Ways

Sauraha has highly potential of the water transport from the Rapti river, jet boat, small ship can be used for the transport .of goods from Sauraha to Kasara Now, Rapti river is being used for the entertainment of the tourists .

4.4.2 Communication

The communication of Nepal Television is relayed from the hight of Kalika temple Gaidakot Nawalparasi. In Sauraha, the wireless telephone, postal service, fax, e-mail internet, mobile service is in practice.

4.4.3 Education

In rural parts of the mainly hill side of the study area has some government schools and few private schools which are less qualitative than the Bharatpur city. Chitwan city areas are the main education centre of the study area where eight campus, six technical school, One agriculture campus, two teaching hospitals and ten higher secondary schools etc.

4.4.4 Health Services

Mostly in urban area of Chitwan valley has the advance health services such as international cancer hospital, two teaching hospitals, one eye hospital, one government hospital, nursing home and some private hospitals etc. But in rural areas health posts and sub-health posts are established a government mechanisms. Moreover, the area contains medicals and general health care services as private sector. Now, Bharatpur city stands as a medical city of Nepal.

4.5 Tourist Season

Tourism is one kind of seasonal business, so season directly or indirectly impact the tourism activities. From the survey of 16 hotel owner's experience, following result was found in different season.

Table 4.17
Tourist Seasonal Variations in the Study Area

Season	Respondents	Percentage
Winter	8	50
Autumn	5	31.25
Summer	2	12.5
Spring	1	6.25
Total	16	100

Source: Field Survey, 2012

Table reveals that 50 percent of hotel are getting business highly on winter season and 25 percent in autumn season.

4.6 Major Sources of Tourists Attractions

The study areas of Chitwan is an appropriate site for domestic tourism. The sources of tourist attractions like scenic beauty quiet environment, different temples as religious, jungle safari. Medical treatment, study etc. Given following detail result based on the survey.

Table 4.18
Sources of Tourists Attractions

Tourist Attraction	Number of Respondents	Percentage
Pleasure environment	7	11.66
Natural resources	9	15
Wildlife attraction	16	26.66
Cultural attraction	9	15
Above all	19	31.66
Total	60	100

Source: Field Survey, 2012

The table shows that out of 60 respondents, 19 (31.66%) considered the great importance of all components to attract the tourists.

4.7 Tourist Arrivals in Sauraha

Sauraha is the popular destination of the Nepal. Chitwan National park is known as second tourist destination in the country. Both domestic and foreign tourists enjoy. Chitwan has many enjoyable things and others give tourist happy and

excitement. Table 4.16 presents that the share of tourist from different countries visit in Sauraha.

Table 4.19

Total Tourist Arrivals in Chitwan National Park (B.S. 2067/68)

Month	Foreigner	SARRC	Nepali	Total
Sharwan	3388	194	680	4262
Bhardra	2505	269	786	3560
Ashwin	7022	240	1246	8508
Kartik	10791	1049	3792	15632
Mansir	7274	383	3130	10787
Poush	5769	830	6819	13418
Magh	4997	157	3891	9045
Falgun	6461	335	1947	8743
Chitra	8681	502	2615	11798
Baisakha	6676	1213	2722	10611
Jestha	2776	2334	1685	6795
Asad	1348	550	8787	2685
Total	67688	8056	30100	105844

Source: Chitwan National Park, kasara, 2067/68

Month	Foreigner	SARRC	Nepali	Total
Sharwan	1778	162	896	2836
Bhardra	7465	164	870	8499
Ashwin	2901	702	3266	6869
Kartik	5285	740	3020	9045
Mansir	1935	168	2731	4834
Poush	5003	124	2458	7585
Magh	5382	178	2324	7884
Falgun	2304	224	2212	4740
Chitra	5031	440	2581	8052
Baisakha	5120	793	2376	8289
Jestha	7500	1177	1366	10043
Asad	1464	249	795	2508
Total	51168	5121	24895	81184

Sources: Chitwan National Park, Kasara (2067/68)

066/067					067/068			
Month	Foreigner	SARRC	Nepali	Total	F	SARRC	Nepali	Total
Sharwan	3388	194	680	4262	1778	162	896	2836
Bhardra	2505	269	786	3560	7465	164	870	8499
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Poush	5769	830	6819	13418	5003	124	2458	7585
Magh	4997	157	3891	9045	5382	178	2324	7884
Falgun	6461	335	1947	8743	2304	224	2212	4740
Chitra	8681	502	2615	11798	5031	440	2581	8052
Baisakha	6676	1213	2722	10611	5120	793	2376	8289
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Asad	1348	550	787	2685	1464	249	795	2508
Total	67688	8056	30100	105844	51168	5121	24895	81184

Source: Chitwan National Park, kasara, 2067/68

4.8 Revenue from Tourism Sector in Chitwan National Park

From the tourism activities enhance the economic sector in different ways the Chitwan National park collect revenue from different sector and are mentioned in below pie chart.

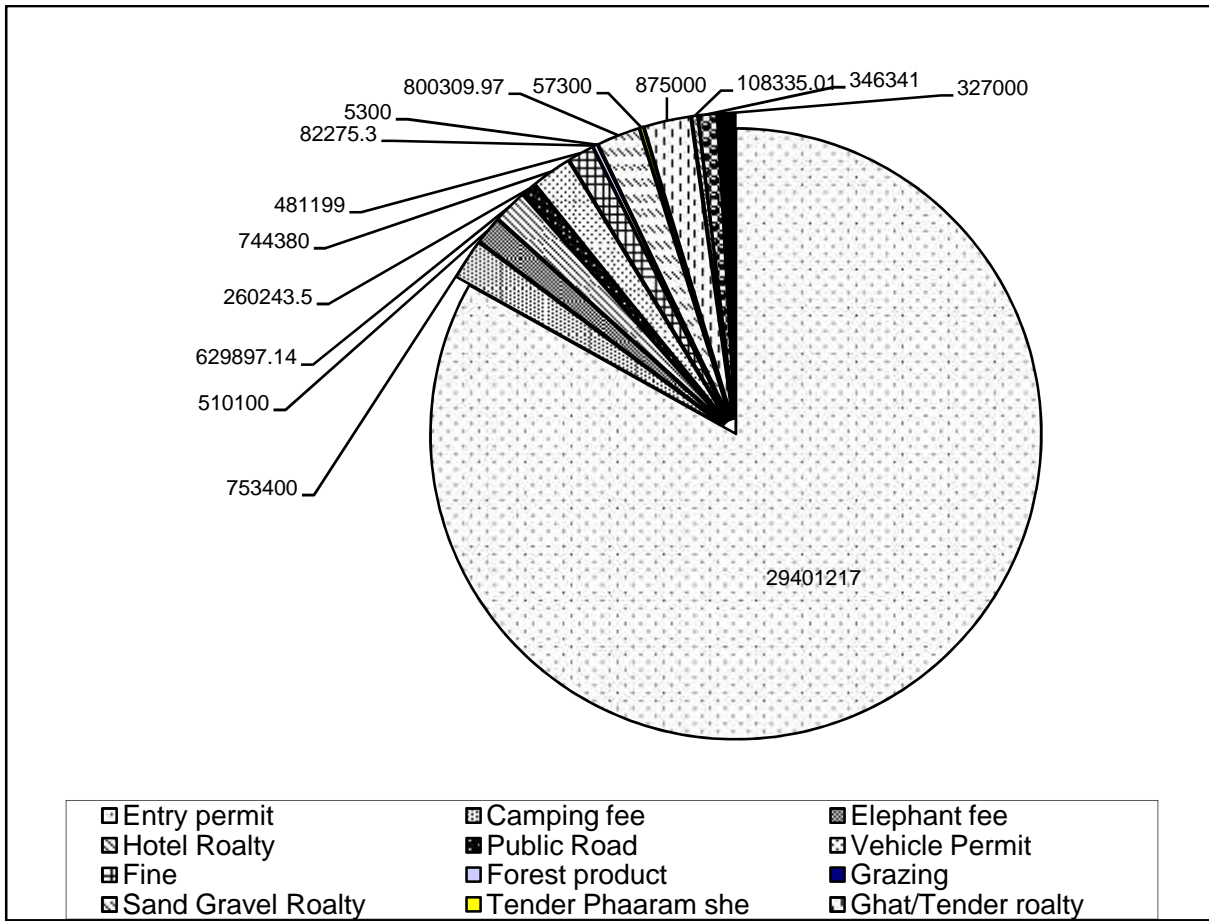
Table 4.20
Chitwan National Park Kasara, Chitwan Revenue Record
F/Y 2067/068

S.N	Description	Shrawan	Bhadra	Aswin	Kartik	Mansir	Paush	Magh	Phalgun	Chaitra	Baishak	Jestha	Asad	Total
1.	Entry permit	27700	936830	1192496	2701060	1778470	5410356	2495310	1727980	3605661	3875959	3092196	2557199	29401217
2.	Camping fee	0	0	0	54500	89950	0	33750	0	0	575200	0	0	753400
3.	Elephant fee	0	36200	0	113800	13600	0	22600	0	14200	205100	88900	15700	510100
4.	Hotel Roalty	292562	0	113600	693736	998485	683576.9	0	0	2389521	70000	384054.24	643436	629897.14
5.	Public Road	17883	60579	82226	29984	4623	38357.5	0	7617	1359	6010	10859	746	260243.5
6.	Vehicle Permit	0	50370	21840	32860	70660	104370	43410	98360	39750	68740	34590	179430	744380
7.	Fine	33650	112750	1503	0	0	146525	44925	6520	12801	70600	21300	30625	481199
8.	Forest product	0	0	0	0	0	0	0	0	0	0	22000	60975.3	82275.3
9.	Grazing	0	0	0	0	0	0	0	0	0	0	5300	0	5300
10.	Sand Gravel Roalty	8566.69	27668	29579.7	91696.67	35538	48425.64	0	64287.08	108549	92473	159907.4	133618.79	800309.97
11.	Tender Phaaram she	4500	4500	0	0	6000	36000	0	900	0	0	0	5400	57300
12.	Ghat/Tender roalty	0	17000	0	356250	0	156250	17000	0	0	0	0	328500	875000
13.	Vat	1300.31	3585.54	3871.62	11838.45	5012.02	11365.19	0	9171.5	9102.76	9763.82	25483.64	17840.16	108335.01
14.	Grass cutting(Kharkh)	0	0	0	0	23730	224221	98390	0	0	0	0	0	346341
15.	Miscellaneous	0	0	0	0	0	0	327000	0	0	0	0	0	327000
		386162	1279482.54	1475116.32	4085725.12	3026068.02	6859447.23	3082385	1914835.58	6180943.76	4973845.82	3844590.28	3973470.25	41052071.92

Source : Chitwan Nation Park, Kasara, 2067/68.

Figure4.3

Chitwan National Park Kasara, Chitwan Revenue Record



Source : Table No. 4.20

4.9 Key informant interview and focus group discussion

The information were collected from key informant & focus group by applying interview and group discussion with considering key for group discussion. The interview and group discussion was mainly focused on problem and prospects of tourism development in sauraha. The finding of the interview as well as group discussion have been summarized as:

Flora & fauna, aves, crocodile, python & their habitat, natural environment might be developed as tourism attraction. Similarly Aqua-tourism, fishing art & craft picnic sport, shooting sport etc might be developed as tourist attraction. Likewise the area might be tourist destination for Religious, socio-cultural, & educational proposes and proper management of attraction have been reported as major strength.

Lack of infrastructure, lack of search for prospects, lack of awareness, lack of reinforcement, rewarding & punishment system, cooperation, lack of publicity & promotion, lack of financial support, by government, negligence of related sector etc. have been reported as major challenges/ weakness for tourism development in sauraha.

Improvement in livelihood, economic & employment opportunities, integrated development of the area , proper utilization of local resources, technological exchange, formation & expansion of market for local products. Physical development and so on have been expected as major opportunities after tourism development in the area.

Proper implementation of polices & rules, mobilization of local resources, conservation of flora and fauna ,establishment of reinforcement, reward and

punishment system, development of tracking routes parks & picnic spots, commercialization in agriculture, public awareness, construction of multicultural museum, research of potential destinations, proper management of fisheries & fishing tourism development, emphasis on public participation, establishment of information center, regulation & management of tourist flow, publicity & promotion of attractions, and so on have been reported as major suggestions of informants & participants of group discussion.

4.10 Problems of Tourism Development in Sauraha

4.10.1 Lack of People's Awareness

One of the major problems of Nepalese tourism is the lack of public awareness. People do not have knowledge about tourism. Even people in this region have not still heard the word 'tourism' or 'Paryatan'. Majority of the people engaged only their own occupation with Agriculture which is also limited to the subsistence level.

Sauraha area has high tourism potentialities, but that is not developed still. Most of the people are unaware about the benefits which the tourism could provide them. Therefore, for the development of tourism industry government and non-government organization should provide formal education as well as informal tourism education

4.10.2 Lack of Tourism Infrastructure

Nepal, still facing many problems of infrastructure like road, transportation, communication, accommodation. Due to this problem of infrastructure, exploitation of available tourism potential is limited in the remote area is limited and potential tourist destination has not been developed yet.

Road is a key factor for the development of country as well as for tourism sector. Road is obstacle for development of tourism in Sauraha area.

Besides these, accommodation is another problem of this region for tourism, which is very important tourism infrastructure. There is no home stay facilities. So for the tourism development in the area government should encourage community based village tourism along with public sector for accommodation facilities.

4.10.3 Negligence of the Government

It is also another most problematic tourism problem in Sauraha. Instead of exploiting natural and bio-diversity for tourism in this region, the government seems to be overlooked about its potentialities. The main focus has been concentrated elsewhere, the tourism has already flourished. And, the proper plan has not yet been formulated for the long term rural tourism development. If tourism, as is widely accepted, is to be flourished, it has to be diversified to the different region in such a way the fruit of it goes to all equally. But, in Nepalese perspective it is not so, some of tourist destination has already reached to the bloom while others still lag far behind.

4.10.4 Lack of Publicity and Promotion

It is also major tourism problem of Sauraha. Due to this problem many foreign tourists' even domestic tourists did not know about the paradise of this area. This region is very rich in tourism but lack of publicity and promotion, the tourist destination has not yet explored.

4.10.5 Lack of Trained or Skilled Manpower

Trained guides are most important to make the Tourist's visit various culture and historical places. With the co-operation of guide any tourists can study and know the correct image of Nepal as well as Sauraha. The maximization of tourist inflow depends on the way they influence the tourists through proper guiding and explanation about our unique socio-cultural and other related features. But the shortage of trained and skilled manpower has been always a handicap in the path of tourism development.

So, for development of tourism in the area, government and non-government organizations should provide training to the local people.

4.10.6 Unsightliness and Visual Pollution

The visual beauty of the sun-set at rapati river in Sauraha has been adversely affected by illegal construction of houses in edge of rapati. In devghat area dead bodies are burial which decrease the value of holy river kali gandaki.

4.10.7 Solid Waste Pollution

Liquid Waste is disposal in and around the Rapti river from Tadi. The drainage system is not well-planned so in rainy season roads are sink by the rainwater mostly in Sauraha area.

4.10.8 Wildlife, Their Habitats and Biodiversity

According to local people, local agencies and hotel owners wild animals, their habitats and breeding grounds in the natural foes areas adjacent to the national park and twenty thousand lake have been adversely affected by increasing urbanization, fence ware system on the border of national park, it directly impact the breeding system of wild animals local people are killed mammals by illegal ways inside the national park and around the twenty-thousand lake.

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The information were collected from key informant & focus group by applying interview and group discussion with considering key for group discussion. The interview and group discussion was mainly focused on problem and prospects of tourism development in sauraha. The finding of the interview as well as group discussion have been summarized as:

Flora & fauna, aves, crocodile, python & their habitat, natural environment might be developed as tourism attraction. Similarly Aqua-tourism, fishing art & craft picnic sport, shooting sport etc might be developed as tourist attraction. Likewise the area might be tourist destination for Religious, socio-cultural, & educational proposes and proper management of attraction have been reported as major strength.

Lack of infrastructure, lack of search for prospects, lack of awareness, lack of reinforcement, rewarding & punishment system, cooperation, lack of publicity & promotion, lack of financial support, by government, negligence of related sector etc. have been reported as major challenges/ weakness for tourism development in sauraha.

Improvement in livelihood, economic & employment opportunities, integrated development of the area , proper utilization of local resources, technological exchange, formation & expansion of market for local products. Physical development and so on have been expected as major opportunities after tourism development in the area.

Proper implementation of polices & rules, mobilization of local resources, conservation of flora and fauna ,establishment of reinforcement, reward and

punishment system, development of tracking routes parks & picnic spots, commercialization in agriculture, public awareness, construction of multicultural museum, research of potential destinations, proper management of fisheries & fishing tourism development, emphasis on public participation, establishment of information center, regulation & management of tourist flow, publicity & promotion of attractions, and so on have been reported as major suggestions of informants & participants of group discussion.

4.10 Problems of Tourism Development in Sauraha

4.10.1 Lack of People's Awareness

One of the major problems of Nepalese tourism is the lack of public awareness. People do not have knowledge about tourism. Even people in this region have not still heard the word 'tourism' or 'Paryatan'. Majority of the people engaged only their own occupation with Agriculture which is also limited to the subsistence level.

Sauraha area has high tourism potentialities, but that is not developed still. Most of the people are unaware about the benefits which the tourism could provide them. Therefore, for the development of tourism industry government and non-government organization should provide formal education as well as informal tourism education

4.10.2 Lack of Tourism Infrastructure

Nepal, still facing many problems of infrastructure like road, transportation, communication, accommodation. Due to this problem of infrastructure, exploitation of available tourism potential is limited in the remote area is limited and potential tourist destination has not been developed yet.

Road is a key factor for the development of country as well as for tourism sector. Road is obstacle for development of tourism in Sauraha area.

Besides these, accommodation is another problem of this region for tourism, which is very important tourism infrastructure. There is no home stay facilities. So for the tourism development in the area government should encourage community based village tourism along with public sector for accommodation facilities.

4.10.3 Negligence of the Government

It is also another most problematic tourism problem in Sauraha. Instead of exploiting natural and bio-diversity for tourism in this region, the government seems to be overlooked about its potentialities. The main focus has been concentrated elsewhere, the tourism has already flourished. And, the proper plan has not yet been formulated for the long term rural tourism development. If tourism, as is widely accepted, is to be flourished, it has to be diversified to the different region in such a way the fruit of it goes to all equally. But, in Nepalese perspective it is not so, some of tourist destination has already reached to the bloom while others still lag far behind.

4.10.4 Lack of Publicity and Promotion

It is also major tourism problem of Sauraha. Due to this problem many foreign tourists' even domestic tourists did not know about the paradise of this area. This region is very rich in tourism but lack of publicity and promotion, the tourist destination has not yet explored.

4.10.5 Lack of Trained or Skilled Manpower

Trained guides are most important to make the Tourist's visit various culture and historical places. With the co-operation of guide any tourists can study and know the correct image of Nepal as well as Sauraha. The maximization of tourist inflow depends on the way they influence the tourists through proper guiding and explanation about our unique socio-cultural and other related features. But the shortage of trained and skilled manpower has been always a handicap in the path of tourism development.

So, for development of tourism in the area, government and non-government organizations should provide training to the local people.

4.10.6 Unsightliness and Visual Pollution

The visual beauty of the sun-set at rapati river in Sauraha has been adversely affected by illegal construction of houses in edge of rapati. In devghat area dead bodies are burial which decrease the value of holy river kali gandaki.

4.10.7 Solid Waste Pollution

Liquid Waste is disposal in and around the Rapti river from Tadi. The drainage system is not well-planned so in rainy season roads are sink by the rainwater mostly in Sauraha area.

4.10.8 Wildlife, Their Habitats and Biodiversity

According to local people, local agencies and hotel owners wild animals, their habitats and breeding grounds in the natural foes areas adjacent to the national park and twenty thousand lake have been adversely affected by increasing urbanization, fence ware system on the border of national park, it directly impact the breeding system of wild animals local people are killed mammals by illegal ways inside the national park and around the twenty-thousand lake.

CHAPTER -FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Tourism industry has a back bone of economy in every developing country like Nepal. Development of tourism sector has contributed to increase employment and income generation of a country. Nepal is famous for natural beauties, like Mt. Everest, the highest peak of the world. Cultural heritages like temple of Lord Pashupatinath, Lumbini, The Birth place of lord Buddha. So, Nepal has become the attractive destination for tourists all over the world. Similarly, Chitwan is famous for world heritage site Chitwan National Park, amicably resolved of park/people conflict. tiger tops is one of the best jungle safari Hotel in Asia, tallest grassland in the world, Royal Bengal tiger, one-horned rhinos, Gadiyal Crocodile exist in Chitwan, Historical and Religious place Deo-ghat, Geographical Chitwan is situated central part of Nepal.

The present study is based on both primary and secondary data. The secondary data were collected from different publications and department of Tourism. The primary data were collected by administering the questionnaire, observation, discussion and survey of hotels/lodges and other people of Sauraha. The major conclusions of the study are described here under.

From the study it is found that out of 60 total surveyed people about 15 percent illiterate, 35 percent people have completed primary school. 30 percent people have completed secondary school, 10 percent people have completed intermediate education and about 6 percent people have completed graduate education. All together 81 percent of the people are literate which is quite high.

From survey found that in the traditional rites and rituals, about 30%, 58% and 12% respondents of field area are giving their views as unchanged, slightly changed and totally changed respectively. The data shows that slightly changing in traditional activities is high due to the tourism activities.

On the other hand, out of 16 hotels, about 44 percent, 31 percent and 25 percent hotels have invested their money in lower, middle and higher standard hotel in Sauraha which is due to the lack of sufficient money to invest. Similarly in employment sector out of 16 hotels, about 32 percent, 44 percent, 19 percent and 7 percent hotel generate the employment opportunities less than 5 staff, 5-10 staff, 10-20 staff and above 20 staff respectively. It indicate that increasing employment in different hotel in Sauraha.

Tourists visiting Chitwan national park in B.S. 2063/64, 98 percent the main tourists activities are jungle safari, bird watching, crocodile watching, natural hike and so on. The wastage left by the tourists could not be maintained in proper way. The number of one-horn rhino and Royal Bengal are also decreasing due to illegal hunting system. The fence ware create one problem in the border of Chitwan National park which impact the breeding system of wild animals.

Due to the modernization, socio-cultural life of people changed with direct or indirect connection of foreign culture in the Sauraha. Many Chitwan people mainly in Sauraha married foreign people. Some individually tourist also support in infrastructure development. Most of tourists come in Chitwan to see our culture and society. So, we are conserve our culture, identity and way of life.

5.2 Conclusion

Sauraha is a pleasant and natural for tourism destination, located in central part of Nepal. This district is suitable for the scope of domestic tourism. Its

activities such as recreational, watching wild life and birds, similarly due to the medical city as Bharatpur many domestics well as Indians come for treatment. On the other hand, setting of agriculture university as well as religious and historical place Deo-ghat also attract domestic tourism. Such activities increase living standard of these people.

Chitwan district faces some problems as the institution based. To avoid obstacles and to make Chitwan prospect oriented towards tourist potential, we must revisit to its past offerings. Such as pond, lake, river, forest, biodiversity, nature bird, forest, culture and our tradition. To conserve these sectors many programmes conducted such as biodiversity sector programme for the Siwaliks in Terai, Buffer zone user committee, community forest, District forest office, Government of Nepal, Tikuli Training Centre and Devghat Development committee. Despite the fact that awareness programmes focus the hotel and lodges owners as well as local people for the sustainability of tourism in Chitwan.

5.3 Recommendations

Due to the highly potentiality of domestic as well as foreign tourists in Sauraha. Sauraha plays the vital role for the socio-cultural and economic development of earning currency. Similarly, local people and local owners are also benefited from tourism. To promote further tourism activities in Sauraha following recommendations are suggested.

) Tharu culture mainly structure of houses in Sauraha is totally replaced by new concrete building which is not good for tourist attraction. Also, dress pattern of young generation is changed. They want to copy and wear as foreigners as well as they learn bad activities from tourists.

-) Transparency should be maintained in any activity. In addition, local people should be effectively involved in planning, decision making and implementation process of any program in Sauraha.
-) More attention is to be paid by the government and the concerned authorities to the tourism products development, strengthening of services and facilities and marketing of products, and publicity through different communication media both at national and international level.
-) Fence wire system around the national park and buffer zone area for the protection of wild life. The wire has electricity during the night time helps wild animals can't go near village. But the wire directly impact animals after touching its body during electricity follow. As result it reduce memory power, sexual power and breeding power of wild animals.

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Annex - I

Questionnaire for Household Survey

1. Personal Profile

Name..... Address.....

Age..... Sex.....

Occupation:

Main..... Assistance.....

2. Family profile:

Sex/Age	1-5	5-10	10-20	20-30	30-50	50-60	60and above
Male							
Female							
Total							

3. What is the occupation of your family members?

Sex/occupation	Farmer	Student	Teacher	Business	Civil service	Other
Male						
Female						
Total						

4. Do you have land?

Yes..... No.....

5. What type of land ownership do you have?

Type	Own	Owned by lease	Owned by BATAIYA	Others
Amount				

16. What is the main threat of tourism?

- a) Change in culture b) Threat on biodiversity
- c) Change in religion d) Prostitution and other negative impact on

adults

15. What is the most attractive things that the tourist find in your area?

.....

..

16 Do you feel any necessity of any kinds of training seminar awareness programme to promote tourism?

.....

.....

17. Can you give any suggestion to promote tourism better in your area?

.....

.....

Appendix II

Questionnaire for Hotel Owners

1. Name of the respondent.
2. Age () 16-25, () 26-30 () 30-45, () 46-55, () 56 and above
3. Sex () male, () female
4. Normally, which type of tourists visit in this area?
() Domestic, () Foreign
5. What is the peak season for tourist arrival?
.....
6. What is the purpose of this visit?
.....
7. Generally, how long do the tourists stay in this area?
() Few hours, () One night
() Two nights, () Three nights, () More than three nights
8. What are the facilities provided to tourist at your hotel?
.....
6. What are your rent for rooms and beds?

Double bed (), Single bed (), Others ()
7. How many rooms and beds are available in your hotel/lodge?
.....

8. How much do you earn per month from tourism business?
 - a. Rs. 500-Rs 1000
 - b. Rs. 1000-Rs. 1500
 - c. Rs. 1500 and above
9. Are poor benefited from Tourism business?
 - a. Yes b. No
10. If not, What are the reasons behind?
 - a. Domination of elites
 - b. Low income
 - c. Lack of awareness
 - d. Lack of training
11. What things do you think, to attract for the tourists?

() lake, () forest () wildlife
 () local culture, () others
12. What is liked by the tourists most in Sauraha?

() physical thing, () natural thing, () medical thing,
 () cultural thing () don't know
14. What can we do for the development and improvement of tourism profession in future?

() preservation of lake,
 () preservation of forest
 () preservation of wild animal
 () preservation of culture and traditions
 () all the above
15. Are any potential sights for tourism activities in Sauraha?
16. What do you think the fundamental thing for tourism development?
18. Have you any recommendation for the promotion of tourism in Sauraha?

Appendix III
QUESTIONNAIRE

Questionnaire for Tourist

1. Name of respondent:
2. Age: () 16-25, () 26-30, () 30-45
 () 46-55, () 56 and above
3. Sex a. male
 b. female
4. Nationality :
5. Educational status: a. literate b. illiterate c. primary d. Higher
 secondary e. SLC f. IA g. BA h. BA and above

6. What is your purpose of visit to sauraha?

.....

7. For how long would you stay in sauraha

.....

8. Which factor influenced you to make your decision to visit sauraha ?

.....

9. What is the means of transportation you used to travel here ?

.....

10. How much you are spending per day?

.....

11. What do you like most in this place ?

.....

12. In the period of your visit what problems do you find?

.....

13. Have you any suggestion for tourism development in Sauraha

Appendix IV

Focus Group Discussion with the Local People

1. How is the prospect of tourism in this region?
2. Can tourism help reduce poverty?
3. What are the major negative and positive impacts of tourism in your society?
4. Are poor benefited from tourism business?
5. What is the level of people's participation of tourism activities in this region?
6. What are the major challenges of tourism promotion?
7. Has tourism created to improve living standard of local people?

Appendix V

Interview with the key informants.

(Chitwan tourism Board Saffs, social Mobilizers, Teachers, Doctors, Pirest, municipality chair man, Elites, cart owners, National Park chairman, Buffer zone chairman).

1. How can this region be made a popular destination?
.....
2. How can tourism help reduce poverty?
.....
3. What are the major challenges of tourism promotion in this region?
.....
4. How can tourism be made sustainable?
.....