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“THE POTENTIAL OF AGRITOURISM IN NEPAL”

By

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**A THESIS SUBMITTED TO THE DEPARTMENT OF
ARCHITECTURE IN PARTIAL FULFILLMENT OF THE
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IN ENERGY FOR SUSTAINABLE SOCIAL DEVELOPMENT**

**DEPARTMENT OF ARCHITECTURE
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DECLARATION

I hereby declare that the thesis entitled “**The potential of agritourism in Nepal**” submitted to the Department of Architecture in partial fulfillment of the requirement for the degree of Master of Science in Engineering in Energy for Sustainable Social Development, is a record of an original work done under the guidance of Prof. Dr. Sushil Bahadur Bajracharya, Institute of Engineering, Pulchowk Campus. This thesis contains only work completed by me except for the consulted material which has been duly referenced and acknowledged.

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ABSTRACT

Agri-tourism is the latest concept that gives you the opportunity to experience the real alluring and authentic contact with the village life, taste the local veritable food and get familiar with the many farming tasks during the visit. It provides you the welcome break free from the daily busy and hectic life in the peaceful village environment. It gives you the chance to relax and reinvigorate in the pure natural environment, surrounded by splendid setting. It gives you the chance to see the real Nepal and have the experience on the farm stay holidays. Many Nepalese farmers are considering the use of agri-tourism as a mode of diversifying their farm operations. The overall potential for agri-tourism can only be achieved if strategies to address and overcome their challenges are developed and implemented. At present, subsistence farming is done in a traditional way. Agriculture is vulnerable to climate change and natural hazards. The agricultural practices are not mechanized and modernized. There is a need of high production in a sustainable way so that to bring transformation and improve the rural livelihood.

This report is an attempt to identify the potential of agri-tourism in Nepal by highlighting major challenges in this issue with some useful recommendations. This study aims to identify the potential for agri-tourism development in rural region of Nepal. The report includes the study of the existing conditions, challenges and recommended strategies for the prosperity of agri-tourism industry. For the study both qualitative and quantitative method has been used. A pilot survey was initially done and the objectives were revisited after analyzing the data collected. Then a visit was made on Balthali. For the study, the agro based village environment having operational tourism on the nearest proximity from the Kathmandu valley was selected. Balthali has a beautiful rural setting and prominent agricultural practices. It is known for its hiking trail and as a nearest getaway destination.

A polycentric development model was adopted which stimulate the development by forming a network with neighboring growth poles. The sample size of 25 respondents was taken and the quantitative survey was conducted. The key informant survey was also conducted with three national level experts to understand the principle vision and scenario of the policy makers. An in-depth, statistical and saturation method was used to make analysis. Based on the analysis, the results obtained shows that the rural people are willing to operate agritourism on their farm and they are positive towards cooperative approach.

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LIST OF ABBREVIATIONS

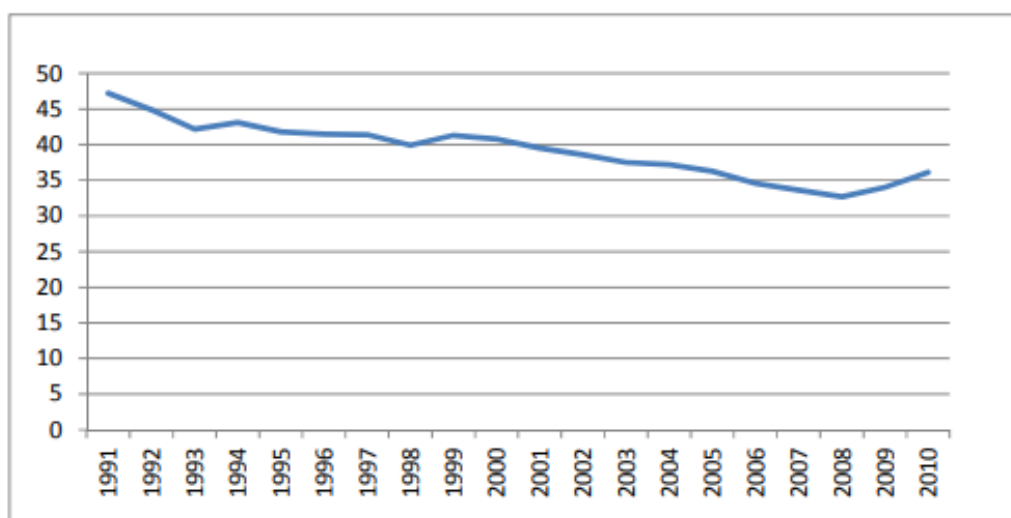
UN-	United Nations
EU-	European Union
SDG-	Sustainable Development Goals
GDP-	Gross Domestic Product
NTB-	National Tourism Board
ViTOF-	Village Tourism Promotion Forum
FAO-	Food and Agriculture Organization
CBS-	Central Bureau of Statistics
FWEAN-	Federation of Women Entrepreneurs Associations of Nepal
FDI-	Foreign Direct Investment
NARC-	Nepal Agricultural Research Council
UNDP-	United Nation Development Project
TRPAP-	Tourism for Rural Poverty Alleviation Programme
ACA-	Annapurna Conservation Area

CHAPTER ONE: INTRODUCTION

1.1 Agriculture

More than two-thirds populations in Nepal reside in the rural area and most of them depend on agriculture. Subsistence form of agriculture is common in Nepal. Rural Area and agriculture are interrelated; like two parts of the same coin. Agriculture is the major sector of Nepalese economy. It provides employment opportunities to 66 percent of the total population and contributes about 36 percent in the GDP. Therefore, the development of the agriculture sector is key to the development of the national economy (Ministry of Agriculture and Livestock Department, 2018). The importance of agriculture as the single most important provider of livelihood for two-third of Nepal's population implies that the improvement in this sector will have a decisive effect on ensuring food security and poverty reduction. It is also the main source of export earnings and income of the poorest households (90% of the bottom consumption quintile). Agriculture therefore is the main source of national economy and the major engine of pro-poor growth. (Gauchan, 2008).

The important means to ensure food security and reduce poverty is by increasing food production and reducing the cost of production of the staple food, thus leading to increased supply and falling prices, as happened elsewhere in South Asia as part of the green revolution. Failure to prioritize and emphasize food production in the past is a major weakness of the country in achieving the targets of food security and aim of poverty reduction (Gauchan, 2008). Similarly, Stringer (2001) argues that the agricultural sector performs important social welfare functions in developing nations. For example, during an economic downturn or an external income shock or



**Figure 1.1: Agriculture contribution (1991-2010) to GDP of Nepal
(Source: World Bank, (2011))**

financial crisis, agriculture can act “as a buffer, safety net, and as an economic stabilizer. About 65% of the total population is employed in agriculture. GDP from Agriculture in Nepal increased to 274188 NPR Million in 2019 from 267540 NPR Million in 2018 (International Labour Organization Ilostat database of the world bank report on employment of agriculture, 2019). GDP from Agriculture in Nepal is expected to reach 265962.00 NPR Million by the end of 2020 (Trading Economics. Nepal gdp from agriculture and forestry 2020-2021 forecast, 2021).

1.2 Tourism

Tourism can affect community development; it may impact local population structure, transform the forms and types of occupation, change values, influence traditional lifestyle, and modify consumption patterns (Beeton, 2006; Gangte, 2011; Guo & Huang, 2011; Kerstetter & Bricker, 2009; Pizam & Milman, 1986; Scheyvens, 2002; Sebastian & Rajagopalan, 2009). On a positive note, tourism can also encourage communities to engage in development interventions by empowering them (Sofield, 2003; Tefler & Sharpley, 2008).

For the world’s 40 poorest countries tourism is the second largest source of foreign exchange after oil. According to the World Travel and Tourism Council (WTTC, 2003), world travel and tourism is the biggest industry in the world in terms of economic value, including gross output, value added, capital investment, employment, and tax contribution (Theobald, 2005). Tourism has become the largest business sector in the world economy, responsible for over 230 million jobs and 10 percent of the gross domestic product globally (TIES Global Ecotourism Society Fact Sheet, 2005). Based on these overall reviews, it is clear that the trends of mass tourism have been contributing the considerable impacts on local communities and the natural environment of the host destinations. Mass tourism has also brought environmental and cultural degradation and also economic disruption in many pristine sites of the world (YOGI, 2010).

With estimated US\$919 billion in export earnings in 2010 (UNWTO, 2011), the economic relevance of tourism industry is unprecedented. United Nations World Tourism Organisation Annual Report 2012 (UNWTO, 2013) shares that tourism generates one in every 11 jobs across the globe and has remained one of the largest employers. Furthermore, the UNWTO (2013) also identifies that poverty reduction is a major challenge globally, more acute in developing country like Nepal, and confirms tourism as among the most feasible and sustainable economic development choice. Evidently, tourism also offers alternatives to some poor regions of the world, especially those blessed with rich cultural and natural assets like Nepal, offering tourists a

variety of reasons to visit these under-developed regions (Rojan Baniya, Unita Shresthan& Mandeep Karn, 2018).

Tourism in Nepal began in 1950 when the country was declared open to outsiders. Tourism's contribution to Nepal's GDP is about 4%, and it creates more than 250,000 direct and indirect jobs (Nyaupane & Budruk, 2010). In 2009 Nepal received a total of 509,956 tourists (MoTCA, 2009a). The data of arriving tourists by purpose of visit shows that about 50% of them came for trekking, mountaineering and holiday pleasure in Nepal. In 2008, out of 500,277 tourist arrivals, 29.6% came for holiday and pleasure, and 21% for trekking and mountaineering (MoTCA, 2009a) were recorded. In 2007 Nepal received 41.4% as holiday-makers (tourists holidaying for fun, leisure and pleasure), whereas 19.2% were trekkers and mountaineers in 2009 (MoTCA, 2009a). The majority of these tourists visited nature-based destinations in Nepal. Most holiday destinations are located in semi-urban or in rural areas in Nepal, except for the cities of Kathmandu and Pokhara. Pilgrimage tourists also make up a significant proportion of total arrivals (in 2011 it was 8.66% of total tourist arrivals (MoCTCA, 2011). Most of the religious shrines of importance are situated in semi-urban or in rural areas in Nepal. This trend of arrival and location of tourists' desired destinations shows that Nepal is, by and large, a rural destination. Hence the urge for development and promotion of rural tourism endeavors such as homestay is essential in Nepal. (Baikuntha Prasad Acharya & Elizabeth A. Haalpenny, 2013).

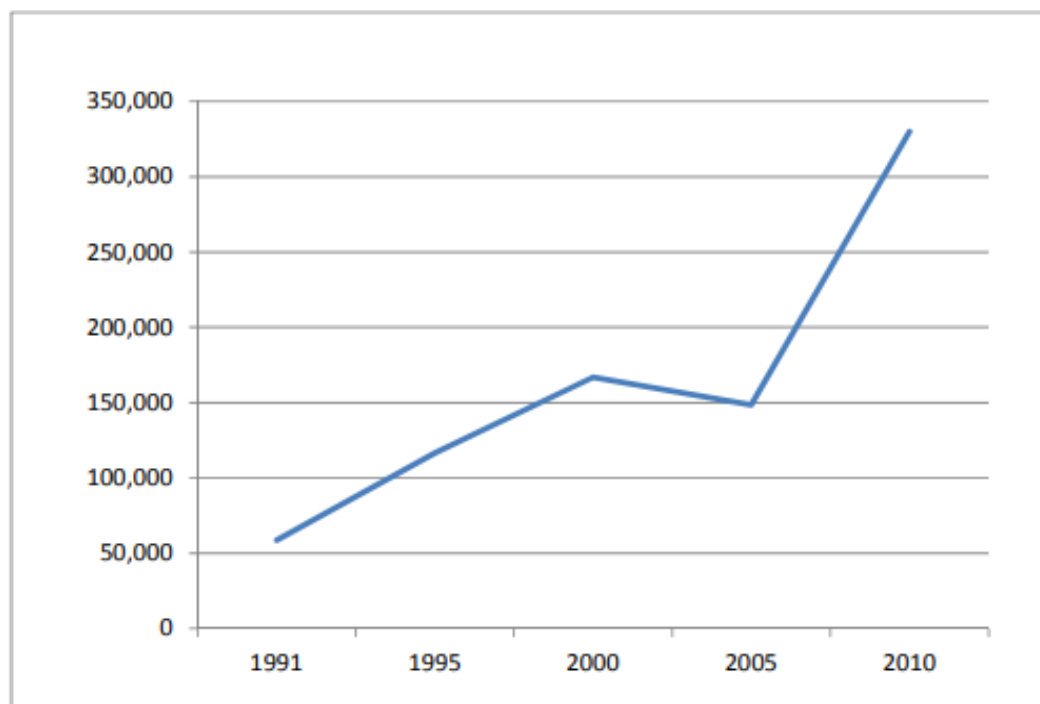


Figure 1.2: Gross foreign exchange earnings from tourism (US \$ in thousands), years 1991-2010 (Source: MoTCA, 2010)

Tourism development has often been considered a double-edged sword in that it not only creates positive impacts but also causes negative ones such as air and water pollution, ecosystem degradation and biodiversity loss (Zhong, Deng, Song, & Ding, 2011).

1.3 Sustainability Related to Agriculture and Tourism

Sustainable development is often assessed through an examination of rural communities' quality of life (Kazana & Kazaklis, 2009; Kazana et al., 2006). "Quality of life", or in other words "well-being of life" means the level of human needs met, and the extent to which individuals or groups of the community perceive satisfaction or dissatisfaction with this level in different life domains (Marans, 2003). These life domains include health, education, family, leisure, financial situation, environment, social relations, security and place of residence (Marans, 2003). The best practice models of community-based development projects such as homestays are participatory in nature where the community members are involved at all stages of the programme. Homestays, as collaborative initiatives, are designed and operated by the community with a functional mechanism to achieve economic, social and environmental development (Anand et al., 2012; Azam & Sarker, 2011; Gu & Wong, 2006; Nepal, 2003; Shen, Hughey, & Simmons, 2008). Community-based tourism such as homestays can sustain the socio-economic, natural and cultural resources by adding values to the experiences of the tourists. Homestays pay equal attention to maximizing utilization of local resources and regeneration of tourism products. Community-based social entrepreneurship, inherent in the small units of societies (Smith & Barr, 2007), plays a very important role in impoverished populations and rural communities. Homestays as a form of social entrepreneurship and operated in rural communities can be stepping stones towards sustainable development by reducing poverty and enriching destination image (Baikuntha Prasad Acharya & Elizabeth A. Haalpenny, 2013).

FAO (1991) combines all these categories by defining sustainable agricultural and rural development as 'the management and conservation of the natural resource base, and the orientation of technological and institutional change, in such a manner as to ensure the attainment and continued satisfaction of human needs for present and future generations'. This itself is a refinement of the definition of sustainable development by the Brundtland Commission (World Commission on Environment and Development, 1987, cited in Conroy, 1989).

It has already been noted (Harrington, 1991) that the achievement of ecological sustainability is enhanced by diversity of enterprises. By this criterion, traditional subsistence systems of agriculture in Nepal, which are characterized by crop, variety, and management complexity

(Schroeder, 1985), and by interdependence of the crop, livestock and forest component of the whole system, are relatively sustainable. Jacobs (1987) concluded that the integration of crop and animal resources is vital in ensuring sustained productivity. It follows therefore that policies which advocate a change from traditional systems will necessarily compromise sustainability. Although adjustment may be required due to changing populations, land pressure and socio-political forces, it should be possible to modify and build on traditional practices. Livestock management adapting traditional methods and working in concert with the natural ecosystem will not only be more likely to be successful, but will also enhance the natural resource base upon which it depends and in so doing contribute to a sustainable agricultural system (J.B. Abington & N.J.L. Clinch).

Lele (1991) emphasised that agricultural sustainability depends not only on ecological interaction but also on complex social considerations. Farmers must be included in all phases of the development process, and the group approach, which is now integral to the Government of Nepal and other development agencies' extension rationale, must take into account the resource poor and female farmers with regard to composition and to the way in which they operate Kiff (1991). "The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination" (WTO). In such context, rural communities see "tourism" as an opportunity to diversify the economy and revitalize rural areas.

1.4 Concept of Agritourism

Agritourism is the concept of visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. In general Agri Tourism is the practice of attracting visitors to an area used primarily for agricultural purposes. It could be described as - Rural/Agricultural Environments + Farm Commodities + Tourism Services = Agri tourism. A conclusive definition of agri-tourism includes activities that go on within the property generating occupations that complement the agricultural activities that continue to make up a part of daily life on the property with greater or lesser intensity. These activities should be understood as part of a process of adding services in the agricultural products and non-material values existing on rural properties (landscape, fresh air etc.) using the free time of farm families and sometimes involving hired labour. Some examples of activities associated with agri-tourism are ranch resorts, leisure fishing, hunting grounds, country lodging, country restaurants, farmers, local handicraft makers,

home industries and other leisure activities devoted to the revival of the local residents lifestyle (Gajanand, 2021).

In the scientific literature the term "agritourism" is often understood as a synonym for "farm tourism," "farm-based tourism," and "rural tourism. All these definitions present a common point in the rural/agricultural context in which services are provided (Tew and Barbieri, 2012; Karabati et al, 2009; McGehee et al., 2007; Marques, 2006). Many authors utilize the term "working farm" where tourism services are provided besides traditional agricultural activities. In our intent, rural tourism refers simply to tourism services provided in a rural context, while agritourism refers to "tourism services provided by agricultural entrepreneurs within their own farm, allowing also visitors to take part, directly or indirectly, in agricultural activities." In particular, agritourism farm may offer services as hospitality, meal provision, farm tour, on-site processing of agricultural goods, pick-your-own activities and so on (Phillip et al. 2010).

Although rural tourism and agro tourism are often seen as synonyms and although they are strongly interrelated, they have settings that differ from each other. While rural tourism is a general term and it can be defined as all forms of tourism practiced in the rural area, one of the characteristics making agrotourism different from rural tourism is that it occurs on a working farm and not just in a rural area (Barbieri, 2010; Fennel & Weaver, 1997; Phillip, Hunter & Blackstock, 2010; Roberts & Hall, 2001). Agrotourism is regarded as a more limited concept, making reference to several forms of tourism concerning agricultural activities and/or agricultural facilities. This particular form of rural tourism is organized by farmers, usually as a secondary activity, while agriculture remains their main occupation and source of income.

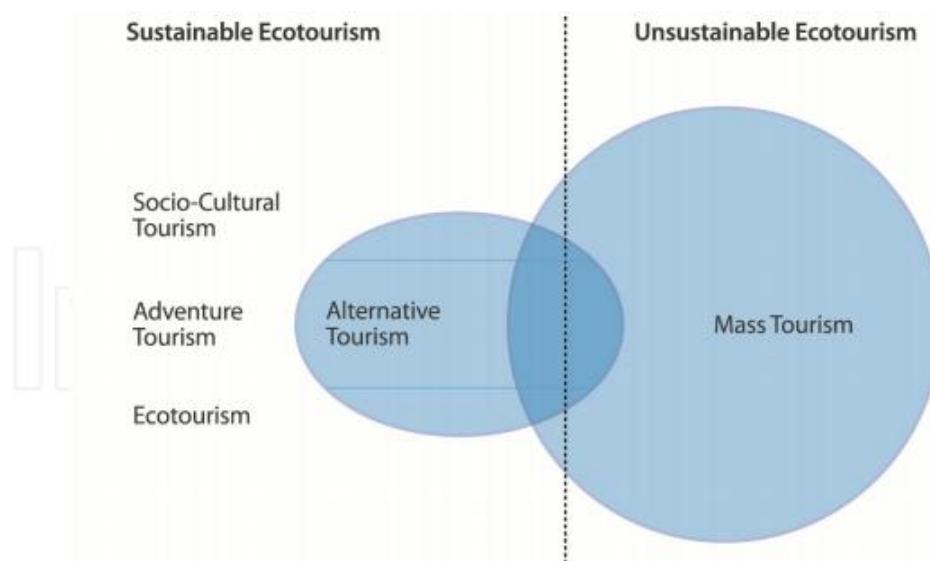


Figure 1.3: Conceptual model of tourism (Source: (Eriksson, 2003))

(Sznajder et al. 2009) argued that three features differentiate agrotourism from more general types of rural tourism:

- Participation in the process of food production,
- A chance to learn about the lives of rural people, and
- Having direct contact with domesticated animals and experiencing the countryside.

However, the most important distinctive features of agritourism, making it different to mass tourism, are its uniqueness and competitiveness.

1.5 Similarities and Difference from Eco-tourism

Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies. Ecotourism, as an alternative tourism, involves visiting natural areas in order to learn, to study, or to carry out activities environmentally friendly, that is, a tourism based on the nature experience, which enables the economic and social development of local communities. It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural artifacts from the locality. A symbiotic and complex relationship between the environment and tourist activities is possible when this philosophy can be translated into appropriate policy, careful planning and tactful practicum. Carefully planned and operated ecotourism sites, especially if it is village-based and includes local participation, is able to provide direct benefits that might offset pressure from other less sustainable activities that make use of natural and cultural resources (Kiper, 2021). Ecotourism may often be identified as a means by which communities can raise their standard of living without unsustainable exploitation of natural resources or cultural degradation. It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural artifacts from the locality. A symbiotic and complex relationship between the environment and tourist activities is possible when this philosophy can be translated into appropriate policy, careful planning and tactful practicum (Rahman, 2010). While the details vary, most definitions of eco-tourism boil down to a special form of tourism that meets three criteria:

- it provides for environmental conservation;
- it includes meaningful community participation;
- it is profitable and can be self-sustained

As shown in Fig 1.3, there is just a thin line of differentiation between sustainable tourism and ecotourism, which also shows that there is as such no absolute boundary between sustainable and unsustainable tourism (Eriksson, 2003). According to Weaver (2001); Ecotourism exists within the broader classification of tourism types which, at an initial level, can be divided into ‘mass tourism’ and ‘alternative tourism’ (Figure 1.3). Mass tourism is seen as the more traditional form of tourism development where short-term, free market principles dominate and the maximization of income is paramount.

Ecotourism as a very specific form is part of the broad concept of nature-based tourism, or it can be said that ecotourism describes a nature-based operation in the field of tourism. “The most obvious characteristic of Ecotourism is that it is nature based” (Weaver (2001).

1.6 Background

Nepal is a landlocked agricultural country having a mixed economy. Restoration of democracy in 1951 has stimulated further development of different potential areas of Nepal. Being multiethnic, multi-lingual and multi-cultural nation, the prospect of tourism development is even at higher side after the period. The federal democratic republic of Nepal shares the border with China in the north and India in the south. Nepal is well known for the land of visual paradise with magnificent mountain range and multi ethnic groups. The Himalayan country Nepal has more than ninety different languages spoken in the local community as being a multi linguistic country. Hindu is the major religious group, so Nepal is also recognized as the country of temple but also consist population of Buddhists, Muslims, and Christians as well. Once who visits this country of temple or one can say the mysterious land can find the diverse geography with low land and the mighty Himalayas and the unique culture (Christie, 2008).

Tourism is one of the major sources of income for many countries in the world and which also applies to Nepal, which is no exception. Tourism has been one of the major sources of revenue in Nepal. This multi-cultural country is well known as an international arena and as a prime tourist destination in the world due to rich the fauna and flora, exceptional trekking routes, snow-fed rivers, wonderful lakes and welcoming people. And Nepal is not only limited to its natural beauty but is also rich in cultural and religious diversity as well. Having attention for the development in the tourism sector like facilities in transportation roadways, airways and railways, safety and security and modern means of communication play a vital role in tourism development of Nepal. The country can get a huge benefit from tourism industry by increasing the number of

employment opportunities and generating foreign currency, which contributes for overall development of the nation's economy (Christie, 2008).

Nepal, having enormous natural beauty of mountains, hills, plain region, pilgrimages, art and architecture, climate and cultural diversity is one of the less expensive destinations for the visitors. Therefore, Nepal has a tremendous potential to boost up the tourism activities by attracting various international and domestic tourists (Dhakal, 2015). Nepal's incredible mountains, ancient cultures, captivating sights and religious activities have attracted thousands of tourist yearly. Nepal is rich in its own biodiversity and home to different ethnic groups. Nepal can develop a new form of adventure sports because of its unlimited tourism potentials and organize various social and cultural events. Tourism products, available in Nepal, are not exploited optimally. Recently, the Government of Nepal has formulated its vision for 2020, which mainly focus on the area of creating employment in rural areas which include women and marginalized communities, distributing tourism benefits to a grass root level and enhancing community participating in tourism related activities. For promoting tourism in Nepal, The Government of Nepal and the Ministry of culture, tourism and civil aviation have been actively working and also been motivated to the private sector for their participations in the development and promoting tourism development in Nepal (Aviation, 2009).

Various NGOs, INGOs, community base organization are encouraging member for the self-reliance and involve in income generating activities along with the supporting training and skill development which directly has supported to exploit the avenue of local tourism prospect. The concept of village tourism, local production promotion programs, home stays, festivals and guest respecting rites are successful effort of local level support for the tourism development. Similarly, Nepal Rastra Bank (national bank of Nepal) is also encouraging member bank for possible investment on such sectors.

Various cleanup campaigns, workshops for organic farming, membership programs, waste management, conferences, blood fund donation programs, awareness program, wildlife conservation week, heritage conservation for sustainable tourism, multicounty observation study mission on community based ecotourism development management, tree plantation, brochures/flyers publish, web site development, hoarding board placement, media campaigning, Guide book publish, Hike and Bike event, Green Coupon Program and television commercial etc. have been carried to promote the domestic tourism (Dhakal, 2015).

1.7 Problem Statement

83 percent of the population depends on agriculture and the same population resides in a rural area (CBS, 2011). The agricultural sector contributes 28 percent to national GDP as per Nepal Rashtriya Bank (NRB, 2018). Therefore, the development of agriculture and livestock is key for the national economy and, agriculture is the mainstay of the country's rural and national economy. Agriculture sector represents the main source of food, employment and income for the majority and it is still a dominant sector in Nepal. However, the growth rate of the agricultural sector is found 2.8 percent only, which indicates a low rate. The land ratio in relation with agriculture is supposed to be an important factor for agriculture development. Comparatively, Nepal has the lowest land to labor ratio (0.29), compared to Pakistan (0.81) and Sri Lanka (0.51) (D.Chaudhary, November 2018) According to the Nepal Living Standards Survey, poverty head count rate in rural Nepal is 27 %, which is higher than urban (15 %) (CBS, Nepal Living Standards Survey 2010/011, 2010).

Agricultural growth is considered to be effective in reducing poverty than is industrial growth. Presently people seem to have less interest in the agricultural sector because it is less attractive in terms of getting cash and it resulted in migration flow from rural to urban. Most of the household members of rural Nepal have been in abroad for foreign employment. Remittance has become the major part of the national economy as it shares 25% in GDP (FED, 2011).

The CBS data 2011 reveals that 7 percent of the total populations are in overseas employment. Out of 100 overseas migrants in the country, 81 percent was from rural areas. The proportion of Chaudhary, Deepak Research Nepal Journal of Development Studies (Year 1st Issue 2nd, 2018 November) 36 all households that receive remittances is 56 percent; 46.1 percent belongs to the Tarai region and 53.9 percent from hill/mountain region. After returning home, only a few of them have been engaging in agriculture. The data of CBS 2011 reveals that 60 percent of farmers are unable to produce enough agricultural production in order to sustain their livelihood. Many western hill districts of the country have been facing food-deficit.

Furthermore, the average monthly household income in the rural area is lower than urban. The household income of the rural area is 27% only which is obtained from agriculture, wage and rural-micro enterprises. There is variation in total households with access to various facilities; urban represents 95.7 % and rural is 63.0 % only. The agriculture sector in Nepal employs 75 % of the labor force in 2010 (CBS, The Report on Nepal Labour Force Survey, 2008).. The labors

in the agriculture sector are paid low as sometimes they receive food grains instead of cash that could not harness their livelihood sufficiently (Chaudhary, 2018).

1.8 Research Objective

1.8.1 Main objective

- To identify the potential of agritourism for the socio-economic development in Nepal

1.8.2 Sub objective

- To study the agricultural practices and trends of tourism in Nepal for the possibility of flourishing an agritourism market.
- To undertake stakeholder analysis in order to know their perception about establishing rural environment as a cooperative extension.
- To develop a diversified strategy for augmenting farm business with tourism activities that is appropriate in Nepalese economy.

1.9 Rationale

As from the second industrial revolution, rural communities have been affected by a continuous social and economic decline. The traditional economic development paradigms moved people and investments towards the industrialized metropolitan areas, causing depopulation of rural areas and loss of their cultural heritages (Salvatore Ammirato & Alberto Michele Felicetti, 2014). In fact, rural tourism is a growing market, offering interesting opportunities that stem from the ability to respond to some of the emerging trends in tourism demand. These trends can be summarized in two main directions (Ammirato and Felicetti, 2013b):

- Stimulation of Cultural heritage, folklore, traditions and a renewed interest in buildings and rural landscapes;
- Health and well-being that is expressed in the pleasure of quality of life, air, water, and in eating in a healthy and genuine way.

In this context, agritourism is the business activity that best embodies the aspects just showed up, as it represents fully the precepts of quality production, local development, short agrifood chain, as well as those related to new trends taking place within the tourism (Ammirato, 2010). In fact, agritourism farms serve as a stimulus for other local activities (agrifood producers, crafts, restaurants, shops) (Sofa and Ammirato, 2013; Ollenburg and Buckley, 2007), as well as contributing to the preservation of customs and the local culture (Sofa et al., 2013; Wilson et al.,

2006). Several authors addressed the study of the reasons underlying agritourism activities, both from agritourism entrepreneurs and broader territorial systems (rural communities) point of view. In (Tew and Barbieri, 2012) authors state that entrepreneurs are motivated in starting agritourism activities because of the increasing in farm's revenue stream, offering the possibility to capture new customers than traditional farming, and the improvement of farmer's quality of life, promoting a way of life in contact with nature and providing alternative job opportunities with their families. These factors are important in contexts characterized by higher costs of land and input in general, especially for small businesses (Volpentesta and Ammirato, 2013).

Poverty alleviation through community development is well-accepted agenda throughout the globe. One of the recognized tools for such community development endeavors has been community-based tourism. Not only an antecedent of development, community based tourism can have transformative effect on the individual, community and society as a whole, contributing to momentous transformative service movement (Rojan Baniya, Unita Shresthan& Mandeep Karn, 2018). On the positive side, CBT has been successful in stimulating local economy in terms of tourist in flow; enhance the historical heritage, culture, traditions etc., promoting local tradition, generating income promoting local entrepreneurship and produces. (Rojan Baniya, Unita Shresthan& Mandeep Karn, 2018).

- Community Attachment
- Financial Well-being
- Purpose of life and subjective well-being

If there is no one to inherit and way of life will die. They keep the past alive. According to the World Tourism Organization (2011), agrotourism is one of the five key strategic directions of a successful global tourism development until 2020 (Temirbulatova et al., 2015). There are two major drivers for this growth. Changes to the agricultural sector have forced farmers to seek additional sources of income, of which agrotourism is one (Busby & Rendle 2000; Canoves et al., 2004). At the same time, the rapid industrial development and very dynamic lifestyle of the population are creating the need of new tourist destinations that can offer something more than the common "3 S" patterns (sand, sea, and sun) and deliver original experiences. This has led to growing interest in the rural areas where the needs and requirements of the tourists can be satisfied through the offer of rural and agrotourism (TALESKA, 2015).

Therefore, agrotourism is a feature of today's changing countryside's worldwide, since it has been promoted as a policy instrument in many countries; a way to rejuvenate rural and regional

economies and to preserve traditional rural societies and landscapes (Hjalager, 1996; Busby & Rendle, 2000; Canoves et al., 2004). Governments in different countries and continents have adopted a variety of policies towards farmers and rural landholders. In Europe and North America, there are complex and well-funded programs to preserve farm landscapes and to support farmers and rural communities (Hjalager, 1996; Marsden 1999; Busby & Rendle, 2000; Morris, 2006). Thus, for example, about one-third of all farm businesses in the United Kingdom are now engaged in non-traditional agricultural enterprises, and farmer involvement in agrotourism in France and Italy is even higher (Bernardo et al, 2004). In Nepal where agriculture and tourism both have major role in boosting economy, Agritourism can help to bring positive impact in rural development. Agritourism has a huge potential in Nepal and proper research in this sector will help to promote it effectively and reap its various benefits.

1.10 Scope of the Study

Nepal is endowed with agro-biodiversity and adorned with the geographical tranquil sight and landscape. Being an agriculture country there is delimited scope of the agrotourism (Parajuli, 2014). Agro-ecotourism, a combination of agro-tourism and ecotourism plays a critical role in Nepal by using diversified resources, both natural and man-made, landscape, bio-diversity and cultural heritages (Hemprabha Pandey & Pradyumna Raj Pandey, Jun.2011). It forms the amalgamation with the farming system and other ongoing activities involve in local level of production and management.

It is directly or indirectly linked to other forms of tourism such as rural/village tourism, ethnic or cultural tourism, sport tourism, adventure tourism and many others after all food comes from agriculture sector for all forms of tourism. Since the nation is searching for new tourism packages and destination, agritourism can be stand-alone tourism package for the tourism industry in Nepal which will definitely extend the length of international tourists' stay and provide diversity in the domestic tourism of Nepal (Shree Kumar Maharjan^{1*} and Dharma Raj Dangol², March 21, 2018). This study will help to know agritourism as an alternative business. It will help to accelerate rural economy. It is useful to identify the functionality of rural enterprise by optimum utilization of limited resources. It is essential to understand the contribution of incorporating agritourism for sustainable rural development.

1.11 Study Area and Focus

For the study, the agro based village environment having operational tourism on the nearest proximity from the Kathmandu valley was selected. The site was chosen such that the place has

the rural setting where agriculture is the prominent occupation and is also renowned for rural tourism. For the study, the idea was to find the potential of agritourism as an alternative source of income.

At first, pilot survey was done. Then, on the basis of the data collected the objectives were reviewed. The field survey was carried on larger number of respondents in the similar site to meet the revised objectives.

Pilot Survey: Pharping

In order to know the viewpoint of smaller group of people, a pilot survey was conducted. The pilot survey was carried out with the motive of collecting the information of the local people regarding their understanding of an agritourism farm. Pharping is selected as the field for pilot survey. The survey mainly focused on evaluating the respondent's response to the questionnaire.

Field Visit: Balthali

A case study of Balthali was done focusing on the rural tourism activity. The field was chosen on the basis of various site amenities to understand the existing condition. The local respondents were interviewed about the services and facilities available on the site. The questionnaire survey was done on Balthali to understand the local inhabitant's knowledge and views on modeling their village into agritourism destination. The purpose of this case study is to find the possibility of agritourism in the available resources of rural environment and identify the area of improvement contributing to sustainable rural development.

1.12 Structure of Research

The thesis is organized into 10 chapters. Each chapter covers different components of the study knitted sequentially. In this section, the major focus area of the subjects below will be discussed.

1. Chapter one: Introduction.

It gives the review of the scenario about agriculture and tourism from global and national perspective.

2. Chapter two: Research methodology

It includes the study of qualitative research approaches. It gives detail description about design of the study, source of data, selection of key informants and data collection and analysis procedures as well as the ethical considerations, expected output and limitations of the research study.

3. Chapter three: Literature Review

It describes the various aspects of agritourism and its contribution in sustainable development of rural region.

4. Chapter four: Case study

5. Chapter five: Analysis, Discussion and Findings

6. Chapter six: Conclusion & Recommendation

1.13 Time Schedule



2.2 Present Condition

At present, agriculture and tourism are the two major occupations that contribute to the national economy of Nepal. Agriculture is mainly done in rural area due to the availability of the fertile land. In Nepal, tourists are attracted towards the adventure sports, trekking, mountaineering, and safari tours and sight-seeing. Rural area is often the resting spots providing accommodation enroute to their destination. The food served during their stay is mostly grown by local people themselves. They also grow cash crops and vegetables for commercial purpose. In this way, the people of rural region are involved in agriculture and tourism. There are only few places like Marpha, Chitwan, Illam and Gulmi which are popular for its crop production and also with due a famous tourism destination. Marpha of Mustang is well known for apple farming along with the scenic terrain and Mountain View and Chitwan is also famous for wildlife safari and mushroom farming. Likewise, the tea garden of Illam is also a popular tourist spot. Coffee plantation of Gulmi is a must visit place for travelers and agro- enthusiasts. These places are evident that there is a scope and possibility for agro based tourism to flourish. Government is also taking a keen interest in introducing agritourism to develop rural area. Therefore, the plan and implementation to make a modular village focusing on agro-tourism is in process.

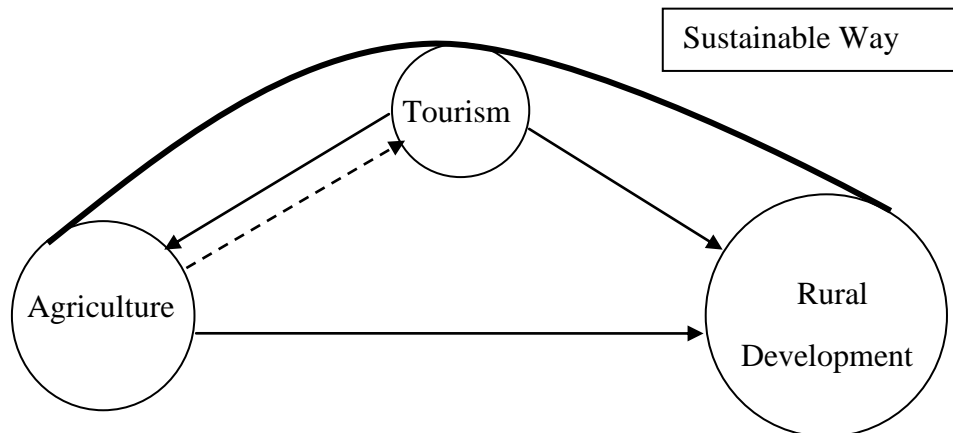


Figure 2.2: Present scenario of rural area in Nepal

The status and relationship between the three components agriculture, tourism and rural development is important to understand in order to develop agritourism. Agriculture and tourism are both integrated parts of rural development. In agritourism, agriculture is the focal point and tourism is the alternative enterprise. Agriculture plays a major role for the development of rural region as majority of the rural population are engaged in it. So, agritourism is designed in such a way that tourism surmounts the economic lagging faced by the agriculture. The potential of any activity or institute is determined by the effective mobilization of the available physical, social

and financial resources. The output, outcome and impact of the activity show its potential. The aim of agritourism is to regulate the local dwelling and farm properties for business purpose to generate income from tangible and intangible aspects of rural area besides agriculture. The identity and heritage of rural area holds the substance of curiosity and interest to many urban dweller. The proper setting and management is essential to attract tourist in rural region. The potential of agritourism is known by the quality of service provided by the local people and the number of tourist visiting the region. The sustainable development of the rural area can be done by agritourism.

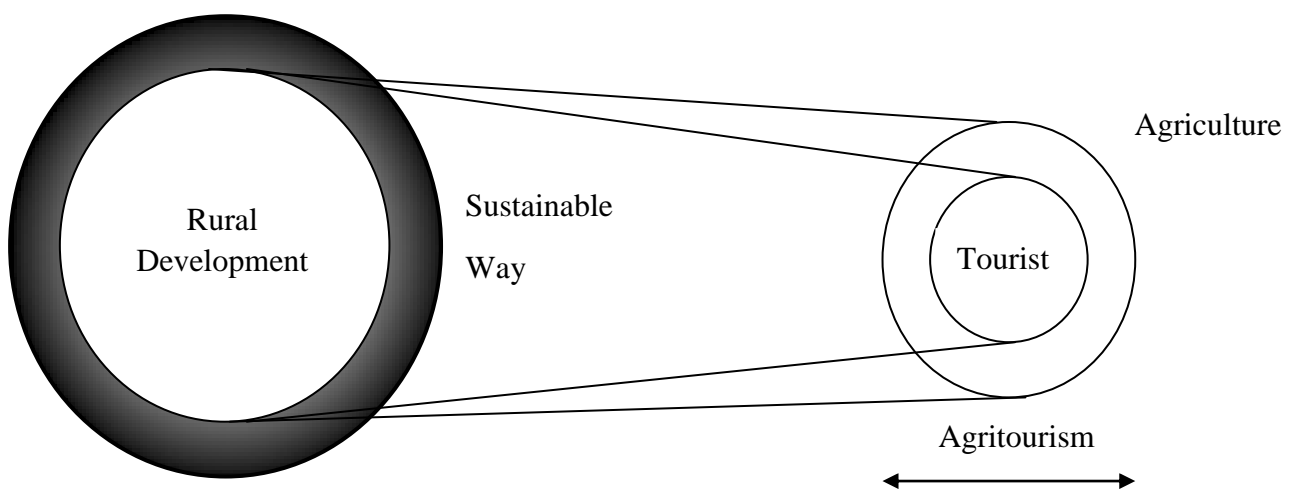


Figure 2.3: Conceptual model of agritourism for the rural area in Nepal

2.3 Research Paradigm

The research falls under interpretivist paradigm. Most of the qualitative research use interpretivism approach. Interpretivist paradigm believes that human behavior is multilayered and it cannot be determined by pre-defined probabilistic models. It depends on the situation and is determined by environmental factors either than the genes. Human behaviors are affected by several factors and are mostly subjective in nature. Interpretivist believes in studying human behavior in the daily life rather than in the controlled environment. Anti-positivism or interpretivism is governed by subjectivity and studying human behavior in a real-life setting. The qualitative study of agritourism is very important to understand the need of the rural area, desire of the local people and to know the benefits of introducing the concept of agritourism into the conventional rural livelihood. The detail study will help the researcher to make analysis of the context and generate the idea about the development of tourism in rural setting accordingly. Since the context varies from one another the subsistence technique of incorporating tourism in

agriculture may or may not be the same. The study of infrastructure and built environment that will attract and accommodate the tourist is necessary. It must facilitate their needs and requirements in the natural state with least intervention. Thus, the knowledge about various subjective and objective elements of agritourism can be done using qualitative method (Saunders, 2009).

Interpretivist paradigm is the way by which the prosperity of agritourism in rural environment can be studied effectively. There are many influencing factors that determine the initiation, operation and profitability of this rural enterprise. Interpretivism will cater all the aspect that directly and indirectly contribute to raise the awareness, possibilities and knowledge about the physical dimensions of agritourism. Agritourism acts as an alternative solution to establish it as a flourishing business in agro-driven rural economy. The qualitative study using interpretivist paradigm is necessary to conduct in order to gain the insights of the topic. It helps to bring clarity and composition to the diverse spectrum of knowledge related to agritourism. (Saunders, 2009).

2.4 Research Philosophy

The problems studied by postpositivist reflect the need to identify and access the causes that influence outcomes, such as found in experiments. It includes identifying various employment opportunities for engaging rural people, high income generating activities and high profit yielding areas, knowing the lifestyle, culture, tradition, food, vernacular architecture street morphology, orientation and climatic condition. It identifies what the rural area famous for and what is the other available attraction. It provides diverse ways of attracting tourist in rural area and methods to keep them entertained. Knowledge is absolute truth can never be found. Evidence established in research is always imperfect and fallible. It is for this reason that researchers state that they do not prove a hypothesis, instead they indicate a failure to reject the hypothesis. Agritourism has a huge potential for the economic growth of the rural area. The existing condition of the farm, crop production technique and rural lifestyle do not serve the need of the local people. Nowadays, due to busy urban life people seek the pleasure of peaceful and green environment as a getaway. Agritourism sets as the best destination for refreshing farm experience. This flourishing business is a boon to the tourism enterprise. Tourism helps in the cash inflow by welcoming tourist in the farm. This is the added benefit to the rural region. It acts as a catalyst for improving the quality of life in rural regions (Tharakan, 2006).

Research is the process of making claims and then refining or abandoning some of them for other claims more strongly warranted. Most quantitative research, for example, starts with the test of a

theory. Introducing tourism in rural region will help to generate employment opportunity therefore migration of rural people can be minimized. The rural population can be retained who will own and acquire their culture and tradition. This will help to preserve the rural asset and identity that will ultimately help to promote tourism. Data evidence and rational considerations shape knowledge. In practice, the researcher collects information or instruments based on measures completed by the participants or by observations recorded by the researcher. The total number of people involved in agriculture and animal husbandry, agricultural farms and infrastructure. It provides intervention in the rural setting. Reimbursement of farm and local dwelling for farm tours and tourist stay respectively. Researcher seeks to develop relevant, true statements ones that can serve to explain the situation of concern or that describe the casual relationship of interest. In quantitative studies, researchers advance the relationship among variables and pose this in terms of question or hypotheses. It encourages involvement of farmers and local dwellers to know the situation of individual farm and the entire rural area. Their participation is necessary to know their opinion about running a rural enterprise. Being objective is an essential aspect of competent inquiry; researcher must examine methods and conclusions for bias. For example- Standard of validity and reliability are important in quantitative research (Tharakan, 2006).

2.5 Research Process

The survey process is followed as shown in figure. The steps are followed while conducting survey for collecting the data. The data collected were analyzed so to verify the findings and to validate the study.

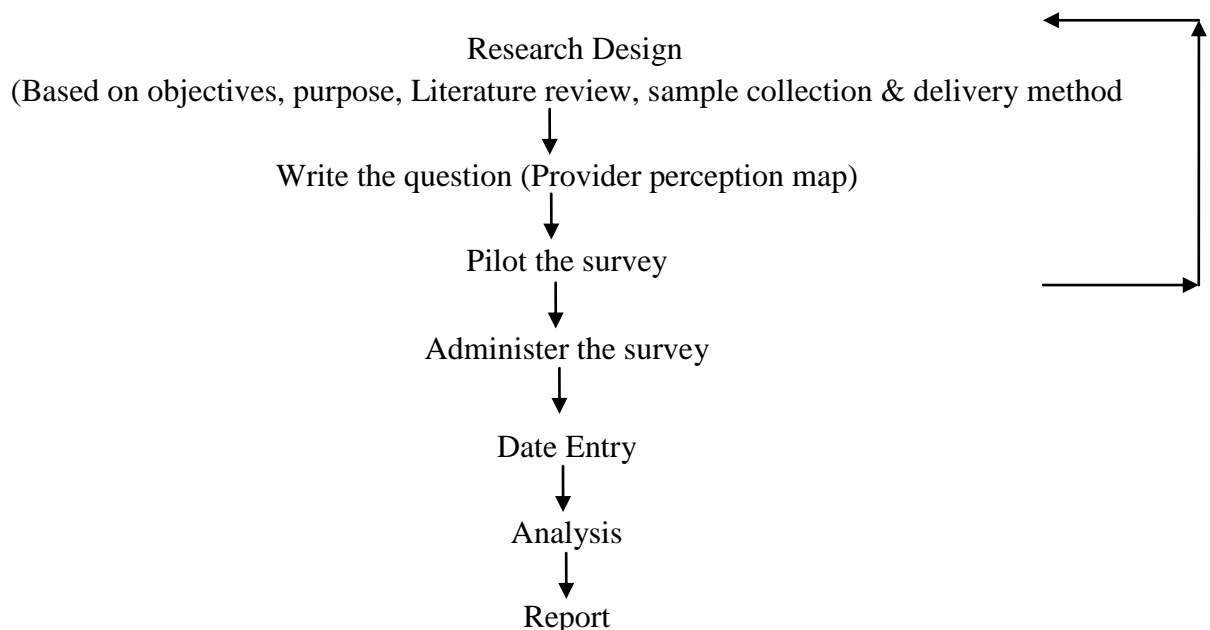


Figure 2.4: Flow chart of the research process

2.6 Research Strategy

Research topic area

The research is done in the area of agritourism. Agritourism is the amalgamation of two separate fields namely agriculture and tourism. Agriculture and tourism both are the major contributors in regulating and enhancing the economic sector of any country. It is a new concept in which both of these are combined to create an alternative source of income to the local people where their main occupation is agriculture.

Focus

The focus of the research is to know the potential of agritourism in context of Nepal. Agritourism provides diverse opportunities of employment. Hence, it increases the economic activities of the place. The agro-based places are generally lesser known as a tourist hub. This research will help to study the benefits and challenges about operating tourism in this sector. The various services and facilities required for a village in order to create an environment where tourism can flourish is also widely researched.

Research perspective

Agriculture is the most important area to meet the basic need of food all over the world. There are different types of crops grown around the globe depending upon the consumption pattern and feeding habits of the people. A large number of people are involved in this occupation to generate income. However, the income generated from agriculture is relatively very low. Due to which younger generation is migrating towards cities and foreign countries in search of better job opportunities. Nowadays, mostly women and middle-aged men are involved in agriculture. The amount of crops produced is also less. It is very important to content the rural youths by engaging them in other income generating activities besides agriculture. In this way, more active population will be involved in food production. It will ultimately help to reduce our dependency on imported goods. For this, tourism acts as an alternative method of developing rural area.

Tourism can flourish by accessing domestic and international tourists directly into the farm for recreation and academic purpose. The rural people will get a chance to show their lifestyle, culture and farm activities to the visitors. In this way, tourism can help to attract the younger people in their native village by generating alternative sources of income. Agritourism will help tourist and nature enthusiast to know the livelihood, food, culture and techniques of crop production. It will provide a comfortable, safe and hygienic accommodation and entertainment facilities in rural setting. It will also be an affordable getaway to the tourists. It will play an

important role to establish rural area as a tourism destination. Therefore, the research aims to know the potential of agritourism to develop the rural area.

2.7 Logic of Research

The logic of the research is studied by using deductive reasoning. Deductive reasoning is a type of logical thinking that starts with a general idea and reaches a specific conclusion. It relies on a general statement or hypothesis—sometimes called a premise—believed to be true. The premise is used to reach a specific, logical conclusion. A common example is the if/then statement. If $A = B$ and $B = C$, then deductive reasoning tells us that $A = C$. Deductive reasoning allows you to use logic to justify work-related decisions. Even when the decision doesn't work out, you can explain why you decided to do what you did. Being able to use deductive reasoning is valuable to employers. Employers value decisive, proactive employees (Doyle, 2020).

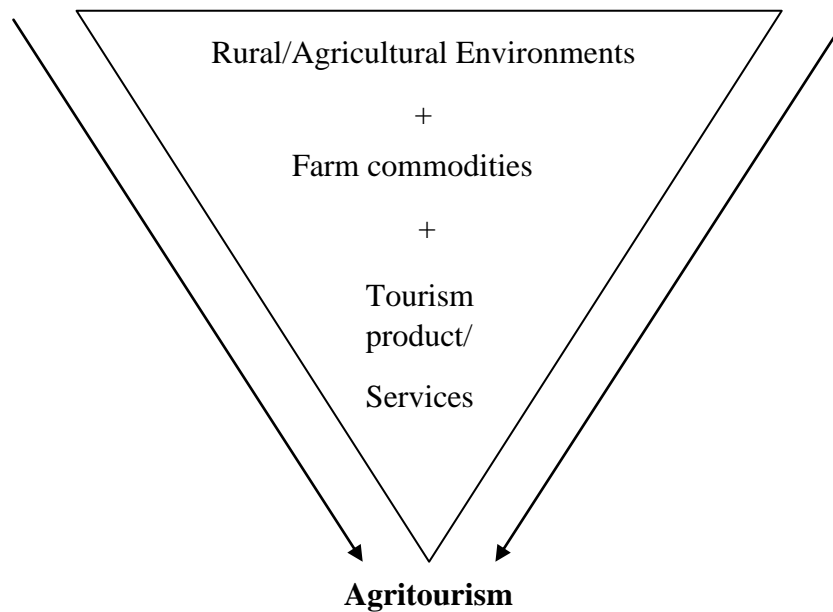
A= Agritourism has helped to increase the rural economy of agro-based areas and country.

B= Agritourism is a rural enterprise in which agriculture sector is designed and promoted for tourism purpose.

C=Agriculture and tourism are the main occupation of the people in Nepal. Nepal is an agro-based country.

Since, $A=B$ and $B=C$. According to deductive reasoning, $A=C$. Agritourism has helped to increase the rural economy of agro-based areas and country. It is a rural enterprise in which agriculture sector is designed and promoted for tourism purpose. Agriculture and tourism are the main occupation of the people in Nepal. Nepal is an agro-based country. Therefore, 'Agritourism has a huge potential in Nepal'. In this research, the statements represented by A, B and C are the hypotheses respectively. The premise is believed to be true according to the logic of the research. These hypotheses need to be studied by using journals, books, newspaper articles and online media. It must be then observed and verified with the help of various sources and elements available on the site. Agritourism is a set of rural or agricultural environments, farm commodities and tourism product and services in integrated form. The rural region can be developed by developing farm commodities. The development of farm commodities helps to provide qualitative tourism product and services. The entire enterprise revolves around these three components and their proper interrelation and interplay. It established the importance of knowing 'why' rather than 'how' of research for achieving depth and quality (Phanse, 2018). It works from more general to the specific study. Therefore, it is sometimes called as top-bottom

approach. It follows holistic approach as well as comprehensive scope to include wider perspective of the study area and gradually narrowing down to the core subject matter.



(Source: Socio-Economic Development through agro-tourism: A case study of Bhaktapur, Nepal, 2021)

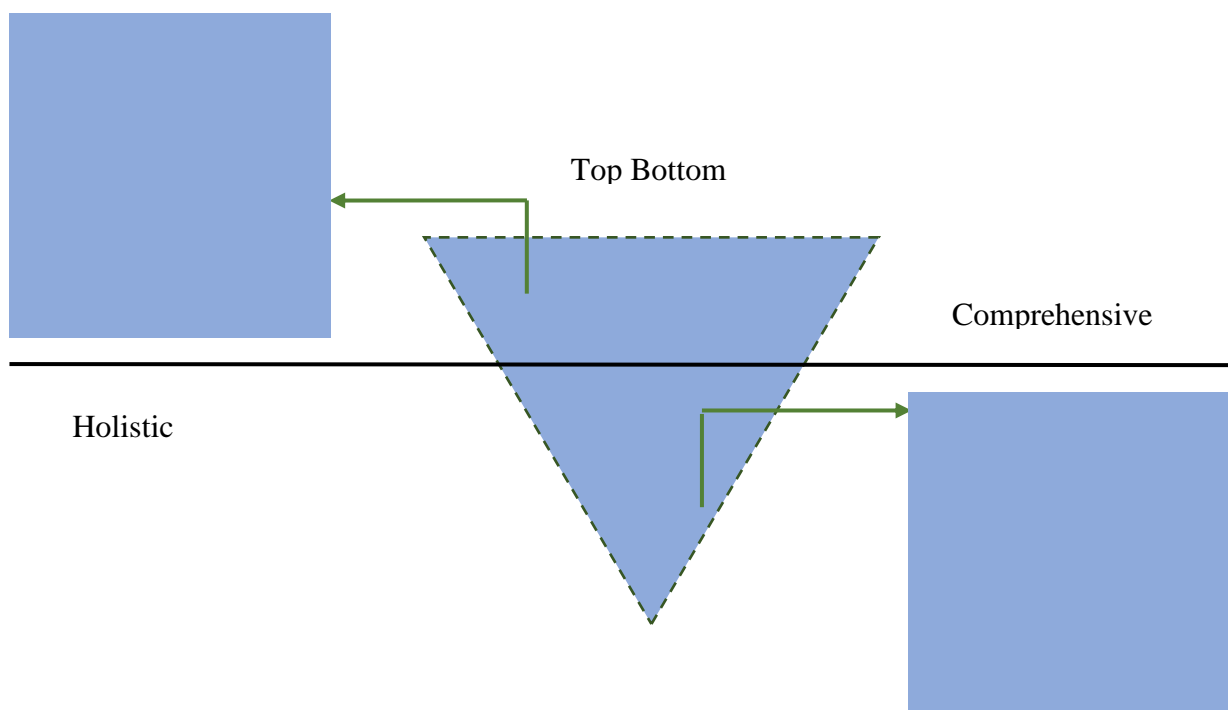


Figure 2.5: Logic of research

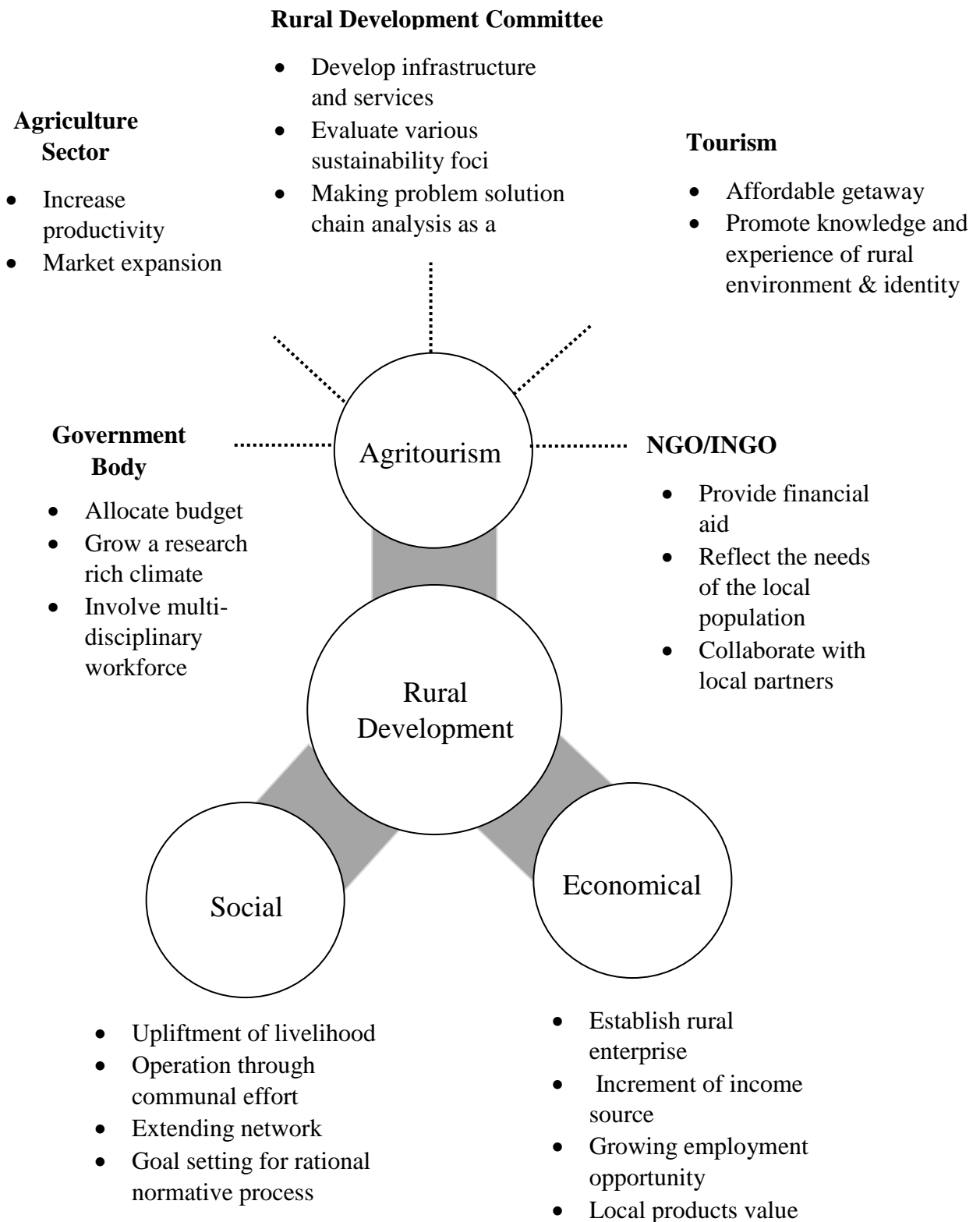


Figure 2.6: Research strategy

(Source: Adopted from Green Harlow Marketing Plan, 2021)

2.8 Framework for Research

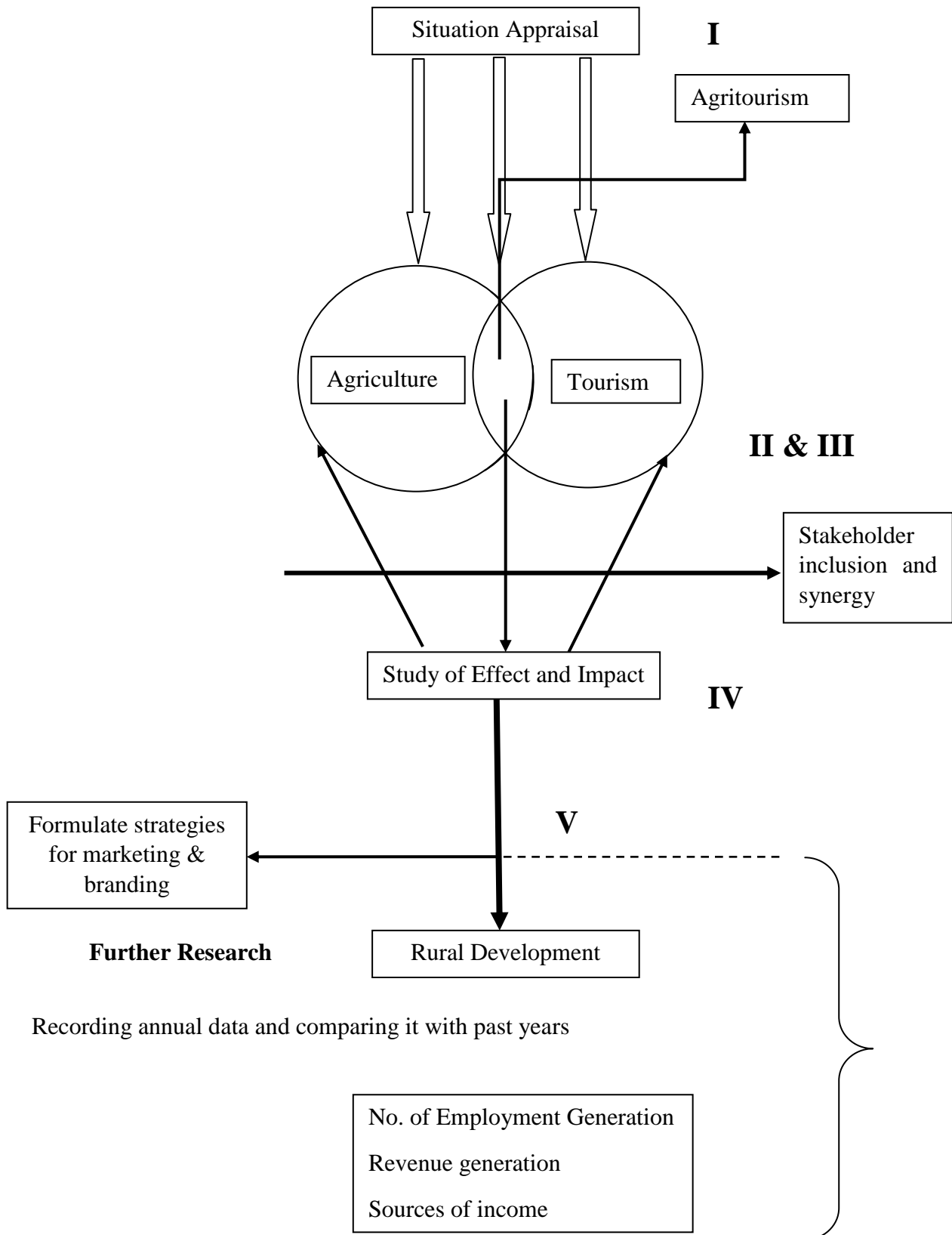


Figure 2.7: Framework of research

(Source: Adopted from “Basic Design School Model” as proposed by Mintzberg, Ahlstrand and lampel (1998) for strategy making (Chapter 3- Research Framework and Methodology, 2021))

The basic design school model places primary emphasis on the appraisal of the external and internal situations, the former uncovering threats and opportunities in the environment, the latter revealing strengths and weaknesses of the organization (Christensen et al., 1982). The analysis of internal and external situations helps in developing the key success factors and distinctive competencies, which then help in the creation of strategy. Once alternative strategies have been determined, the next step in the model is to evaluate them and choose the best one. The assumption, in other words, is that several alternative strategies have been designed and are to be evaluated so that one can be selected (Andrew, 1987). Rumelt (1997), a DBA from Harvard General Management group, has perhaps provided the best framework for making this evaluation, in terms of series of tests i.e.

- Consistency: The strategy must not present mutually inconsistent goals and policies
- Consonance: The strategy must represent an adaptive response to the external environment and to the critical changes occurring within it.
- Advantage: The strategy must provide for the creation and or maintenance of a competitive advantage in the selected area of activity.
- Feasibility: The strategy must neither overtax available resources nor create unsolvable sub-problems.

Finally, once a strategy has been agreed upon, it should then be implemented.

2.8.1 Agriculture-tourism market linkage model

The second component of the framework for this case study is the Agriculture-Tourism Market Linkage Model developed by Bowen and his colleagues in 1991. It is a useful model for examining the linkage between tourism and agriculture. As such this model will be useful in interpreting the results of the study (Figure 2.8). As shown in Figure 2.8, the model illustrates the interaction of markets, resources and production between agriculture and tourism. At the top of the diagram is the external economy from which tourists come and to which they return. The arrows represent flows of resources, goods, services and tourists. In this model, tourists are seen to generate direct and indirect demand for agricultural goods and services. Much of the agricultural goods and services consumed by tourists are provided indirectly through the tourist industry. This includes hotels, restaurants and other services catering to tourists. Farmers usually supply food products to the tourist industry through wholesalers and distributors. The external economy also provides export markets for agricultural products. In addition, if tourists are exposed to agriculture products that are special or strongly associated with the area, this can

sometimes stimulate interest in them and increased sales. One of the most important marketing issues is the availability and quality of regional transport, storage, and the distribution infrastructure necessary to ensure a steady and regular supply of commodities (Torres, 2003). Supply or production-related factors that may foster (or constrain) the development of tourism and agriculture linkages include issues such as physical conditions, the nature of local farming systems, and the quality, quantity, reliability and seasonality of food or produce production, especially vegetables and fruit (Torres, 2003). Other marketing factors that can limit the linkage include mistrust between local farmers, suppliers and the tourism industry representatives; corrupt marketing networks and the reliance of international tourism on large, external distributors for supplies, including fresh vegetables and fruit (Torres, 2003).

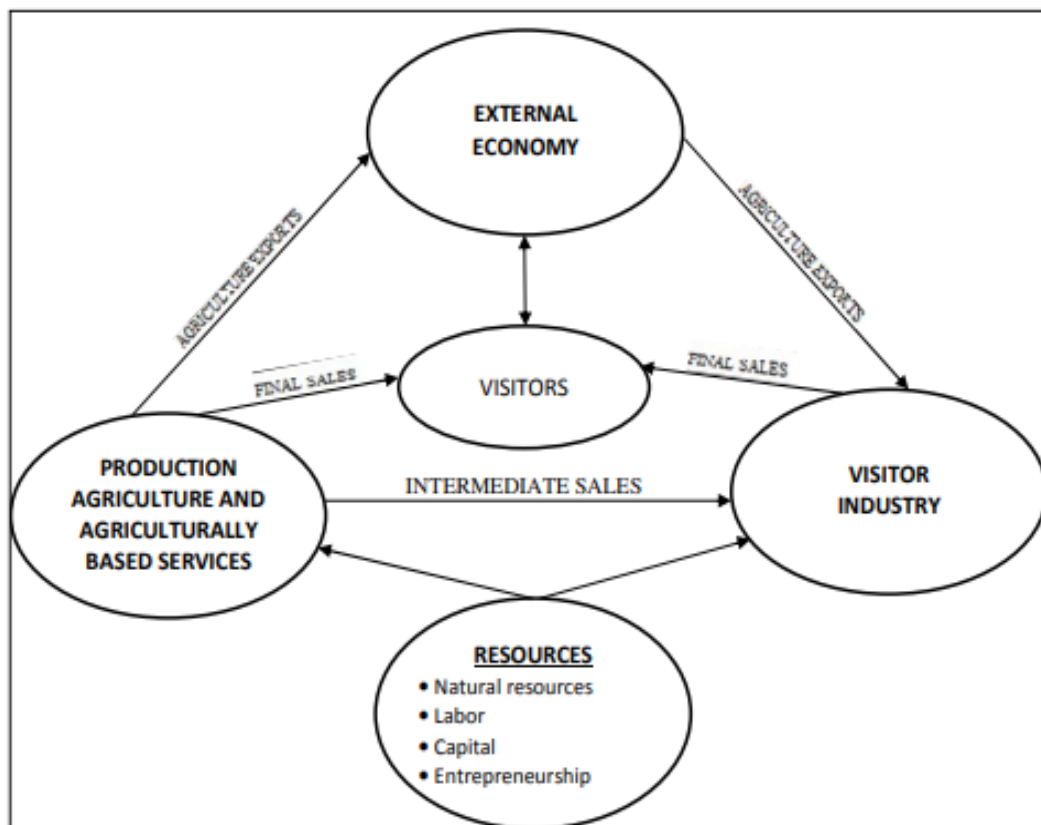


Figure 2.8: Agriculture-tourism market linkage model
 (Source: Bowen et al (1991))

2.9 Phases Identified as per the Research Framework

Phase I - Situation Appraisal: The study of macro environment both in agriculture and tourism

Phase II- Identification of the factors affecting the synergy of its key elemental functionality

Phase III- Detail study of the requirements to run the business

Phase IV- Undertaking the stakeholder analysis about their outlook towards the initiation and operation of the business and factors affecting their synergy

Phase V- Formulation of strategies for marketing and branding of business environment

2.9.1 Phase mapping

Phase I, II, III

- To study the agricultural practices and trends of tourism in Nepal for the possibility of flourishing an agritourism market.

Phase IV

- To undertake stakeholder analysis in order to know their perception about establishing rural environment as a cooperative extension.

Phase V

- To develop a diversified strategy for augmenting farm business with tourism activities that is appropriate in Nepalese economy.

2.10 Research Design

The research is designed to meet the objectives of the study. The design of the research is distinct and visionary. It shows the process of conducting a research to get the desired outcome. It gives a pathway that guides a researcher to identify the problems and define a possible solution. It gives a set of planning in the form of methodology. The methodology adopted during the course of study is justified by impeccable reasoning. This research is an attempt to identify the potential of agri-tourism in Nepal by highlighting major problems and challenges in this issue along with some useful recommendations. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Selltiz et al. 1962). According to Kerlinger (1986) a research design is a

plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. The steps are as follows:

- Stratification
- Saturation (Type of research)
- Selection criteria

Research Sub-Objective One

To study the agricultural practices and trends of tourism in Nepal for the possibility of flourishing an agritourism market at first the global context was studied along with the overview of Nepal's rural environment, agricultural system and tourism scenario. The components of agritourism were identified on the basis of literature review. This was followed by studying the condition, patterns and services in agriculture and tourism sector that harnesses the possibility of agritourism in Nepal. The study was done by reviewing the secondary data in order to know the important activities and the major events that took place in these sectors. By doing this, the essential information that is required as the basis for establishing agritourism in Nepal can be known. All the information gathered from the secondary source has been cited in APA style of referencing, with details of references in the end of the report.

Research Sub-Objective Two

To undertake stakeholder analysis in order to know their perception about establishing rural environment as a cooperative extension, primary data was collected. Survey method has been used to collect primary data. To conduct the survey for collecting data, it is important to select a sample where one can get good data without much difficulty. The researcher will get an idea about the intervention required. In order to study the topic, site visit must be done. Along with that, interaction with the local governing body and local people should be done. The standard and quality of the local products must be examined. The accommodation, lodging and fooding should be managed properly. The hygiene, sanitation, security and ambience must be properly taken care of. In order to study the topic, the nature of their social structure, built environment, the hierarchy and strata of social well-being and the formwork of their social coherence and base of their functionality should be studied in depth. An interview guide was developed and followed in order to avoid aimless or superficial interviews. The interviews were conducted with local residents (farmers, entrepreneurs, teachers, lodge owner and local leaders) as well as with national level experts from various ministries and NGOs who were knowledgeable regarding the subject matter of the topic.

Firstly, it is recognized that the sample size of 25 participants may be considered too small. Due to time constraints and the widespread of the Covid-19 pandemic, the inclusion of a larger number of respondents was not possible. Although the sample size was small, nevertheless the author believes that the respondents represent a wide range of perspectives at the community, organizational level and national levels. It is also believed that the breadth and depth of each interview was comprehensive enough to enable compiling a rich pool of information and insights regarding the research problem.

Research Objective Three

To develop a diversified strategy for augmenting farm business with tourism activities that is appropriate in Nepalese economy. The beneficiaries are the local people so their views must be taken into prime consideration. The study will help to know about their desires and the practical fulfillment of it. The local people are not equipped with the nature of hospitality work and linguistic skill. So, in order to transform the rural environment for tourism purpose, the local people must be having curiosity regarding the service. The perception about their desired and expected services and the process of developing it into a tourist hub is to be studied. Different qualitative methods which were used for data collection purpose are as following:

- Interviews
- Observation and
- Open-ended questions- These questions were asked during the time of Survey used to collect data for second research objective

2.11 List of Stakeholder

Table 2.1: List of stakeholders

S.N	Categories	Profile	No. of Participants
1.	Local Level	Gaupalika head, farmers, homestay owner, mother's group, youth group, teachers, government officers, Agriculture product production group.	25
2.	National Level Expert-4		
	1. Business category	ViTOF (Nepal Village Tourism Promotional Forum)	2

		NTB (Nepal Tourism Board)	
	2. Researcher category	Devendra Gauchan(Senior agro-economist)	2

Twenty five local residents were selected for close ended questionnaire survey. Local participants were village leaders, farmers, lodge owners, shop owners, teachers, government officers, tourist guide, elderly, youth and health workers. Four national level experts were selected based on their involvement in the field by research and business motive. Out of four, two were actively involved in the organization as well as have their own operational firm providing services and facilities in their respective field. The other two were researcher who is constantly involved in academia.

2.11.1 Categories of local residents

Table 2.2: Categories of local respondents

S.N	Categories	Gender		Number of Participants
		Male	Female	
1.	Farmer	7	1	8
2.	Teacher	3	3	6
3.	Youth club	1	-	1
4.	Aama samuha	-	-	-
5.	Homestay owner/ Resort owner	3	-	3
6.	Government officer/Health Worker	2	2	4
7.	Private sector/ Business	3	-	3
	Total	19	6	25

2.12 Stakeholder Analysis

Four national level experts were selected for unstructured interviews (Table 2.3). Those selected were from governmental, non-governmental and private organizations involved in tourism and agricultural planning and development such as the Nepal Tourism Board and Village Tourism Promotion Forum. These decision makers' perspectives on the effect of linking tourism and agriculture for sustainable development at the national level proved to be very useful and

<ul style="list-style-type: none"> • Farmer • Agriculture product production group • Travel enthusiast • Teacher • Government officers • Private job holder 			<p>activity oriented development works.</p>	<p>subsidy and incentives.</p>
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2.13 Limitations

- Only socio-economic aspect of sustainability was the focus of the research. Environmental parameter of agritourism development was not the part of the analysis. The effect of including modern amenity alien to the rural identity was not analyzed.
- Due to the COVID 19 pandemic, the number of sample collection was made small.
- The impact of agritourism on the neighboring villages was not studied. Also, the data is limited to the study of one ward, and care should be taken in generalizing the results to other wards, VDCs or areas.

2.14 Expected Output

- The research will identify the components of agritourism.
- The research will give broad idea on the prevalent practice, around the globe, of incorporating agritourism in rural development.
- The research will identify the rural network for the agritourism development.

2.15 Source of Information

2.15.1 Primary source of information

Primary source of information by the follow methods:

1. Pilot survey with local people: Interview with 5 locals
2. General view point of local people on the field: Interview with 25 interviewees
3. Rural area and farm condition (regional): Active observation and data recording through photographs and video recording., mobile ethnography, imagery analysis

4. Interview with tourist guides, local political key persons, local NGO's chairperson and concern peoples who are involved in agriculture and tourism sector directly and indirectly.
5. Opinion of National representative (Researcher)
6. Opinion of National representative (Business category)

2.15.2 Secondary source of information

Secondary source of information was gathered by following methods.

1. Background of agricultural and tourism sector of Nepal: Previous research
2. Generic information: Literature review (conference reports, books, journal articles, websites)
3. Agritourism practices in Nepal: Research paper and newspaper
4. Government plan of action in agritourism sector: Websites and newspaper articles
5. Tourism in agriculture sector: Literature review

Other data are furnished from

- Related articles
- Different research papers
- Report
- 10th plan document of government of Nepal
- Websites of the government of Nepal
- Reports of UN
- Newspaper
- Internet sites

2.16 Research Method

2.16.1 Data collection method

Ethnographic is the study of people in the natural context. Direct observation is the best if available. Specifically face to face interaction is seen as the best way to understand others. When the question, topic or situation in which you are interested is physically located somewhere at least temporarily. To study the phenomenon and achieve the overall objective of the current study Triangulation has been used. Many researchers have discussed complementing survey with field work to arrive at better results. —The combination of methodologies in the study of the same phenomenon (Denzin, 1978, p.291) in order to arrive at a better understanding of a given

setting or community without spending too much time in any one setting is called triangulation. The assumption underlying triangulation is that when a researcher uses two methods, the weakness of each method can be overcome by the other. In addition to use a combination of methodologies the following methods were used to re-validate the study findings:

- Expert Opinion Interview
- Expert Opinion Questionnaire
- Recent Media Report and Publications

It is essential and relatable to describe and explain behaviors, beliefs and language of a socio-cultural group within their natural setting or context.

Surveys – A survey is a data collection tool for gathering information from a sample population, with the intention of generalizing the results to a larger population. Surveys have a variety of purposes and can be carried out in many ways depending on the objectives to be achieved (7 Data Collection Methods & Tools For Research, 2021).

Questionnaires need to appeal to respondents, cannot be too long, too intrusive or too difficult to understand. It also needs to measure accurately the issue under investigation.

Quantitative research is generally objective in nature. An inquiry into social or human problem based on testing a hypothesis or a theory composed of variables, measured with numbers and analyses with statistical procedures in order to determine whether the hypothesis or the theory holds true. It involves tangible, countable, sensible features of the world (Chapter 3- Research Framework and Methodology, 2021).

Quantitative survey: It allows access to significantly high numbers of participants. Questionnaires with close ended questions were made for conducting quantitative survey.

Sampling:

Sampling is the statistical process of selecting a subset (called a “sample”) of the population of interest for purposes of making observations and statistical inferences about that population. Social science research is generally about inferring patterns of behaviors within specific populations. We cannot study entire populations because of feasibility and cost constraints, and hence, we must select a representative sample from the population of interest for observation and analysis. It is extremely important to choose a sample that is truly representative of the population so that the inferences derived from the sample can be generalized back to the population of interest. Improper and biased sampling is the primary reason for often divergent

and erroneous inferences reported in opinion polls and exit polls conducted by different polling groups (Bhattacharjee, 2012).

Non-probability sampling, including purposive sampling, was used to select potential villagers from the study site for interviews. Babbie (2011, p. 207) defines purposive sampling as “a type of non-probability sampling in which the units to be observed are selected on the basis of the researcher’s judgment about which ones will be the most useful or representative.” A local resort owner was used to identify initial participants followed by use of the snow-ball technique to select other participants. “Snow balling is the process by which one participant recommends that the researcher talk with another participant,” (Babbie, 2011, p. 208). A total of 29 participants were interviewed including local residents, district and national level experts. The experts were selected on the basis of their experience and knowledge of the research topic (Gurung, Exploring Links between Tourism and Agriculture in Sustainable Development: A Case Study of Kagbeni VDC, Nepal, 2012). These participants were selected based on their ability to represent their organization and knowledge of the research objectives. They represented both governmental and nongovernmental organizations. The interviews with district level experts were useful in generating opinions on the effect of linking tourism and agriculture for sustainable development from another perspective (Gurung, Exploring Links between Tourism and Agriculture in Sustainable Development: A Case Study of Kagbeni VDC, Nepal, 2012).

Qualitative research on the other hand is subjective in nature and mainly concentrates on opinions and perceptions rather than hard measurable data. The dissertation was mainly researched using this type of research strategy because of its flexibility in acquiring data for subjects with limited publication.

Qualitative interview: There are different types of qualitative interview (eg: structured, semi-structured and unstructured).

In-depth interview: Availability of online sites enables the wide and cheap distribution of surveys and the organization of the responses

Questionnaires with open ended questions: Observation involves the active acquisition of information from a primary source. Observation can also involve the perception and recording of data via the use of scientific instruments. The best tools for Observation are:

Checklists state specific criteria, allow users to gather information and make judgments about what they should know in relation to the outcomes. They offer systematic ways of collecting data about specific behaviors, knowledge, and skills.

Direct observation – This is an observational study method of collecting evaluative information. The evaluator watches the subject in his or her usual environment without altering that environment (7 Data Collection Methods & Tools For Research, 2021).

2.17 Research Approach

Mix method is used to approach the research objective. Both qualitative and quantitative methods are used to get the information from the respondents. While doing quantitative questionnaire survey, the respondents were also interested in justifying their choice of answer. It provided qualitative information about their perception on the site, their occupation and the topic. The proper reasoning helped to answer why the respondents chose, the timeline and the cause and effect of the incidents.

2.17.1 Data analysis

After returning from the field, the information collected from the site was recorded in computer aided software called formplus which digitally encoded the report in the form of graphical representation. A statistical analysis method is used to analyze the data. On the basis of the findings, data was analyzed to meet the objectives of the research.

2.17.2 Interpretation

The findings from the survey were analyzed comparatively with the key informant's survey and the literature study. The discussion was done based on the understanding of the author about the study and findings obtained during the study. This method was helpful to derive the expected output of the research and to make proper recommendation for effective application of the topic.

2.17.3 Evaluation and validation

The evaluation method answers the question about the topic that we propose and the reason to do so. After the completion of the study it is necessary to evaluate the work done so that it is precise, orderly and authentic. (Chapter 3- Research Framework and Methodology, 2021)

Evaluation Methodology:

The evaluation methodology helps to know if there is any contribution. It helps to know the core concept behind selecting the topic. This process shows the thoroughness and completeness of the study. The findings and recommendation are not repeatable and can be understood with ease. (Chapter 3- Research Framework and Methodology, 2021)

Validation:

The validation of the study is essential to emphasize the accuracy of the findings. It helps to understand the strength of each step of the research that will eventually lead to the logical reasoning and tactical adoption of strategies. (Chapter 3- Research Framework and Methodology, 2021) .

CHAPTER THREE: LITERATURE REVIEW

3.1 Agritourism

Agricultural development in Nepal is crucial to provide daily needs to those hard-working farmers, slow down imports, increase trading, solve the unemployment and provide raw materials to industries that can be mutually and thoroughly achieved with Tourism as Agro-tourism. It can be used to persuade and inspire farming communities to raise their crops in an eco-friendly demeanor and to conserve the biodiversity of farms (Dangol and Ranabhat, 2007). It allows tourists to come in close contact with the dwellers of small, rural villages and to be engaged in traditional ways of agriculture still prevailing in this age. Tourists can get a chance to know about different indigenous agricultural practices, such as how crops are harvested, marked and conserved, how vegetables can be raised organically, how freshly picked fruits are converted into delicious marmalade, and so on (Pandey and Pandey, 2011).

With the development in the realm of the technological sector and city orientation settlement of the people, many children as well people are not well familiar with the agricultural practices and management. Still, many people from the world are not known about the plantation of rice. The technique of plantation varies with the region to region. The hard-working farmer converts the field into an opera house theater where they sing the local songs (asare geet) and exchange their days going on for avoiding the sense of hardworking. Exchanging of the feeling of life and the mutual understanding in the course of working along with other time could be the way for fascinating the tourists easily.

Rice, maize, and wheat are the main crops in Nepal. Terai is regarded as the storehouse of Nepal which has the eye-catching potential for the tourists. Buckwheat, millet, barley are the major crops in the high hills. Citrus along with the important cash crops like ginger, coffee, cardamom, tea, etc. The practice of on-season and off-season vegetables is all over the nation which could be the milestone for the improvement of agro-tourism. Similarly, many pocket areas are flourished throughout the nation like a mushroom for Chitwan, off-season vegetables for Dhading, tea for Illam, etc. are the benchmark for the scope of expansion of agro-tourism through which tourists can get the field trial and production which furnishes their boundary of knowledge. AgroTourism is an intricate network, an opportunity maybe today to this contemporary society to assure both farmer's assets and national Gross Domestic Product. It provides additional income source and employment opportunities to the traditional farmers which are a better alternative way than migrating to the Gulf countries in search of employment. The fashion of welcoming tourists, the

hospitality of villagers, sharing their custom, working with tourists are the basic features of a rural society which develop keenness for visiting Nepal repeatedly and this helps for the flourishing of agro-tourism. Homestay in the village can be run satisfactorily in which the whole member of the society accommodate to entertain the tourist. It provides appropriate paths to protect natural habitats, natural resources, special places, and naturally beautiful scenic areas (Singh and Mishra, 2016). One of the prime rationales of agro-tourism is to create the opportunity to contribute to one's community, develop the hospitality tradition of the people, build-up morals and cultural discipline and combine agriculture with recreation (Getz and Carlsen, 2000; Maude and van Rest, 1985; Putzel, 1984; Weaver and Fennell, 1997). Agritourism comprises of three components

- Rural/ Agricultural environment
- Farm Commodities
- Tourism product and services

3.1.1 Elements of agritourism development

Elementary variables and component of the attractiveness of any destination and the main elements of the tourist product and its further development as an agritourist destination are: elements of accommodation; attractiveness of tourist destination; environmental elements; socio-cultural; elements of the offer; infrastructure facilities; political stability; the local involvement in tourism; elements of promotion; marketing; information system. It has three elements: Accommodation, Food, and Entertainment (Table 3.1).

Table 3.1: Elements of agritourism development

Stages	Project Element
Goal	To understand the potential of agritourism in accelerating rural economy
Purpose	To develop community entrepreneurship and encourage youth participation To flourish the craftsmanship and heritage To reduce the dependency of overseas shipments
Output	Stable source of income Economic independence Increased labour force, high yield and increment in revenue generation
Activities	Training Marketing Formation of committee

	Promotion and awareness programme
Input	Funding Consulting Feasibility study Registration and other legal procedure Innovative and engaging recreational activities

3.2 Importance of Agritourism for Rural Settlements in Nepal

Agricultural activity, in the rural areas, is the centre around which farmer carries out endogenous development based on local resources, by enhancing his entrepreneurial capacities. Nowadays, the value of his work no longer resides, as before, in the agricultural products, but in the quality of his products allowed by technical progress, accompanied by marketing actions in response to changing consumer preferences. For every traditional agricultural product, it corresponds a wide range of by-products, typological and qualitative variants with related services (Sotte, 2006). The interplay between multiple activities into a space where traditional goods are produced in a dynamic way, supporting the development of a multiplicity of relationships and the ability to allocate efficiently human and material resources, represent the new rurality. In this sense, Agritourism activities should be considered one of the best way through which expand and diversify farm activities. This diversification, as well as implementing new business areas, bringing new clients / tourists to the company, allows enhancing intangible assets, environmental assets and landscape values. (Filippo Fiume Fagioli, Francesco Diotallevi & Adriano Ciani, 2014). The inability in generating sufficient revenue has led the farmers, in many cases, at diversifying from the agricultural base, by engaging in a pluriactivity (Fleischer & Pizam, 1997). Whilst the incidence of agriculture in rural economies has declined, the importance of diversification in rural economies has grown (Filippo Fiume Fagioli, Francesco Diotallevi & Adriano Ciani, 2014).

3.3 Sustainable Rural Development

These are the ways for sustainable rural development

1. Organic farming

Organic farming is an integrated farming system which involved technical aspects (soil, agronomy, and weed and pest management) and economic aspects (input, output and marketing) as well as human health. Organic farming claims to have the potential to

provide benefits in terms of environmental protection, conservation of non-renewable resources, improved food quality, reduction in output of surplus products and the reorientation of agriculture towards areas of market demand (Lampkin, 1990).

2. Home stay

Homestay tourism is popular in many destinations; it adds authentic sociocultural richness to the tourist's experience. For a nation that cannot make extensive infrastructural investment a priority but which possesses an abundance of tourism richness in remote communities, homestays are an attractive alternative tourism product. The essence of Nepalese tourism lies in naturally beautiful rural hills and mountains and its indigenous communities with their mystical lifestyle and culture. These natural and cultural attributes can be showcased best through homestays. Tucker and Lynch (2004) characterized homestays as the buying and selling of more than "just a bed" where the host would consider hosting as a lifestyle choice (Baikuntha Prasad Acharya & Elizabeth A. Haalpenny, 2013).

3. Entrepreneurial Spirit

Female ownership of homestay businesses secures women's avenues for income generation and involves them in mainstream development (Baikuntha Prasad Acharya & Elizabeth A. Haalpenny, 2013). Homestays require low capital outlay, thus increasing access to tourism for the poor (Rea, 2000). In 2015-16 FWEAN was involved in 'Promoting Women Entrepreneurs involved in Agro Business'. The project brought realization that awareness and information is key to empowering women in agriculture to access various programs, services, loans and subsidies provided by the government in the agro-sector. FWEAN is adopting this learning in its new projects (Bhattedanda - Vegetable Farming, 2021).

3.4 Rural Sociology

Rural sociology is basically characterized by agriculture and peasant farming (G.Boguslaw, 1972) which represents agrarian values. The social structure of Nepal predominated and based on agrarian in nature. Nepalese agrarian and social structure could not evolve enough to cope with the increasing population in respect with resources. Agriculture in Nepal is being less commercialized because of the low level of technology, infrastructures and poor markets facilities. The agriculture of Nepal depends mainly on monsoon; the government has failed to provide adequate irrigation facilities. According to the World Bank report in 2014, only 28 percent of the total agricultural land is irrigated (World Bank, 2014). It shows that 24 percent of

the total land is useful for the cultivation purpose. Nepal Terai- southern plane part- is the major agriculture sector (17 % of total land) for the agriculture productions.

Well-being does not only depend on material endowments but also on the capabilities of the individuals (Sen, 1999); a particular capability is the outcome of the interaction of a person's capacities and their position in society (Kwaramba et al., 2012). Rural communities in developing countries are often entrenched with powerlessness, injustice, disparity and exclusion; women and minorities are more victimized than others in this case. A way to eliminate such malpractices is to encourage interaction of such communities with the outside world through tourism; this is facilitated by modern tourists' attraction to distinct ways of life and culture in rural landscapes (George, Mair, & Reid, 2009).

Relationship between

1. Agriculture
2. Business
3. Ecological Economics

Linked with health and lifestyle

- Energy efficient practices
- Sustainable production/ consumption
- Less waste production or bio degradable waste
- Processing packaging

3.5 Key Factors Driving the Global Agritourism industry

3.5.1 Agritourism as a risk management strategy

Evidence from the production and price fluctuations during last three to four decades in both conventional agriculture sector with intensive production of rice, vegetables, and other subsistence crops and plantation agriculture sector with intensive production of tea, rubber, coconut, coffee, etc shows that they are highly vulnerable to external factors such as internal & international politics, climate change and whether pattern changers, market and trade slumps, etc. Sudden and unanticipated influences of these external factors cause higher risks in sustainability of agriculture sector and it results in the collapse of both micro and macro economies in a country (Mahaliyanaarachchi, 2015). Further, agri tourism will motivate and encourage farming communities to raise their crops in eco friendly approach and to conserve the biodiversity of

farms which will minimize the internal risk factors of farming such as pest and disease outbreaks, soil degradation, etc. (Mahaliyanaarachchi, 2015).

Agri tourism sector would improve sustainable agricultural practices by maintaining and increasing positive externalities and nonmarket services provided by agriculture. Agri tourism products and services would have the added benefit of promoting sustainable agricultural practices too. This is a good option for farmers and planters who are willing to diversify their farming operations that will help bringing more economic activities to rural areas sustaining livelihoods of the rural people.

In addition, agri tourism not only allows farmers to enjoy greater economic benefits through managing risks, but also helps to retain the young generation of the farming community in the rural areas instead of migrating to urban areas for better livelihoods (Mahaliyanaarachchi, 2015).

3.6 Risks Factor Involved in Agritourism

Chances of failure due to

- Lack of proper mechanism
- Insufficient scope of coverage
- Lack of local engagement and empowerment

3.7 Agritourism Development in Nepal

The Nepal Communist Party (NCP) government, which had given the slogan of revolutionising the country's agricultural sector through production of enough agro-products, has moved ahead a process of setting up a mega agro-tourism project in Udaypur of Province 1. The Ministry of Agriculture and Livestock Development initiated the project in coordination with Belaka Municipality to develop the project on 7,000 bigha land on the banks of the Sunkoshi River. It will be the country's first agro-tourism project (Sapkota, 2019). The mayor of Belaka Municipality is working to move the project ahead. "I have made multiple visits to the site and I am impressed by the mayor's working style," Minister Khanal said. The federal government has allocated Rs 0.8 million budget for the project (Sapkota, 2019). The ministry has also initiated the process of setting up organic agricultural farm in two municipalities in West Rukum district (Sapkota, 2019). According to Khanal the government has allocated Rs 0.7 million for this West Rukum project and a steering committee has been formed (Sapkota, 2019).

Meanwhile, the government has approved a draft bill for amending the Nepal Agricultural Research Council Act to make it a university rather than limiting it as a research and training

centre so as to produce skilled human resources. “The amendment proposal is to upgrade NARC into a university,” Khanal said (Sapkota, 2019). He added that the university would be launched with the Indian government’s support and residential training centres would be expanded to all seven provinces. “Farmers can be trained for seven to 150 days. Farmers and agro scientists will stay at the same training centres spending six hours in the field and two hours in the training room for theoretical classes,” Khanal said (Sapkota, 2019).

A government team will monitor the farmers’ work in their field after training. “The government will maintain a roster of trained human resources. The idea is to increase agricultural production (Sapkota, 2019). According to the ministry, Nepal imports Rs 150 billion worth food items annually, including oil, Rs 28 billion; rice, Rs 25 billion; wheat, Rs 10 billion; apples, Rs 11 billion; and lemon, Rs 4 billion. Nepal exports agriculture products worth only Rs12.5 billion annually (Sapkota, 2019). Agro-tourism can be used to motivate and encourage farming communities to raise their crops in an eco-friendly manner and to conserve the biodiversity of farms (Dangol and Ranabhat, 2007). In agro-tourism, tourists can find the answers to their questions about different indigenous agricultural practices, such as how crops are harvested, graded and preserved, how vegetables can be grown organically, how freshly picked fruits are converted into delicious marmalades, and so on (First Environmental Trekking, 2010).

The Agriculture Ministry is planning to develop five such villages across the country this fiscal year at places such as: Ghodaghadi in Kailali, Machhamara in Sunsari, Rautamai in Udaypur, Patle in Solukhumbu and Kakani in Nuwakot (Nepal’s Agro Tourism Village for Nature Lovers, 2018). Government is launching the community-based agro tourism village program for the first time in Nepal and will gradually increase the number of such villages depending on the response, says Shankar Sapkota, Deputy Spokesperson of the Ministry (Nepal’s Agro Tourism Village for Nature Lovers, 2018). Under the program to be promoted as ‘Modern Green Tour Village’, each selected firm will be granted Rs 2.5 million for developing basic infrastructure such as sanitation, roads and accommodation facilities in the targeted areas (Nepal’s Agro Tourism Village for Nature Lovers, 2018). The government has set mid-July as the deadline for these firms to finish the assigned infrastructure development task (Nepal’s Agro Tourism Village for Nature Lovers, 2018). According to Subedi, the project will utilize the houses damaged during the 2015 earthquake for homestay and have been receiving the relevant housing reconstruction grants (Nepal’s Agro Tourism Village for Nature Lovers, 2018).

Few private firms like Banana Resort in Tikapur, Ostrich Nepal in Rupandehi and some tea farms in Ilam have been successful in establishing the agro tourism concept (Govt begins pilot of agro

tourism village, 2018). The agro tourism villages in the five selected areas involve 75 households. The government has launched the community-based agro tourism village for the first time targeting tourists who like greenery, quiet and calm natural environment, said Shankar Sapkota, deputy spokesperson of the ministry (Govt begins pilot of agro tourism village, 2018).

3.8 Government Policy, Code of Conduct, Laws, Plans and Project

The Government of Nepal emphasizes agriculture development in for poverty alleviation, rural development, and national economic growth through the policy level. However, available data and qualitative analysis reveal that the outcome from the agricultural sector is not satisfactory due to several factors. In such situation, more than half of the population has been facing food insufficiency. Due to weak policy and implementation, the agriculture sector has been suffering poor outcome. In that way, the government of Nepal along with concerned authorities should effectively implement agriculture policies in order to reduce poverty and rural development. The agriculture-rural accommodating policies and successful performance are crucial for poverty alleviation and rural development (Chaudhary, 2018). It seems that national policies cannot attract new generations towards agriculture and that is why the agriculture sector is being deteriorating day by day. The productive-agricultural reform both in policy and implementation level is important for developing countries like Nepal. Agriculture policies are like different instruments in order to make support system, provide guideline and balance production and distribution and ensure the security in terms of food (Chaudhary, 2018).

Nepal Government Policies Towards Agriculture is based on the Constitution of Nepal (Article 51-e) emphasize agriculture development: protecting and promoting rights and interests of peasants and utilizing the land use policy for increasing production and productivity of agriculture and for commercialization, industrialization, diversification and modernization of agriculture; and Planning for agricultural tools and an access to market with appropriate price for the produce. Since the first five-year plan implemented in 1956, modern agriculture development has been initiated for the country's economic development. At that time around, 95 percent of the population was involved in agriculture. In the First Five-Year Plan, transportation and communications were given top priority with over 36 percent of the budget allocations and agriculture including irrigation, received second priority with about 20 percent of budget expenditures (NPC, 1975).

Nepal government policy is also to introduce foreign direct investment (FDI) in the agricultural sector, although according to the World Bank Nepal Overview Report, FDI still only accounts for 0.6 percent of GDP. Agriculture sector still could not attract private investment despite the governmental prompt policy. Poor farm-market linkage, lack of policy, and political unwillingness may be the reasons behind it. Furthermore, the remittance is not being used properly and largely in the agriculture sector due to the lack of policy and political willingness. Remittance which has been found in other countries to be contributing to increase agriculture yield— is not contributing to boost agriculture yield in Nepal. (Asian Development Bank, 2014). 14th plan of Nepal (2016/17 – 2018/19) is given high priority for entire agricultural and rural development spectrum— agriculture, irrigation and water control, livestock, forestry, environment, agribusiness, credit, and institutions—as well as related rural development topics, including gender issues, roads, power, and the environment.

The Nepalese government has shown its interest in developing rural tourism through various programmes. The Tenth Plan (2002–2007) of the country identified tourism as a possible means to address the endemic poverty, unemployment and social disparities (NPC, 2002). The major achievement of the Tenth Plan was the implementation of Tourism for Rural Poverty Alleviation Programme (TRPAP) from 2002 to 2005 jointly undertaken by the Government of Nepal, the United Nations Development Programme, the Department for International Development (DFID) and the Netherlands Development Organisation (SNV-Nepal). The TRPAP had its pilot projects in six districts covering 48 rural villages through pro-environment- and pro-community-based initiatives. The protected areas such as the Annapurna Conservation Area (ACA) and the national parks also contribute valuable efforts towards rural tourism development via local community involvement.

The approach of community-based rural tourism in Nepal has emerged with a view to supporting local people by encouraging tourists to visit these places and providing tourists with opportunities to get involved in community activities. Tourism as an alternative source of income generation is practiced in some agrarian villages. The outskirts or peripheral villages near the already recognized urban tourist destinations of Kathmandu, Pokhara and Chitwan are ahead in this exercise. From an economic viewpoint, rural tourism may be a positive tool in achieving the policy of the government of Nepal that has recently targeted tourism as a vehicle to reduce poverty in rural areas (MoTCA, 2010b). Tourism, if developed responsibly and with a pro-poor and equitable approach, has the potential to achieve poverty reduction (Caroline, Goodwin, McNab, Scott, & Chaves, 2006; DFID, 1999; Hall, 2007; UNESCAP, 2003; UNWTO, 2004b).

Tourism can yield high levels of employment and income for the poor, especially in mountain and rural areas where biodiversity and indigenous cultures have not yet been significantly eroded. Many villages in Kaski, Tanahu, Syangja, Lamjung and Gorkha districts in western Nepal have already reaped benefits from rural tourism initiatives. For local people, community-based tourism efforts have arisen as appealing alternative enterprises alongside their regular agricultural lifestyle. The government of Nepal has formally recognized this opportunity in the plan Tourism Vision 2020 (MoTCA, 2009b), wherein priority is given to community involvement in tourism: “To expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities” (p. 9).

A typical example of public policy initiatives is green procurement. Eco-taxation is another effective tool to enforce economic incentives. Social and political protest campaigns include eco-labeling, anti-consumerism, antitelevision, anti-advertising, and education campaigns. Lifestyle reinventions include changes of consumption patterns and work style. Examples of consumption pattern changes are the slow food movement, relocalization of food production and consumption, and the simple life (YOGI, 2010). Policy must be integrative, collaborative and comprehensive to achieve real outcome of ecotourism by realizing importance of environmental, social and economic imperatives (YOGI, 2010).

3.9 International Standards for Sustainable Tourism

The World Commission on Environment and Development (WCED, 1987) has delineated the linkages of poverty alleviation, environmental degradation and social equality as the components of sustainable development.

3.10 Sustainable Development Goals (SDG)

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. (United Nations Development Programme(UNDP), 2021). Out of the 17 SDGs, agritourism is beneficial in achieving the targets of two of them. These two goals are as stated below:

Goal 8: Decent Work and Economic Growth

- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors
- Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services
- By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
- Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries
- By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization

Goal 12: Responsible Consumption and Production

- Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

The COVID-19 pandemic has caused a historic recession with record levels of deprivation and unemployment, creating an unprecedented human crisis that is hitting the poorest hardest. In April 2020, the United Nations released a framework for the immediate socio-economic response to COVID-19, as a roadmap to support countries' path to social and economic recovery. It calls for an extraordinary scale-up of international support and political commitment to ensure that people everywhere have access to essential services and social protection. The socio-economic response framework consists of five streams of work: The socio-economic response framework consists of five streams of work:

- Ensuring that essential health services are still available and protecting health systems;
- Helping people cope with adversity, through social protection and basic services;
- Protecting jobs, supporting small and medium-sized enterprises, and informal sector workers through economic response and recovery programmes;

- Guiding the necessary surge in fiscal and financial stimulus to make macroeconomic policies work for the most vulnerable and strengthening multilateral and regional responses; and
- Promoting social cohesion and investing in community-led resilience and response systems.

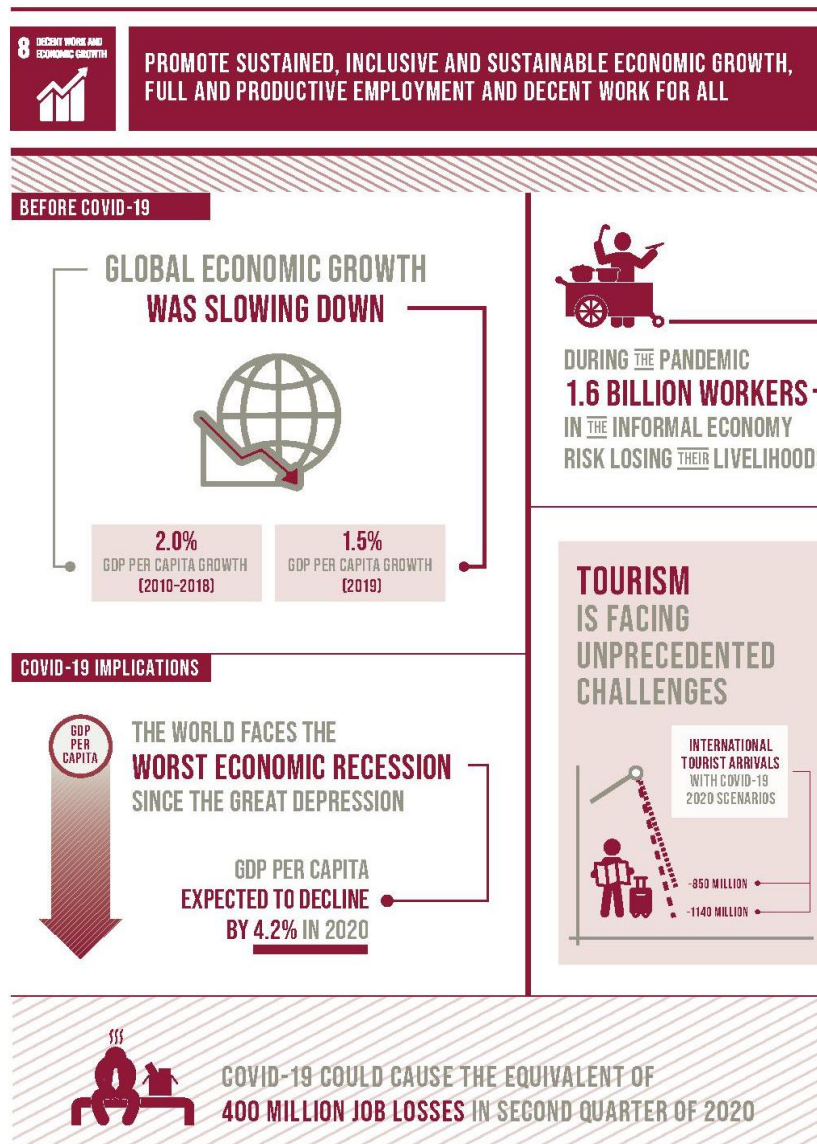


Figure 3.1: Sustainable development goal no.8
 (Source- Infographic: Decent Work and Economic Growth (2021). Sustainable Development Goals. <https://www.un.org/sustainabledevelopment/economic-growth/>)

These five streams are connected by a strong environmental sustainability and gender equality imperative to build back better. The UN Secretary-General has stressed that the recovery from the COVID-19 crisis must lead to a different economy. Beyond the immediate crisis response, the pandemic should be the impetus to sustain the gains and accelerate implementation of long-overdue measures to set the world on a more sustainable development path and make the global economy more resilient to future shocks (United Nations, 2020).

3.11 Current Issues

- Shortage of chemical fertilizer
- Invasion of locust due to change in direction of wind
- Covid-19

Nepal hosted 1.19 million foreign tourists in 2019, and the ‘Visit Nepal 2020’ campaign, officially introduced on 1 January, aimed to attract 2 million tourists, generate \$2 billion and create thousands of new jobs. However, on 23 January, the first case of imported COVID-19 was detected in Nepal. In response to cases worldwide increasing exponentially and amid growing public concern, the government suspended the ‘Visit Nepal 2020’ initiative on 3 March. Shortly after the World Health Organization (WHO) declared COVID-19 a pandemic on 13 March, the government suspended all permissions for mountaineering expeditions and suspended all visas. After confirmation of the second imported case on 23 March, the government locked the country down and suspended all national and international flights. Massive cancellations of hotel and tourist bookings followed, resulting in widespread unemployment, loss of income and threatened livelihoods for thousands. The collapse of international and domestic tourism followed a 2% drop in tourist arrivals in January 2020 compared to 2019. Over 10 000 tourists who had entered Nepal before the lockdown was also left stranded, although many of them were eventually repatriated.

Remittances from 3.5 million Nepalese living and working abroad account for almost a quarter of the country’s GDP. Since 2009, Nepal’s Department of Foreign Employment issued over 4 million permissions to migrant Nepalis working in 110 countries. When the 2015 earthquake hit Nepal, foreign remittances jumped 20%, cushioning families against the financial shock of the disaster. COVID-19 is set to have a much worse economic impact than the earthquake and the migrant worker saviours have themselves become a problem. International flights are banned, keeping job-seekers at home and stranding migrant workers abroad. On 24 March, the government’s High-Level Coordination Committee for Prevention and Control of COVID-19

informed Nepalis abroad to remain where they were and appealed to host countries to offer them protection. Many have been laid off and are unable to return home (Ranjit Sah *et.al.*, 2020).

While prime minister KP Sharma Oli has been championing agriculture as potential antidote to the economic havoc wrought by the Covid-19 crisis, farmers in the fields donot share the prime minister's opinion (Prasain, 2020). Oli, while extending greetings on the occasion of National Paddy Day on Monday, said that the impact on the country's economy from Covid-19 could be minimised by increasing agricultural productivity and making certain arable land does not go to waste (Prasain, 2020). But for farmers like Bhola Raj Mishra in Butwal, the prime minister's lofty goals are belied by the fact that he has just suffered through a fall armyworm invasion and a government-mandated lockdown that kept him away from his fields. Now, due to Covid-19 related complications, there is a shortage of much-needed chemical fertilisers (Prasain, 2020).

- Government enforcing farmers to buy two fertilizers.
- Rice seedlings of hybrid variety have been of false/fake nature
- A disease called Panama will

3.12 Pillars of Agritourism Development

- Agro-economic

Sociological research consistently identifies economic motives as important drivers of agritourism development (Nickerson, Black and McCool, 2001; McGehee and Kim, 2004; Ollenburg and Buckley, 2007; McGehee, Kim and Jennings, 2007; Tew and Barbieri, 2012; Barbieri, 2013). These economic objectives may include increasing income generation from existing farm resources, diversifying farm revenue streams, expanding marketing and farm brand awareness, and smoothing seasonal fluctuations in farm revenue that are customary in many forms of agriculture (Nickerson et al., 2001; Schilling, Sullivan and Komar, 2012).

- Environmental
- Socio-cultural

Demand for agritourism is growing worldwide continuously due to moving the tourism industry towards rural cultural heritage and tourism adventure. It is getting popular gradually among urban and suburban populations and students due to some special inherent features such as nostalgia for their roots on the farm, ability to produce healthy, clean and high quality food items including traditional crops, learning opportunities on

farm, farming lifestyle, and an inexpensive gateway for tourism (Malakanthi S H P, December 2013).

3.13 SWOT Analysis of Agritourism in Nepal

3.13.1 Strength

Towards the strength, many farmers have owned their own farm/land and other requirements of farming. These farms possess area specific crops, livestock species and trees contributing a unique agricultural landscape for the area. Beautiful natural landscapes consisted of forests, mountains, and grasslands that provide immense value for the environment. Farming activities are well performed by knowledgeable and experienced farmers in these areas. These young enthusiastic and diligent farmers can work hard throughout the year without any complication as there is no seasonal difference in the country. The availability of sufficient family labor at a significant level is also a positive plus point for agro-Tourism. Farmers practice both traditional farming activities together with modern farming techniques. Currently, there is a drift towards organic farming. Besides, these areas are prosperous in traditional (cultural) such as cane weaving, pottery making art, and craft industry (Saugat Khanal* & Mamata Shrestha , 03 December 2019).

3.13.2 Weakness

Farmers have a weak level of leadership, entrepreneurship, and management and decision-making skills that are crucial in agribusiness activities. There lacks the concern for agro-tourism products and their quality standards. The standard of infrastructure facilities such as transportation, water, and power supply are not just enough for the determination of tourism destinations. It can lead to negative impacts on farmer's quality of life by changing the host's lifestyle (Tosun, 2002; Brunt and Courtney, 1999; McCool and Martin, 1994). The investment problem is also of a great deal and they have low accessibility of external resources required for the arrangement of facilities. Likewise, there is still a lack of relevant rural policies and regulations for the development of agro-tourism (Saugat Khanal* & Mamata Shrestha , 03 December 2019).

3.13.3 Opportunity

Numerous tourist destination places make easy to attract visitors. They are rich with agricultural, natural, cultural and religious attractions. Furthermore, bilateral co-operation among farmers and other organizations in these areas reveals the social capital that can be used for the development

of the agro-tourism industry. Because of the presence of innumerable tourist destinations in these areas (ecotourism, culture tourism, adventure tourism, health tourism), mutual benefits can be obtained by having close relationships with them. Through horizontal linkages with other tourism-based activities, agro-tourism can generate new sources of income (Veeck et al., 2006). Since unemployment of the youth of these areas is high, these unemployed people can be employed. Both unemployment problem, as well as rural-urban migration can be somehow mitigated by agro-tourism (Saugat Khanal* & Mamata Shrestha , 03 December 2019).

3.13.4 Threat

Also, many threats appear in the agro-tourism industry, the agricultural farm is all covered by the non-degradable wastes. So a need to apply appropriate waste management procedures for maintaining clean surroundings is essential. On this subject, the 3R technique (Reduce, reuse and recycle) of waste and production of compost from the decaying waste are essential. Urbanization, Industrialization, and Modernization in the cultivable area are of great concern to be checked immediately (Saugat Khanal* & Mamata Shrestha , 03 December 2019).

3.14 Methods to Measure the Potential

- Analysis of Agrotourism market
- Understanding of market demand and growth
- Trend analysis and factors influencing market

3.14.1 Measures based on

- Real time scenario of the market
- Sustainable revenue flow
- Consumption volume, consumption value
- Supply chain relationship analysis of agritourism

3.15 Classification of Agritourism

3.15.1 Segmentation by type

- Direct Market Agritourism
- Experience and education Agritourism

Rural and Agro Tourism was pioneered in Nepal by Late Amrit Bhadgaule and Jhalak Thapa. They both worked being based in Gandaki Province and developed various resources and new manpower for promotion of agrotourism in Nepal (Koirala, 27-08-

2019). Climate Smart Agriculture Programme from Fiscal Year 2067/68 to facilitate both agriculture and tourism in Nepal. Various foreign experts will visit Nepal to share their knowledge experiences in Nepal regarding climate smart technology which ultimately will lead to promotion of agro tourism in Nepal (Koirala, 27-08-2019).

Agritourism has been rapidly expanding at the international level and to some extent in Nepal as well. However, agritourism research and education hasn't rapidly expanding in the same rate. The initiative of Institute of Agriculture and Animal Science (IAAS) to develop and promote the new courses including agritourism in master's and Ph. D. degree is much appreciated and acknowledge based on the changing contexts (Shree Kumar Maharjan1* and Dharma Raj Dangol2, March 21, 2018). The course on agritourism was also linked with many organizations such as NTB, NATHM and TRPAP etc. basically to provide the overall scenario of tourism industry in Nepal. However, it was very hard to get the concrete cases of agritourism in Nepalese context (Shree Kumar Maharjan1* and Dharma Raj Dangol2, March 21, 2018).

- Event and recreation Agritourism

3.15.2 Market segmentation

Agritourism is a service and it has a demand from visitors. Demand for agritourism form a specific market segment. It is better to understand the features of that specific market segment to provide a better service (Malakanthi S H P, December 2013).

- Geographical region
 - Regional drivers of agritourism participation include a country's Entrepreneurial spirit as measured by proxy variables including the non-farm self-employment rate and patenting rate.
- Demographic profile
 - Demand for greater accountability by manufacturers and producers, higher demand for organic products, greater concerns about food safety, more likely to want healthier food alternatives are caused to increase demand of educated consumers (Kamal Prasad Aryal, August 2009)
 - Wealthy consumers attempt to this because of more dining away from home, price often a secondary consideration, higher demand for fruits vegetables, yogurt and cheese, increased demand for quality and convenience (Kamal Prasad Aryal, August 2009).

3.16 Role of Agritourism in the Development of Rural Area

Agritourism plays a huge role in the activation of rural areas, by generating significant contributions to the process of rural development. The popularity of this type of tourism reflects the fact that it offers benefits to both the farmer and the tourist, but also it can provide considerable benefits for the communities as it has the potential to uplift their status.

In addition to above mentioned positive impact of agrotourism, Williams, Paridaen, Dossa and Dumais highlighted a wide range of positive effects of agrotourism on other sectors of the industry (Williams et al, 2001).

- For the sector of agriculture agrotourism is an instrument of:
 - Enlarging households' operations;
 - Innovative utilization of agricultural products;
 - Increasing the profitability of farms;
 - Focus on an additional customer niche;
 - Stimulating the sales of farm products;
 - Increasing the economic and social importance of rural agricultural areas;
 - Modernizing the rural living and facilities;
 - Offering possibilities for self-improvement through education and gaining entrepreneurial skills;
 - Facilitating farms' sustainability.
- From tourism and hospitality industry perspective agrotourism is considered as a means of:
 - Differentiating a tourism product;
 - Stimulating the inflow of tourists in remote zones;
 - Extending the season for tourism activities;
 - Stimulating the inflow of foreign currencies to domestic industries.
- From the perspective of regional development and community improvement agritourism may become a driver for:
 - Stimulating economic activities in rural areas during the visits of travelling tourists;
 - Improving public facilities in rural regions;
 - Preserving cultural and historical heritages of local communities;
 - Inducing farmers to proceed with agricultural activities despite many challenges of the industry of agriculture.

- Facilitating rural economy;
- Creating new socio-economic opportunities for rural populations (Williams et al, 2001, p. 4-5).

3.17 Agritourism as an Opportunity for Revitalization of Rural Areas

According to Agritourism World (2008), agritourism is one of the fast-growing travel trends in the world, where farmers can offer their visitors the opportunity to visit farms or agricultural lands for a short period of time and to enjoy many different activities for them. Thus, it is a rural-urban relationship, which can bridge the gap between peasants and city dwellers for the benefit of both. Agritourism will improve the community infrastructure and assist in revitalizing the flagging economies of rural areas. Encouraging the development of farm stays to diversify farm income is an effort to retain farmers in business, attract new entrants to agriculture, and promote countryside's development (Ilbery, Bowler, Crockett & Shaw, 1998). Evidences are there for growing interest by the public to support local farmers (Govindasamy, Italia & Adelaje, 2002). According to Hilchey (1993), there is a good trend in consumer demand for agritourism and thus it creates a good opportunity for farmers to operate agritourism as a niche market. Further, he has found that social skills of farm-based entrepreneurs, farm aesthetic and proximity of farms to urban centers are highly important for the visitors' demand for the destination. Lohmann (2004) had reported five influencing factors for the demand for tourism as economy (eg exchange rates, inflation etc), politics (eg taxation, environment etc), crisis and threats of the country (terrorism, epidemic diseases, earth quakes etc), demographic changes of the people of the country (age structure, educational level etc) and the available technology of the country (eg transport, information technology etc). Multifunctionality of agriculture in the developed countries is employed as a means of rural revitalization and economic circulation. Although farm diversification in the developing countries is much more crucial, in most of the rural areas of the developing countries, it is not performed, and it is delay (Bhatta, 14 August 2019).

The poverty level of farmers in developing countries is more serious than in developed countries; 78% of the total poor population are living in the rural areas of developing countries and relying on farming (World Bank, 2014). It is because due to no or very low government support to the farmers (Yu et al., 2019), lack of adequate infrastructures and subsidies on the agricultural inputs, traditional farming system, conventional types of seeds used in the farms. These problems are causing low agricultural products and low farm income for the farmers. However, these problems of the farmers of developing countries can be taken as the identity of that particular destination and can be used as an opportunity to start tourism activities. The conventional farming system is

more attractive for the tourists than the modern farming system because Ciolic et al. (2019) mentioned that traditional activities either in farms or households make the tourist participate actively or passively. Thus, if the multifunctional of agriculture is promoted properly, different tourism projects can be started. Due to the tourism activities in the locality, the additional income for the farmers will be generated, which leads towards the implementation of territory development. In this regard, this study aims to explore the possibility of multifunctionality as a pillar for the economic diversification and economic circulation in the developing countries (Bhatta, 14 August 2019). At this moment, exploring the multifunctional activities in the country, first of all, help to diversify the farm income and economic circulations in the rural areas, secondly, it provides the additional tourism destinations for the visitors. Ultimately, the author believes that the multifunctionality of agriculture leads to poverty alleviation and SDGs implementation in developing countries (Bhatta, 14 August 2019).

3.17.1 Implication of agritourism

For the multifunctionality of agriculture, the adequate infrastructure development, capacity building of the farmers should be done as early as possible. For instance, just the development of view towers in different destinations increase the numbers of visitors in the rural areas. The additional supportive activities can be developed in the nearby jungles, and the trekking and hiking in the snow-covered areas can be employed. The different villages can be connected in a single trail, and the agritourism trail can be developed where tourist can enjoy many different culture and traditions of the different communities. For instance, the red panda trail, agritourism trekking trails, the multi-ethnic cultural trail can be developed by joining multiple villages in the single package according to their interest (Bhatta, 14 August 2019).

3.17.2 Ways to improve agritourism

Oli has stressed modernization, commercialization and mechanization in agriculture as the primary base for fulfilling the 'Prosperous Nepal, happy Nepali Campaign but experts say that speeches alone don't increase population Nepal's agriculture alone don't increase production. Nepal's agriculture sector needs investment in the form of infrastructure the processing centers and cold storages say experts (Prasain, 2020).

- Links to energy efficiency
- Economic impact
- Utilization of local skills resources techniques
- Modification to be done to meet the present needs and Local challenges demand

- High tech investments

3.18 Success Story in Revitalization of a Community

3.18.1 National Context:

Homestays at Sirubari and Ghalegaun villages have won international accolades for their cultural richness. In 2001, Sirubari Village Tourism was awarded the Pacific Asia Travel Association Gold Awards; and in 2008, Ghalegaun was declared a SAARC model village in recognition of its cultural richness. The Tourism for Rural Poverty Alleviation Programme was launched in six districts of Nepal, namely Taplejung (Kangchenjunga), Solukhumbu (Everest), Rasuwa (Langtang), Chitwan, Rupandehi (Lumbini) and Dolpa. Its main goal was to contribute to poverty alleviation in Nepal by mainstreaming pro-poor sustainable tourism policies and developing strategies and innovative models that are pro-women, pro-environment and pro-communities. (Sharma S. , 2020). Besides these, there are three farms that are operating agritourism in Nepal.

Herb Nepal:

Herb Nepal is a social, creative and innovative organic farm and training center based in Bhaktapur, Nepal. It has been designed using the principle that it is locally rooted and community based. It provides unique, relaxing & rejuvenating village learning experience. Herb Nepal provides a platform to train & support Nepali farmers, providing environmental, economic & health benefits. Its vision is strengthening communities (SC). It is an herbal farming alternative. Herb Nepal has contributed to connect Nepalese small scale farmers to herbal product together to increase farmer income. Farmers are trained in organic sustainable land use & herbal processing. Beneficiaries are economically poor farmers with a special focus on women and girls, historically excluded castes & ethnicities, rural people and group experiencing marginalization for other reason. Secondary beneficiaries include product consumer and farm visitors.

The farmer-designed training program has been created by farmers and Herb Nepal, an IDEO.org award winning organic herb farm and training center based in Bhaktapur, Nepal. The program works with Nepalese farmers to bring organic, sustainable land-use and herbal processing back to poor rural communities. Herb Nepal is committed to organic farming methods using Permaculture principles; which is a way of working with nature and not against it, resulting in a more sustainable environment and using fewer resources. It is guided by the ethics of earth-care, people-care and fair-share. Herb Nepal offers training in organic farming techniques and permaculture. From short workshops to full training programs, it offers internships and

volunteering positions. Farm stays are beautifully created and have natural and sustainable buildings.

Sustainable practices:

- Natural products (Organic Sustainable Herb):

Herb Nepal promotes trains and supports Nepali farmers to cultivate high value organic herbal crops in a sustainable way. With these herbs we produce and offer a range of Natural Herbal Products. Herb farming is done using sustainable and organic methods.

- Koseli Botanical Skincare (Zero waste, 100% natural, fair trade):

Koseli in Nepali means 'gift'. This is exactly what these products are gifts from farmers across Nepal. These products have been made using organic herbs that have been grown, cultivated and processed by small-scale farmers in Nepal. The farmers are trained in organic, sustainable land-use and herbal processing. Their products directly support the continuation of our innovative farmer training program. It enables our farm to do more, to reach more farmers and to maximize our impact.

- Hand-made (Guilt free & vegan foods):
- Farm Stays (Eat Organic-stay local):

The Farm Stays are built sustainable and are state-of-the-art with the use of the natural building technique, rammed Earth. It is built to be safe, durable and earthquake resilient by rammed earth solutions. This creates a healthy and beautiful living environment. On the farm we make use of passive solar energy and water is taken directly from its source and naturally filtered to make it safe to drink (Organic farm & training center, 2021).

Himalayan Organic Farm Nepal:

Natural farm Nepal was established with the objective to protect the production capacity of soil and ecosystem of the planet. Our mission is to minimize the negative impact on environment, economically empowering the society and grows healthy foods through the bio-dynamic philosophy. Organic farm Nepal grows organic foods in an environmentally sustainable and socially responsible way, focusing on soil regeneration, water conservation and animal welfare. We are promoting organic farming in all villages of Nepal to improve the economic condition, life standard of rural farmers. The farm tour allows year-round traveling, working in farm and connecting with local farmers. farm vacations provide an opportunity to picking fruits,

vegetables, care the free range animals and birds, planting, culture exchange and festivals celebration farm tour in Himalayan country Nepal. Farming tourism in organic farms open for students, travel groups and individuals, organic tour combine of farm visit, bird watching, cave visit, mountain biking, horse riding, and Nature walk etc best season for agriculture tourism are March to May and august to December. Organic agricultural vacation is ideal trip for rural development, food security, and sustainable livelihood, conserve the environment, processing, certification, and marketing, increasing profits organic producers and introducing visitors about agriculture.

The Panaroma hill trek is the first Agritourism trail of Nepal designed and promoted by Base Camp Excursion and Himalayan organic farm Nepal. Panorama hill situated at 1830 meters above sea level. It offers great sunrise, sunset and panoramic views of the Himalayan peaks. Main attractions of Panorama hill trek are the close up views of Mount Everest “the highest peak of the planet” including Kanchenjunga, Makalu, Lhotse, Cho Oyu and Manaslu also. Beside that trekkers can discover the plain land of Nepal and India, Churiya hills, Mahabharat range and the huge part of mountain areas of Nepal. This trek designed with the ethics of geotourism with distinctive geographical character, environment, heritage, aesthetics, culture, and the well-being of its residents. Major tourism spots of Khotang district the Baraha Pokhari, Janti dhunga, Sunapatal and Panorama hill combined with the first agro tourism trail of Nepal. It provides free accommodation for agricultural internship & organic farm Nepal (expenditure only on food, transportation & other arrangements) (Excursion, 2021).

Sustainability Practices:

Organic farming advantages are using sustainable methods such as rotating crops to build soil fertility naturally raise animals and birds helps to promote biodiversity that returns health to all species. The farm uses recycling methods of the waste products and also uses bio-degradable and eco-friendly packaging. Environment friendly organic farms practice natural techniques of farming to grow organic foods avoids the use of synthetic pesticides or fertilizers. Organic method farming is great way to minimize the consumption of fossil fuel people works by hand, using green manures and reduces the use of petroleum. Organic farm Nepal is a community based sustainable farm run by the group of farmers with the support of national and international highly qualified agriculture professionals. It is very important to save the ecosystem in this way inspire neighboring villagers to get involve in environment friendly farming to improve the health, social and economic condition. Energetic team of the farmers grows organic foods and supply in national and international market.

Sustainable agriculture: Principle of sustainable agriculture

- Organic seed
- Sustainable cultivation
- Sustainable care
- Sustainable harvesting

These are farms with little investment for housing, equipment and management. Village stay in Nepal is the unique to experience warm hospitality of Nepali family. Organic farm Nepal offer best option for home stay in Nepal provides locally grown organic food, where you can pick vegetable by your own, grass feed milk, yogurt. Beside that you can work with host family member, neighbor, tending animals, digging the fields, going to school with the children of farmers, sitting in the sun talking to neighbors. Home stay in rural villages of Nepal is cheaper than to stay in hotel providing all fresh organic food. It is an opportunity to get familiar with people, lifestyle, and culture, enjoy local Nepali food and celebrate festivals with host family. It provides guided village excursion. On the weekend organic farm provides guided day hiking, village walk trip on surrounding hills free of cost, from the farm and surrounding hills you can see the world highest peak Mount Everest, Makalu, Cho-oyu, Kanchenjunga etc.

Himalaya Organic Farm provides an eco-farm stay in Nepal (Village stay in Nepal-Eco tourism homestay program Nepal) where you practice different farming activities as per the season. Our farm is located at Suntale, village in Khotang District, hilly region near Mount Everest region Nepal. It is 350 km away from Kathmandu, at an altitude of 1450 meters above sea level. Naturally beautiful Nepal offers the best option to explore the Himalayan range including Kanchenjunga, Makalu, Everest, Cho Oyu and Manaslu including Himalayan panorama from panorama hill Nepal. Culture exchange, village stays, milking cow and buffalo, yogurt and butter making, teaching the children of farmers at community school can make your farm stays Nepal programs memorable forever. Travelers from around the world visit Nepal and stay at farm and learn many things about Nepalese society and give back for community. Nepal farm stay has a provision of camping on the farm in Himalayas. It also facilitates the customers with online services. Their products are reachable through online farmers market Kathmandu Nepal (Excursion, 2021).

Nepal Culture exchange programs are designed to improve awareness and understanding of different cultures languages and break tee communication gap between Nepali and international students. Cultural exchange program is different than the volunteer program because it covers

more excursions and exchange activities. Sustainable agriculture internship abroad program is a farm internship opportunity in Nepal that makes clear about the differences between traditional, organic and modern farming systems. During the agricultural internship in Nepal you have to work in a farm with the farmers, you can learn more about bio-dynamic agriculture principles and gain practical knowledge from farming experts. Agriculture internship Nepal help to know and participate in every aspects of farming, herd management, health, nutrition, safety, harvesting, processing, marketing, farm management, equipment maintenance, birds, animals care and pasturing. Seasonal farming activities can add extra experience for your sustainable farming internship program. Organic farm Nepal also going to promote organic farming and its importance in remote villages of Nepal. They are inspiring local farmers to grow grain traditionally and organically. Organic food user is increasing rapidly in the world in this way it's better option to improve the economic condition of locals. Organic farming is manual works by hand of men that create jobs on farm and improve the economic, health and life standard of all related. Organic are triple valuable than conventional product in this way it is very important to improve the economic condition of small-scale organic growers and pay tax more. When we promote the economic importance of organic foods, its popularity increases rapidly between Nepali farmers started to grow the organic foods for commercial purpose. Buy organic foods with local farmers and help the rural families.

It helps in the promotion of bio-diversity. Sustainable farming follow the biological techniques like crop rotation, green fertilizers, compost, plant-based pesticides, raising animals, birds naturally and herbicides to protect the Soil and environment. It also helps in assisting the fight against global warming. Organic farming decreases the amount of carbon, stabilize the soil, minimize the greenhouse effect and negative impact in environment, and make healthier all living things in this way organic farming against the climate changes. It helps to preserve the culture of agriculture. The beginning of farming people used to practice organic agriculture but they don't know its importance at that time. When we know the negative impact of modern farming, we are return back to follow the traditional methodology on farming. Agricultural research center Nepal is a cheap and best international agricultural research destination organic farm always welcome to worldwide volunteer researcher to research about organic farming. They welcome all interested researchers to research about organic farming and help and support to reduce rural poverty, increase food security, improve human health and nutrition and ensure more sustainable management of natural resources and make sure food secure for future.

Organic farms Nepal provides Nepal based local, multi-purpose agro farm volunteer program. Organic farms are the places of learning, helping and exploring work exchange to make organic Nepal. Organic farm volunteer abroad programs are the bridge to interact between organic growers and international volunteers from around the world to promote, agricultural, cultural and educational exchanges help to make efficient global community that practice sustainable farming method. Village programs are an opportunity to help community. volunteer in rural villages to develop the awareness about Education, health, environment, sanitation and sustainable agriculture etc. Volunteers are a valuable part of the panorama village community small charity, making a big difference. Village volunteers will work together with a local people to address their issues with the help of representative, volunteer can teach the community to uplift their economy and life standard. Village volunteers program is suitable for those who interested to know about the real image of rural villages of Nepal untouched by the modernity. The volunteers can also support a community child by providing donation for education, health and can make positive difference (Himalayan Organic Agriculture Limited, 2021).

Himalayan Alpine Herbal & Agriculture Farm:

The principal motto of the company is “be a leading agro product company to enhance employment opportunity to remote Himalayan societies through cultivating native Soil for economic wellbeing, ethically sustainable liable”. The core objective of this company is to create employment and business opportunity to enhance the quality life to the general public either in the town or in the remote villages of Nepal through agro based product and that appeal socially equitable/practical, economically viable and environmentally bearable/protected initiatives. And in the long run, build a prosperous society allowing stable economy and self-reliance for each and every household in the remote villages of Nepal. It is a government authorized company to collect the wild honey in Nepal.

Its vision is commercialization of agro-based high-value products is the better alternative for sustainable economic development goal to people of hills and mountains in Nepal. The main mission of the operating farm-based enterprise is to cheer-up people to reach the common goal of economic well-being, create multiple business and employment opportunities promoting investment to cultivate high-value cash crops and medicinal herbs mainly in the hills and mountain regions of Nepal. The goal is to accelerate locally the potential abilities outsourcing customized skills, knowledge, and technology, break out the ring of unemployment dilemma, commercializing high-value agro products, promoting remarkable investment and create significant economic development opportunity in hills and mountain regions of Nepal.

Sustainability Practices:

The organic agriculture practices are acquired by using locally available farmyard and green manure. It supplies residue-free/fresh products to consumers through specialty organic products (Himlayan Alpine and Agriculture Farm, 2021).

3.18.2 Regional Context

In 1991, the Philippines Department of Tourism (DOT) and the United Nations Development Program (UNDP) came together and formulated the Philippine Tourism Master Plan (TMP); aimed at developing tourism on an environmentally sustainable basis. As a tropical country with an abundance of natural resources, biological diversity and a strong cultural heritage, the Philippines is well-positioned for agri-tourism. At present, the Philippines has a total of 32 agri-tourism sites, including 27 protected areas consisting of strawberry and organic vegetable farms in Benguet, as well as pineapple and coffee plantations in Bukidnon. Since farming is considered an integral aspect of Filipino culture, it can easily be cultivated into an agri-tourism activity. It has since gained increasing popularity in the Philippines; becoming a profitable and sustainable sector within the tourism industry. The tourism industry in the Philippines is clearly on an upward trajectory. On the other hand, the agricultural sector in the Philippines employs close to 32 percent of the population and contributes approximately 14 percent of national GDP. The majority of the agri-tourism sites in the Philippines have been established as World Heritage Sites. The UNESCO appellation is deployed as a promotional tool for Philippines Agri-Tourism to implement conservation and promotional efforts of such sites (Media, 2013).

In fact, the Philippines was named as one of the Top 8 Agritourism Destinations in the World in 2018. What makes the Philippines stand out are factors such as multiple agritourism sites, huge plantations scattered across its vast archipelago, exotic tropical fruits and our English-speaking population. Agriculture has always been part of Filipino culture. This is who we are – a country with abundant natural resources, inhabited by warm hospitable people who know how to till the land (Travel, 2020).

Flor's Garden & Nature Haven Inc., Philippines

Flor's Farm & Garden is more or less a five-hectare farm & garden in Antipolo. Across the creek is Ed's farm & adjacent is Carolina Bamboo Garden owned by my sister Kay Jimenez, the Bamboo Queen. It is a venue for meetings, parties, retreats & hiking. It provides a quiet place to commune with God & nature. This is also a place for learning and a laboratory for students. You

will learn about nature, medicinal plants & its applications, weeds that can be eaten, how to grow fresh air, propagation, vermiculture, making organic fertilizers, varieties of ornamental plants, etc. Learn & exercise your body (Flor's Garden & Nature Haven Inc., 2021).

Flor's Garden amenities guarantee you comfort relaxation and more. If you just plan to unwind and commune with God and nature, this is that quiet place you seek. If you wish for that picture perfect memory for a milestone in your life, Flor's Garden is that idyllic setting. If you want to incorporate fun and adventure in your stay, this is your playground. If you are seeking to learn and understand nature's secrets, then this is your classroom. All that experience awaits you here at Flor's Garden. Flor's Garden is available to host your seminars, retreats, camping activities, pictorials, corporate events and personal milestones like weddings, among others. In 1963, my father Benjamin Gozon from Malabon ran as governor of Rizal. He was a career official as Director of Mines for 14 years, Secretary of Agriculture and Natural Resources and Land Authority Governor. He can exchange his lot in Antipolo (then very far, no vehicle can pass) for a jeep after he lost in the election with other leaders who wanted to own it. Flor's Garden has held numerous events and seminars on Natural Farming and Wellness that promote natural healing. Flor Tarriela, the namesake owner of Flor's Garden, has a passion for natural farming and is an advocate for the preservation of our environment. With much creativity and vision, Flor's Garden was developed to feature its natural beauty that also serves as a laboratory to support the campaign that Flor and her husband Ed started to promote healthy living among Filipinos.

Sustainability Practices:

Flor's Garden practices the natural farming method. Flor's Garden is a 5-hectare garden that practices natural farming, meaning, we don't use chemical fertilizers, instead we use organic and prepare our own. This place is a sanctuary of birds and butterflies. Korean Natural Farming, takes advantage of indigenous microorganisms (IMO) (bacteria, fungi, nematodes and protozoa) to produce fertile soils that yield high output without the use of herbicides or pesticides. A result is improvement in soil health, improving loaminess, tilth and structure, and attracting large numbers of earthworms. KNF also enables odor-free hog and poultry farming without the need to dispose of effluent. KNF makes use of IMOs to exploit the full potential of the ecosystem in which crops are grown. Potential benefits include increased rates of soil organic matter decomposition, increases in nutrient availability, improved plant yield, a reduced pathogenic microorganism and an increase in plant defenses (Flor's Garden & Nature Haven Inc., 2021).

They do not use commercial fertilizers, chemicals & pesticides. Instead, we do our own organic fertilizers made up of poo of worms, which we called it vermicast or soilmate (the product). Vermicast helps plants grow well, and give more nutrients to the plants. It also conditions the soil. After 3 years of using organic fertilizers the soil itself will no longer need to be fertilized, because the soil will return to its original state and will be rich with nutrients. Natural Farming protocols on pig bedding include the use of indigenous micro-organism concoctions and natural materials like soil, saw dusts, etc. that decomposes the waste and absorbs the odor. The feeds also incorporate natural farming concoctions that eliminate bad-odors from pigs waste.

It has conducted JADAM Ultra- Low-cost Natural Farming Workshop and natural Farming Seminars. Wellness seminars were held by Doc Jimmy Galvez Tan to showcase the medicinal wonders of plants you never knew were potent cures for common ailments and diseases. It features the Jardin ng Buhay and God's Pharmacy at Flor's Garden. Add to that the conducive and meditative ambiance of the place, the attendees got to appreciate the secrets of health and wellness. Flor's Garden Earth School offers programs and seminars that bring you back to an intimate knowledge of Nature. One discovers and rediscovers the riches it offers us as we learn how to care for it and all its creatures through a system that is natural and symbiotic. Marvel at God's design for His creation. Find out how it all comes together – respect and compassion for nature can give us abundant and healthy lives. God's Pharmacy: using medicinal herbs as an option for medicine. The garden has many kinds of medicinal plants and most of them are weeds. There are plants that help with problems like fungal infections, warts, hair loss, mumps & boils.

They believe on the practice of herbal healing. Flor's Garden is a butterfly sanctuary. They stay in the garden because of different plants that attracts them, especially lantana & dill which they love most. The whole garden is the sanctuary. There is no cage for them. They are around the garden in various sizes, colors and kind. You will be amazed how God is very creative to have such attractive colorful butterflies. Jardin ng Buhay features sections to know more about wild plants which are edible. Enjoy our guided tour in “NO FILIPINO SHOULD BE HUNGRY” and “WEEDIBLES” sections. They raise chickens of different kinds like Sassoo, Cabir, Bantam, and native breeds. They eat grasses & other vegetables scraps. It is a great way to use these “waste” because even the peel of the fruits can be fed to the chickens (Flor's Garden & Nature Haven Inc., 2021).

3.18.3 International Context:

Querceto Di Castellina, Tuscany

Quietly tucked away in the Tuscan countryside, the estate is a bit of a hidden gem but is closely surrounded by medieval hilltop villages and historical towns. Their 28 acres of vines are broken out into 6 separate vineyard areas - Belvedere, Poggio, Campocorto, Campolungo, La Fonte and Livia. Each year their selection starts from a single source, taking only the best grapes from each plot to the cellar. And it's always a pleasure to personally introduce each guest of the winery and agriturismo to their natural elegant and organic wines. Their approach to winemaking is quite simple. They wanted to make the natural flavors of our beautiful grapes and terroir lead the way to creating elegant wines with a sense of place. They've crafted the experiences at Querceto with the intention of fully engaging your senses and enhancing your knowledge on the rich winemaking and culinary traditions of Tuscany.

Working together with her husband Giorgio Di Battista, an architect, Laura restored the 15th century structures on the estate and transformed them into an agriturismo with vacation apartments. At the same time, she converted the rest of the property into a working farm with olive groves and focused on improving the vineyards. It's the reason They restructured our vineyards back in 1997 based on a study of the grape varieties on the estate to determine those best able to express our terroir. It's also why we use organic techniques for managing the vines. From the portfolio wine tasting of our current wines releases to our Taste of Tuscany lunch and wine tasting, one will learn about our vision, the history of the estate and our winemaking philosophy. For those looking for an extremely unique and memorable evening exploring the world of Tuscan wine and cuisine, take a closer look at our Vineyard Dinner by Candlelight - a truly one-of-a-kind wine and food experience. (Home-Querceto di castellina, 2021)

3.19 Benefits of Agritourism

Agritourism is a win-win game for all the players. Tourists get all the fun and understanding by paying very less, get a pollution free environment and chemical free diets, get a crowd free peaceful break from their work. Farmers get some extra money from their main occupation with small investments of their time and their easily available local resources, others get work in village themselves, tour operators get new destinations and new clients, and thus unknown villagers and farmers get recognition of their village and profession. It only requires concerted public private partnership to make it happen (Taware, 2006).

- Agritourism industry benefits
 - Agricultural land protection
 - Innovative product development
 - Diversified farm operations
 - Additional on-farm revenues
 - Improved product awareness
 - New market niches
 - Expanded on-farm employment
 - Improved business sustainability
 - Eco-friendly techniques
- Rural community benefits
 - Local economy stabilization
 - Diversified local business base
 - Local heritage support
 - Facility community revitalization
 - Rural landscape environmental protection
- Tourism industry benefits

3.20 Empowerment of Women and Gender Roles and Responsibilities

Women are unequal in developing countries in terms of the opportunities they can access. Rural communities tend to have fewer resources and are characterized by lower income; in these communities women are often more affected by poverty than men. In south-east Asia, and especially in rural regions, girls have fewer opportunities for schooling than boys. As a consequence, rates of illiteracy are higher for women than for men (Flacke-Neudorfer, 2007). Socio-cultural values are patriarchal in Nepal, where the roles of women are defined by men. In Nepalese tourism the majority of women's work is concentrated in seasonal, part-time, low-skilled and low-paid activities such as retail, hospitality and cleaning, where they work as maids, cleaners, cooks, masseuses, or even street vendors (Chant, 1997; Momsen, 2004; Sinclair, 1997). This is timely, as achieving the Third Millennium Development Goal of the United Nations (MDG3), which includes women empowerment, gender equity and eradication of extreme poverty and hunger, is scheduled for completion by 2015.. Due to the mass exodus of men abroad in search of lucrative jobs, the agriculture sector is being feminised in Nepal. More and more women are found to be increasingly involved in agriculture. The participation of the female labour force in agriculture has increased from 36 percent in 1981 to 45 percent in 1991 and has

hiked up to more than 50 percent in 2016 and this is despite women only owning less than 20 percent of the agricultural land. The United Nations Food and Agriculture Organization (FAO) estimates that women make up 45 percent of the agricultural workforce, rising to 60 percent in parts of Africa and Asia (Joshi, 2018).

Women usually face a double burden, which includes working in the fields as well as maintaining the household. The completion of both of these works requires a long period leaving them with no time for leisure or recreation. Though a greater contribution of women is found in agriculture, their hard work mostly remains invisible in society. They are rarely recognised as farmers. They do not gain proper access to the inputs, resources, credits, and land and are limited to undervalued jobs (Joshi, 2018). Similarly, the FAO estimates that if women had the same access to productive resources as men, women could boost yield by 20-30 percent; raising the overall agricultural output in developing countries by 2.5-4 percent. This gain in production could lessen the number of starving people in the world by 12-17 percent, in addition to increasing women's income (Joshi, 2018).

Almost 66 percent of working-age women are engaged in farming compared to 53 percent of working-age men. More women are taking over agricultural production and becoming the primary supporters of the household. However, women have less access to productive resources and technical knowledge. The inability of subsistence agriculture to fulfil basic household needs has pushed people to seek alternative income generating activities off the farm. In the absence of decent non-farm employment opportunities in rural communities, massive migration of working-age adults has been taking place, which is the key driving factor behind women's increasing role in agriculture. A quest to contribute to income has led women to explore new income generating opportunities. As a result, economic empowerment of women has risen considerably. Women find new enterprise-based opportunities, and manage finances while their husbands are abroad. Particularly for women, access to savings and credit through microfinance is encouraging which allows them to become engaged in small enterprises. These opportunities are transforming livelihood options as well as gender relations at a time of agrarian stress and out-migration. (Sah, 2018).

3.21 Challenges of Agritourism

- Fast paced development in several SIDS
- Clearing of land and loss of bio-diversity
- Sewage contamination by pleasure boats

- Chemical infiltration of soil
- Loss of indigenous culture, food insecurity
- High leakage and low leakage
- Global challenges
 - Increased air and margin traffic
 - Increased population and economic activity on high risk areas
 - Highest frequency and 3 times more natural disaster in the 1990s than in 1970

3.22 Focus of Agritourism

Farmers

- Employment opportunity
- Revenue generation
- Marketing schemes and packages to grab attention

Tourist

- Satisfaction
- Cost-effective and affordability
- Enjoyment
- Interest
- Safety
- Security
- Comfort
- Relocalization (Rural environment set up)

Rural Area:

- Promoting prosperity in the rural communities
- Revitalization of agriculture and rural development
- Adding new dimension in the tourism sector (merging nature and agriculture-based tourism) Creating a sustainable solution through tourism

3.23 Agro-economic

Brumfield & Mafoua (2002) have described agritourism as a “direct marketing activity, that may provide special opportunities to growers to reduce risks via diversification in a competing and urbanizing economic environment, which may share quasi-fixed inputs (e.g. information,

machinery, labor, etc.) with other enterprises and enhance business efficiency and profitability”. The scale of agritourism varies depending on the type of farm, available land and how much of business is aimed at the agritourism market. Several agritourism activities are practiced by farmers to attract agri-tourists to their site of operations. Moreover, agritourism can be explained as a holiday concept of visiting an agribusiness operation. This include you pick operations, farm tours, farmer markets, petting farms, roadside stands, overnight farm stay, farm festivals etc (Adam, 2001).

Deals with strategy

- Increasing income generation from existing farm resources
- diversifying farm revenue streams
- expanding marketing
- farm brand awareness
- smoothing seasonal fluctuations in farm revenue that are customary in many forms of agriculture

Strategy

- Getting started with agritourism
 1. Feasibility study
 2. Investment
 3. Resources and management
- Visitor’s expectation for an agritourism destination
- Customer’s Relation
- Income sources
- Agritourism Liability and clarity with insurer
- Marketing agritourism enterprise
- Agritourism enterprise checklist
- Policy

(Adopted from: (Jim Ochtorski & Monika Roth , 2016))

3.24 Purposes of Visiting Agritourism Operations

Average length of stay slightly increased in year 2019 in comparison to year 2018. In year 2019 average length of stay was 12.4: almost 2.2% increased in year 2019 and reached 12.7 days. Analysis of length of stay is based on 720,280 tourists’ data. Data showed that more than 65

percent of the tourist visited Nepal with purpose of holiday celebration and pleasure. Similarly, 16.52% tourist came for adventure including trekking & mountaineering, 14.36% for pilgrimage and remaining for other purpose (4.12%) in year 2019 (Aryal, May, 2019).

3.25 Indicators to Determine the Potential of Agritourism

Table 3.2: Indicators to determine the potential of agritourism

Pillar	Policy Consideration	Indicator	Means of verification
Social	<ol style="list-style-type: none"> 1. Harmony 2. Safety and security 3. Enjoyment 4. Comfort 5. Accessibility 	<ul style="list-style-type: none"> • Capitalize local skills • Community involvement • Develop community entrepreneurship • Involvement of both male and female for different activities. • Women empowerment • Community cooperation • Skill enhancement • Team work spirit 	<ul style="list-style-type: none"> • Satisfaction • Service • Hygiene • Quality • Choice
Economic	<ol style="list-style-type: none"> 1. Affordability 2. Cost efficient 3. Revenue generation 	<ul style="list-style-type: none"> • Work efficiency • Quality of raw materials • Yield • Manufacturing of qualitative and competitive products • Proper handling of products • Endorsement and Branding • Product recognition in market • Increment in market out reach 	<ul style="list-style-type: none"> • Cash inflow • Upliftment of living standard • Book keeping • Market records • Advertisement • Consumption pattern • Customer feedback

		<ul style="list-style-type: none"> • Capital investment and revenue generation • Stakeholder interest and influence • Adoption of alternative and clean energy 	<ul style="list-style-type: none"> • Tourist arrival number • Market recognition
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3.26 Awareness and Desire of the Visitors on Agritourism

Awareness on agritourism of visitors is important for the demand for it. Therefore, it is time to study the basic information related to visitors of agritourism such as awareness and understanding about agritourism, sources of getting agritourism information in the country, awareness on existing agritourism operations, willingness to visit, visiting frequency, season (s) of visiting and desired length of stay (Malakanthi S H P, December 2013).

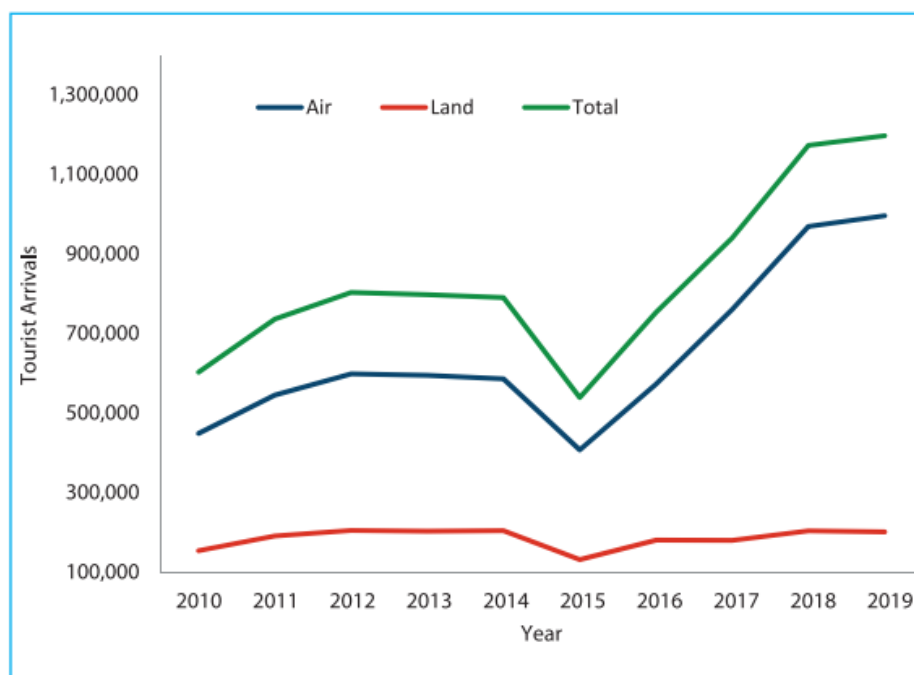


Figure 3.2: Tourist Arrival in Nepal 2010-2019

(Source: (Aryal, May, 2019))

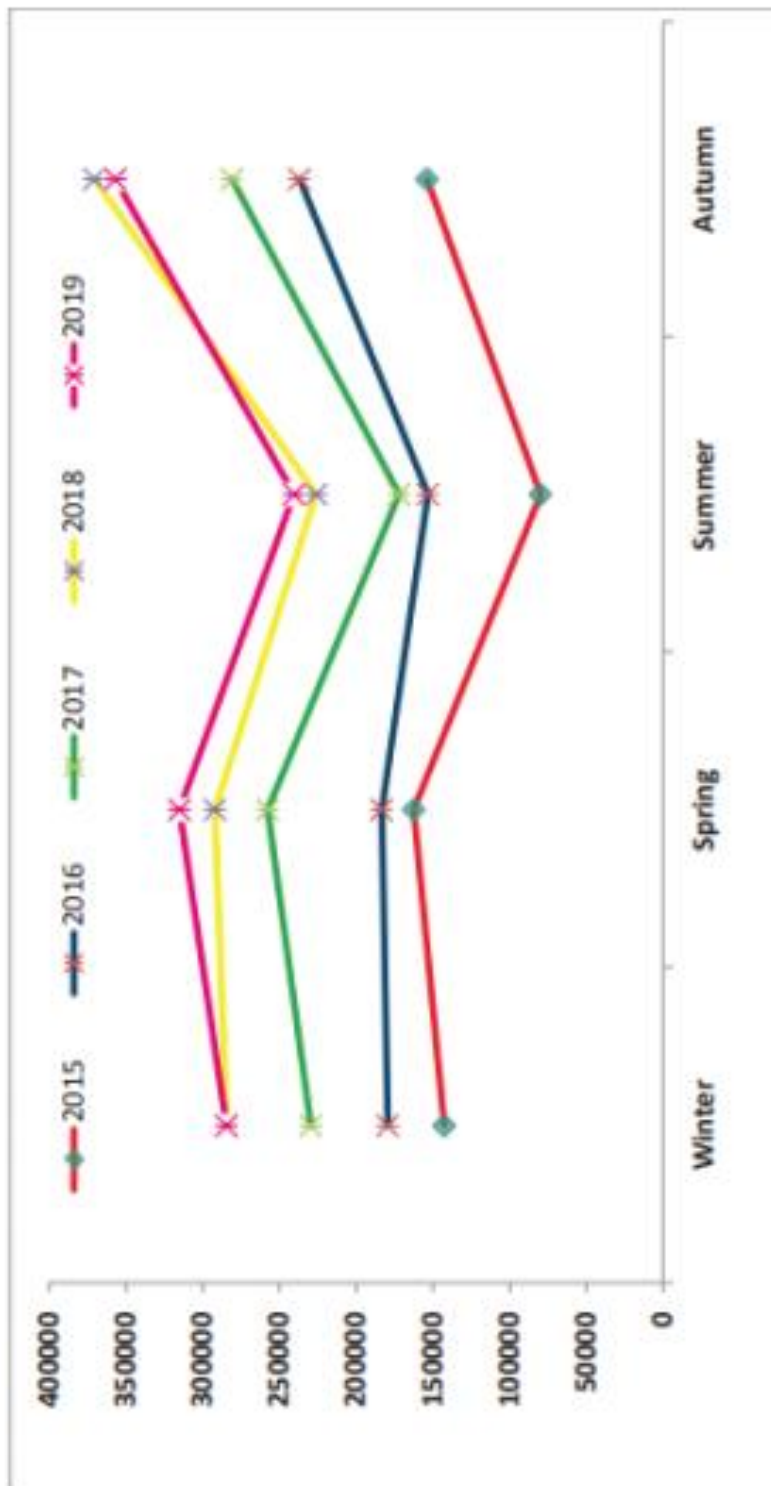


Figure 3.3: Tourist Arrival by Seasons, 2015-2019

(Source: (Gurung, Exploring Links between Tourism and Agriculture in Sustainable Development: A Case Study of Kagbeni VDC, Nepal, 2012))

Table 3.3: Tourist arrival in the year 2018-2019

(Source: (Aryal, May, 2019))

Indicators	2018	2019	% Change
Tourist Arrival by:			
Air	969287	995884	2.67
Land	203785	201307	-1.23
Total	1173072	1197191	2.01
Average Length of Stay	12.4	12.7	2.2
Sex:			
Male	624928	626866	
Female	548144	570325	
By Age groups:			
0-15 years	54870	57523	4.8
16-30 years	269648	254399	-5.7
31-45 years	360237	383155	6.4
46-60 years	303452	305651	0.7
61+ years	173299	176872	2.1
Not Specified	11566	19591	69.4
Top Five Country of Nationality:			
Rank 1	India	India	
Rank 2	China	China	
Rank 3	USA	USA	
Rank 4	Srilanka	United Kingdom	
Rank 5	United Kingdom	Srilanka	
Purpose of Visit:			
Holiday/Pleasure	703843	778173	10.56
Pilgrimage	187692	197786	5.38
Trekking & Mountaineering	169180	171937	1.63
Others	112357	49301	-56.12

CHAPTER FOUR: CASE STUDY

4.1 Pilot Survey at Pharping

Pharping is a small Newar town lying above the Bagmati river on the southern edge of the Kathmandu valley, about 23 km from the capital. It is now part of the Dakshinkali Municipality (Pharping, 2021). Dakshinkali Municipality is located in the south of Kathmandu District in Province 3 within the Kathmandu Valley (Figure 4.1). It has an area of 42.7 km² and lies about 19 km south of Kathmandu city (Institute, May 2018). It was popular with name ‘Shikharapuri Mahanagari (Metropolitan City)’ which was recognized as an independent state with 48000 people in ancient time. So ‘Shikharapur’ is an ancient name of Pharping village. Shikharapur was the independent Newari state at that time when Kathmandu Valley was a lake. It is said there was no existence of Kathmandu, Bhaktapur and Lalitpur. Later Goddess Manjushree cut the Chobhar gorge and the water of valley flowed outside then after valley became suitable to stay. Hence, Pharping has its own ancient history, so, it is considered as a History of Village. It’s also said that Great Gurus of Hinduism and Buddhism get enlightened at Pharping (PLACES, 2018).

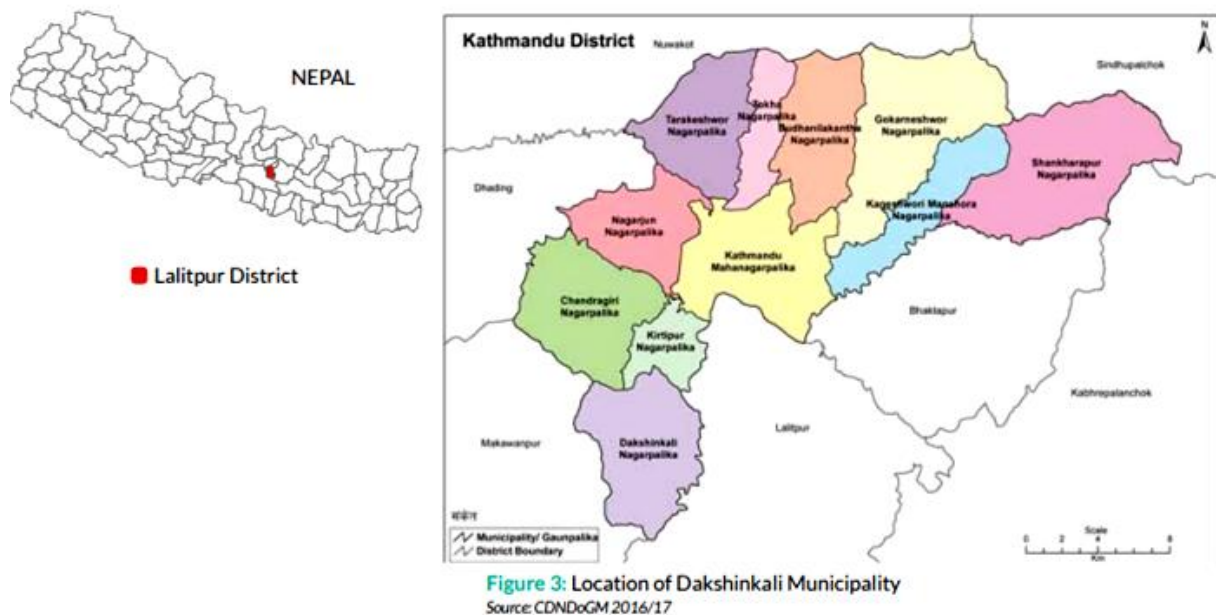


Figure 4.1: Location map of Daksinkali Municipality

(Source: GGGI (2018). *Dakshinkali Municipality, Nepal: Situation Analysis Green Municipal Development*, Seoul: Global Green Growth Institute)

4.2 Historic Significance

Coming closer to our times in 1911AD, the Pharping hydropower project was completed after two years of construction as the first ever hydropower plant in Nepal. The fact is that nearly a

hundred years later we continue to live in the dark. The plant supplied power to the residence of then Prime Minister Chandra Shamshere at Singha Durbar where the today's prime minister has his offices. The beautiful crystal chandeliers were lit up in the Belaeti Baithak with Pharping power. Street lights were also subsequently installed in Kathmandu old town and were popularly known as the "Chandra Batti" (Chandra's lights). The old generators were made by General Electric! Records show that the British engineers were very impressed with what Nepali engineers had achieved. Today, it is sad that we wait for others to generate power for us (Chitrakar, JUL, 2010). In 2010, it was declared a Living Museum by government of Nepal and was open for public (Pharping Hydropower Station, 2021).

4.3 Socio-Cultural Aspect

Religious temples like Goddess Dakshinkali, Asura Cave, Gorakhanath, Sheshnarayan Temple, Yanglasho, Gopaleshwor, Bajrayogini, numerous Monasteries (Gumba) etc. are established in Pharping, so, it's famous for tourism as well. Because of increment in Buddhist and Hindu tourists, economy of Pharping has drastically uplifted in recent years. Moreover, modernization in agriculture also played a vital role in economy (PLACES, 2018).



Figure 4.2: Temple and water conduit in Pharping



Figure 4.3: Library housed in a traditional building at Pharping

Pharping is also home to the sacred Vajrayogini who is believed to be the symbol of pure awareness and wisdom (jnana or gyana). She is also worshipped as the Nil (blue) Tara. The residence of the Blue Vajrayogini is called Phampi Bahal. A Bajracharya priest of Patan performs the rites here and the bahal (local residence community) does not seem to have an active sangha (religious assembly). Every summer there is an annual festival where the image of

the Tara is taken around Pharping. The residence has been rebuilt numerous times which is obvious from the old and new building materials and techniques we see here. The town of Pharping is said to have been built and expanded to the present size during the reign of King Bhimarjun in 797AD (Chitrakar, JUL, 2010). Pharping is also believed to get its name from the epithet of Shesh Narayan Phannathingu. This is one of the four Narayan temples that mark the four corners of the Kathmandu valley. The date on the stone inscription at the Changu Narayan temple at the east end of the valley would also indicate that this place was well established in the 5th century AD. Located above two pools of fresh water, the shrine celebrates Vishnu in his dormant form confounded with the cosmic serpent, Sesh Naga or Ananta (Chitrakar, JUL, 2010).

4.4 Ward no. and Study of Pharping’s Socio-economic Activities

The municipality is divided into nine wards. Daksinkali municipality office is located in ward no.6. The major source of income is agriculture. Cooperative and commercial activities are also undertaking in Pharping.

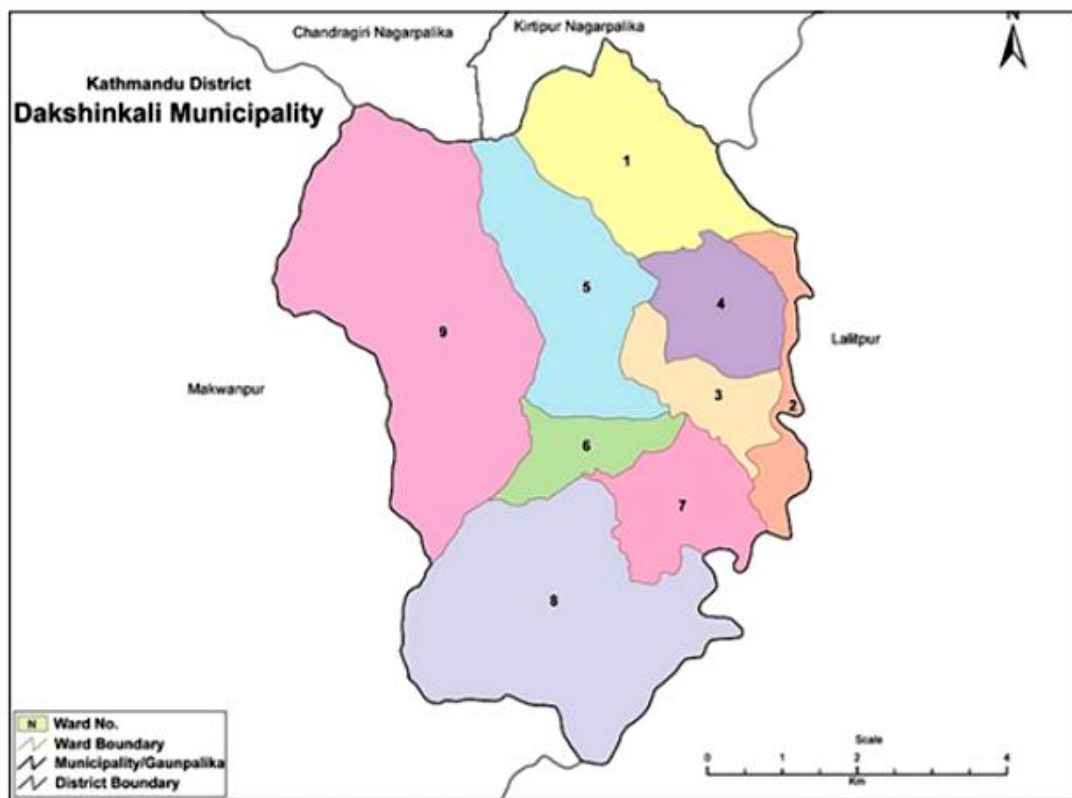


Figure 4: Wards of Dakshinkali Municipality
Source: CDNDoGM 2016/17)

Figure 4.4: Ward division map
(Source: GGGI (2018). *Dakshinkali Municipality, Nepal: Situation Analysis Green Municipal Development*, Seoul: Global Green Growth Institute.

4.4.1 Site and selection criteria

The site visit was made on 13th January 2021 on ward no.6 of Dakshinkali Municipality.5 respondents were interviewed for close ended questionnaire survey. The site was selected based on the agricultural and tourism activities. Buddhist pilgrimage and monks visit Pharping for meditation in various monasteries and Asura Cave. There are many hindu devotees who visit Pharping to pay homage on the Daksinkali temple, Gorakhanath and Sheshnarayan temple. The site is in close proximity of places of cultural, historical significance and scenic beauty. Chitlang, Markhu, Bungamati, Khokana and Sisneri are few nearby places which are famous of its agricultural production, agro products, hiking trails, manmade and natural features.

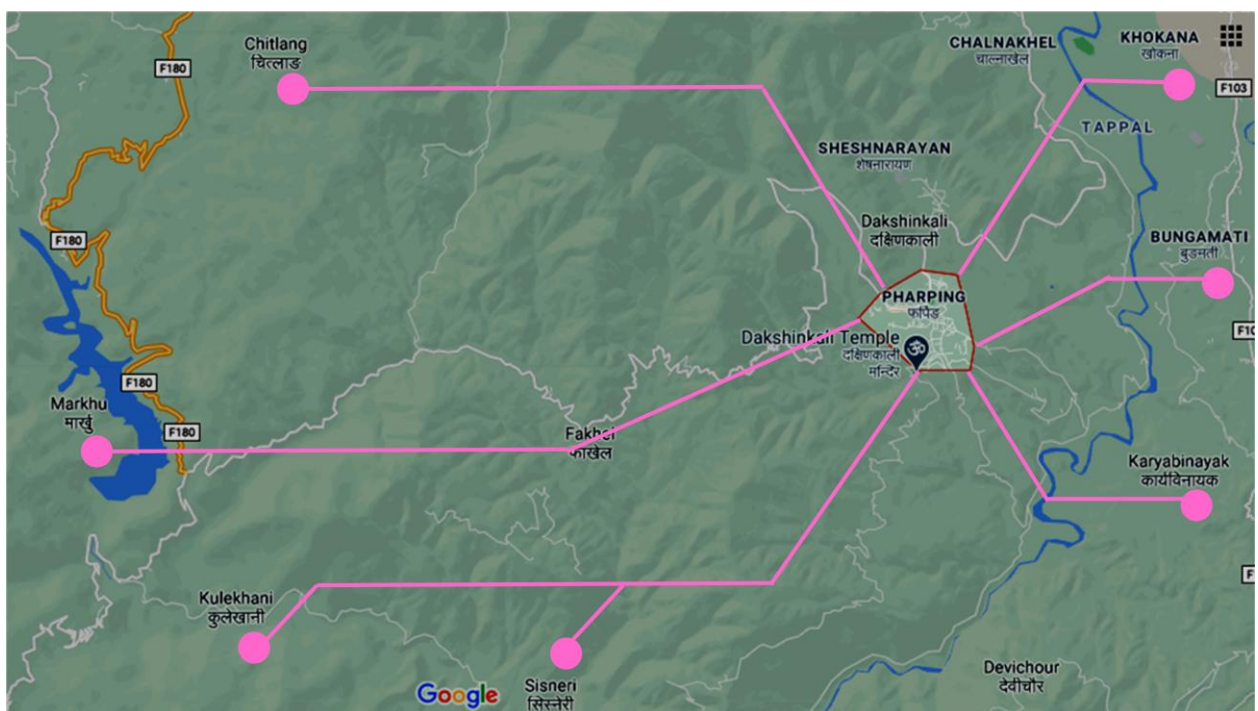


Figure 4.5: Proximity map of neighboring areas of Pharping

(Source: Google Maps, 2021)

4.5 Physical Features

The figure.4.7 shows the busstop at Pharping. The main road is two lanes wide and pitched. The arterial road forming internal networks are stone paved. Enroute to the Dakshinkali Municipality there is an old newari style two storied traditional building that housed a library. Opposite to the library, a few steps ahead there is temple and a water conduit that shows survival of traditional outlook in dominating modern society.



Figure 4.6: Stone paved roads



Figure 4.7: Bus-stop at Pharping

4.6 Resources

4.6.1 Water

The source of water for drinking and irrigation and other daily purposes of the people in Pharping are from Satmule and Sheshnarayan spring water.

4.6.2 Agriculture

- Pharping is famous for cultivation of Naspati and Lapsi. There are three large scale commercial farms that have been producing Mustangi jimbhu, aarubokhada, kiwi and other quintessential vegetables. There are farms which are also operating fish farming and animal husbandry activities commercially. Every year the local administration i.e. the Pharping municipality allocates budget for flourishing its agricultural potential. This year also Rs 50 lakh has been allocated for initiating mushroom farming in Pharping. There is a wide scope of agriculture and resources available in Pharping.
- 'Bottle House' in the rural Pharping is a living edifice that has ingeniously employed thousands of waste bottles that are of no use. This eco-friendly house construction project was conceptualized by an American professor and an eco-architect Bill Hutchins, who has also worked in a waste management sector. Before construction of Nepal's biggest bottle house at Sheshnarayan VDC, he had developed a concept and demonstration of 'a poor man house' at Khahare in Chalnakhel VDC of Pharping. The idea of the project was put into action with a mutual aid of A School for Community (ASC) and Shikharapur Community Learning Centre (SCLC) and also with an equal technical co-operation and

assistance of Kevin Rohan Memorial Eco Foundation in Chalnakhel. The construction process took nearly six months. It involved used and thrown 9000 empty glass bottles collected from various dumping sites. They are stacked one on top of the other, each attached to the mixture of sand, straw and waste hairs of human and animals. The bottles are placed in such a way so that the opening of the bottles forms the outer side of the walls. This alternative brick house perfectly suits the varying climate and temperatures inside and outside, providing earthquake resistant walls. The most overwhelming aspect about the house is that it twinkles at night when the lights are put on inside and the only fear is the probable damages caused to the bottles”, shared Subedi. Currently, this eco-friendly house has been transformed into an agriculture teaching school named as “Shikharapur Sustainable Farmers School” and is successfully imparting pragmatic knowledge on organic farming and agriculture to the local inhabitants (Shrestha, 2012).

4.7 General Site Study

- Polycentric development model:

Local development frame has an important role in the functioning of country networks, which contribute to the spread of development from the level of intraregional and regional poles to the local level. The importance of these poles comes from their function of redistributing information in the subordinated rural space. Growth centers are represented by rural settlements, which by the economic activities they hold, transform into development engines for the highly disadvantaged rural spaces (Bevan, et al., 2013). These are indispensable in elaborating the strategies of polycentric development, specific for the highly disadvantaged areas. In this category there are enclosed the settlements which play a central role in the highly rural areas, which by specific strategies contribute to the information transfer towards the periphery of the polycentric settlement centers (Fujita et al., 1999; ESDP, 1999). Further, the territorial competence could be envisaged the projections of those competences, which would allow the rural settlement to be remarked in the local settlements’ network. The territorial cohesion represents the capacity of a polycentric network’s components to stay together by means of developing and multiplying the relationships between them. The polycentric center development approach is based on several decision levels: the national resource capacity, regional development strategy, intraregional development (growth) poles, and local development framework (NFGM-VATI, 2010).

4.8 Questionnaire Survey

Survey questionnaires completed by 5 respondents constituted the source material used to prepare the article. The majority of the respondents were women (60%), and almost 40% were men. Aggregating the age groups, the most numerous one was the group comprising people aged 40 to 49. The respondents education level was also well with two of them having higher level of education. All of them assessed their financial situation as very good. The majority of the people of varied age groups confirmed that there is positive effect of tourism on farmer's livelihood. However, the views of two respondents belonging to 40-49 age groups were contradictory to other respondents. The result shows that out of two one of them agreed on having no significant change in their living standard and the other claimed that the condition is vulnerable or bad.

The study indicates that the respondents having higher education strongly agree on having willingness to operate agritourism in their farm. The respondents having vocational or lower level of education stated that they are willing to operate agritourism on their farm if they receive financial, technical and governmental support. There was duality in the opinion of the respondents having secondary level of education with half of them strongly agree to operate agritourism in their farm and the other half disagree to do so.

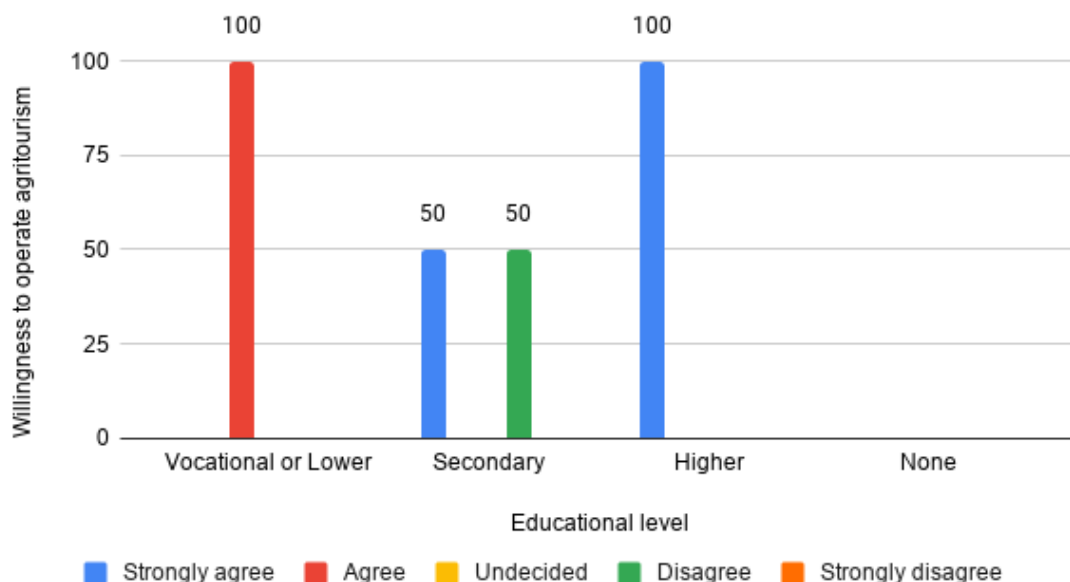


Figure 4.8: Age Vs Effect on farmer's livelihood due to tourism

The respondents were asked to indicate the reason that induces them to resist from operating agritourism. The farmers stated that they do not have sufficient knowledge and skill about agritourism. The respondents who were involved in private sector indicated that the reason to resist from operating agritourism since there is no possibility of accommodation at the preferred

facility. The study showed that the respondent belonging to youth club saw no need or desire to start agritourism. The government officers had varied opinions. In their perspective, lack of money and unavailability of accommodation at the preferred facility are the root causes due to which agritourism is not been operated though people have high willingness to operate it in their farm.

Further study was conducted to know the reason for choosing agritourism farms as their holiday

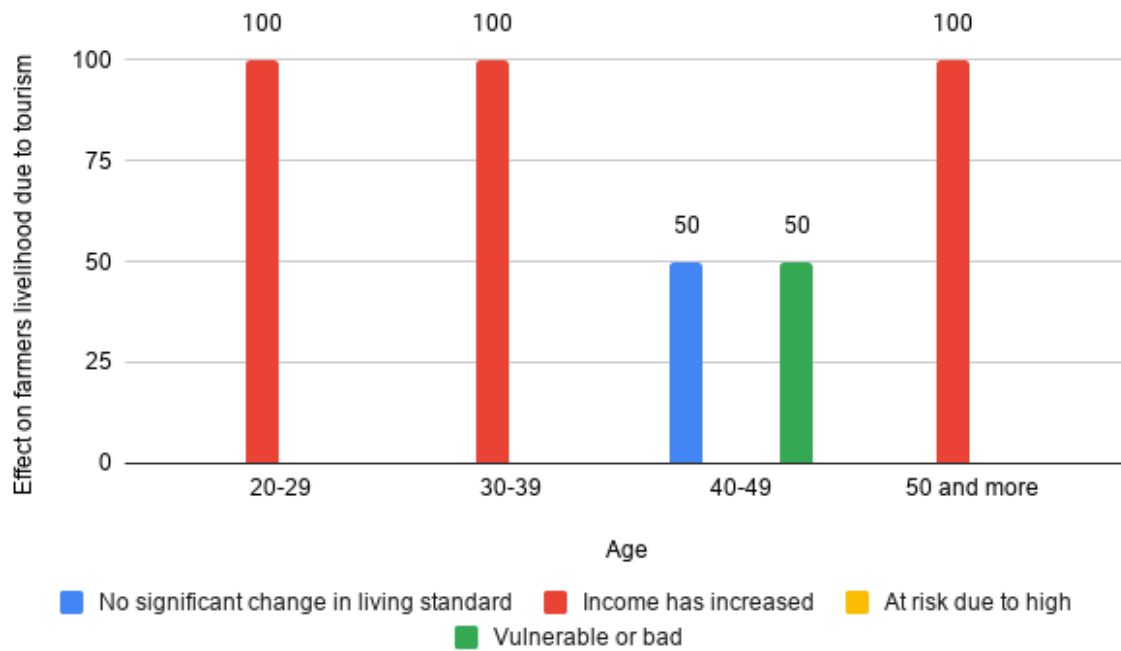


Figure 4.9: Educational level Vs Respondents willingness to operate agritourism in their farm

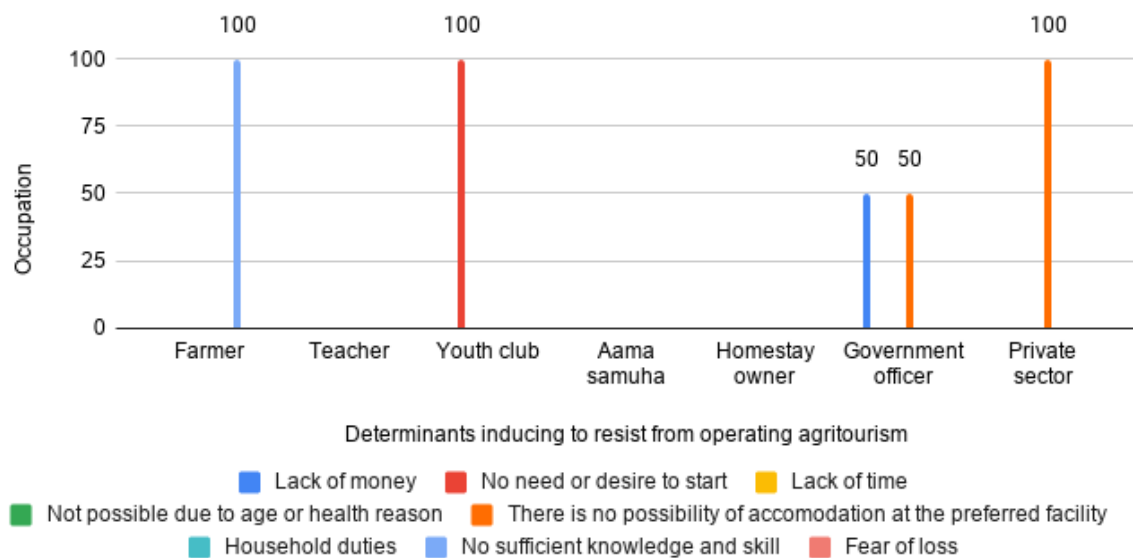


Figure 4.10: Occupation Vs Determinants inducing the respondents to resist from operating agritourism

destination. The respondents declared that the desire for peace and interest in the natural environment as a very important reason for choosing to visit Pharping for agritourism activities. Some of them also indicated that pro health values of rural areas as moderately important reason for choosing agritourism for their holiday destination. The study indicated that the competitive prices are completely relevant reason as the selection of holiday destination is priory determined by the quality of services and facilities according to the respondents. The respondents were moreover asked to indicate the impact of tourism on agriculture. They stated that more tourist in-flow will increase the demand of ethnic food and opportunity for market expansion will be increased. Additionally, there is no threat to social harmony as a consequence of tourism tourism activities till date in Pharping.

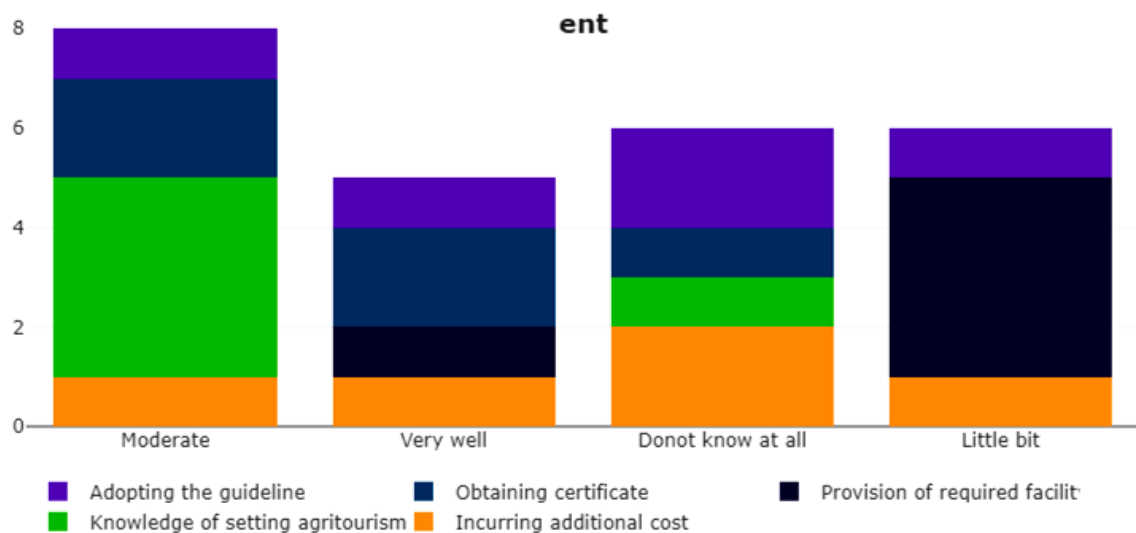


Figure 4.11: The level of understanding about the requirements of agritourism farms

During the study, the respondents were asked about the topic to know their level of understanding regarding agritourism. The majority of the respondents declared that they are very well aware about obtaining certificate for starting a business. Additionally, the result of the study showed that they no knowledge about adopting the certificate and the incurring cost at all. However, they have moderate knowledge about setting agritourism.

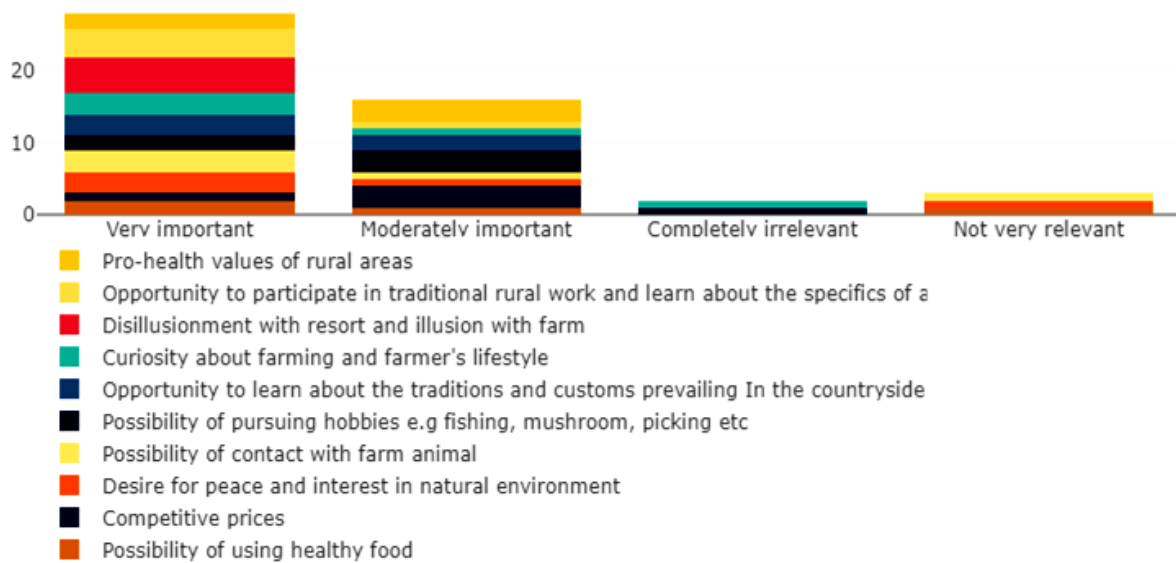


Figure 4.12: Reasons for choosing agritourism farms as their holiday destination

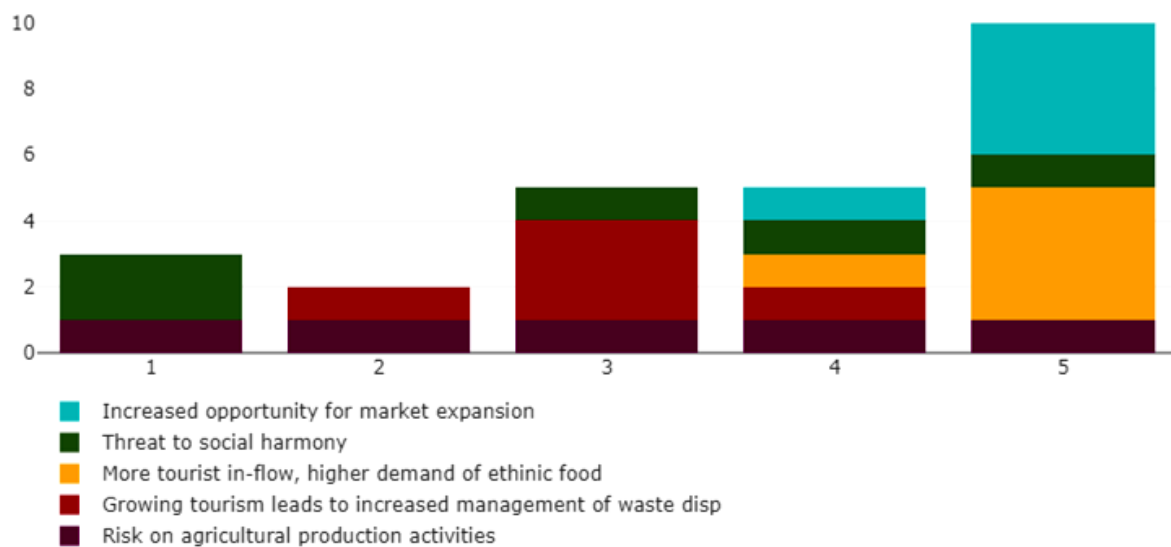


Figure 4.13: Impact of tourism on agriculture

4.9 Case Study of Balthali

Balthali is a village development committee in Kavrepalanchok District in Bagmati Pradesh of central Nepal. At the time of the 1991 Nepal census it had a population of 2473 and had 496 houses in it (Balthali, 2021). From hiking and horse-riding to fishing in nearby streams the choices are plenty. In fact; the Lonely Planet describes the Balthali trek to be among the ‘world’s best short hikes without altitude’ (Mainali, 2016). This exceptional hamlet stands at an outstanding place of isolation and relaxation amidst a surround of typical Nepali countryside with terraced rice fields and ochre thatched farmhouses. With snowy peaks of Dorjee Lhakpa, Langtang and the whole range of mountain rests clear and bright on the northern horizon. Whilst the backyard is dominated by high hills and lush green forests of the Maharabharat Range (The Small Settlement of Balthali Village, 2021).



Figure 4.14: View of Balthali
(Source: Balthali, 2021)

The area surrounding the Balthali Retreat is thickly forested with luxuriant floras, colorful rhododendron, mangolia and sal trees cover the hill that undulates and opens out to terrace fields. The trek in the pure village like this have a pleasant feeling and worth for knowing the village culture and also we can promote Village Tourism of Nepal. After dusk a myriad of flickering lights below the valley of Balthali Village comes alive. Nature lovers and bird watchers can spend days exploring and discovering some exceptional species of wildlife, tradition and culture untouched by modernity. This 'off the beaten location' has endless trails leading to some ethnic tribes thus, offering excellent short hikes and mountain biking on the easy trails. Many of the sacred and ancient temples and monasteries such as Namo Buddha, Indreshwar mahadev, Brahmayani Temples are located in this region and still needs to be discovered and unveil its mysterious past (Balthali Village Tour - 8 Days, 2021).

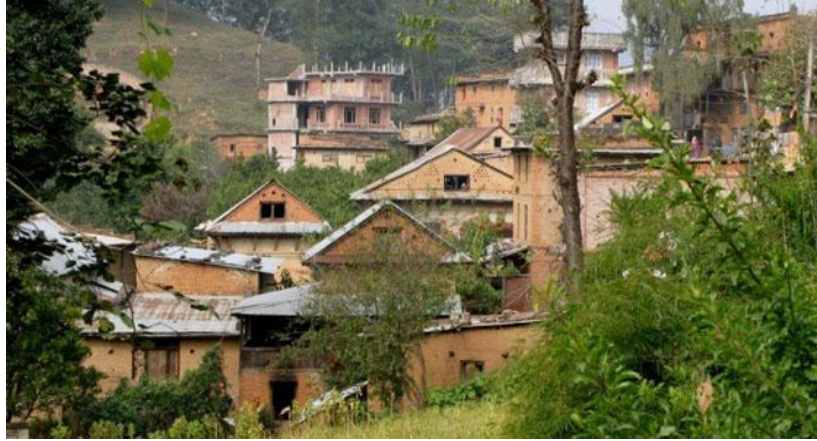


Figure 4.15: Traditional houses in Balthali
(Source: Balthali, 2021)

There are about two hundred households in Balthali. The majority of the people of Balthali are Tamang. About 80-90% of people are engaged in agriculture and the rest of 8-9% of the people are engaged in tourism.

4.10 Site and Selection Criteria

The site visit on Balthali was made on 17th January 2021. Balthali was selected for the study of the potential of agritourism because farming and hospitality are two major occupations of the people living in Balthali. They earn their living from income generated from the agricultural production and by operating homestay and resort. About 80-90% of people are involved in agriculture and only about 8-9% of the people are involved in tourism activities.

The mix of sights in the approximately 40 km road leading to the destination is in itself an experience. En route you will pass through Banepa and Panauti which are towns of historic importance and you will have the pleasure of observing the Newari and Tamang cultures as members of these communities go about their daily lives. For Kathmandu; the lush green paddy fields and the mellow smell of pine and rhododendron forests may come as refreshment. For the tourism sector the place has always featured as a destination for moderate mini treks. Nearby attractions include Namobuddha and Khopasi Hydro Project which is among the earliest examples of a river fed energy project in Nepal (Mainali, 2016). There are about two hundred households in Balthali. The majority of the people of Balthali are Tamang. There are two rivers flowing Ladko Khola and Roshi Khola. Ladko Khola originates from Mahabharat range. Ladko khola and Roshi Khola combine to form Sunkoshi River.

4.11 Agriculture

Agriculture in Balthali is done in a subsistent way. Agro-products grown in Balthali are potato, maize, rice, wheat, barley, buckwheat, millet. Fruits such as little amount of Apricot, orange, grapefruit, pomegranate, plum, lemon, citron are also grown in Balthali. Coldwater fish such as Katle, Mahseer, Asla(trout) and Jalkapoor are found in Roshi and Ladko River.



Figure 4.16: Agriculture farm in Balthali



Figure 4.17: Tunnel-tomato farm

4.12 Physical Features

The access to Balthali from Panauti can be made via Khopasi either by using vehicular mode of transportation or by hiking for 30 minutes. The hiking trail is connected by bridges and gravel road going up and down the hill. The route is often used by local people for their daily commute.



Figure 4.18: Bridge connecting Khopasi to Balthali



Figure 4.19: Gravel road on the way to Balthali

The major attraction point is its terrain and its scenic beauty. There are three resorts which have been providing accommodation; lodging, fooding, pick and drop services. Just beyond Panauti town and Khopasi (40 KM southeast from Kathmandu) lies one of the rich cultural and natural destination of Balthali, where upon sits on top of a hill – Balthali Village Resort – a small, cozy retreat with bird’s eye view of green terrace fields dotted with ochre painted houses and faint hue of Himalayan peaks in the north horizon. It offers a sunrise in the east, speculating Himalayan range of Manaslu, Langtang & Everest in the north, innumerable rice terraces in the west & huge bodied green forest of Mahabharata range in the South. One of the most important factors of this spot is that it is warm in the winter & cool in the summer. The area of Balthali is cover of various flora, colorful rhododendron forest, and magnolia & Sal trees. Deciding to come to Balthali is deciding to go really off the beaten path. Till now the resort has been a closely guarded secret kept by serious mountain bikers, hikers and of course, writers.



Figure 4.20: Balthali Village Resort
(Source: United Nations. (2020). Retrieved from Sustainable development goals: <https://www.un.org/sustainabledevelopment/economic-growth/>)

Balthali Village Resort is that little piece of untouched Nepal that all the tourists yearn to find but always seem too late to get to (Balthali Village Resort, 2021). Knowing that where tourism goes, infrastructure follows – he firmly believes that Balthali Village Resort will positively be able to



Figure 4.21: Balthali Eco Hill Resort

help the plight of the till now ignored villages in the area.

4.13 Significant Areas Contributing to the Tourism Promotion in Balthali

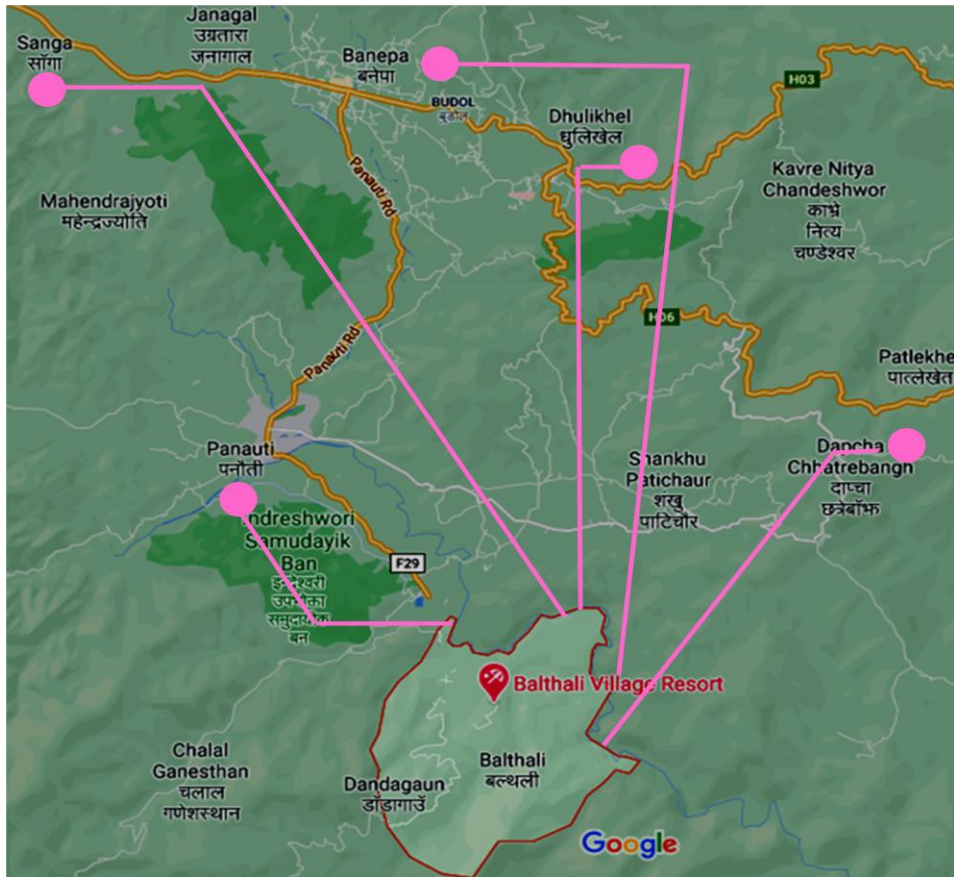


Figure 4.22: Proximity map of neighboring area of Balthali (Source: Google Maps, 2021)

4.14 Questionnaire Survey



Figure 4.23: Questionnaire survey with the local people of Balthali

4.15 Hiking Route

The Balthali village has endless trails leading to some ethnic tribes thus, offering excellent short hikes and many of the sacred and ancient temples and monasteries such as Namo Buddha, Indreshwar Mahadev, Brahmayani temples are the major attraction of the Balthali village (Balthali, 2021). From hiking and horse-riding to fishing in nearby streams the choices are plenty in Balthali. In fact; the Lonely Planet describes the Balthali trek to be among the ‘world’s best short hikes without altitude’ (Mainali, 2016). This exceptional hamlet stands at an outstanding place of isolation and relaxation amidst a surround of typical Nepali countryside with terraced rice fields and ochre thatched farmhouses. With snowy peaks of Dorjee Lhakpa, Langtang and the whole range of mountain rest clear and bright on the northern horizon whilst the backyard is dominated by high hills and lush green forests of the Maharabharat Range (The Small Settlement of Balthali Village, 2021). There are a number of excellent short and long hikes from a day to 8 days within Balthali Village Resort and its surrounding gives you ample opportunity and time to explore this quaint natural heaven (Balthali, 2021).

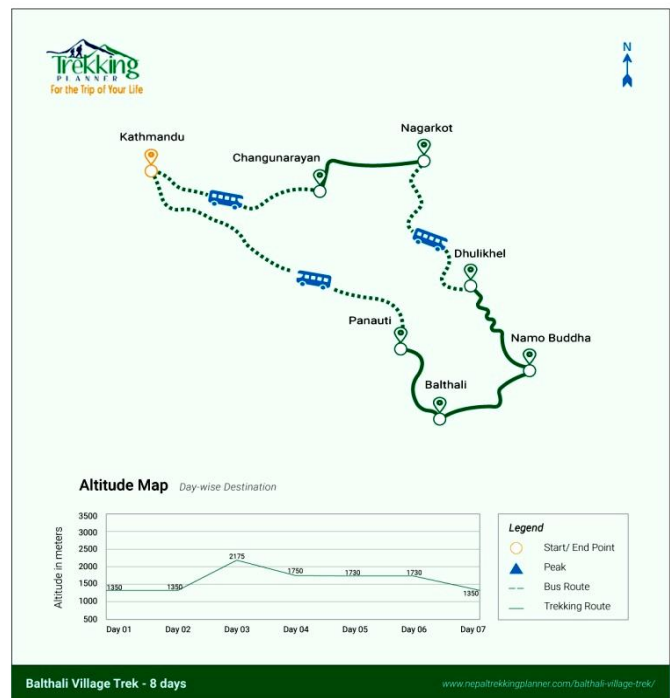


Figure 4.24: Hiking route from Changunarayan to Panauti (Source: Google Images, 2021)

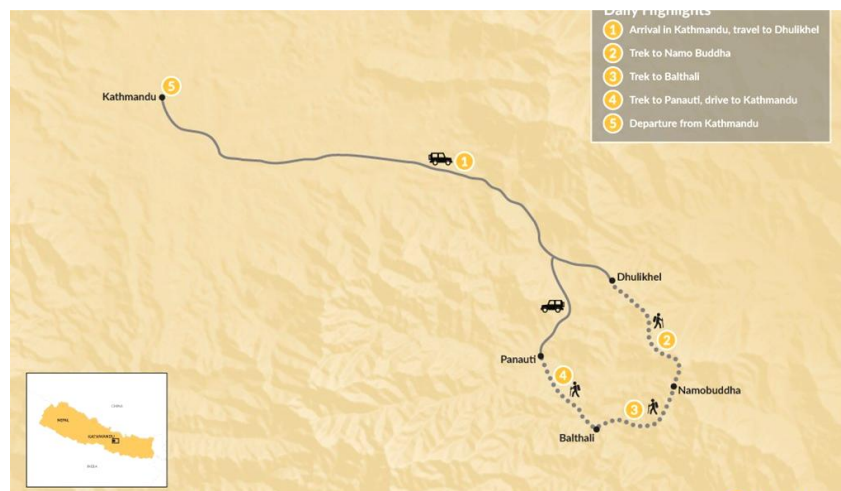


Figure 4.25: Hiking route from Dhulikhel to Panauti (Source: Google Image, 2021)

The area surrounding the Balthali Retreat is thickly forested with luxuriant floras, colorful rhododendron, mangolia and sal trees cover the hill that undulates and opens out to terrace fields. The trek in the pure village like this have a pleasant feeling and worth for knowing the village culture and also, we can promote Village Tourism of Nepal. After dusk a myriad of flickering lights below the valley of Balthali Village comes alive. Nature lovers and bird watchers can spend days exploring and discovering some exceptional species of wildlife, tradition and culture untouched by modernity. This 'off the beaten location' has endless trails leading to some ethnic tribes thus, offering excellent short hikes and mountain biking on the easy trails. There are four hiking routes depending on the number of days the distance if the hiking route is decided. These are

8 days

Kathmandu- Sundarijal- Chisapani- Nagarkot- Dhulikhel- Namobuddha- Balthali- Panauti

5 days

Changunarayan- Trek to Nagarkot- Dhulikhel- Namobuddha- Balthali- Khopasi- Kathmandu

3 days

Panauti- Balthali Village Resort- Excursion around Balthali- Walk to Namobuddha- Dhulikhel- Kathmandu

2 days

Kathmandu- Panauti- Balthali- Khopasi- Kathmandu

4.16 Getaway:

The mix of sights in the approximately 40 km road leading to the destination is in itself an experience. En route you will pass through Banepa and Panauti which are towns of historic importance and you will have the pleasure of observing the Newari and Tamang cultures as members of these communities go about their daily lives. For Kathmanduties; the lush green paddy fields and the mellow smell of pine and rhododendron forests may come as refreshment. For the tourism sector the place has always featured as a destination for moderate mini treks. Nearby attractions include Namo Buddha and Khopasi Hydro Project which is among the earliest examples of a river fed energy project in Nepal. (Mainali, 2016). There are two rivers flowing Ladko Khola and Roshi Khola. Ladko Khola originates from Mahabharat range and these two rivers combine to form Sunkoshi River.

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- Homestay
- Resort

4.17 Biodiversity and Ecological Characteristics:

The study area, Balthali VDC (27°32' 57" N, 85°32' 56" E) covers 9.5 square km. The elevation is about 1450 m above the sea level. This place also contains some other burrowing small mammals like Porcupine (*Hystrix*spps.) and Mongoose (*Herpestes auropunctatus*). The major vegetation in Balthali VDC is *Pinus roxburghii*, *Alnus nepalensis*, *Prunus cerasoides*, *Schima wallichii*, *Rhododendron arboretum*, *Choerospondias axillaris* and the major faunal species are *Panthera pardus*, *Funcambulus* species, *Canis aureus*, *Martes flavigula* etc. Balthali is one of the major places of Pangolins in Nepal with a suitable environment for its survival along with suitable reddish soil but lacks the scientific research on the threats to Chinese Pangolins and their habitat. Anthropogenic threats are highly increasing in Kavrepalanchowk district, where traffickers and poachers with both live and dead Pangolins are arrested in large numbers in and around Kavrepalanchowk every year yet there are very few projects focusing on Pangolins in this area (Acharya et al., 2018).

Grazing of domestic livestock within the habitat, encroachment of forest land by unscientific cultivation, intentional forest fires and mining of stone negatively affect the habitat of Pangolins and their number. Those areas with heavy grazing of livestock, especially trampling by large hoofed livestock, has recorded the detrimental effects on the habitat of Chinese Pangolins and cause in decrease of numbers. Katuwal HB, Richer R, state that shrubs, fallen logs and leaf litter and suitable for Pangolins habitat as these contain abundant ants and termites, however, frequent

fire reduces the diet and habitat. Moreover, rock mining in the forest areas and construction of hotels and concrete roadways are also major cause of habitat destruction of Chinese Pangolins in Balthali VDC. In our study, 85% out of total respondents reported the use of chemical fertilizers in significantly increasing in the recent years and this has resulted in a decrement of Chinese pangolin's population as it decreases the prey number in the agriculture land. In addition, use of potential habitat for modern agriculture practice with the use of high quantity of insecticides has destructed the habitat of Chinese Pangolins in the area (Acharya et al., 2018).

4.18 Correlation of Agriculture and Tourism

The findings of this study revealed that there is no economically profitable coexistence between agriculture and tourism. agriculture is the major economic activity of the community. moreover, the market-based linkage of the two sectors was challenged by the practices of non-commercial type of agricultural activities; small market size of tourism industry; and its mere dependency on agro production, the growing tourist flows and government attentions are pointed out as opportunities. ministry of agriculture, ministry of culture and tourism, park management office and other stakeholders should pay attention to ensure linkage and market-based interaction between tourism and agriculture for sustainable local economic development in the study areas (Zerihun, 2018).

In order to link agriculture and tourism

- Capacity building of farmers needs to be done.
- Investment in this enterprise (from private and government sector is of prime importance)
- Infrastructure development
- Promotion campaigns
- Knowledge of hospitality services and provision of facilities

4.19 Activities Performed by Locals in Relation to Agriculture and Tourism

Mostly conventional farming is done in Balthali. Organic agriculture is not possible in the existing land since they have already used pesticides during cultivation. Once pesticides have been used, the organic method of agriculture is not possible. The land owned by the local people is only sufficient for producing crops for their own consumption and the excess surplus is used for commercial purpose. The land required for providing facilities related to tourism is lacking due to which they are hesitant to initiate agritourism in their farm at an individual level.

The activities such as animal husbandry is done at every house of Balthali for obtaining milk, swimming in Ladko river, milking cow and buffalo, rice planting, potato farming, carrying bamboo basket(Dhoko), participating in the wedding procession, wearing traditional costume, performing wedding ritual in traditional Nepali style. They are also planning to operate community goat farm. The major determinant is the lack of youth involvement due to which the programmes are not effectively implemented and properly functioned. Before Bagbani was cultivated which used to produce 5 muri rice per ropani. Nowadays, DY28 is cultivated due to which the production has doubled to 9 muri of rice per ropani of land. There is a lack of fodder, grass, grazing land for feeding animals. This year oranges are not of good quality and were less juicy in comparison to the previous year. Training was given by CRT, 1 year ago for 2-3 days about Tomato farming and irrigation.

There are about 25 houses regulating homestay services. Post-earthquake there is a provision of solar panel in these homestays. There is a one-day fair organized in Ladkeswor Mahadev Temple every year on the month of Kartik so there are opportunities to learn about the tradition and customs prevailing in the countryside. Lack of infrastructure is the one of the main reasons which is resisting the operation of agritourism. Perspective about cooperative:

In order to make cooperative more action oriented, division of responsibility and commitment towards the work is important. Expert advice and proper planning are necessary to make all the members understand the subject of specific area of work. Provision of facilities, fertilizers or plants as an encouragement should be awarded timely. Nominal amount of the benefit must be distributed.

4.20 Viability of Agritourism in Small-scale and Large-scale Farm:

The economic viability of small farms can therefore not be predicted based solely upon the magnitude of farm income generated, but rather by the extent to which farming income enables farm households to meet their varied financial objectives.

Rather than immediate monetary gain, motivation for developing agritourism may be found in fulfillment of entrepreneurial goals, needs for social contact, rural lifestyle pursuits, and expansion of employment opportunities for farm family members.

A second area of programming supported by the NESARE grant is agritourism risk management. Farmers acknowledge the importance of ensuring farm visitor safety and managing legal liabilities associated with farm visitations (Schilling, et al., 2006). Farmers require guidance on strategies to reduce, transfer, and/or insure against the heightened legal exposure that

accompanies agritourists (Centner, 2009). Cooperative extension and other agricultural service providers can provide valuable insights on conducting farm safety inspections, planning for on-farm emergencies, and adopting best practices for specific agritourism activities. Resources on enterprise budgeting and financial analysis of agritourism alternatives can similarly help farmers manage financial risk (Brian J. Schiling, 2012).

In large scale farm, the production of farm product may be large but in term of tourist flow, the destination may not have as many tourists like other tourism destination. In initial days, there will not be high revenue generation but in long run this enterprise is profitable since it successfully collects alternate income from the farm operation.

4.21 Issues and Challenges in Agriculture and Tourism

Since the land owned by local people are small so in order to operate agritourism in a large-scale farm, farmers have to form a committee to combine each of their property to make a mass of land where agriculture and tourism can be operated for a commercial purpose in a planned and organized way. Lack of money, time, knowledge and skill and accommodation facility are the major reason for resisting the operation of agritourism. In a committee, a taskforce can be made to assign different work to a group of people. In this way, division of labor, time can be done. Also, members can share their knowledge, expertise provide the supportive hand for implementing the project.

While working as a cooperative the main challenge is that since many people of approving and undertaking such projects become time-consuming and tiresome to come into common consensus. Community input and support is very important for conducting any program. It is the integral part of the rural enterprise. The ability of the project to demonstrate its support from the local community trail user groups, community leaders, service organizations, recreation and environmental groups, schools, businesses and other non-governmental groups.

CHAPTER FIVE: ANALYSIS, DISCUSSION AND FINDINGS

Survey questionnaires completed by 25 respondents constituted the source material used to prepare the report. The majority of the respondents were men (76%), and almost 24% were women. Aggregating the age groups, the most numerous one was the group comprising people aged 50 and more. The respondents belonging to 20 to 29 age groups comprised 8% of the total respondents. The respondents' education level was fairly well with majority 56% of the respondents have secondary level of education.

Majority of the respondents stated their financial situation as good. Among them who claimed their financial situation as good 18.18% stated that their monthly income is less than Rs10000. 72.73% of 25 respondents stated that their average monthly income is between Rs11000-Rs20000. 4.55% of 25 respondents stated that their financial situation is between Rs21000-Rs30000. The remaining people who comprised 4.54% of the total respondents had their average monthly income between Rs11000-Rs20000 claimed it as bearable. Contrasting outcomes with people whose average monthly income is between Rs11000-Rs20000 has been seen. 72.73% of 25 respondents with average monthly income as good stated their financial condition as good whereas 4.54% of them claimed it as bearable. Farmer who had tunnel tomato farm stated due to the problem related to water supply, it is very difficult for them to provide water for irrigation. Lack of proper irrigation has resulted in low productivity. Due to low production the yearly income from farming has decreased. They are having difficulties in sustaining their livelihood and to repay the loan. Therefore, their financial situation is bearable.

Table 5.1: Description of the respondents

Features	Percentage of people in respective category
Gender	
Male	76%
Female	24%
Educational Level	
Higher	16%
Secondary	56%
Vocational or Lower	16%
None	12%
Assessment of financial situation	

Very good	4%
Good	88%
Bearable	8%
Very bad or bad	0
Age	
20-29	8%
30-39	28%
40-49	24%
50 and more	40%
Occupation	
Farmer	28%
Teacher	24%
Youth club	4%
Aama samuha	0
Homestay owner	12%
Government officer	16%
Private sector	16%

All the people aged 20-29 stated that the income has increased due to tourism. The 71.43% of the people belonging to the age 30-39 claimed that there is increase in income due to tourism. The 83.33% of the people of age 40-49 their income has increased. Due to tourism activity, income of 70% of the local farmers has increased. The increment in income has led to have positive impact on farmers' livelihood due to tourism. The food served to the tourist is produced from the agro-products supplied by the local farmers so more the inflow of tourist, the demand of locally grown agro-products will be higher. Thus, it resulted in the increase of the income.

On the basis of strength, scale from 1 to 5, 60% of the respondents rated more tourist inflow, higher demand of ethnic food as scale 5. 48% of the respondents claimed that increased opportunity for market expansion is rated as scale 5 whereas 60% of them responded growing tourism leads to increased management of waste disposal as scale 1. 80% of the people claimed that risk on agricultural production activity and 60% of the people claimed threat to social harmony are rated as scale 1.

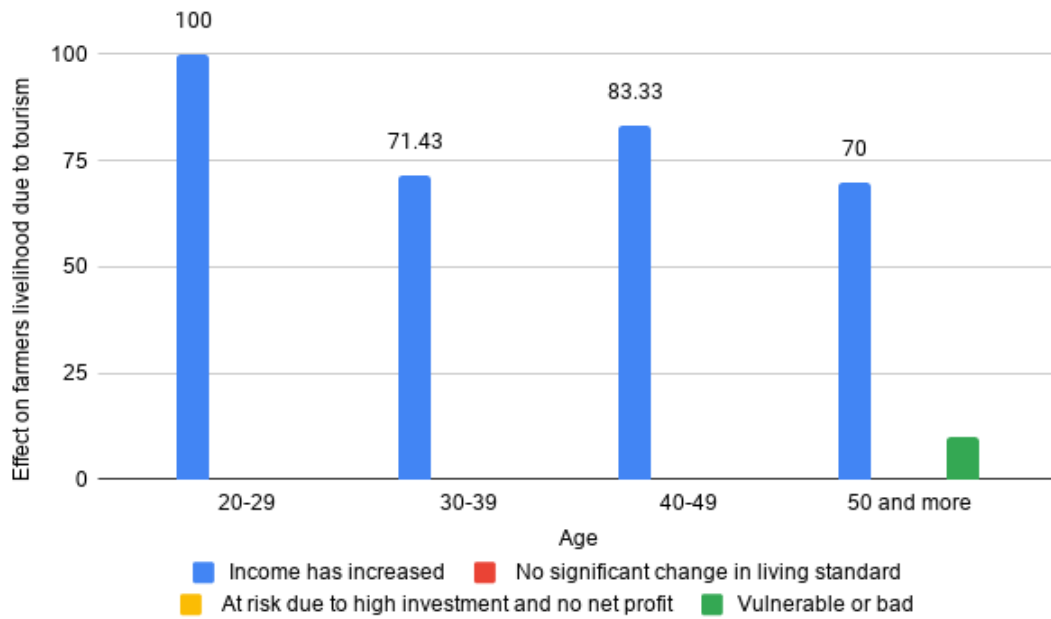


Figure 5.1: Age Vs Effect on farmers livelihood due to tourism

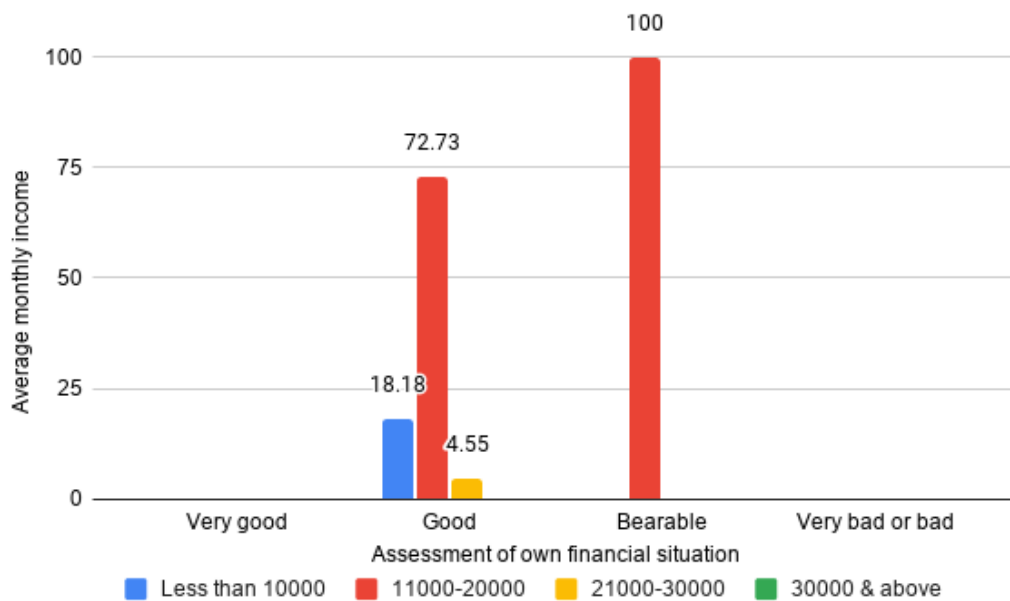


Figure 5.2: Assessment of own financial situation Vs Average monthly income

The study indicates that 50% of the respondents having higher education strongly agree on having willingness to operate agritourism in their farm. The respondents having vocational or lower level of education stated that they are willing to operate agritourism on their farm if they receive financial, technical and governmental support. There was duality in the opinion of the respondents having secondary level of education with 71.43% of them strongly agree to operate

agritourism in their farm and the remaining 28.57% disagree to do so. Among male, 68.42% strongly agree about having benefit from tourism. Among female, 50% agree on having benefit from tourism and 16.67% disagree about the possible benefits.

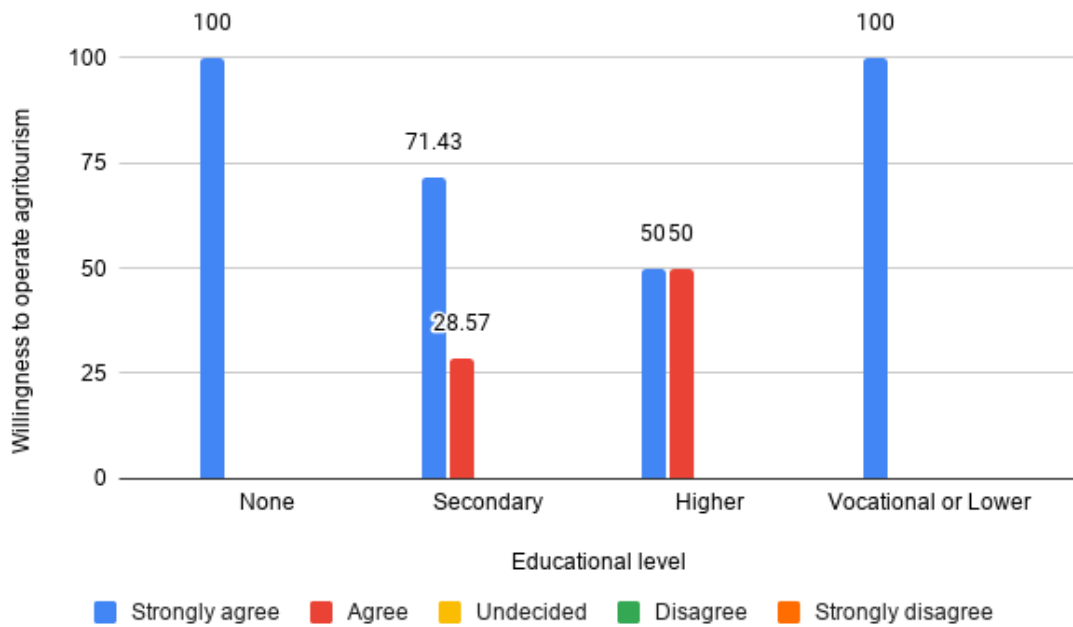


Figure 5.3: Educational level Vs Respondents willingness to operate agritourism in the farm

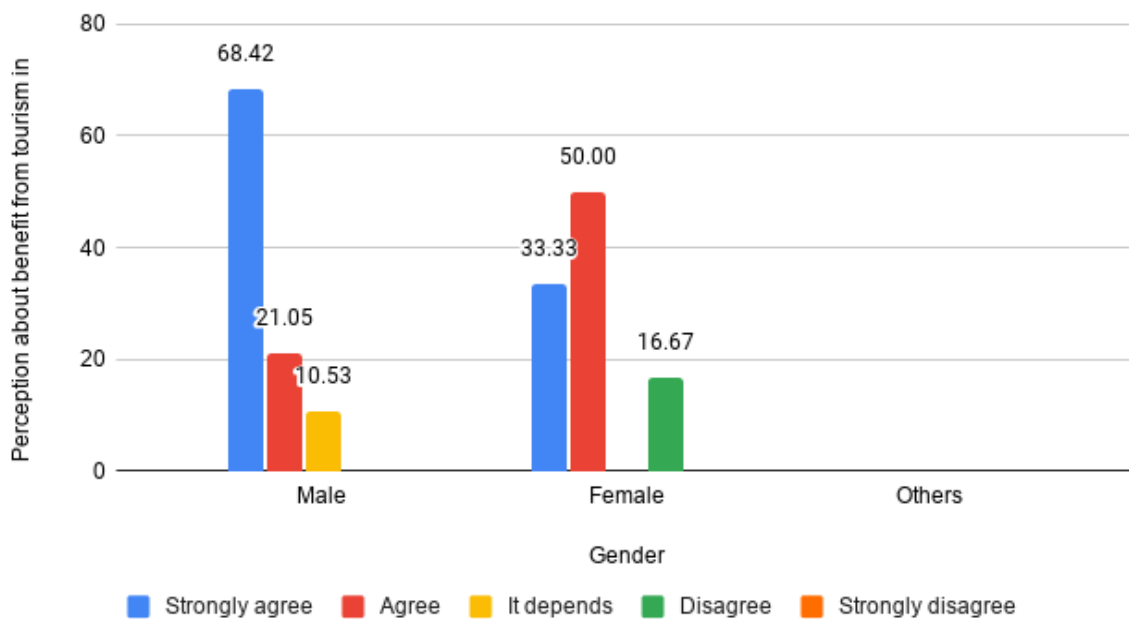


Figure 5.5: Gender Vs Perception of people involved in agriculture about benefit from tourism

68.42% of male and 33.33% of female strongly agree that agriculture will have benefit from tourism. About 21.05% of male and 50% of female agree that there will be significant benefit from tourism in agriculture and 10.53% of male claimed it depends on the condition. In case of Balthali there is a positive impact of tourism on agriculture.

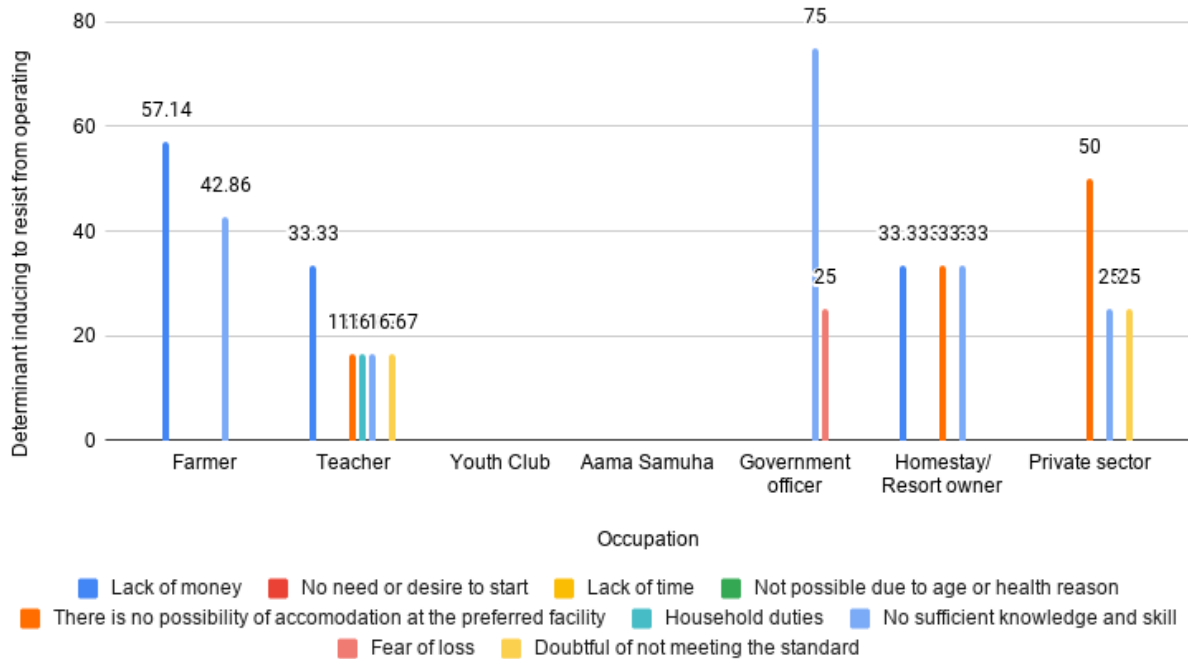


Figure 5.4: Occupation Vs Determinants inducing the respondents to resist from operating agritourism

The respondents were asked to indicate the reason that induces them to resist from operating agritourism. The 57.14% of the farmers stated that due to lack of money and 42.86% stated they do not have sufficient knowledge and skill about agritourism. The 50% of the respondents who were involved in private sector indicated that the reason to resist from operating agritourism since there is no possibility of accommodation at the preferred facility. The study showed that the 11.11% respondents who were teacher saw no need or desire to start agritourism. The government officers had varied opinions. In their perspective, 75% of them stated that no sufficient knowledge and skill and 25% stated no need or desire are the root causes due to which agritourism is not been operated though people have high willingness to operate it in their farm.

Further study was conducted to know the reason for choosing agritourism farms as their holiday destination. The very important reason for choosing agritourism farm as their holiday destination according to 92% of the respondents' desire for peace and interest in natural environment. 88% of the people stated that opportunity to participate in traditional rural work and pro-health values as the very important reason for choosing rural area as their holiday destination. 80% of the respondents claimed that disillusionment with resort and illusion with farm as the very important reason for choosing rural area. 76% of the respondents stated that possibility of pursuing hobbies e.g. fishing and opportunity to learn about the traditions and customs as the very important reason. The least important reason according to 12% of people is the competitive prices. Balthali has the natural setting, village environment and resort and homestay for the tourists making it ideal for choosing agritourism as the holiday destination. The respondents were moreover asked to indicate the impact of tourism on agriculture. 60% of the respondents stated that more tourist in-flow will increase the demand of ethnic food and opportunity for market expansion will be increased. Additionally, 60% of them declared that there is no threat to social harmony as a consequence of tourism tourism activities till date in Balthali.

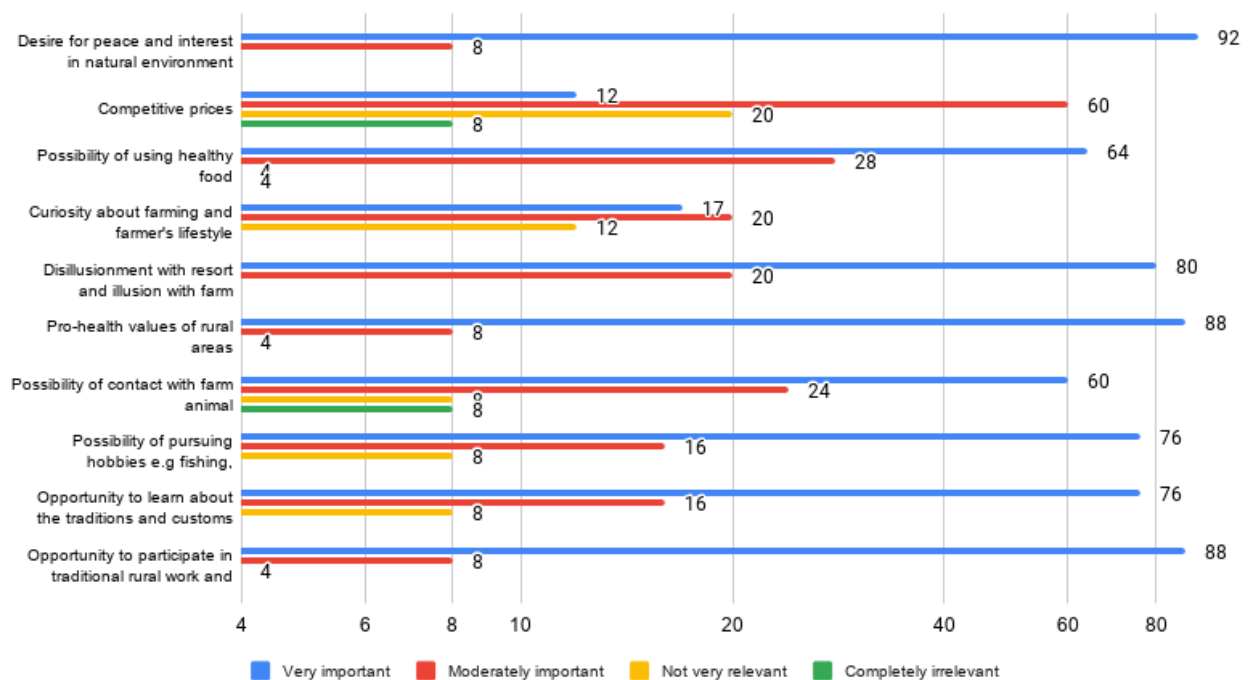


Figure 5.6: Reasons for choosing agritourism as an holiday destination

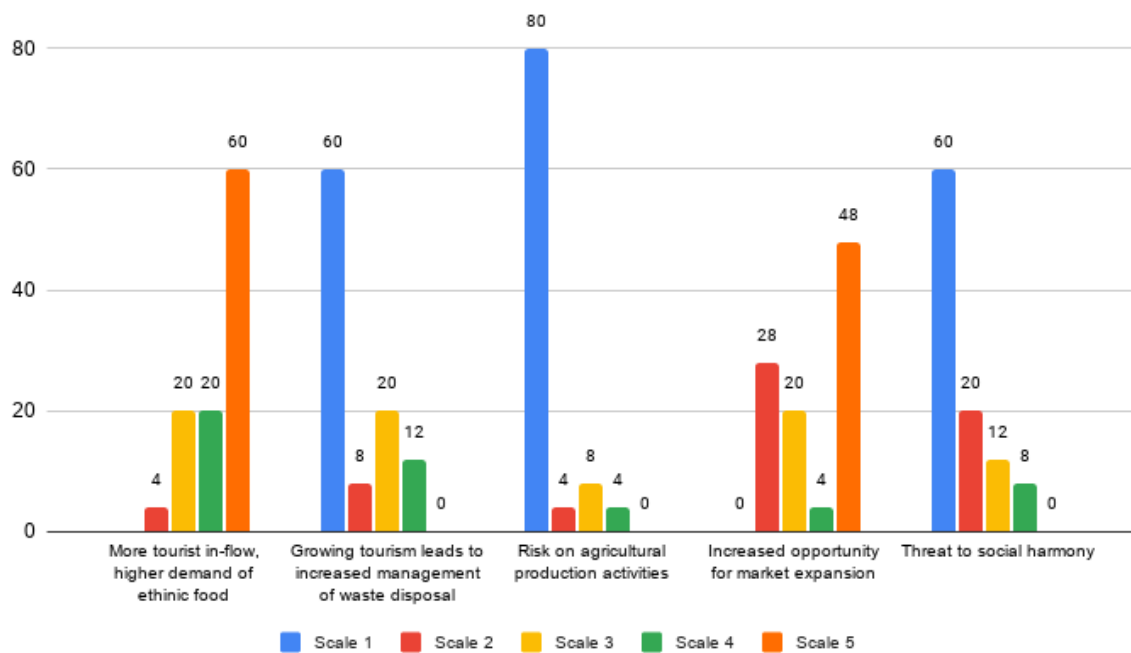


Figure 5.7: Impact of tourism on agriculture

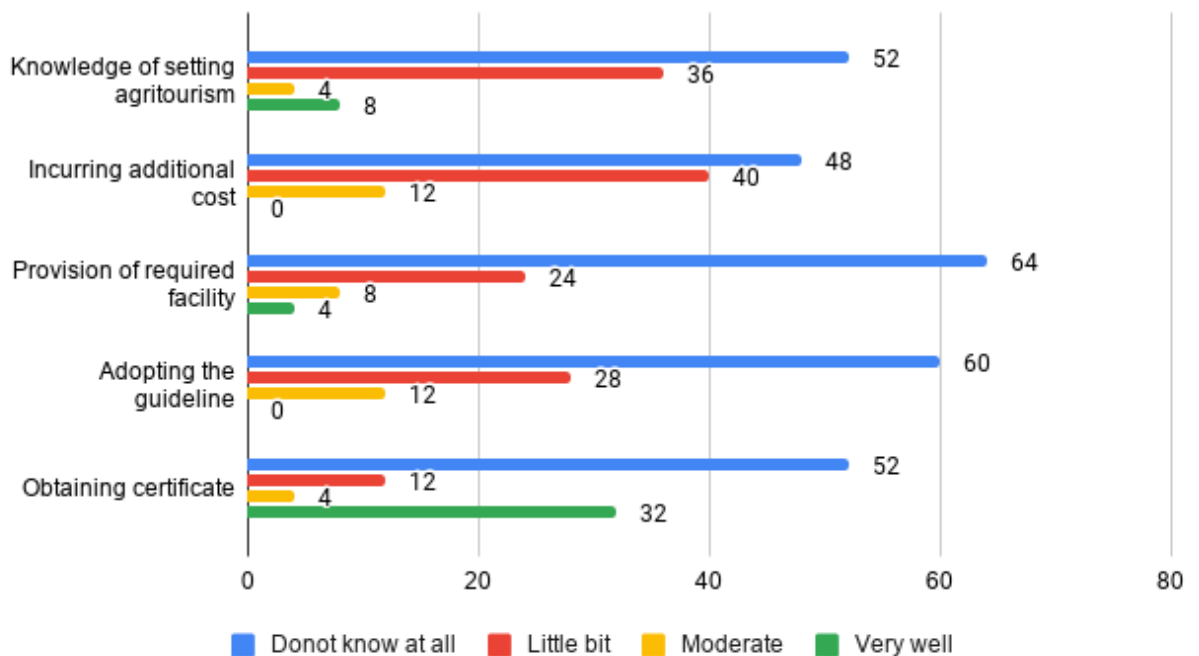


Figure 5.8: The level of understanding about the requirements of agritourism farms

Majority of the people do not know at all about agritourism. Few people about 8% have knowledge of setting agritourism. However, 32% stated that they know very well about obtaining certificate prior initiating any enterprise. 100% of the respondents having vocational or lower level of education and people having no education at all strongly agree to operate agritourism in their farm. 50% of the respondents having higher level of education showed willingness to operate agritourism in their farm whereas respondents having secondary level of education who are willing to operate agritourism are 71.43% which is relatively higher than respondents having higher level of education.

During the study, the respondents were asked about their perception about operating agritourism as a cooperative extension. 68% of the respondents claimed that especially small organization / enterprises benefit from agritourism if it is operated as a cooperative extension. 56% of the respondents stated that cooperating with others gives me access to more resources I need from the cooperative. The positive aspect of cooperative is that 40% of the respondents responded that cooperating with others results in lower costs for me. The negative aspect of agritourism is that 16% of the respondents stated that cooperation often means a lot of talking and no action and I fear that cooperating partners are abusing me for their own. 12% of the respondents said I have to depend on others when cooperating which might cause delay and restrictions.

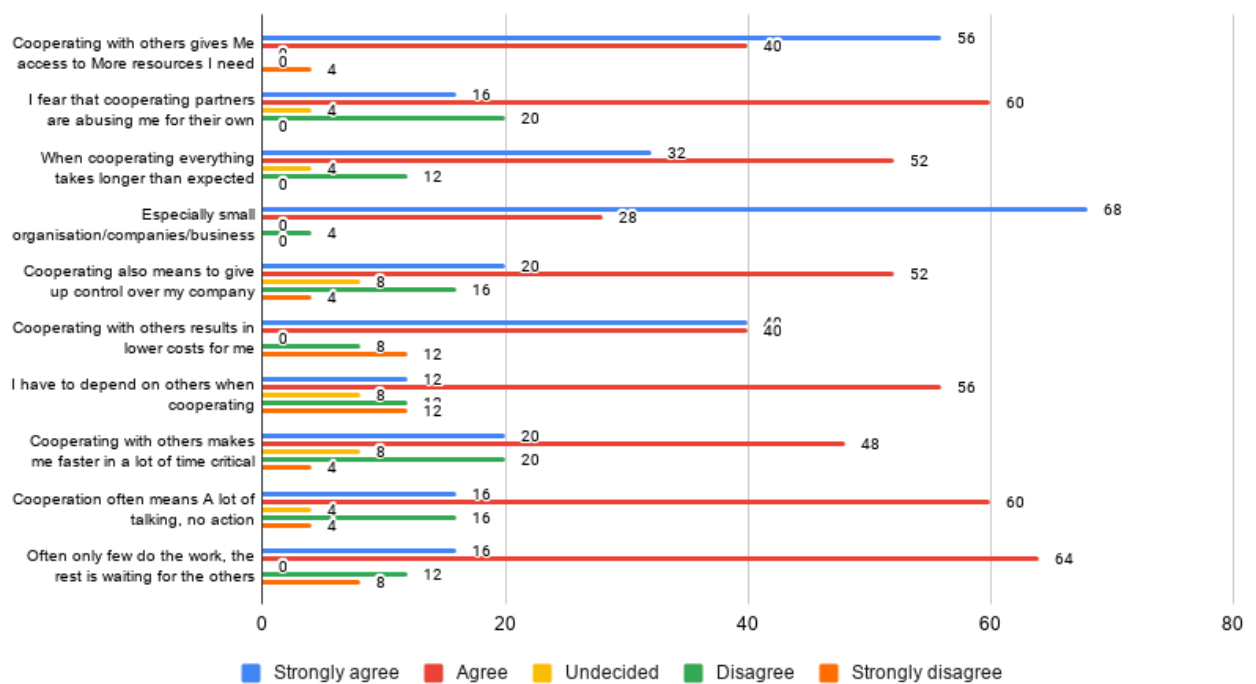


Figure 5.9: Perception about operating agritourism as a cooperative extension

5.1 Key Informant Survey

Table 5.2: Findings of key informant survey

Sub-objective	To study the agricultural practices and trends of tourism in Nepal for the possibility of flourishing an agritourism market.		
1.	NTB	ViTOF	Agro-economist
	Good farming practices	More liked by international tourist but are lesser in number	Subsistence farming; Not modernized and mechanized
	Homestay modality	Ongoing road construction has caused threat to eco-tourism	Vulnerable to climate change and natural hazards
	Farm to market experience	In recent years, number of domestic tourist has risen	Low productivity ;No good irrigation facility
	Change of phenomenon of tourist arrival		High demand of organic food
	Agro business a non tariff barrier and no direct tax liable		Agri-culture provides diversity of food culture
2	To undertake stakeholder analysis in order to know their perception about establishing rural environment as a cooperative extension.		
	Expectation is different	Home-based business	Understanding the linkage of product and production and product and tourism for knowing market demand
	Micro level project	Land price has increased	Connectivity, market information are influencing factor of market
	Community based small enterprise	Unique experience to the city oriented people	Consumer behavior, product and market price determines market trend

	Earn from local tradition at their own native place	Small scale investment	Need positive relation of consumption volume and consumption value to sustain a business
	Learning attitude of their ancestral activities and way of living	Display of rural identity	Supply chain management should be done well
		Formation of communal network	Farmers are willing to cooperate if enabling environment is provided
3.	To develop a diversified strategy for augmenting farm business with tourism activities that is appropriate in Nepalese economy.		
	NTB can guide in making norms and policies	Develop alternate route for traveler	Promotion of agro based bio-diversity, different agricultural production system and food culture
	Other suppliers of rural network integrate in a composite way	Training local people	Campaign linking nature tourism and education
	Conduct promotion campaigns	Self employment model	Design mechanism should be farm friendly and supportive of traditional methods
	Set visions and goals	Setting example of success story	Promotion of ecological production system
		Conducting seminar and promotion programs inside and outside the country	Increasing awareness, building capacity and developing tourism infrastructure

5.2 Method of Analysis:

- In-depth and saturation method

The questionnaire survey was conducted with the locals of the Balthali. Each local was interviewed individually. Their idea and knowledge about the various topics of agriculture, tourism and their outlook and perception about introducing agritourism was gained during the site visit. An in-depth interview was taken with all the 25 respondents who participated in the questionnaire survey. This helped to know the insights about operating agritourism in the near future from the perspective of the local people of various age, occupation and financial condition. This in-depth interview helped adopt saturation method for making an analysis.

- Statistical analysis:

The data collected from the site was entered in the computer aided software. An analysis was made correlating different aspects of the study. Based on it, the relationship between various components of the study was observed.

- Methods of co-relation:

A co-relation method was used for analytical study which helped to make a comparative, collective and practical narrative of the existing and expected scenario.

Descriptive analysis is used to know what has happened. Similarly, inquisitive analysis is done to know the reason for its occurrence. Predictive analysis is used to know the future outcomes which might occur and for decision making prescriptive analysis is used. Pre-emptive analysis helped to know possible action that may be required to do in near future.

Tools of analysis:

Graphical representation was done using computer aided software and an analytical framework was also made which helped to study the prevailing practices, perception and the need and requirement of the site for operating agritourism. It was helpful to set the targets and to prepare the strategies to achieve the definite goals defined by the study.

5.3 Analytical Framework:

The framework of the analysis constitutes two aspects of the study to find the potential of agritourism in Nepal. These two aspects are current outlook and feasibility for startup. The current outlook is divided into two parts practical approaches and innovative solution. The practical approaches is comprised of analysis based on mode of operation, outcomes of the agriculture and tourism at present condition and the adaptive techniques to cope with the

fluctuations and variability. The innovative solution consists of coping mechanism of the people, site and their activities to overcome the daily routines as well as abrupt changes occurring on their workplace. It also consists of studying the drivers of stimulation for activating the resources for better outcomes. Lastly, it consist the study of risk recovery and regeneration process to know the techniques used for protecting and handling with various situations.

Table 5.3: Analytical Framework

Current Outlook					
Practical approaches			Innovative Solution		
Mode of operation	Outcomes	Adaptive to fluctuation and variability	Coping mechanism	Drivers of stimulation	Risks recovery & Regeneration
Feasibility for startup					
Site scenario			Planning and implementation		
Social acceptance	Provision of key infrastructures	Access to assistance	Setting vision and goals	Preference	Requirements for farm profitability & agripneurship

The second part of the study comprises of the feasibility for startup. This consists of study of desired site scenario and planning and implementation for future applications. The site scenario further is divided into study of social acceptance, provision of key infrastructures and knowledge of access to assistance. And the othe half consists of planning and implementation portions. It deals with setting visions and goals, preferences of the operator as well as tourists and requirements of the rural setting for farm profitability and starting agripneurship in the rural region.

5.4 Agritourism Goals, Objectives and activities:

5.4.1 Social pillar

Vision: Ensuring prosperity

Goals: Creation of enabling environment for operating community-based entrepreneurship

Objective:

- To increase youth involvement
- To diversify farm-based revenue streams
- To protect rural identity
- To aware the local people about their responsibility towards sustainable land use practices and techniques

Strategy:

- Creating a Positive Future Through 4-H Youth Development
- Strengthening Families and Communities
- Cultivating Community Resiliency and Capacity
- Prepare youth, families and individuals for success in the global workforce and all aspects of life.
- Assist in effective decision-making regarding environmental stewardship.
- Help to become physically, mentally, and emotionally healthy.
- Assist communities in becoming sustainable and resilient to the uncertainties of economics, weather, health, and security.

Immediate term plans

- Design volunteer development systems that attract, retain, train, and energize youth and adult volunteers who are progressive and have an enduring commitment to youth.
- Develop an effective internal and external communication system to inform and engage citizens, stakeholders, and partners.
- Develop and deliver educational programming to improve capacity among community members to engage in community planning, decision making, and community leadership.

Long term plans

- Research and disseminate methods and recommendations to ensure that consumers have access to safe, high-quality, agricultural products.
- Improve competencies of youth in the following life skills: knowledge, reasoning, creativity, personal, social, vocational, health & physical for hospitality services.
- Improve the health through access to adequate, safe, and nutritious food.
- Recognition of the benefits of tourism for long term growth.

Activities:

- Providing training program and workshop

- Encourage local people to inherit their ancestral lifestyle to attract tourist
- Providing subsidies and incentives
- Encouraging, recognizing and rewarding the practice of sustainable approaches and monitoring its quality

5.4.2 Economic pillar

Vision: Uplifting livelihood

Goals: Strengthening the financial well-being of rural household

Objective:

- To augment tourism activity in a farm business
- To prepare rural environment for providing hospitality services
- To create market space and to market tourism product intrastate, interstate and internationally
- To attract funds, investment, develop tourism assets and work with tourism business to assist the growth of the industry

Strategy:

- Enhancing the Value of Agriculture
- Sustaining Natural Resources and the Environment
- Organizational Effectiveness
- Create pathways to energy independence.
- Assure an abundant and safe food supply for all.
- Sustain profitable plant and animal production systems.

Immediate term plans

- Support the management, use, and sustainability of natural resource capital for the benefit of future generations.
- Assist communities in developing and strengthening local economies through entrepreneurship and small-business development.
- Invest in the recruitment and development of a diverse group of educators, specialists, and staff to ensure exceptional programming, services, and leadership that address needs.
- Develop and deliver programs in green energy/bioenergy.

Long term plans

- Increase the profitability and sustainability of commercial food, fiber, animal recreation, and green industries.
- Prepare the agricultural industry for future opportunities and challenges in urban and rural environments.
- Increase economic stability and decrease reliance on public services by improving youth and family financial literacy and security
- Provide market information, knowledge of legal process, fund collection and good farm practice

Activities:

- Displaying their culture, traditional craft, dance, performance and local food and heritage
- Provision of infrastructure and services
- Knowledge of sustainable agriculture
- Promotion of rural tourism
- Creating network between growth poles
- Allocating area and budget for the exchange of goods and commodities and managing its effective regulation
- Maintaining regular supply chain management and good farming practices

5.5 Hierarchical Role and Responsibility:

National level

- Provide guidance in policy making

Provincial level

- Responsibility for the implementation of a wide range of legislation and by-law
- Provides strategic direction through policies and plans and through promotion
- Allocation of budget

Ward level

- The laws have significant influence on the selection of the location, construction and ownership as well as the ongoing management and maintenance
- Consideration is to be given to the relevant Government legislation and strategies when planning for a new or renewing the existing business

- Provide open, responsive and accountable Government and ensure that available resources are used fairly, efficiently and effectively
- Provides funding

Cooperative level

- Adopt a coordinated approach to planning and delivering infrastructure
- Practice a culture of collaboration and community engagement in the planning and development
- Identifying the critical problem area, the estimated cost and infrastructure required to invest in supporting the business initiatives
- Represent the interest of local communities to the wider community and higher level of governing body

5.6 Proposed Hiking Trail

In order to grow larger number of tourist visitation, alternate hiking routes are proposed. Depending on the length of trail, three different types of trails have been planned. These are Short distance hiking trail which starts from Godawari and joins Phulchowki, Kushadevi to the Balthali. The second is the moderate distance hiking trail which connects Sanga, Ranikot, Lakhuri Bhanjyang with the Godawari. Then, the route is followed by the short distance trail. The long-distance hiking trail is also been proposed which begins from Champa Devi, reaches Godawari and continue the Short distance hiking trail.

Plan A- Short distance hiking trail

Godawari- Phulchowki- Kushadevi- Balthali

Plan B- Moderate distance hiking trail

Sanga- Ranikot- Lakhuri Bhanjyang- Godawari- Phulchowki- Kushadevi- Balthali

Plan C- Long distance hiking trail

Champa Devi- Godawari- Phulchowki- Kushadevi- Balthali

Then, from Balthali three hiking trails are available. The traveler can choose the route according to the distance, place and time they want to travel. These three routes are for short distance hiking Balthali, Khopasi and Panauti is most widely preferred whereas for the moderate hiking distance the longer route that connects Balthali with Namobuddha followed by Dhulikhel, Nagarkot and Changunarayan is also travelled. The third route is from Balthali to Namobuddha

followed by Dhulikhel, Nagarkot, Chisapani and a Sundarijal. The existing and proposed linkage to other trails forms a wider trail network.

Balthali- Namobuddha- Dhulikhel- Nagarkot- Changunarayan

Balthali- Khopasi- Panauti

Balthali- Namobuddha- Dhulikhel- Nagarkot- Chisapani- Sundarijal

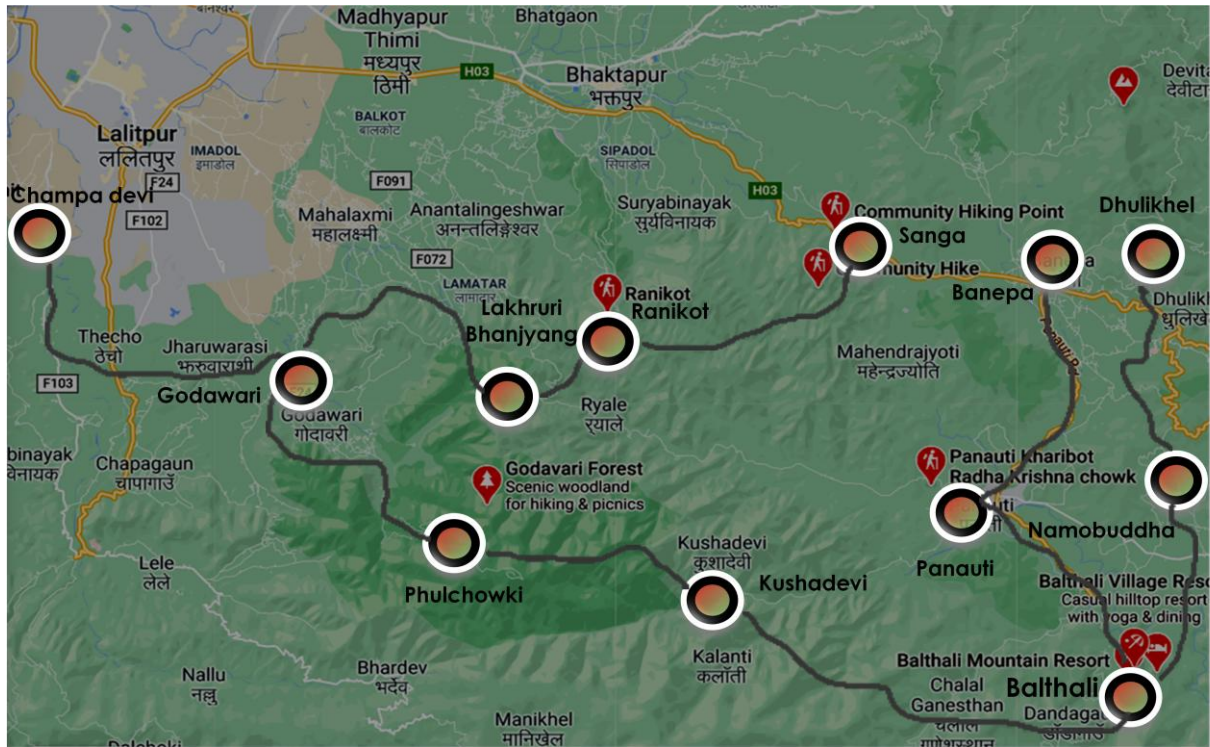


Figure 5.10: Proposed hiking route (Source: Google Maps, 2021)

5.7 Strategy to Work as a Cooperative Extension:

Cooperative Extension System (CES) empowers farmers, ranchers, and communities of all sizes to meet the challenges they face, adapt to changing technology, improve nutrition and food safety, prepare for and respond to emergencies, and protect our environment. (USDA, 2021).

Strategies are:

- Enhancing the Value of Agriculture
- Sustaining Natural Resources and the Environment
- Creating a Positive Future Through 4-H Youth Development
- Strengthening Families and Communities
- Cultivating Community Resiliency and Capacity
- Organizational Effectiveness

(Adopted from: (Virginia's Strategic Plan for Virginia Cooperative Extension 2011-2016, 2021))

Opportunities for cooperative extension:

- Create pathways to energy independence.
- Assure an abundant and safe food supply for all.
- Sustain profitable plant and animal production systems.
- Prepare youth, families and individuals for success in the global workforce and all aspects of life.
- Assist in effective decision-making regarding environmental stewardship.
- Help to become physically, mentally, and emotionally healthy.
- Assist communities in becoming sustainable and resilient to the uncertainties of economics, weather, health, and security.

(Adopted from: (Strategic Opportunities for Cooperative Extension, October 2007))

5.8 Impact

5.8.1 Social:

It deals with community development, social equity, social justice, cultural suitability, social responsibility, labor rights, human rights, social capital, health equity, livability, gender equity, other aspects of civilization and nature.

Social responsibility:

The advocacy of stakeholder, defying moral, social objective and impact of product on the environment are the part of social responsibility. Social responsibility activities maintain the harmony between the society, nature and business.

5.8.2 Economic:

Economic Sustainability

An important consideration in developing trails is ensuring that the implementing agency or trail advocacy group has the capacity to economically support the trail over its life cycle. Developing a long-term maintenance strategy is a critical aspect of initial trail planning and fundamental to a successful trail program [Vermont Town Forest, TRAIL DESIGN GUIDE].

It is directly related to environmental degradation as the indicator. It rises up and goes down depending upon the environment. Environmental sustainability depends on regeneration of

resources and amount of waste generation. For regenerating resources, the rate of harvesting should not exceed the rate of regeneration which is generally known as sustainability yielding practices. The amount of wastage generation should not exceed the adapting capacity of the environment which is generally known as sustainable wastage disposal practice.

5.9 Agritourism Market:

5.9.1 Strategy of promotion:

- Social media
- Press releases
- Road signage
- Speaking engagements
- Community events
- Travel and tourism websites and blogs
- Radio or television
- Print media (newspapers, magazines, visitor guides)
- Rack cards/brochures
- Product packaging
- Branded merchandise (hats, cycling jerseys, totes, mugs, water bottles)
- Point-of-sale signage and displays
- Website
- Industry memberships
- Community calendars and parent-oriented calendars and websites.

Keeping customers up to speed with:

- Farm website — making it interactive and having a photo gallery or videos where visitors can virtually tour the farm.
- Email newsletters
- Direct-to-consumer mailings
- Social networking tools
- A blog on the website

A guest blog can also provide exposure and recognition. By volunteering to be a guest blogger for journals and social media accounts associated with agriculture and tourism, one can form a network and share their knowledge and perception about it.

Cross promotion with other local business: Explore paid and free marketing options, and being open to unlikely partnerships. These include collaborations with a hotel in town, a resort nearby, a restaurant to which you wholesale produce, arts and crafts organizations that could co-host an event, a neighboring farm, or your school. The collaboration can also be with area artists/professionals to provide complementary services, such as a yoga class or weekend retreat that includes preparing a healthy meal and a simple fiber arts workshop who within your network is a relevant partner to help market your farm, based on your customer profile. A nearby businesses or farms or a chef with a wide following can also join hands. These partnerships can offer you access to partners' markets, in addition to your own.

“There seems to be a stronger interest from people coming to take pictures of whatever they find interesting.. The more we add in the farm, like a mural, a piece of art, an interesting landscape design—anything unusual or unique draws people attention. In general, there is a stronger longing to come to farms, to the countryside. It feels like they want to escape from the crisis in the world, to recover a sense of belonging and sanity.” — Amy Todisco

Positioning: The process of creating a unique impression for the operation in the minds of the customers is start by asking oneself, “How do I want my customers to describe my farm?” What adjectives would you want them to use “Friendly”, “Casual”, “Sustainable”. This process is commonly referred to as brand development. Once you’ve determined what kind of “brand” you have, make sure all your marketing materials reflect that brand. You should keep a consistent look and feel across:

- Signage on the farm
- Advertising and promotional materials (print and online)
- Employee apparel
- Contact information — email, voicemail, etc. Branding also involves messaging: conveying your unique selling points to your audience(s). To focus the message:
 - Identify the key items that are unique to your farm business
 - Narrow them down to 4–6 business points, succinctly describing what you offer
 - Determine how they align with what your target audiences need or want
 - Use these key points to develop your messaging across all of your marketing platforms
 - It is essential to acknowledge that more than 10%of promotions came from local exhibitions and advertisements in local magazines, newspaper and TV.

(Adopted from: (The Farm-Based Education Network, 2019))

- Promotion in international exhibitions, banners on international websites or advertisements in international magazines.

5.10 Ways to Increase the GDP:

Although high GDP is considered to have a parallel relationship with economic success, well-being of a country and the development of a nation, it is not as simple as we think. GDP is influenced by 4 factors in regards to Macroeconomics. These four factors are Consumption(C), Gross Private Investment(Ig), Government Spending(G) and Net Exports(Xn) (Nandan, 2021).

$GDP = C + G + I + NX$. C is equal to all private consumption or consumer spending, in a nation's economy, G is the sum of government spending, I is the sum of all the country's investment, including businesses capital expenditures and NX. (Source - Gross Domestic Product - GDP)

Increasing GDP means increasing the productivity of existing inputs (short run) OR increasing the amount and productivity of capital, labor, entrepreneurship and land (long run). The latter one is the one that really matters. The short-run increase in productivity ends up running into the law of diminishing returns. No matter how much more productive an input becomes, eventually you can't make it even more so and can end up getting less output from adding more inputs.

Better capital eventually is required. That's one problem the old Soviet Union ran into — it mechanized agriculture from the 1920s onward. It continued to add more capital inputs that were about the equal in productivity to previous ones, not real breakthroughs that could really make capital more effective. Think how American farmers use GPS to add nutrients to soil in the optimal amount instead of applying the same nutrients to every part of the field, regardless of whether that specific area needs it or not. They're still farming, but not in the way their grandparents did. And lots of people, for this reason, are NOT farmers today but their grandfathers were - vastly increased productivity of labor, assisted by more and better capital, have led to a need for fewer of them. Better capital alone isn't enough/ Usually, better capital needs better trained people to operate it.

So, four things can increase gdp, yesterday government decided to spend. That will be used by companies to buy machinery, increase in gdp, money earned by contractor will give them power to buy cars, increase in gdp, they will buy kopi luwak coffee instead of nescafe/tata, again increase in gdp. A cycle starts with wherever the government puts money. NX is net exports. It means that if India produces cotton yarn and China buys it then our gdp increases, but if we buy equal amount in mobiles from china then gdp of china will increase and ours will decrease thus.

NX determines which country produces better and sells better. I is investment. Lets say you borrow money two from bank and invest to create a factory, it can be any type of factory. Our gdp will increase. If your business fails then the gdp will be reduced. Loss for 1,2,3 years doesn't mean failed business. Closing the business means investment has vanished. If your factory is profitable or business is viable, then it will keep on increasing gdp of the country. The better the business model, the better will be the gdp (Quora, 2021).

5.11 Problem and Competition with the Domestic and International Market:

The global Agritourism market size is expected to gain market growth in the forecast period of 2020 to 2025, with a CAGR of 11.9% in the forecast period of 2020 to 2025 and will expected to reach USD 11670 million by 2025, from USD 7450 million in 2019.

detailed analysis of global market size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, sales analysis, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

Agri-Entertainment, Health and Wellness Tourism, Agri-Sport And Active Tourism, Agri-Retail Business, Farm based & Agri-Eco Tourism, Agri-Catering Businesses, Agri-Accommodation Services, etc. are some of the activities that are main attraction Agri tourism. There are different types of products available in the market. The list includes products that are readymade products or services and Tailor made products or services.

Global Food Tourism Market 2020-2025

Ancillary factors such as addictive adoption of social media platforms across age groups throughout the globe have ignited popularity of such events, also promoting them in the best possible light. Further, with astonishing adoption spike and soaring preferences for multi-cuisine food, growth is expected to remain optimistic in global food tourism market through the forecast span. Significant investments and prevalence of robust event management infrastructure are expected to keep the growth momentum agile (GlobeNewswire, 2020).

CHAPTER SIX: CONCLUSION AND RECOMMENDATION

6.1 Conclusion

Agritourism is the platform for the expansion of tourism sector in an existing farm. It encourages the local produce for purchase. It empowers local rural communities by providing employment and opportunity to market their produce. It helps in revitalization of agriculture and rural development. It adds new dimension in the tourism sector. It helps to promote prosperity in the rural community. It merges nature and agriculture-based tourism. 86.8% of labor-power is available in rural area (Statistical Report Volume Two Nepal Living Standards Survey 2010/11, November 2011). The new generation can be encouraged through the insurance in the agriculture sector. Through this study, the relationship between sustainable approaches, behavioral changes in agriculture and increment of revenue due to tourism was identified. The study provided the knowledge about the arrangements required in the existing farm setup, rural environment and agricultural goods and commodities for a tourism product. In addition, the perception of local dwellers to gain insight about their desired and expected service, process and relationship was studied. The nature of stakeholder performance and their respective contribution was known by conducting stakeholder analysis. The findings in regard to their involvement and factors affecting their synergy helped to formulate diversified strategies for marketing and branding of business, environments.

Further, the study shows that the interest of the agritourism can be developed by conducting training, promotion and awareness programme, expanding marketing, formation of committee, setting proper vision and goals. The study identifies that the attraction towards agritourism can be ensured by the provision of funding, consulting, facilitating feasibility study, registration and other legal procedure and by introducing innovative and engaging recreational activities. The social indicators are determined by the ways and condition of capitalization of local skills, community involvement, development of community entrepreneurship, involvement of both male and female for different activities, women empowerment, enhance community cooperation, skill enhancement and team work spirit. The economic indicator such as work efficiency, yield status, manufacturing of qualitative and competitive products, product recognition in market, increment in market outreach, capital investment and revenue generation, stakeholder interest and influence and adoption of alternative and clean energy acts as a litmus test. The rise in value and increment in supply and standard shows the socio-economic growth, abundance and financial prosperity in rural communities. At the end, this article identifies that by increasing income

generation from existing farm resources, diversifying farm revenue streams, expanding marketing, farm brand awareness, smoothing seasonal fluctuations in farm revenue that are customary in many forms of agriculture as an effective strategy for developing agritourism in rural area. It deals with getting started with agritourism by arranging feasibility study, investment and resources and management, understanding visitor's expectation for an agritourism destination, customer's relation, income sources, Agritourism liability and clarity with insurer, marketing agritourism enterprise, preparing agritourism enterprise checklist and amending policy.

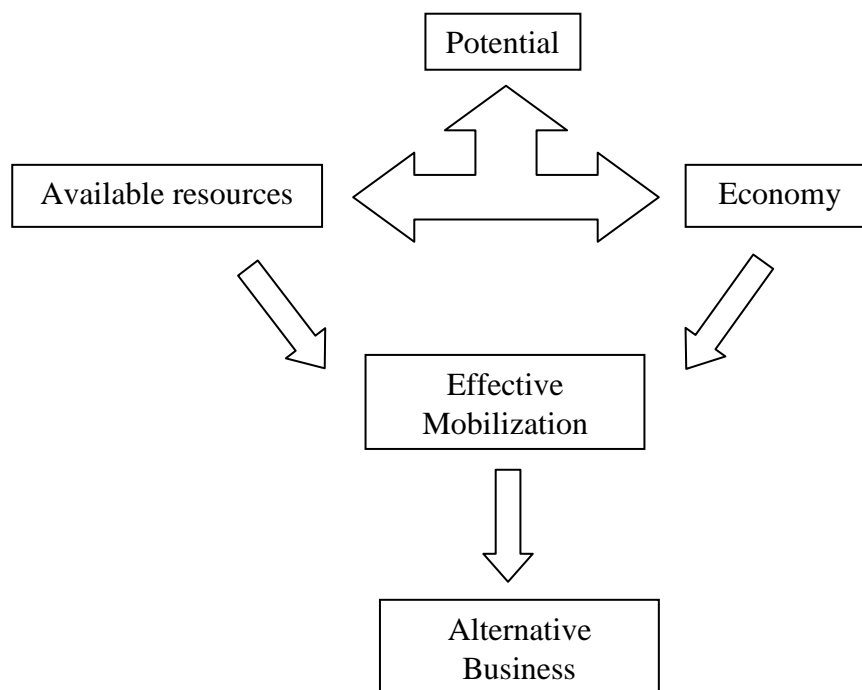


Figure 6: Agritourism operation

- From the study it was found that there is no economically profitable coexistence between agriculture and tourism
- The market-based linkage of the two sectors was challenged by the practices of non-commercial type of agricultural activities; small market size of tourism industry; and its mere dependency on agro- production
- The growing tourist flow and government attentions are pointed out as opportunities

6.1.1 To increase the GDP

Influenced by four factors

- Consumer spending on local produce
- Better capital and better trained people to operate it
- A cycle starts with wherever the government puts money- Better business model

- Reduced overseas shipment and increased productivity

6.2 Recommendation

- An integrated approach and collaboration between government agencies, local councils, tourism activity organizations & community
- Ministry of agriculture, Ministry of culture and tourism, landscape design & management office and other stakeholders should ensure linkage and market-based interaction between tourism and agriculture for sustainable local economic development
- Assign urban planners to play an essential role in curbing the land use and making optimum use of land profile, topography, orientation and site morphology to best suite the tourism activity on a rural context.
- The overall outlook of the agritourism site should be true to its context. Adding locally available technique and materials in a modified way to meet the present day need, choice and comfort is of utmost importance. The forms and designs must be innovative and represent the sense of place in every element of commodity.
- A committee should be formed for the management of the enterprise who will constantly monitor, form close-nit communal network and work for the betterment of the rural area.
- Landscape design and management is a crucial part for flourishing an agritourism market so the proper study of agro products, site, adaptive and additive measures of interventions that can be applied on the site must be done.
- The built environment should be a part of the site so the structures should camouflage with the concept, context and connect the enclosed, semi-enclosed and open spaces within the farm.
- Traditional and vernacular architecture must be adopted and new tourism activities must be identified along with inheriting the ancestral lifestyle and continuing the ongoing one.
- In order to understand the effectiveness of planning and implementation of policy for rural development future research should be done measuring
 - Farm profitability
 - No. of employment generation
 - Revenue generation
 - Sources of income

In order to flourish the agritourism market in context of Nepal, feasibility study should be done on the possible areas along with effective planning and implementation of policy. It is essential to

know the improvements required in agriculture sector of rural area to develop the possibilities of tourism industry. Since, a large part of the tourism sector is based on the semi urban and urban area of Nepal, conducting an awareness campaign is significant to encourage them to initiate agritourism as an alternative business. It is also important to ensure the sustainability of agritourism for obtaining maximum benefit from long term and efficient operation. It is a community based small enterprise that operates in a small cluster at their own native place so the ways of collecting the initial investment should also be guided. The financial knowledge about the provision of government subsidy and aids from various organization, fund mobilization and requirements for acquiring government subsidies should also be provided. The activities for the long term and immediate actions can be further classified into different phases according to the level of the enterprise. These are initial, operational and post implementation phase.

Initial Phase:

At first, the farmers understanding about the importance of setting agritourism within their farm should be developed. The perception of farmers if they are willing to offer tourists facility of hospitality, services and accommodation should be known. The possibilities to enjoy the cultural and/or naturalistic heritage of the region should be provided. It is also essential to get the timely feedback from the tourist whether they enjoy the facilities, when such possibilities are offered. The training programs should be conducted. The rural setup should be according to the choice and desire of domestic and International tourist for blooming tourism. The proper care for maintaining quality and standard of facilities provided within the farm should be taken.

Operational Phase:

In order to make agritourism farm a direct contact point between the rural community offer of products/services and the tourist request for relocalization, proper infrastructure should be provided in a rural area to make it easily accessible. Diverse employment opportunity should be generated and the role and responsibility of various groups involved should be determined according to their skill and area of expertise. The buildup cost and services provided must be cost effective. While offering the products and services, the facility to the farmers to act in a formal cooperation with other suppliers of the rural networks must be provided. The networking and long-term supply contracts with agriculture and tourism firms/associations are also important to establish. The record of the percentage of products or services sold through the agritourism farm that is supplied by local firms/associations should be maintained. The total number of local workers who are engaged by the farm exclusively in their products and services offer and the benefits gained by them should be an upward trajectory. The sustainable and climate smart

technologies can be adopted. The tourism development techniques such as advertisement on the national and international platforms, promotion campaigns and branding of the farm enterprise are helpful to aware and attract global population towards the beauty of farm and rural environment. The various promotional strategies are

- Facebook or social media
- Word of mouth
- Exhibition
- Brochures
- Newspaper
- Magazines

Post implementation phase:

The changes in lifestyle of rural people have happened due to agritourism should be measured. The increment in the amount of revenue generated within a year denotes the economic growth of the rural area which ultimately contributes to the national development as a whole. So, the supply chain management should be done well to foster tourism. The supply of food items, handicraft and logistic package should be regular. There will be disturbance in operation if it is not supplied regularly. The prolonged disturbance will distort the agritourism market.

Promotion of agro-based bio-diversity, socio-ethnic diversity and different agriculture production system, food culture is to be done. Provision of homestay and farm resort is also on the list. The government support and subsidy is also of prime importance. The campaign linking nature tourism and education should be started. There is need of graduate and post graduate courses. The promotion of ecological production system linking to tourism is essential. Farmers are willing to cooperate with other rural network of agritourism if an enabling environment is provided.

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APPENDIX

Appendix A: Interview Guide For Local Residents

Orientation questions

1. Name:

2. Gender:

- i) Male ii) Female iii) Others

3. Educational Level:

- i) Vocational or Lower ii) Secondary iii) Higher iv) None

4. Assessment of own financial situation:

- i) Very good ii) Good iii) Bearable iv) Very bad or bad

5. Age:

- i) 20-29 ii) 30-39 iii) 40-49 iv) 50 and more

6. Occupation:

- i) Farmer
ii) Teacher
iii) Youth club
iv) Aama samuha
v) Homestay owner
vi) Government officer
vii) Private sector

Common questions

7. Effect on farmer's livelihood due to tourism activities

- i) Income has increased
ii) No significant change in living standard
iii) At risk due to high investment and no net profit
iv) Vulnerable or bad

8. Perception of people involved in agriculture about benefit from tourism

- i) Strongly agree

- ii) Agree
- iii) It depends
- iv) Disagree
- v) Strongly disagree

9. How much increment in income has occurred due to tourism? Monthly income

- i) Less than 10000
- ii) 11000-20000
- iii) 21000-30000
- iv) 30000 & above

10. Impact of tourism on agriculture on the scale from 1 (Least) to 5 (Strong) in the opinion of the respondents

- i) More tourist in-flow, higher demand of ethnic food
- ii) Growing tourism leads to increased management of waste disposal
- iii) Risk on agricultural production activities
- iv) Increased opportunity for market expansion
- v) Threat to social harmony

11. Reasons for choosing agritourism farms as their holiday destination on the basis of rating i.e. (Very important, Moderately important, Not very relevant, completely irrelevant)

- i) Desire for peace and interest in natural environment
- ii) Competitive prices
- iii) Possibility of using healthy food
- iv) Curiosity about farming and farmer's lifestyle
- v) Disillusionment with resort and illusion with farm
- vi) Pro-health values of rural areas
- vii) Possibility of contact with farm animal
- viii) Possibility of pursuing hobbies e.g. fishing, mushroom, picking etc
- ix) Opportunity to learn about the traditions and customs prevailing in the countryside
- x) Opportunity to participate in traditional rural work and learn about the specifics of a farm

12. To identify the determinants inducing the respondents to resist from operating agritourism

- i) Lack of money
- ii) No need or desire to start

- iii) Lack of time
- iv) Not possible due to age or health reason
- v) There is no possibility of accommodation at the preferred facility
- vi) Household duties
- vii) No sufficient knowledge and skill
- viii) Fear of loss
- ix) Doubtful of not meeting the standard

13. The level of understanding about the requirements of agritourism farms on the scale of 1 to 5 on the opinion of the respondent

- i) Knowledge of setting agritourism
- ii) Incurring additional cost
- iii) Provision of required facility
- iv) Adopting the guideline
- v) Obtaining certificate

14. How do you know about agritourism?

- i) Facebook/ Social media
- ii) Word of mouth
- iii) Exhibition
- iv) Brochures
- v) Newspaper
- vi) Magazines
- vii) Don't know

15. Respondents willingness to operate agritourism in their farm adopting the measures

- i) Strongly agree
- ii) Agree
- iii) Undecided
- iv) Disagree
- v) Strongly disagree

16. Perception about operating agritourism as a cooperative extension on the basis of (Strongly agree, Agree, undecided, Disagree, Strongly disagree)

- i) Cooperating with others gives me access to more resources I need for working
- ii) I fear that cooperating partners are abusing me for their own benefit
- iii) When cooperating everything takes longer than expected
- iv) Especially small organisations/companies/businesses benefit from cooperation

- v) Cooperating also means to give up control over my company
- vi) Cooperating with others results in lower costs for me
- vii) I have to depend on others when cooperating
- viii) Cooperating with others makes me faster in a lot of time critical areas
- ix) Cooperation often means a lot of talking, no action
- x) Often only few do the work, the rest is waiting for the others
- xi) Cooperating partners don't understand my specific area of work
- xii) Financing/Finance is an excellent area for cooperation
- xiii) Cooperating with the same kind of company (e.g. hotel and hotel) does not make sense
- xiv) Distribution is an excellent area for cooperation
- xv) Production is an excellent area for cooperation
- xvi) Cooperating with others never works

Participants Profile of Pilot survey done in Pharping

Table 7: Participants of pilot survey

S.N.	Code Name	Occupation	Age	Gender
1.	Narendra Tamang	Government officer	40-49	Male
2.	Pabita Rai	Government officer	30-39	Female
3.	Tara Basnet	Farmer	50 and more	Female
4.	Jyoti Basnet	Private sector	40-49	Male
5.	Drishti Manandhar	Youth club	20-29	Female

Sample of Questionnaire for pilot survey

Appendix A: Interview Guide for Local Residents

Orientation questions

1. Name: Pabita Rai (Department of Agriculture, Pharping)

2. Gender:

i) Male ii) Female iii) Others

3. Educational Level:

i) Vocational or Lower ii) Secondary iii) Higher iv) None

4. Assessment of own financial situation:

i) Very good ii) Good iii) Bearable iv) Very bad or bad

5. Age:

i) 20-29 ii) 30-39 iii) 40-49 iv) 50 and more

6. Occupation:

i) Farmer
ii) Teacher
iii) Youth club
iv) Aama samuha
v) Homestay owner
vi) Government officer
vii) Private sector

Common questions

7. Effect on farmer's livelihood due to tourism activities

i) Income has increased
ii) No significant change in living standard
iii) At risk due to high investment and no net profit
iv) Vulnerable or bad

8. Perception of people involved in agriculture about benefit from tourism

i) Strongly agree
ii) Agree
iii) It depends
iv) Disagree
v) Strongly disagree

9. Impact of tourism on agriculture on the scale from 1 (Least) to 5 (Strong) in the opinion of the respondents

i) More tourist in-flow, higher demand of ethnic food

1
 2

Figure 7: Sample of questionnaire survey of Pharping

10. Impact of tourism on agriculture on the scale from 1 (Least) to 5 (Strong) in the opinion of the respondents

i) More tourist in-flow, higher demand of ethnic food

- 1
- 2
- 3
- 4
- 5

ii) Growing tourism leads to increased management of waste disposal

- 1
- 2
- 3
- 4
- 5

iii) Risk on agricultural production activities

- 1
- 2
- 3
- 4
- 5

iv) Increased opportunity for market expansion

- 1
- 2
- 3
- 4
- 5

v) Threat to social harmony

- 1
- 2
- 3
- 4
- 5

11. Reasons for choosing agritourism farms as their holiday destination on the basis of rating i.e. (Very important, Moderately important, Not very relevant, completely irrelevant)

i) Desire for peace and interest in natural environment

- Very important
- Moderately important
- Not very relevant
- Completely irrelevant

ii) Competitive prices

- Very important
- Moderately important

Figure 8: Sample second page of questionnaire survey at Pharping

Appendix: Questionnaire for National Level Expert

- Who prefer rural tourism the most? Are they satisfied with the hospitality, services and accommodation?
- What changes in lifestyle of rural people has happened due to tourism?
- Can the agritourism farm be a direct contact point between the rural community offer of products/services and the tourist request for relocalization?
- What are facilities provided within the farm? Are these cost effective? How much revenue is generated within a year?
- What are the environmental conditions after operating tourism business in farm? What is the provision of waste disposal?
- What are the measures taken in the farm for maintaining hygiene and investments done to build it in a livable condition incorporating modern amenities for the sake of tourism?
- What kind of employment is generated and what are the role and responsibility of various groups involved? Who assign the task? Are training programs conducted?
- What are the activities conducted for heritage and natural resources conservation?
- Do farmers understand the importance of setting agritourism activities within their farm? Do farmers act in formal cooperation with other suppliers of the rural networks?
- Is it possible to highlight the presence of an agritourism rural network in supporting the activities of the agritourism farm?
- How is the initial investment collected? How is the fund mobilized? Is there any provision of government subsidies?
- Who are the authority figure and governing body to run the community based business?
- What are the future plans in relation to agritourism? How can the interest of tourist drive into rural tourism?

Additional questions for agro-economist about Rural Sociology

Agriculture

- Sustainable production/ consumption

Business

- Analysis of Agritourism market
- Understanding of market demand and growth (Real time scenario of the market)
- Trend analysis and factors influencing market

- Sustainable revenue flow
- Consumption volume, consumption value
- Supply chain relationship analysis of agritourism

Ecological economics

- Less waste production or bio-degradable waste
- Processing packaging
- Energy efficient practices

Participants Profile of Questionnaire survey done in Balthali

Table 8: Participants of questionnaire survey

S.N.	Code Name	Occupation	Age	Gender
1.	Mittha Ram Humagain	Government officer	50 and more	Male
2.	Kokil Giri	Government officer	30-39	Female
3.	Ambika Thapa	Government officer	40-49	Female
4.	Laxman Thapa	Farmer	50 and more	Male
5.	Ghyagar Tamang	Farmer	50 and more	Male
6.	Pabitra Lamichhane Satyal	Teacher	20-29	Female
7.	Kapil Aryal	Private sector	30-39	Male
8.	Shishir Kayastha	Private sector	30-39	Male
9.	Shivani KC	Teacher	20-29	Female
10.	Rajendra Subedi	Private sector	30-39	Male
11.	Som Lal Tamang	Farmer	50 and more	Male
12.	Sakuntala Tamanag	Farmer	30-39	Female

13.	Krishna Prasad Humagain	Homestay/ Resort	50 and more	Male
14.	Ramesh KC	Farmer	40-49	Male
15.	Januka Thapa	Teacher	30-39	Female
16.	Dhurba Thapa	Teacher	40-49	Male
17.	Ram Krishna Sanjali	Farmer	50 and more	Male
18.	Madhu Sudan Poudel	Teacher	50 and more	Male
19.	Roshan Aryal	Farmer	30-39	Male
20.	Radha Krishna Satyal	Farmer	50 and more	Male
21.	Ram Prasad Humagain	Homestay/ Resort owner	50 and more	Male
22.	Shankar Lama	Teacher	40-49	Male
23.	Tara Man Lama	Government officer	40-49	Male
24.	Hira Kaji Tamang	Private sector	40-49	Male
25.	Govinda Prasad Humagain	Homestay/ Resort owner	50 and more	Male

Sample of Questionnaire for survey in Case area

THE POTENTIAL OF AGROTOURISM IN NEPAL

Appendix A: Interview Guide for Local Residents

Orientation questions

1. Name: *Shivani KC*
2. Gender:
 - i) Male
 - ii) Female
 - iii) Others
3. Educational Level:
 - i) Vocational or Lower
 - ii) Secondary
 - iii) Higher
 - iv) None
4. Assessment of own financial situation:
 - i) Very good
 - ii) Good
 - iii) Bearable
 - iv) Very bad or bad
5. Age:
 - i) 20-29
 - ii) 30-39
 - iii) 40-49
 - iv) 50 and more
6. Occupation:
 - i) Farmer
 - ii) Teacher
 - iii) Youth club
 - iv) Aama samuha
 - v) Homestay owner
 - vi) Government officer
 - vii) Private sector

Common questions

7. Effect on farmer's livelihood due to tourism activities
 - i) Income has increased
 - ii) No significant change in living standard
 - iii) At risk due to high investment and no net profit
 - iv) Vulnerable or bad
8. Perception of people involved in agriculture about benefit from tourism
 - i) Strongly agree
 - ii) Agree
 - iii) It depends
 - iv) Disagree
 - v) Strongly disagree
9. How much increment in income has occurred due to tourism? Monthly income
 - i) Less than 10000
 - ii) 11000-20000
 - iii) 21000-30000
 - iv) 30000 & above

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Figure 9: Sample First Page of questionnaire survey at Balthali

- 3
- 4
- ii) Growing tourism leads to increased management of waste disposal
 - 1
 - 2
 - 3
 - 4
- iii) Risk on agricultural production activities
 - 1
 - 2
 - 3
 - 4
- iv) Increased opportunity for market expansion
 - 1
 - 2
 - 3
 - 4
- v) Threat to social harmony
 - 1
 - 2
 - 3
 - 4

10. Reasons for choosing agritourism farms as their holiday destination on the basis of rating i.e. (Very important, Moderately important, Not very relevant, completely irrelevant)

- i) Desire for peace and interest in natural environment
 - Very important
 - Moderately important
 - Not very relevant
 - Completely irrelevant
- ii) Competitive prices
 - Very important
 - Moderately important
 - Not very relevant
 - Completely irrelevant
- iii) Possibility of using healthy food
 - Very important
 - Moderately important
 - Not very relevant
 - Completely irrelevant
- iv) Curiosity about farming and farmer's lifestyle
 - Very important
 - Moderately important

Figure 10: Sample second page of questionnaire survey at Balthali

Appendix B: Questionnaire for Nepal Tourism Board

- Who prefer rural tourism the most? Are they satisfied with the hospitality, services and accommodation?

This is a community based small enterprise. It operates in a small cluster. It has diversified nature. Before International tourist were mostly attracted towards rural tourism but now there is change in phenomenon. Nowadays urban population is also interested to visit rural settings for holiday and recreational purpose due to which the numbers of domestic tourist are growing gradually. They are satisfied with the available services mainly because their expectation is different while opting to visit such places. The total cost of staying in a 5 star hotel will charge them approximately Rs 15000 whereas rural accommodation will charge up to Rs 2000. The quality and standard will also differ accordingly.

- What changes in lifestyle of rural people has happened due to tourism?

An opportunity is gained by local people to earn from their local tradition at their own native place. During this course, a learning attitude is also developed about their ancestral activities.

- Can the agritourism farm be a direct contact point between the rural community offer of products/services and the tourist request for relocalization?

It is a concept of commercializing agriculture. Tourist will get an opportunity to have farm to market experience. While doing so, there will be change of value in the land, customs and rural environment. It helps to reduce dependency on manpower, material and goods and commodities. It also helps to generate education and employment opportunity for the local people and choice of entertainment for the tourist.

- What are facilities provided within the farm? Are these cost effective? How much revenue is generated within a year?

The adoption of good farm practice is essential. The proper monitoring and examination of soil fertility, seed quality, harvesting and processing methods, packaging techniques, safe transportation and distribution to the consumer must be done. There is no direct tax and non tariff barrier on vegetables. Due to which the vegetables can be easily transported with minimum cost. In that way, it is cost effective and with tourism as alternative business revenue generation is likely to increase to some extent.

- What are the environmental conditions after operating tourism business in farm? What is the provision of waste disposal?
There are waste disposal, collection and decomposition done in the rural area. The waste management is taken care by the local government.
- What are the measures taken in the farm for maintaining hygiene and investments done to build it in a livable condition incorporating modern amenities for the sake of tourism?
Some prerequisite requirements such as maintenance of healthy and hygienic environment and washrooms must be provided for operating agritourism. The knowledge about quality production, banking and tourism education is provided. Nepal Tourism Board can guide on making norms and policy. The making of plan and policy is looked by provincial and federal government.
- What kind of employment is generated and what are the role and responsibility of various groups involved? Who assign the task? Are training programs conducted?
Village Tourism Promotion Forum provides training and Nepal Tourism Board provides technical support for the tourism related activities in rural area.
- What are the activities conducted for heritage and natural resources conservation?
The activities conducted for nature and heritage conservation are providing awareness, promotion and technical support.
- Do farmers understand the importance of setting agritourism activities within their farm? Do farmers act in formal cooperation with other suppliers of the rural networks?
It works in a composite way in small cluster and pocket of rural region.
- Is it possible to highlight the presence of an agritourism rural network in supporting the activities of the agritourism farm?
Rural cooperation, women's saving, citizen investment fund highlight the presence of an agritourism rural network in supporting the activities of the agritourism farm.
- How is the initial investment collected? How is the fund mobilized? Is there any provision of government subsidies?
This is a micro level project that is generally governed and mobilized by the local government.
- Who are the authority figure and governing body to run the community based business?
On the policy level Nepal Tourism Board is the responsible authority and on the implementation level provincial and local government is active authority.
- What are the future plans in relation to agritourism? How can the interest of tourist drive into rural tourism?

‘First know your country and then travel the world’ is the motive of Nepal Tourism Board. It has been campaigning and conducting programs related to it.

Appendix C: Questionnaire for Village Tourism Promotion Forum (VITOF)

- Who prefer rural tourism the most? Are they satisfied with the hospitality, services and accommodation?

Rural tourism is mostly liked by international tourist. Due to lack of promotion, international tourist is lesser in number. Currently, large number of domestic tourist visit rural areas. The trend has increased in recent years. They are satisfied with the trip as a whole however they are not satisfied with the environment. Due to the construction work of road, the occurrence of landslide is prominent. Destruction of temple, chautara, vegetation during construction is happening. It has caused threat to eco-tourism. For this, there is need to develop alternate route/ road.

- What changes in lifestyle of rural people has happened due to tourism?

This is a home based business so definitely some changes have been seen. For example, due to rural tourism the land price in Namche Bazaar has risen up. Also, there is provision of proper education facility. Comparatively, Far-western region has not got popularity in terms of rural tourism.

- Can the agritourism farm be a direct contact point between the rural community offer of products/services and the tourist request for relocalization?

Rural tourism provides unique experience for the city oriented people and also to the international people. Right now, the focus is on the city dwellers.

- What are facilities provided within the farm? Are these cost effective? How much revenue is generated within a year?

This is a small scale investment. The facilities on the farm for the operation of agritourism are on the sector of vegetation, accommodation and sanitation. Variation in the types of plants grown and the choice of organic production is very important. Similarly, the build structures should be vernacular and represent the style best suited the context of the site. It is cost effective because it is build on own property using own material possession and available resources. This enterprise can have Rs 50000 to one crore profit annually depending on the scale of the business.

- What are the environmental conditions after operating tourism business in farm? What is the provision of waste disposal?

On the long term basis, it is helpful in decreasing global warming. The waste management can be done by producing juice of small bushes; grass and twigs like Asuro, Tetepati and use it as a pesticide. Decomposition is another method of waste disposal. Plastics collected can be either burnt or recycled depending upon whether it is bio-degradable or not.

- What are the measures taken in the farm for maintaining hygiene and investments done to build it in a livable condition incorporating modern amenities for the sake of tourism?
Measures taken in the farm are training program for the local people, building eco-friendly toilet in which liquid waste is passed into the farm soil from the outlet. It is used as a fertilizer. It takes 80-90 years to get its capacity full. The dry wall separation helps gas outlet to be used for cooking purpose in the form of bio-gas.
- What kind of employment is generated and what are the role and responsibility of various groups involved? Who assign the task? Are training programs conducted?
Mostly self employment model is used since it is a small scale business. Trainings are not conducted in sufficient amount. There is lack of awareness about eco-farming.
- What are the activities conducted for heritage and natural resources conservation?
Agritourism boost local economy. Due to lack of proper vision, local government has not done effective campaigning and policy making. Private sector is mostly involved in conservation works.
- Do farmers understand the importance of setting agritourism activities within their farm?
Do farmers act in formal cooperation with other suppliers of the rural networks?
The level of understanding about agritourism of the farmers is low. However, the success story of similar community tourism can set an example for other potential areas. Also, the contribution of tourism expert for the promotion and local government's subsidy provision has a major role.
- Is it possible to highlight the presence of an agritourism rural network in supporting the activities of the agritourism farm?
Souvenir and rural identity, their custom and tradition, is displayed when tourism is operated in a rural area. While doing so, diverse group of people from different caste, ethnicity and cultural background work together forming a communal network.
- How is the initial investment collected? How is the fund mobilized? Is there any provision of government subsidies?
Initial cost for small scale business is 5 lakh and 1-2 crore for large scale business. Province wise subsidy is provided.

- Who are the authority figure and governing body to run the community based business?
The involved stakeholders are local government, private sector like TAN, HOSAN, ViTOF, local people, businessman, journalist and other tourism organization.
- What are the future plans in relation to agritourism? How can the interest of tourist drive into rural tourism?
The future plans are to promote rural tourism inside as well as outside the country, conduct seminar, use online portal and international platform for advertisement.

Appendix D: Questionnaire for Devendra Gauchan (Senior Agro-Economist)

About Rural Sociology and Agritourism

Agriculture

- Sustainable production/ consumption
At present, subsistence farming is done in a traditional way. Agriculture is vulnerable to climate change and natural hazards. The agricultural practices are not mechanized and modernized. Though it is less prone to vulnerability, the productivity is low while adopting traditional technique. There is a need of high production in a sustainable way so that to bring transformation and improve the rural livelihood. Agriculture in Nepal is at risk due to its dependency on monsoonal rain. Rice is a staple production. There is no good irrigation facility. 54% of the land is irrigated using irrigation canal. Farmers depend on timely rainfall and water supply from the irrigation canal is still not yearly.

Business

- Analysis of Agritourism market
There is high market potential in Nepal. Nowadays, there is increasing demand of healthy organic food. People in search of unique experience in terms of taste and culture will find solace in agritourism destination. In regard to cultural expectations, agri-culture provides diversity of food culture. Different geographical region has different tradition, culture, and cuisine to offer. Nuwakot Trishuli is famous for trout farming. Trout fish that are freshly harvested and cooked are liked by many. Similarly, Juju Dhau of Bhaktapur and other Newari foods are famous among the dwellers. Chitwan has an operational farm. People should be accessible to diverse production of farm. The visit can be made for

educational purpose. The tourist will get adequate knowledge about production. Nepal has diverse bio-physical, ecological and cultural aspects.

- Understanding of market demand and growth (Real time scenario of the market)

The main focus is on the urban people. It is important to know what and where the demand exists. Proper selection of site, demand of nutritious food, uniqueness of agricultural production and preference of the consumer plays an important role in understanding the market demand and its potential growth. The linkage between product and production and product and tourism is essential to define the market demand scenario.

- Trend analysis and factors influencing market

The availability of market information through mass media and advertisement is an important influencing factor. The connectivity such as the access of road and other infrastructure and digital media plays an important role in influencing market. Also the consumer behavior, product and market price can make significant difference in market trend. If the market price is too high then people will not buy the product or services whereas if it is relatively cheap then their demand will be high.

- Sustainable revenue flow

Developing tourism infrastructure for agritourism is of prime importance. About 5 years ago, Mustang was difficult to access due to lack of proper road connectivity. Now the scenario has changed after developing proper infrastructure. Similarly, Jumla, Rara and Mugu have high demand of Marsi rice. The logistic facility and homestay are not available and there is lack of package tours and infrastructure. Traditional architecture and crop production technique can help to attract tourists. Consideration in the design that is indigenous is essential to conserve our heritage. In this way, revenue flow can be made sustainable.

- Consumption volume, consumption value

There should be a positive relation between consumption volume and consumption value. Positive relation is the indicator of flourishing economy. In order to foster rural area, there should be high consumption volume but less consumption value. It indicates that the people get benefit. It would be better if it has less consumption volume and high consumption value. It is helpful to attract high class tourist. The provision of handicraft

shop, adequate gift shop and other associated facility will help to promote tourism. The negative result shows that the business is not sustainable.

- Supply chain relationship analysis of agritourism

If supply chain management is done well then we can foster tourism. The supply of food items, handicraft and logistic package should be regular. If it is not supplied regularly then there will be disturbance in operation. If the disturbance is prolonged then it will distort the agritourism market.

Ecological economics

- Less waste production or bio-degradable waste

It is essential to increase awareness and capacity building. The bio-degradable and non degradable waste needs to be sorted out so that the bio-degradable waste can be used as manure. The non bio-degradable waste should be properly disposed. The identification of proper area for decomposition will help the surrounding environment. The need to monitor waste management and create tourist awareness will ultimately aid to make the environment pollution free. The economics polluter's politics about imposing fine as a legal mechanism will check the habits of locals as well as tourists so that they do not pollute the rural area.

- Processing packaging

Processing should be done in a sustainable way. Design mechanism should be farm friendly and supportive of traditional methods. There is high demand of millet, buckwheat and barley but due to lack of machines food having high nutrition value is perished in short time. Cold storage facilities that are available are expensive. Sometimes low energy cold stores are required. There is need of drying technology for highly perishable products like milk. Solar drying machine is required to process ghundruk, masheura in a scientific and hygienic way.

- Energy efficient practices

The use of solar dryer, hydro based water lifting for irrigation, hydro-electricity and bio gas are some of the energy efficient practices of the rural region. Hydroelectricity can promote tourism and low energy bio-gas helps in recycling of waste and simple conversion mechanism for cooking and lighting purpose.

Future plans:

Promotion of agro-based bio-diversity, socio-ethnic diversity and different agriculture production system, food culture is to be done. Provision of homestay and farm resort is also on the list. The government support and subsidy is also of prime importance. The campaign linking nature tourism and education should be started. There is need of graduate and post graduate courses. The promotion of ecological production system linking to tourism is essential. Farmers are willing to cooperate with other rural network of agritourism if an enabling environment is provided.